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JAN 19 1940

GIFT OF PUBLISHER

RADIO MARKET ATLAS EDITION

BROADCASTING

Broadcast Advertising

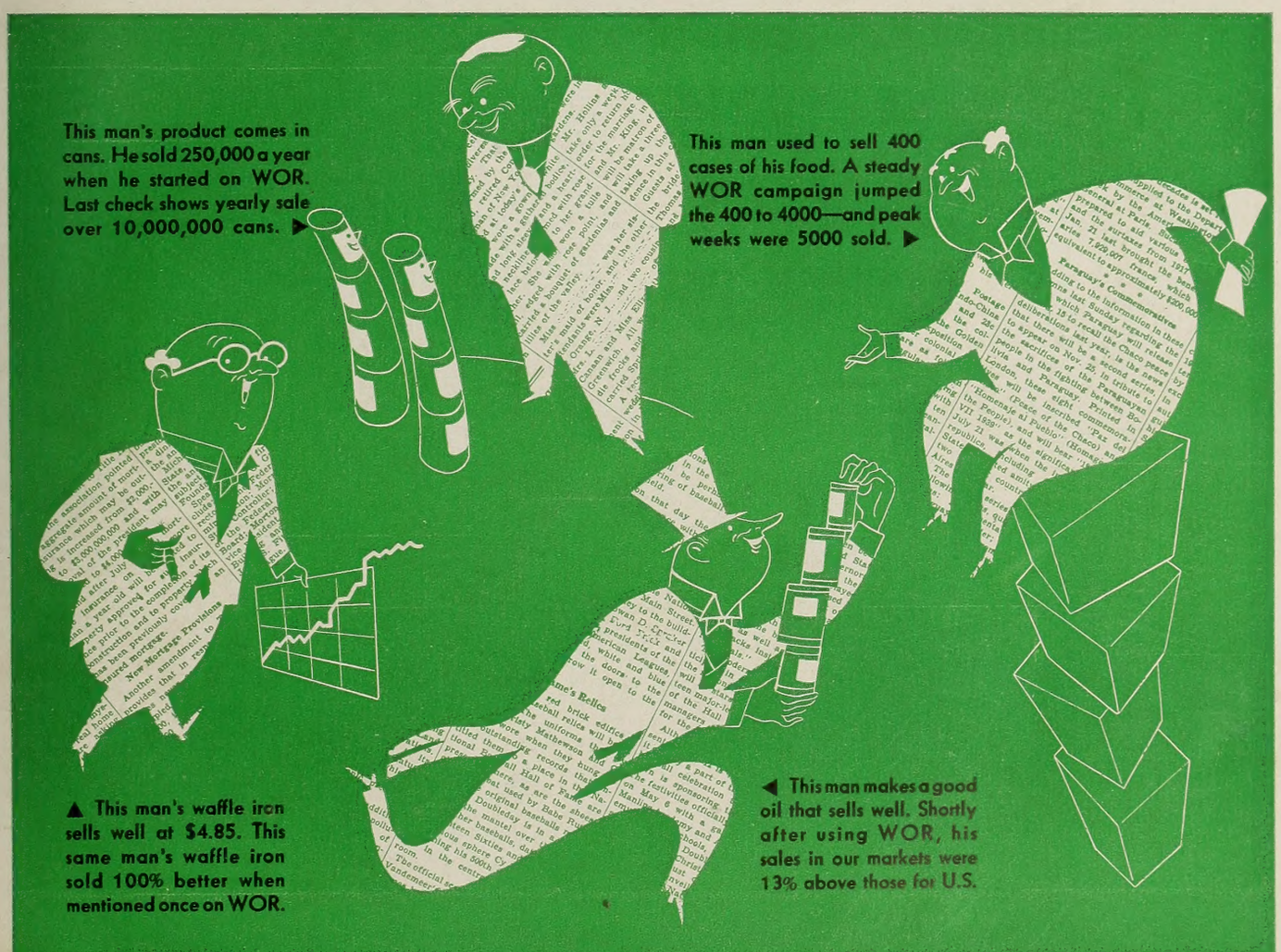
Vol. 17 • No. 1

JULY 1, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



"I am on urgent business," said the distinguished-looking visitor, "do not dare to detain me unless you have something important to show." "We have," we replied, "it's our more than 60 success stories—may we lead you to the file?"

WOR, 1440 BROADWAY, IN NEW YORK

TK6540
.B85

Proved Coverage

WLS in Chicago has intensive coverage of the rich Middle Western market. WLS proves its audience in this area and throughout the country by the letters they write—definite evidence that they are listening. WLS has received over nine million letters in nine years and is well on the way to another year and another million: 615,268 letters in the first five months, distributed among the states and nations as shown in the mail report to the right.

WLS DATA Mail

June 5, 1939

To All Salesmen:

Definite proof that the new WLS transmitter has increased our audience is to be found in the fact that 1939 mail for the first five months is more than 60,000 letters ahead of last year, with noticeably increased mail from Iowa, Missouri and Texas to the west, and Ohio, New York and Pennsylvania to the east.

	Total Mail Jan. 3 to June 3		Total Mail Jan. 3 to June 3
Alabama	787	New Jersey	189
Arizona	53	New Mexico	38
Arkansas	807	New York	4,241
California	294	North Carolina	503
Colorado	166	North Dakota	801
Connecticut	151	Ohio	6,885
Delaware	32	Oklahoma	868
District of Columbia	812	Oregon	59
Florida	296	Pennsylvania	2,082
Georgia	440	Rhode Island	25
Idaho	16	South Carolina	169
*Illinois (ex. Chicago)	174,398	South Dakota	330
*Metropolitan Chicago	139,149	Tennessee	994
*Indiana	93,651	Texas	1,057
Iowa	9,711	Utah	12
Kansas	557	Vermont	300
Kentucky	1,807	Virginia	515
Louisiana	285	Washington	52
Maine	244	West Virginia	752
Maryland	201	*Wisconsin	105,057
Massachusetts	308	Wyoming	67
*Michigan	58,427	CANADA	1,186
Minnesota	2,746	CUBA	3
Mississippi	622	ENGLAND	1
Missouri	2,519	ALASKA	1
Montana	149	MEXICO	1
Nebraska	278	PANAMA CANAL ZONE	1
Nevada	2	BERMUDA	1
New Hampshire	170		
		TOTAL	615,268

	1939	1938
Listener Letters	615,268	555,123

Average number of letters per week, Jan. 3 to June 3, 1939 -- 28,585
Average number of letters per week, Jan. 3 to June 3, 1938 -- 25,840

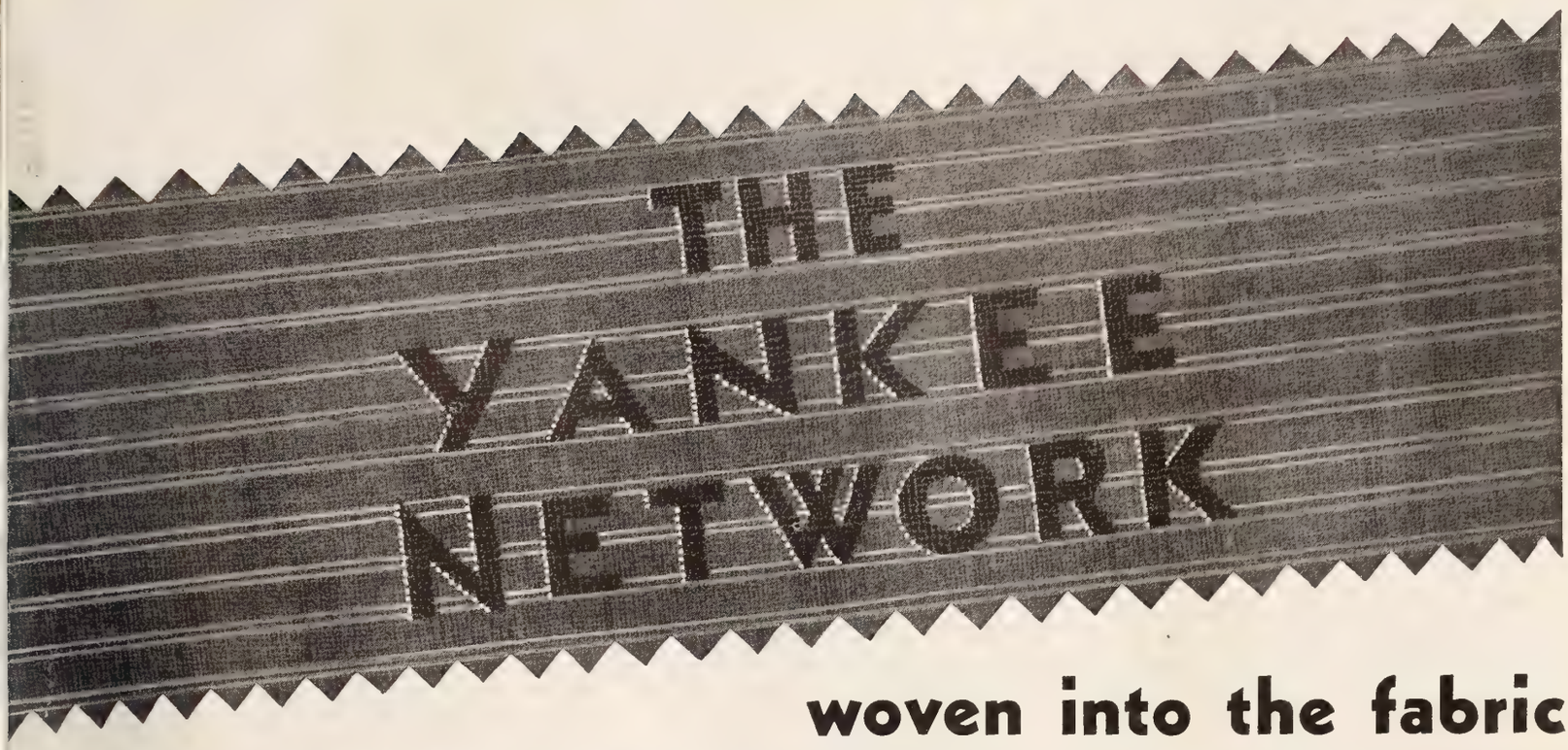
● THE PRAIRIE FARMER STATION ● 50,000 WATTS ● CLEAR CHANNEL ● 870 KILOCYCLES

* These four states—Illinois, Wisconsin, Indiana and Michigan—plus Metropolitan Chicago, constitute the WLS Major Coverage Area. This area contributed 92.7% of the total mail for the five-month period—intensive coverage of Chicago and the Middle West.

WLS

Burridge D. Butler, *President* **(Chicago)** Glenn Snyder, *Manager*

Represented by **JOHN BLAIR & CO.,** *New York • Chicago • Detroit • Los Angeles • San Francisco*



woven into the fabric of New England living and *buying*

I DIDN'T realize that radio is an integral part of living until the hurricane deprived us of electricity and, consequently, broadcast reception," said a New England housewife last fall. "My family was very happy when our receiver started functioning again.

"Radio is so much a part of life that we take it for granted. Time signals in the morning speed my husband off to work and the children to school. Household programs provide me with a wealth of helpful culinary and housekeeping information. News periods keep us in touch with all that is happening in the world; play-by-play sports broadcasts hold intense interest for my husband and son, and the many musical and dramatic programs supply entertainment for all of us. Yes, — and the commercial programs supply constant and valuable shopping suggestions."

Seventeen popular local stations, comprising the facilities of The Yankee Network, provide New England with this "integral part of living" — a service that is woven into daily life and daily shopping activities of those who form the large able-to-buy audience in seventeen major markets.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

WNAC	Boston	WSAR	Fall River
WTIC	Hartford	WNBH	New Bedford
WEAN	Providence	WHAI	Greenfield
WTAG	Worcester	WBRK	Pittsfield
WICC	Bridgeport, New Haven	WLLH	Lowell, Lawrence
WNLC	New London	WLNH	Laconia
WCSH	Portland	WRDO	Augusta
WLBZ	Bangor	WCOU	Lewiston, Auburn
WFEA	Manchester		

DcN 3/4/40

THE YANKEE NETWORK

21 BROOKLINE AVE. BOSTON, MASS.

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.



Their Gas and Oil are Bought in New England

There is nothing surprising in this situation. Gas and oil are bought where a car is operated—not where it is registered. And because New England is within easy motoring distance of 72% of the country's population, some 3,000,000 visit it during summer months. They spend over $500,000,000 in New England for recreational needs.

Naturally most of these people have a radio. Naturally, too, most of them listen to WTIC.

A summer program over WTIC offers a unique opportunity to secure bonus coverage at no extra cost. An audience of 1,863,570 in the primary coverage area; 1,788,430 additional in the secondary coverage area. And a guest audience of many hundreds of thousands more. All with purchasing power far above the average.

The New York World's Fair 1939 expects close to 17,000,000 visitors. Many thousands of them will visit WTIC's New England this summer.



©NYWF 1939

WTIC

50,000 WATTS · HARTFORD, CONN.

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation
Member NBC Red Network and Yankee Network
Representatives: Weed & Company
New York Chicago Detroit San Francisco

CBS-*again in 1939*



CBS—year after year broadcasting more of the nation's "big" advertisers' programs than any other network—naturally delivers an increasing audience *right around the clock, right around the calendar.** But CBS "commercials" are not the whole story. They are blended and reinforced with radio's most alert, most stimulating sustaining programs!

for example . . .

*May we show you proof?

Such CBS programs

CRISIS IN EUROPE While the hates and hopes and fears of the world bubbled over into hysteria. CBS won nationwide applause for its brilliant job of catching the sound of history on the wing — keeping Columbia audiences better informed, more vividly informed than any other!

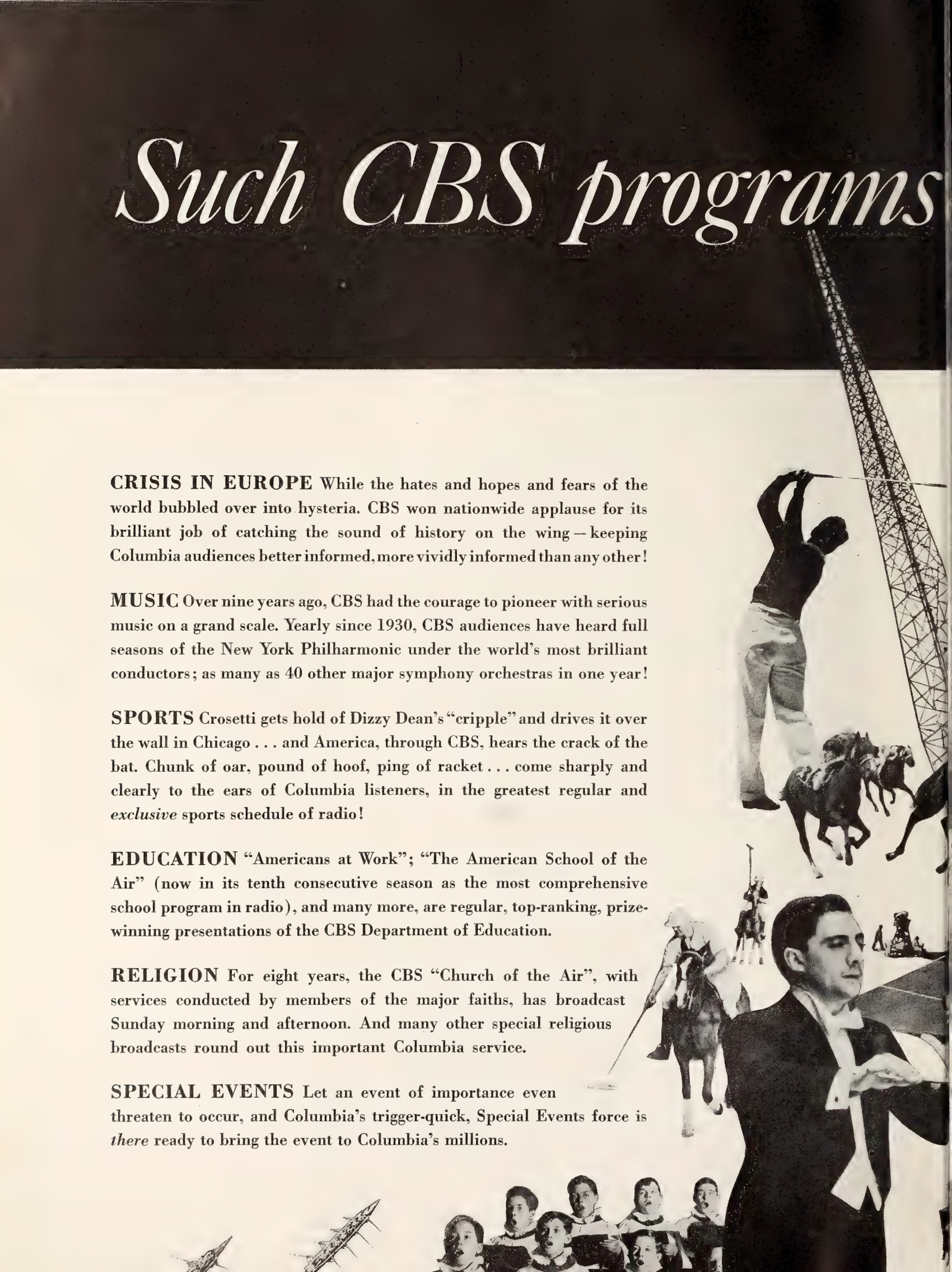
MUSIC Over nine years ago, CBS had the courage to pioneer with serious music on a grand scale. Yearly since 1930, CBS audiences have heard full seasons of the New York Philharmonic under the world's most brilliant conductors; as many as 40 other major symphony orchestras in one year!

SPORTS Crosetti gets hold of Dizzy Dean's "cripple" and drives it over the wall in Chicago . . . and America, through CBS, hears the crack of the bat. Chunk of oar, pound of hoof, ping of racket . . . come sharply and clearly to the ears of Columbia listeners, in the greatest regular and *exclusive* sports schedule of radio!

EDUCATION "Americans at Work"; "The American School of the Air" (now in its tenth consecutive season as the most comprehensive school program in radio), and many more, are regular, top-ranking, prize-winning presentations of the CBS Department of Education.

RELIGION For eight years, the CBS "Church of the Air", with services conducted by members of the major faiths, has broadcast Sunday morning and afternoon. And many other special religious broadcasts round out this important Columbia service.

SPECIAL EVENTS Let an event of importance even threaten to occur, and Columbia's trigger-quick, Special Events force is *there* ready to bring the event to Columbia's millions.



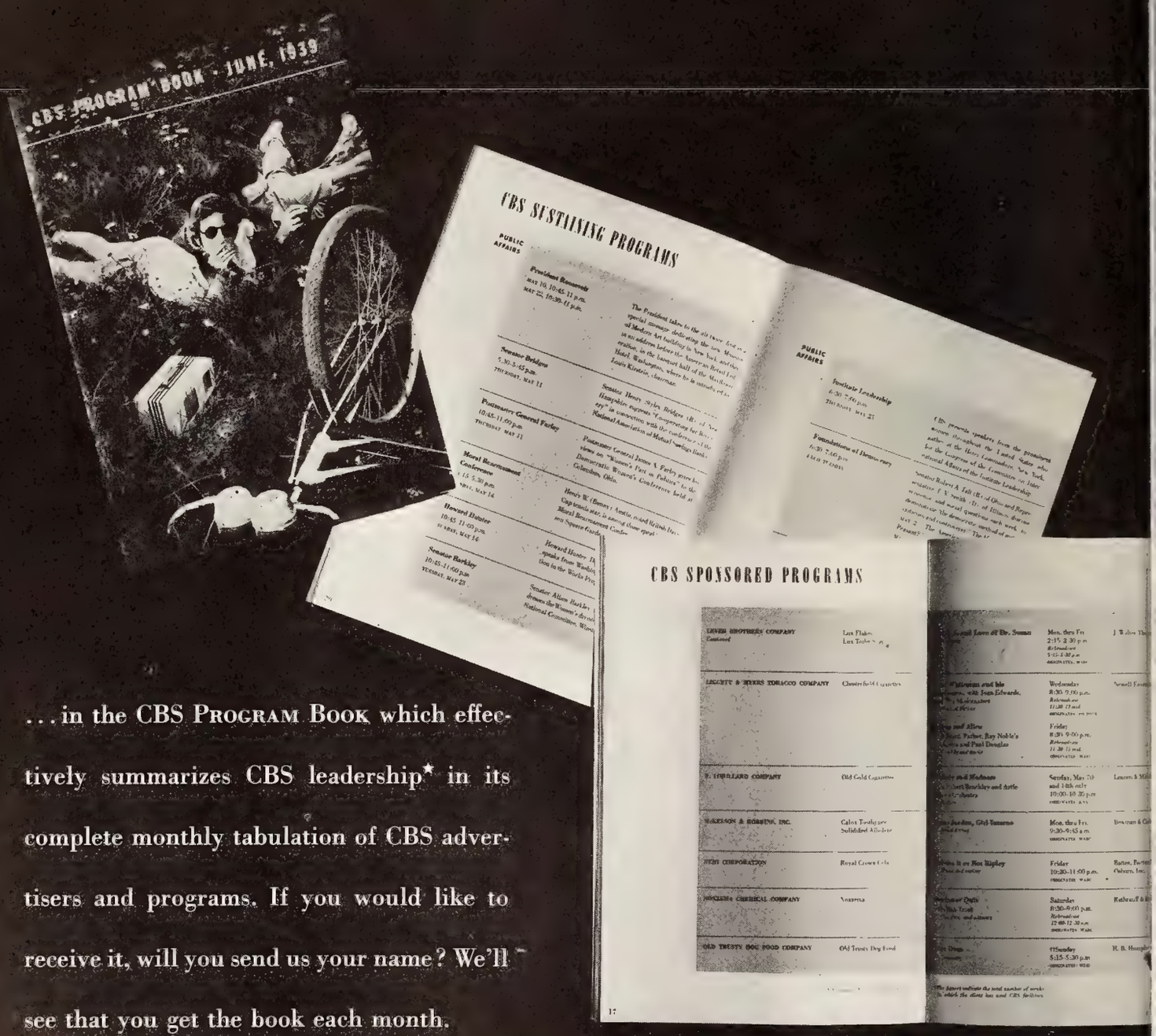
as these...



Such "sustaining" programs as these plus scores of big "commercials", make up the complete Columbia schedule—*by every index, the most powerful schedule in radio!* And by every test—year after year—coincidental telephone survey, personal interview, or any other—the CBS schedule holds the unflagging interest of a growing audience, right around the clock! And right around the calendar! Year after year!



The story is here



. . . in the CBS PROGRAM BOOK which effectively summarizes CBS leadership* in its complete monthly tabulation of CBS advertisers and programs. If you would like to receive it, will you send us your name? We'll see that you get the book each month.

Columbia Broadcasting System
THE WORLD'S LARGEST RADIO NETWORK

*More of the country's 100 largest advertisers use CBS than any other network. This is true in 1939, as it was in 1938 —and each year through to 1934!

WITH AN EYE TO THE FUTURE—BUT OUR FEET ON THE GROUND

An Important Statement by Standard Radio on the Subject of "Tax-Free" Music

STANDARD RADIO IS TODAY, AS ALWAYS, fully alert to the significance of the march of events in the broadcasting industry. As long as 15 months ago, sensing that the subject of music free from copyright fees might one day become of paramount importance, Standard Radio quietly but effectively went to work to meet any situation which might arise.

Yet—and this is equally noteworthy—Standard Radio has solved this problem without losing its sense of balance, and without calling upon its subscribers to carry the burden of premature preparations against a problematical emergency.

★ ★ ★

As a result, Standard Radio has built up the tax-free portion of its Library Service to include a wealth of practically every type of musical selection, for which no copyright fee or special performance licenses are necessary.

To augment and diversify this tax-free section even further, Standard Radio is today producing each and every month approximately 50 new tax-free musical selections—but without reducing the normal amount of copyright material which is so necessary to a complete service, and which enables subscribers to take full advantage of their ASCAP licenses.

In fact, although fully one-half of Standard's monthly releases are in the *tax-free* classification, the number of *copyright* selections is nevertheless equal to or greater than the total number of releases offered by most other library services!

★ ★ ★

By December, 1940, when the subject of tax-free music may come to the fore, Standard Radio subscribers will be able to face any situation which may arise with the calming assurance of a huge reservoir of over 2,000 tax-free and public domain musical selections of all types.

If, as 1941 approaches, it becomes apparent that an increased volume of tax-free dance music will be required, Standard Radio will bring the full force of its unequalled experience and facilities into play. At that time, the number of tax-free original popular selections in the Standard Library will be rapidly expanded to provide more than ample variety in this important field. It is because Standard Radio has such outstanding resources and facilities for producing original tax-free popular selections, that we can wait until the situation becomes definite and clear-cut, rather than penalize our subscribers in the interim.

Even now—today—we are prepared to furnish any station desiring it, a completely tax-free Library Service, with both basic Library and new releases free of copyright complications. But if, with us, you can keep an eye on the future, and your feet on the ground, you can continue to enjoy the complete, well-rounded service which has made Standard Radio a dominant factor in the transcription field, with the assurance that you are fully prepared for whatever changes time may bring.

Standard Radio

360 N. Michigan Avenue, Chicago, Ill. *6404 Hollywood Blvd., Hollywood, Cal.*



THOSE DAYS ARE GONE FOREVER ...THANKS TO RADIO



THE STUDENTS OF TODAY take for granted the great privilege which ten years ago, or even less, was only a dream. NBC is glad that its numerous educational programs are thus regarded by students of all ages.

NBC subscribes fully to the belief that *one* of the obligations of broadcasters is to inform . . . to add to the interest of study . . . to encourage original thinking. To this end, NBC provides a great variety of programs that bring the foremost educators of the nation to all listeners no matter how isolated may be their locations. No longer does distance put obstacles in the path of the ambitious.

Educational programs are only some of NBC's great public services. Whether entertaining or informative, they open to millions a whole world undreamed of a few years ago.

NATIONAL BROADCASTING COMPANY

THE WORLD'S GREATEST BROADCASTING SYSTEM

A RADIO CORPORATION OF AMERICA SERVICE

A Tale of Two Cynics





It was on the 5:15 coming home the other night. Being too late to get my usual seat I had no other choice than to sit with the two sour-pusses that fill the front two seats of our car with gloom every day. And having nothing better to do I found myself listening to a conversation which went something like this . . .

"...and this fellow expected me to believe that KGO's audiences go up *in the summer months instead of down."*

"What did you do, throw him out?"

"No, I humored him by asking why, how, what proof he had and so forth."

"I'll bet that stopped him."

"Not him. He came right back with a story about KGO's night baseball broadcasts having a Facts Consolidated rating of over 27 during July and August."

"So what!"

"That's what I said and I thought he was going to jump over my desk when he told me that only 3 others of all *evening programs had a higher rating than that in San Francisco and Oakland. Then before I could say another word he told me of a couple of specially built musical programs available for spot-announcement advertisers right next to baseball."*

"Yeh, but you probably have to pay a premium for them. They get you coming and going."

"No, he said the rate stays the same."

"Hmmmm, I don't believe it . . . . . "

And that's where I had to get off although I wanted to tell him before I left that it is not only true about the rates, but that there are two other mighty important things about KGO that they overlooked:

(1) KGO is the most powerful station available for spot announcements in the entire Exposition-rich San Francisco Bay Region between the premium hours of 6:00 and 10:15 p. m.

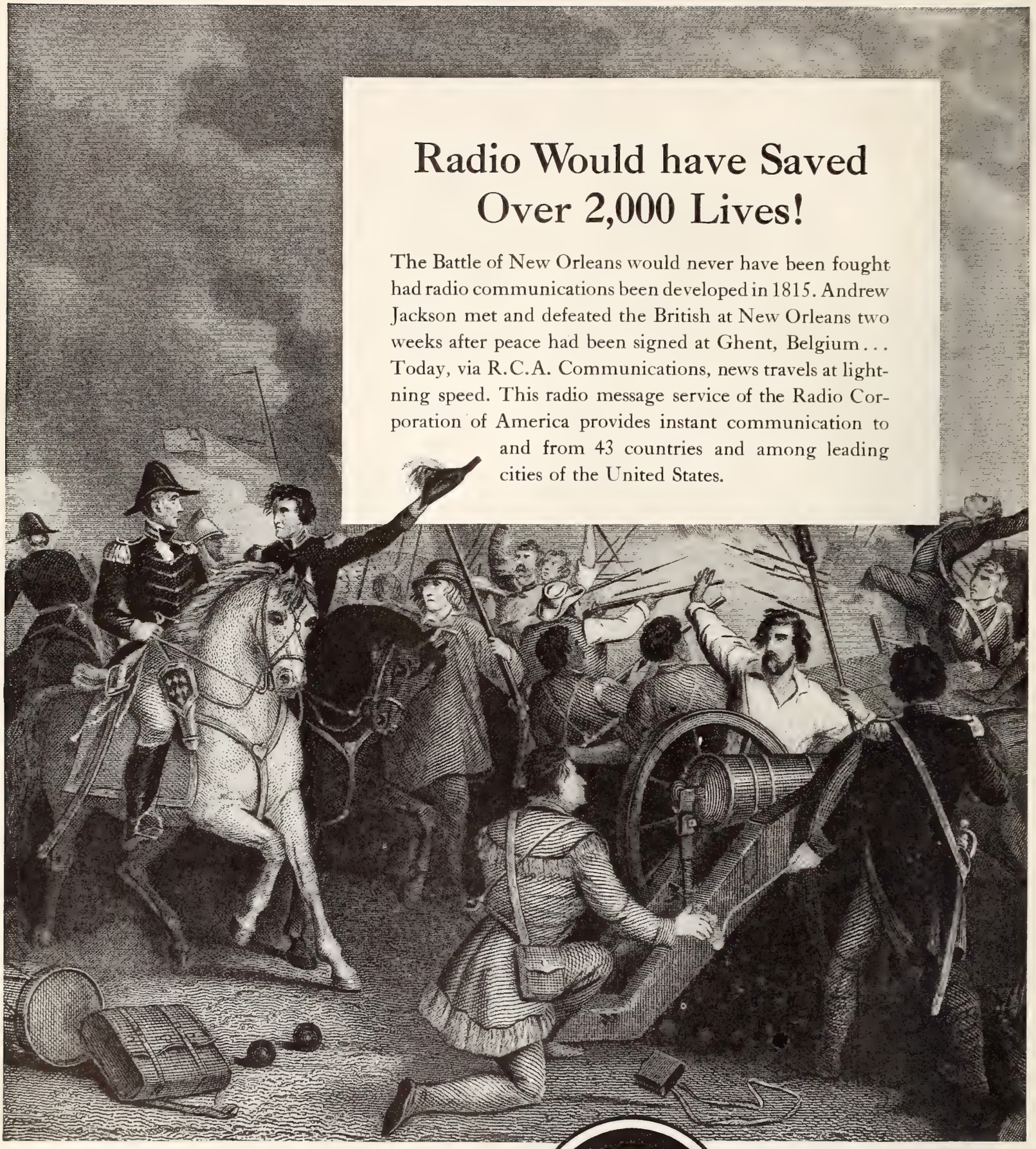
(2) Any NBC sales representative has a bag full of stories on spot announcement advertisers who have used KGO successfully.

Gosh, cynics miss a lot of good things in life, don't they!

KGO

COMMANDS THE EXPOSITION MARKET

National Broadcasting Company. A Radio Corporation of America Service. 111 Sutter Street, San Francisco.



Radio Would have Saved Over 2,000 Lives!

The Battle of New Orleans would never have been fought had radio communications been developed in 1815. Andrew Jackson met and defeated the British at New Orleans two weeks after peace had been signed at Ghent, Belgium... Today, via R.C.A. Communications, news travels at lightning speed. This radio message service of the Radio Corporation of America provides instant communication to and from 43 countries and among leading cities of the United States.

RCA Manufacturing Company, Inc.
National Broadcasting Company
R.C.A. Communications, Inc.
Radiomarine Corporation of America
RCA Laboratories
RCA Institutes, Inc.

RCA

RADIO

RCA helps make Radio a welcome guest in 27,500,000 homes

RADIO'S WELCOME REPAID MANY TIMES IN TERMS OF ENTERTAINMENT, EDUCATION, AND NEWS

NO ACCURATE evaluation can be made of the many services radio renders today. Millions of dollars are spent for entertainment, education, news, and other program services which are offered free to the public. But the total value of radio in modern life defies computation because so many intangibles are involved.

Who can estimate the money and anxiety saved as radio reports the result of critical foreign conferences on the spot? Who can estimate the worth of services radio renders to the government, to ships, airplanes, business, farmers, religion, schools and universities? Who could estimate the cost if vital information such as the news of the signing of a peace treaty should take two weeks to travel from Europe to America as it did back in 1815?

Radio has made itself a welcome guest in every home, an able assistant in every government and business office, an aid on every farm, in every church and school. And the Radio Corporation of America is proud of the role it has played in making radio so great a public servant.

How RCA Serves in Every Field of Radio!

From RCA Laboratories come developments which are the basis of all the services of RCA... This research made possible the remarkable development of NBC which now serves the listening public through its two great networks, the Red and the Blue. In the home, RCA Victor Radios, RCA Victor Television Receivers, RCA Victrolas and Victor and Bluebird Records offer advantages created in this constant research.

In addition, research backs the services RCA renders in manufacturing a complete variety of radio equipment, sound equipment, and motion picture equipment such as RCA Photophone, the Magic Voice of the Screen.

Radiomarine, another of the RCA family, offers communication service to ships at sea and builds radio devices for safeguarding lives and property on ships.

All these activities of RCA are dramatized in the RCA exhibits at the New York World's Fair and at the San Francisco Exposition. You are cordially invited to visit these exhibits when you attend the Fairs.

•

Trademarks "RCA Victor," "Victrola" and "Victor" Registered U. S. Patent Office by RCA Manufacturing Co., Inc.

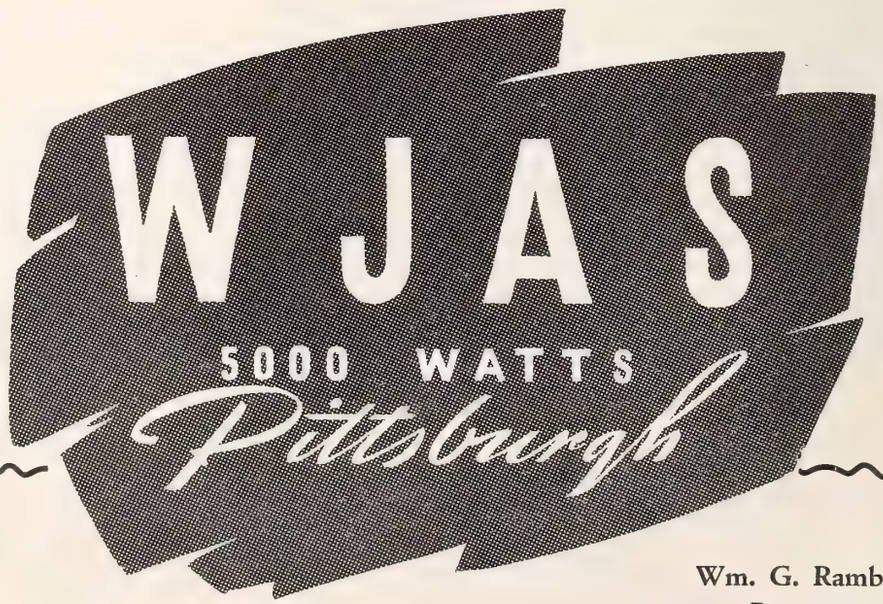
CORPORATION OF AMERICA

RADIO CITY, N. Y.

Audience!

WJAS does such a good radio job that more than 99½ percent of the people who listen to Columbia programs in the rich Pittsburgh trading area tune in this station.

More than 6 million people all reached by WJAS. No duplication of service from outside stations.



COLUMBIA
BASIC NETWORK

Wm. G. Rambeau Co.
Representatives

NO ADVERTISING CAMPAIGN IS COMPLETE WITHOUT WSM



NO MATTER HOW YOU LOOK AT IT... WSM IS ONE OF YOUR BEST Advertising BUYS!

Take Cost — A little buys a lot in one of America's most powerful stations. You can put 50,000 clear channel watts to work for you at as low as $30.00 for fifteen minutes (early morning time).

Take Coverage — In addition to primary coverage that cuts a wealthy slice out of five separate states, WSM's secondary coverage blasts your sales message clear and strong a thousand miles North, South, East and West from very nearly the center of the Nation's population.

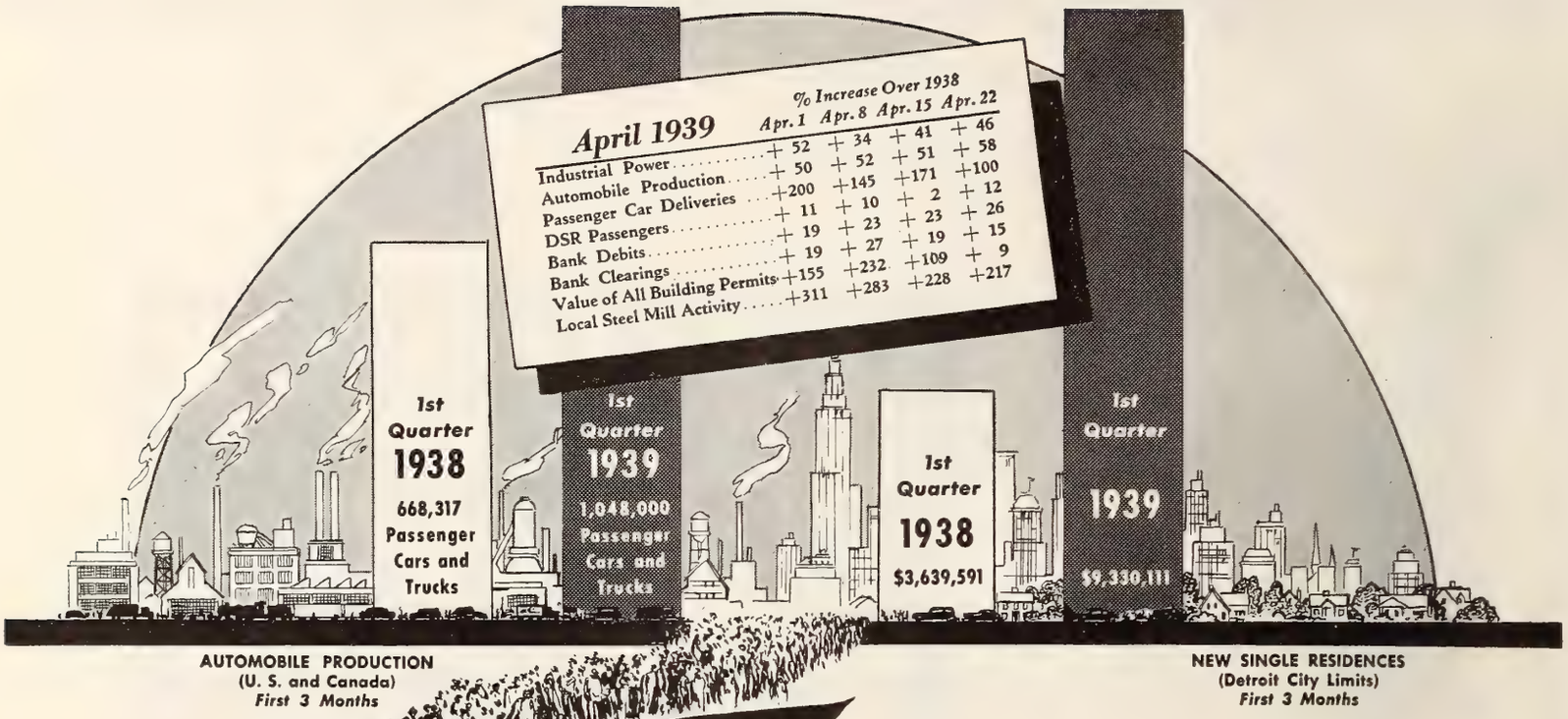
Take Buying Power — The WSM market lies in the very heart of America's most promising area, a market which is buying *now*. Which will *continue to buy* because it has *just begun to grow*.

Take Sales Ability — Ask anybody who ever used WSM about the ability of this station to move merchandise; ask your dealers. They'll tell you that WSM is the key selling medium in any sales campaign.

May we show you how to fit this super-salesman into your advertising plans?

WSM
NASHVILLE, TENNESSEE

National Representatives
Edward Petry & Co., Inc.



AUTOMOBILE PRODUCTION
(U. S. and Canada)
First 3 Months

NEW SINGLE RESIDENCES
(Detroit City Limits)
First 3 Months



THERE'S GREAT ACTIVITY *in* AMERICA'S 4TH MARKET

There is no doubt that a tremendous surge of activity is taking place in Detroit, America's Fourth Market. Automobile production for the first four months of 1939 showed an *increase of more than 50%* over the same period of last year. Home building for the first three months of this year *almost trebled the dollar volume* of the same period of 1938—and *April realized a 126% increase!* And not only has automobile production and home building been going at a rapid pace in Detroit since the first of the year, but bank clearings, passenger car deliveries, industrial power, local steel activity and many other indexes show Detroit considerably ahead of 1938.

Yes, business is good in Detroit. Business is good at WWJ, too. During the first four months of 1939 WWJ SALES REACHED AN ALL-TIME HIGH, with a total for the four months period well above the previous high established in 1937! Such impressive records are tributes to the progressiveness of Detroit business and to WWJ's 18-year-old heritage of community leadership, exceptional coverage of the Detroit market, its forward-looking operation and constant effort in the interests of both its listeners *and its advertisers.*

WWJ

National Representatives
George P. Hollingbery Company
New York : Chicago
San Francisco : Atlanta

Member NBC Basic Red Network

COMING SEPTEMBER 1939

New

5000 Watts (day)
1000 Watts (night)

WPRO
PROVIDENCE · R · I ·

60% INCREASE IN POPULATION COVERAGE.

WILL COVER 2,000,000 PEOPLE WITHIN HALF-MILLIVOLT LINE . . . . . .

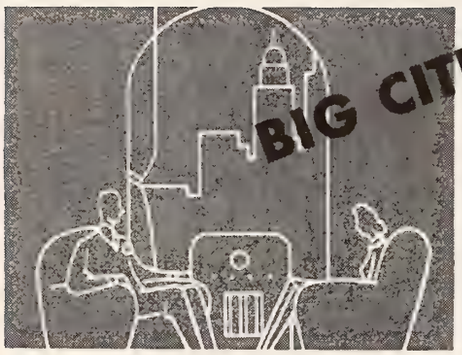
COMPLETELY NEW

TRANSMITTING EQUIPMENT · FACILITIES AND TOWER LOCATION

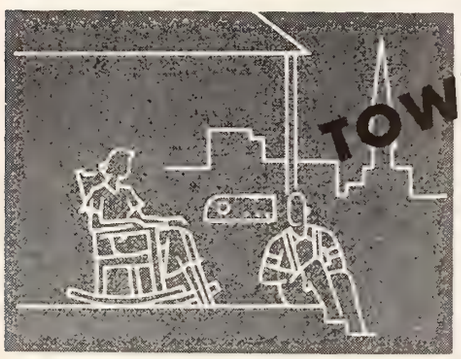
WPRO
PROVIDENCE · R · I ·
CHERRY and WEBB BROADCASTING Co.
REPRESENTATIVE: Paul H. Raymer Co.
New York, Chicago, Detroit, San Francisco

BASIC CBS
630 kc.

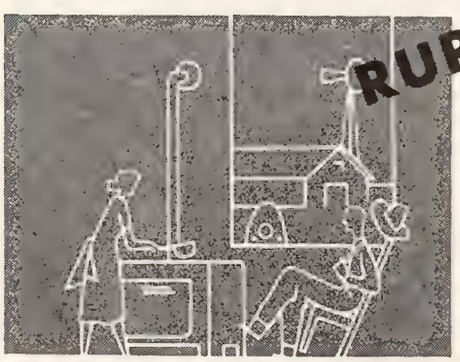
"ENGINEERED FOR POPULATION COVERAGE"



100% of the total Pacific Coast metropolitan ("Big City") population is in the *Daytime Primary Area* of the Columbia Pacific Network.



89.4% of the total Pacific Coast *small city* population (outside metropolitan areas) is in the *Daytime Primary Area* of The Columbia Pacific Network.



83.7% of the total Pacific Coast *rural* population (farms and towns of less than 2500) is in the *Daytime Primary Area* of The Columbia Pacific Network.

92% of *all* Pacific Coast population is in the *Daytime Primary Area* of this network! (And 98.7% at *Night!*)

TO SELL THESE 3

BUY THIS ONE

"Going radio" *this one way* permits you to blanket the front-and-back-country thoroughly. When you "go Columbia" you *know your* coast program is bracketed with the nation's prime audience-builders---at one low cost.



COLUMBIA Pacific NETWORK

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM · REPRESENTED BY RADIO SALES

Plow 16 million acres with WEEI

WEEI-LAND is 16 million acres big! Without regard for city lines and state boundaries it surges over 32 New England counties stretching from Cape Cod to the Canadian border. Within this self-contained realm are 190 towns and cities of over 2500 people. Nearly 5,000,000 industrious Yankees have their year-round home in this flourishing market. (And each year it's the "summer home" of 3,000,000 additional vacationers!) They buy every kind of product to the tune of a billion and a half dollars annually!

If you want to reap a harvest of profits out of 16 million rich New England acres, use WEEI—the *only* station that effectively reaches—and SELLS—*all* the people that look upon Boston as the "Hub"! May we show you proof!

WEEI BOSTON • A CBS STATION

Operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Cincinnati, Charlotte, N. C., Los Angeles, San Francisco

WITHIN THE "GOLDEN HORSESHOE"



THEY SPEND $49,000,000 A YEAR FOR A "SWEET TOOTH"

A sweet market if there ever was one! That's what makers of sweets have discovered within the "Golden Horseshoe," the rich territory blanketed by WJR in Detroit and WGAR in Cleveland. Here folks spend forty-nine million dollars a year for candy and confections, a total practically equal to the combined sales of Chicago, Philadelphia, Boston and Los Angeles.

They eat, live, play in the same above-average way, these eight million people within our borders. Their yearly grocery bill runs nearly three quarters of a billion. Their druggist gets a hundred million in annual sales. Their automobile registration triples that of New York City. And the quickest, most economical way to sell them is through two great radio stations!

THE GREAT STATIONS OF THE GREAT LAKES

W·J·R
THE GOODWILL STATION
Detroit



W·G·A·R
THE FRIENDLY STATION
Cleveland

BROADCASTING
and
Broadcast Advertising

Vol. 17. No. 1 WASHINGTON, D. C., JULY 1, 1939 $3.00 A YEAR—15c A COPY

Code, Copyright Dominate NAB Agenda

By SOL TAISHOFF

New Administration to Review Work; Record Attendance Expected at Atlantic City Convention July 10-13

IN THE MIDST of a busy year, during which censorship, code, copyright, commercials, Congress and the Commission have harassed the industry without respite, a sizeable majority of the nation's broadcasters will meet in Atlantic City July 10-13 at the 17th annual convention of the NAB to appraise the work of their trade association and take positive action on at least two momentous issues.

With exactly a year of experience under the "new deal" administration of the NAB since its complete reorganization the last convention, an expected record group of station owners and managers will tackle an agenda in which industry self-regulation by means of a code, and music copyright costs figure most prominently. Headquarters will be at the Ambassador Hotel, but with some 500 reservations already in, there will likely be overflow registrations at the neighboring Ritz, Traymore and Chelsea hotels on Atlantic City's famed ocean front.

Will Offer Code

Neville Miller, the first man to serve as paid president of the trade association since its founding 17 years ago, and who was delegated what amounts to czaristic powers, makes his first appearance before the industry at the convention. He assumed office just a year ago, after a wide field of outstanding men had been considered under authorization of the convention held in Washington in February, 1938. He was named for a three-year term as industry head at $30,000 per year.

President Miller will offer to the membership a proposed industry code which would place limitations on commercial credits, ban particular types of programs, rigidly restrict industry trade practices, pave the way for easing out of undesirable or perhaps tainted business, and otherwise seek to set broadcasting's house in order in such fashion as to silence "pressure groups" as well as thwart constantly mounting threats of government intervention. The proposed code [BROADCASTING, June 15] will have been in the hands of members one month when the convention opens. Free and open floor discussion is anticipated and many modifications are expected, although general industry sentiment favors a code—and a rigid one.

Holding an equally prominent spot on the agenda is the copyright problem, centered around the American Society of Composers, Authors & Publishers, which has tormented the industry almost from its commercial beginnings. Mr. Miller personally has conducted negotiations with ASCAP's high command, as chairman of a specially - delegated committee, and will unfold to the membership his plan for a new industry contract to succeed the varied types of compacts now in force, all of which expire Dec. 31, 1940.

Industry sentiment appears to favor a formula under which stations would pay royalties to ASCAP on programs using only ASCAP music—a sort of "per use" arrangement closely paralleling the present newspaper contract. Another proposal advanced is the "per piece" plan whereby copyright owners would place a price on each composition which stations could use or not as they chose, paying only when the number was performed. This plan, however, is regarded in some quarters as premature and too unwieldly. The third plan virtually amounts to renewals of the present general contract whereby stations pay 5% of their "net receipts" plus an arbitrary sustaining fee.

Footing the Legal Bill

ASCAP's attitude in principle is that it isn't particularly concerned with formula, but with gross revenue. It has more than hinted that it expects a larger revenue from the industry than the quoted $4,000,000 annually, and that it proposes to have the broadcasting industry foot its bill for litigation expense incurred by the outcropping of State anti-ASCAP laws which it is contesting in the courts. Also it has not collected royalties in several States for as long as three years, due to the statutes which prevent the Society from doing business on the "standard" basis, and it threatens steps for recompense.

Principal speakers already scheduled will be James G. Stahlman, dynamic publisher of the *Nashville Banner* and last year's president of the American Newspaper Publishers Assn.; Carl E. Milliken, former governor of Maine, second in command of the motion picture industry trade group; Elmer F. Andrews, Federal Wage & Hour Administrator and Orrin E. Dunlap, radio editor of the *New York Times*.

Messrs. Stahlman and Milliken will actually launch the self-regulation drive, discussing activities of their own industries in resisting undue Government interference. The burning censorship issue will come within the purview of Mr. Stahlman's remarks, for he

TENTATIVE PROGRAM, NAB CONVENTION
Ambassador Hotel, Atlantic City—July 10-13

MONDAY, JULY 10

10 A.M.

*Group Meetings:
Clear Channel Group
National Association of Regional Broadcast Stations
National Independent Broadcasters

12:30 P.M.

Luncheon:
NAB Bureau of Radio Advertising (in conjunction with Sales Managers Division)
Neville Miller Presiding

2 P.M.

Independent Radio Network Affiliates

8 P.M.

Meeting:
NAB Engineering Committee
John V. L. Hogan, Chairman

*Meeting Rooms on Bulletin Board

TUESDAY, JULY 11

9:30 A.M.

Call to Order
Introduction of President Neville Miller
Annual Report of President Miller
Address: James G. Stahlman, publisher, *Nashville Banner*, former president American Newspaper Publishers Association, "Radio and the Press in a Democracy."

12:30 P.M.

Luncheon for Membership
Address: Carl E. Milliken, Secretary, Motion Picture Producers and Distributors of America, "Industrial Self-Regulation".

2:30 P.M.

Report of NAB Code and Self-Regulation Committee
Presentation of Proposed Code
Discussion

WEDNESDAY, JULY 12

10 A.M.

Address: Elmer F. Andrews, Administrator, Wage & Hour Division, U. S. Department of Labor, "Wage and Hour Regulation and Broadcasting."
Address: Orrin E. Dunlap, Radio Editor, *The New York Times*, "Television & Facsimile — Its Future Effect Upon Standard Broadcasting".
Report:
Bureau of Radio Advertising

2 P.M.

Report of Copyright Committee
Neville Miller, Chairman

7 P.M.

Annual NAB Banquet:
Presentation of BROADCASTING Trophy to Winner of Golf Tournament.
Entertainment

10:30 P.M.

Network Address: "The Three Mirrors of America." *The Radio*: Neville Miller, from Atlantic City; *The Movies*: Will H. Hays, president, Motion Picture Producers and Distributors of America, from San Francisco; *The Press*: James G. Stahlman, publisher, *Nashville Banner*, from New York or Europe.

THURSDAY, JULY 13

10 A.M.

Oral Supplemental Committee Reports
Address: Joe Marty, Radio Servicemen's Assn., "The Missing Link".
Unfinished Business
Report of Resolution Committee
Report of Nominating Committee on Directors-At-Large
Election of Directors-At-Large
Adjournment

GENERAL INFORMATION

Registration desk will be open from 10 A.M. until 1 P.M. Sunday, and from 8:30 A.M. until 5 P.M. on Monday, Tuesday and Wednesday.
Registration Fee $10 per person, including banquet and luncheon tickets. Extra banquet tickets may be purchased at registration desk at $3.50 each. Ladies' registration, including banquet and entertainment, $5.00.
Annual NAB Golf Tournament will be held Sunday, July 9, for BROADCASTING Magazine Trophy. First foursome will tee off at 10:30 A.M.

has championed that cause of the press for years, and only recently took radio in his embrace as the front line of defense against interference with the Constitutional guarantees of freedom of expression.

It developed that Mr. Stahlman might find it necessary to make a flying trip to Europe during the next fortnight. If he is unable to be present, more than likely some other person high in press affairs will take over his place at the convention.

Mr. Dunlap, author of several books on radio and a pioneer radio journalist, will discuss visual radio—television and facsimile—and the part they are destined to play in relation to sound broadcasting. His observations will be augmented by a practical demonstration of television, for RCA is moving its mobile television units to Atlantic City and on July 10 will bare to the convention delegates the inner workings of 441-line transmission and reception, now functioning on regular schedule in New York, where receivers are on sale.

Labor Problems

From Administrator Andrews the broadcasters will glean an idea of the new wage and hour law operations, and perhaps hear that broadcasting has been a model industry, paying far better than average wages, wholly within the hour limitations. But later in the program the convention will hear from Joseph L. Miller, young NAB labor relations director, about the problems ahead on union activities as they pertain to the industry, with particular emphasis on musicians and the American Federation of Radio Artists.

There is the probability that President Roosevelt will send a personal representative to address the convention—Stephen T. Early, his senior secretary. Mr. Early has been extended an invitation and has indicated a desire to accept, but the final word must await developments. Should Mr. Early not appear, then the President will send to President Miller a letter of greeting and encouragement to the industry, and perhaps expand significantly on his recent utterance via transcription, about radio's status as an impartial news disseminating medium.

Though the main convention does not get under way until Tuesday, July 11, there will be pre-convention activity aplenty as early as Saturday, July 8. The NAB Code Committee, headed by President Miller, meets that day to consider proposed changes suggested by committee members and to work out a formula for enforcement of the code (the suggestion now is for eventual expulsion from the NAB). The Copyright Committee also is scheduled to meet the same day and consult with Mr. Miller on his report and final conclusions.

On Sunday, July 9, the NAB board of 23 directors holds its pre-convention huddle. It will review both the code and copyright committee work, and counsel with Mr. Miller on the appointment of necessary convention committees and procedural steps. New applications for membership also will be passed upon and those admitted will be eligible to participate in the proceedings.

The only other official Sunday activity is the NAB Golf Tournament for the BROADCASTING Trophy presented annually. It will be held at the Northfield Country Club.

Group Sessions

Unlike past conventions, Monday—the opening day—will be given over entirely to preparatory group sessions of regional, local, and clear channel stations, Independent Radio Network Affiliates and other groups, as well as the various committees. The Sales Managers Division, fresh from its participation June 20 in the Advertising Federation of America sessions in New York, will hold a luncheon session, at which the newly-created NAB Bureau of Radio Advertising will be discussed and plans for its development covered.

It is expected the present 17 district directors will meet Monday to nominate 12 broadcasters for the six directorships-at-large for the ensuing year. Two directors each are selected for clear, regional and local station brackets, but the district directors must nominate four for each class, or make a total of 12 nominations for the six directorships. Elections will take place on the last day—July 13.

Directors-at-large, whose terms expire with the convention, are Harold Hough, WBAP, Fort Worth, and Lambdin Kay, WSB, Atlanta, for clear channels; Frank M. Russell, NBC vice-president and Elliott Roosevelt, president, Texas State Network, for regional channels; John Elmer, WCBM, Baltimore, and Edward A. Allen, WLVA, Lynchburg, Va., for locals.

Aside from the trade group sessions, business meetings also are contemplated for the Monday opening. Percy L. Deutsch, president of World Broadcasting System, tentatively has called a session of members of the World Transcription System, wax network project, to plan future operations. Station representatives, it is reported, contemplate group sessions, while NBC, CBS and MBS will hold customary pre-convention conclaves on network policy matters.

NAB Promotion

Delegates will be greeted by an entirely new physical setting for an NAB convention. The trade association will essay to "sell itself" through main lobby displays portraying the character of service it renders. There will be a giant, lighted exhibit of the NAB departments and what they do; of the campaign against "time-chiselers"; of its publications activities; of newspaper publicity procured during the last year, and of the projected functions of the Bureau of Radio Advertising. The plan also is to print reports of all committees in advance, to be handed to delegates as they register. Oral reports, however, would be submitted on the windup day.

The new NAB board will be called upon to act on reappointment of NAB department heads, aside from President Miller. The terms of these executives were for one year, since they were appointed prior to President Miller's retention. They are Edwin M. Spense, secretary-treasurer, and general chairman of the convention arrangements; Ed Kirby, director of public relations; Paul F. Peter, research director; Andrew W. Bennett, counsel; Joseph L. Miller, labor relations director. The last-named began his term May 15, 1938, and the others a month later.

Both the code and the copyright sessions, under present plans, will be open only to association members. Similarly it is planned to meet behind closed doors at a meeting on the concluding day at which resolutions, election of directors-at-large and other executive business will be considered.

Reactions to Code

While repercussions to the proposed code have not been numerous, there has been ample indication that the discusssion will be spirited. In many instances it is felt that certain provisions are too stringent and that it would be difficult for some stations, particularly the smaller units, to live under it.

Totally aside from restrictions and limitations on acceptance of business, particularly in the proprietary field, and on length of commercials, proposed code provisions relating to discussion of public questions, to expressions of editorial opinion, children's programs and commercial religious broadcasts are likely to stir up much debate. There is a feeling that the Code Committee, in its zeal to cover all possible ground and "button up" every source of past



IN ACTION is Neville Miller, first paid president of the NAB, who will preside at the 17th annual convention in Atlantic City, July 10-13. It will mark his first appearance before the full membership since he assumed office just a year ago. The post of paid president was created by the NAB at an emergency "reorganization" convention in Washington last February, after which the former "fighting mayor" of Louisville was elected leader of the broadcasting industry's association.

Convention Message from President Miller

"We have just completed an important and tremendously busy year in broadcasting. We have endeavored to make the new NAB live up to the fullest expectations of the membership. We believe we have a most intelligent, aggressive and energetic staff, which has made important and substantial contributions to American broadcasting.

"While there are many and diverse things to be taken up at the convention, there are two things which stand out because of their importance to the public and to the industry. One is the adoption of the new Code and Standards of Practice. The other is the report of the NAB Copyright Committee.

"I sincerely believe that the Code when approved by the Convention in final form will prove to be one of the most progressive steps ever undertaken by this industry. It brings an assurance to the millions we serve, that we shall continue to develop in accordance with our American concepts of democracy.

"Some 18 months separate us from the date on which we must sign new agreements with ASCAP. We will not permit ourselves to be delayed into another eleventh hour decision. Our Copyright Committee has worked long and hard to prepare us for an intelligent and, we hope, early negotiation.

"We will have a most interesting and important business convention. At the same time we look forward to the pleasure of renewing old acquaintances and enjoying once again the warm comradeships these annual NAB Conventions develop. I extend to all a hearty welcome."

complaint, has gone too far. For example, in one quarter it was stated the requirement that both sides of controversial public questions be discussed might place broadcasters in the position of losing control of their facilities since they would be duty-bound to give equal time to any opposing viewpoint.

Proprietary Clause

The Proprietary Assn., it was learned, has taken exception to the drastic and farreaching provisions of the proposed code with respect to "medical" accounts. Itself interested in eradication of repellant advertising, the feeling was that the broadcasting industry would be going beyond reasonable limits in its proposed code. In proposing to bind broadcasters to adhere to all Federal Trade Commission and Food & Drug Administration rulings, in the acceptance of food, drug and cosmetic copy, the proprietary organization felt the industry was not only imperiling a very substantial amount of advertising revenue but also was discriminating to an extreme.

The Food & Drug Administration, it was pointed out, does not issue rulings as such but through Federal attorneys can institute seizures of products it construes dangerous. Consequently, it was felt that in this respect, at least, the proposed code overreaches its mark. Moreover, under certain of the provisions, it was pointed out, it might be necessary for the industry to set up laboratories to determine scientific differences in opinion on various proprietaries and cosmetics. Still another factor was the disclosure that the proposed code classifies as "medical" a number of commodities which already officially have been adjudged cosmetics.

A particularly sore spot with patent medicine manufacture is self-medication, and the provisions of the proposed code dealing with this phase have aroused some dispute. They question the wisdom of including a specification in the code dealing with medicine whereas cosmetics are not singled out.

In the light of the code provisions, it was brought out that Dr. F. N. Cullin, executive vice-president of the Proprietary Assn., in a recent address to his membership, suggested that manufacturs "remember the newspapers in preparing their advertising budgets." He said they should prepare their advertising budgets in the light of the help the newspapers gave the industry during the five-year legislative fight over the provisions of the new food, drug and cosmetic law.

More Time for Contests

A sounding of advertising agency viewpoint in connection with length of commercials brought the concensus that the time limitations, generally speaking, are not onerous where no contest is involved. But in cases of contests, it was felt the commercial limitations were too stringent. Agencies thought it advisable that time limitations be set up to cover five-minute programs also.

Sales managers of stations, consulted during their meeting in New York June 20, felt generally that under the time limitation provisions it would be difficult to sell local-unit accounts. Small stations particularly felt that more time is needed to sell local establishments.

From Herb Hollister, manager of KANS, Wichita, and a NAB director, came the suggestion that there be included under the business ethics provisions of the code a positive limitation on station coverage claims. He suggested that since the commonly accepted standard of signal strength required for good daytime reception in rural areas is one-half millivolt, member stations should be urged to use this standard in all advertising and publicity involving station coverage. If some other standard of signal strength is used, it should be plainly designated, he proposed.



CONVENTION SPEAKERS will be this distinguished quartet (l to r) Orrin E. Dunlap Jr., radio editor of the *New York Times*; former Gov. Carl E. Milliken of Maine, in charge of code administration for the movie industry; James G. Stahlman, pubisher of the *Nashville Banner* and last year's president of the American Newspaper Publishers Assn.; Elmer F. Andrews, Federal Wage & Hour Administrator. Mr. Stahlman may make a *Clipper* flight to Europe, necessitating a substitute.

STANDARD RADIO will hold a cocktail party and housewarming in its new Chicago offices, 360 N. Michigan, July 6. The modernistic offices include a large studio. Gerald King, head of Standard's Hollywood office, while en route to the NAB convention will assist Milt Blink, head of the Chicago office, in the entertainment.



THIS QUINTET of station executives and owners joins the 1939-40 board of directors of NAB immediately following the Atlantic City convention. Elected at district meetings held in recent months, the new directors are Paul W. Morency (center), general manager of WTIC, Hartford, a former NAB vice-president and director; J. Harold Ryan (upper left), vice-president and director of Fort Industry Co., operating WSPD, Toledo, WWVA, Wheeling, WMMN, Fairmont, W. Va., and WLOK, Lima, O.; Gene T. Dyer (upper right), operator of WGES and WSBC, Chicago, and WEMP, Milwaukee; Clifford M. Chafey (lower left) owner-manager of WEEU-WRAW, Reading, Pa.; Howard Lane, (lower right), business manager of the McClatchy stations KFBK, Sacramento, KMJ, Fresno, KERN, Bakersfield, KWG, Stockton and KOH, Reno.

Convention Trinity

THE PRESS, the movies and radio will join hands during the NAB Convention as "The Three Mirrors of America" in defense of their freedom of activity. In addition to the discussion of self-regulation on the Convention agenda itself, Will H. Hays for the movies, James G. Stahlman for the press, and Neville Miller for radio, will address a nationwide audience June 13 at 10:30 p. m. (EST) in a special program. Mr. Miller will speak from Atlantic City, Mr. Hays from San Francisco or Hollywood, and Mr. Stahlman from New York or Europe.

NAB Display

DELEGATES attending the NAB Convention in Atlantic City July 10-13 for the first time will witness an NAB display designed to sell the industry on its trade association. The main lobby of the Ambassador Hotel will be given over to a series of NAB promotional exhibits. The newly-created NAB Bureau of Advertising will set forth graphically its objectives in one display. A giant exhibit will depict the departmental activities of the trade association and what it is designed to do for the broadcaster. To thwart so-called "time chisels", there will be a lobby display of free offer campaigns. Another will show the activity of the trade association in the way of publication and promotional literature. Shown on a bulletin board will be clippings of newspaper, magazine and other articles designed to exemplify how radio made news during the year. Finally, there will be a display given over to a station promotional material.

Hit Push-Button Sets

WHAT TO DO about push-button sets, which some independent broadcasters contend result in a serious discrimination against them, will probably rear as a topic of discussion at the NAB convention. Cal Smith, KFAC, Los Angeles, and secretary of the California Broadcasters Assn., has already served notice that he feels the broadcasters should go on record condemning these models as unfair. In Los Angeles, with 18 stations, many of the independents contend that their problems have increased since the introduction of the pushbutton models several years ago. Smaller sets automatically tune only four stations and the more expensive models six to eight.

Spence in Charge

EDWIN M. SPENCE, secretary-treasurer of the NAB during the last year and as the manager of WPG, Atlantic City, one of the founders of the trade association, will serve as general convention chairman for the NAB annual sessions in Atlantic City July 10-13. Ed Kirby, director of public relations, and Paul F. Peter, director of research, were named to devise the convention agenda and group meeting plans, with Joseph L. Miller, labor relations director and a former newsman, designated to handle press relations. Everett Revercomb, NAB auditor, will be in charge of the Registration Desk.

New FCC Rules Recognize Desirability Of Guarding Service in Outlying Areas

SIGNIFICANT principles recognizing the protection of secondary service in outlying communities from remote stations, were incorporated by the FCC in its new rules and regulations approved June 23, effective Aug. 1.

In revising provisions of its Standards of Good Engineering Practice, which for the first time have the force of FCC regulations, the Commission took cognizance of the desirability of such service, by attaching a rider which in effect gives the people living in the remote areas a voice as to their station desires.

Similarly, the rules prescribe that Class III(a) stations, or those regionals authorized to use 5,000 watts at night, when in remote locations may establish greater service than that to the 2½ millivolt contour, and thereby go beyond the normally protected service range for that class of stations.

Adjacent Channels

The specific principles adopted in the case of the secondary service of Class I or clear stations was that consideration be given to adjacent channel interference. Where a given station provides a secondary service and an application for a new station on an adjacent frequency is prosecuted, which if granted would destroy the reception of the remote station, the FCC in the future will take into account not only the effect of the proposed new station on the other signal, but also take cognizance of the desires of the listeners in the area which would be deprived for the secondary service.

A substantial number of changes were made by the Commission in purely technical phases of the rules and the standards of engineering practice. These hewed closely to the recommendations agreed to at the technical conference held June 5-6 under the chairmanship of Andrew D. Ring, FCC assistant chief engineer in charge of broadcasting, to appraise the provisions of the engineering standards [BROADCASTING, June 15]. All of the changes definitely agreed to at the conference, attended by some 50 engineers and attorneys, were adopted by the FCC.

The FCC kept intact a provision prohibiting the simultaneous use of a common antenna or antenna structure by two standard broadcast stations and a station of any other class unless both stations are licensed to the same licensee. The provision is not retroactive, and was adopted because it was felt there could not be a complete control over station equipment by individual licensees.

Direct Power Rating

New provisions, under which the operating power of stations must be determined by the "direct" method, rather than indirect or field intensity, were incorporated in the rules. This means that the power input to the antenna formula must be observed, effective July 1, 1940. The indirect method, however, may be used in emergencies. Stations having directive antennas must measure operating power at a common place in the transmission line, with suitable allowances made for losses in lines.

Rules governing auxiliary transmitters were modified so that for five-day periods, without specific authority from the FCC, the standby units may be employed during maintenance work or modification of the main transmitter, as well as during failure of the main unit. Auxiliary transmitters must be tested at least once a week, to be conducted between 12 midnight and 9 a. m. local standard time. The former requirement that field inspectors be notified within two days of the use of auxiliary transmitters was entirely eliminated.

Under the log requirement provisions, a rule which would have required an entry each 30 minutes of the modulation monitor reading for maximum and average, was eliminated entirely.

Safety factor provisions were liberalized in keeping with modern technique, and many detail changes discussed at the conference at length also were incorporated in the standards.



NAB's best golfer nabs this beautiful loving cup, awarded annually by BROADCASTING to the winner of the golf tournament held coincident with the annual convention. The tournament will be held Sunday July 9 at the Northfield Country Club, Atlantic City, the first foursomes to tee off at 10 a.m. The trophy will be presented to the low net scorer at the banquet Wednesday night July 12. Past winners of the trophies were Dr. Leon Levy, WCAU, Philadelphia, 1932; Jerry King, Standard Radio, 1933; Lewis Allen Weiss, Don Lee, 1934; Carl Haymond, KMO, Tacoma, 1935; Ross Wallace, WHO, Des Moines, 1936; E. C. Pulliam Jr., WIRE, Indianapolis, and Harry C. Butcher, CBS, Washington, co-winners, 1937.

Portable Master Control

A PORTABLE master control unit weighing less than 25 pounds (old-type unit weighed something over 3,000 pounds and was semi-portable only) has been developed by NBC engineers to give special events and news men speedier coordination between pickup points. New unit is 10 inches high and 19 inches long, with three rows of red, green and white lights, 10 to a line, indicating positions on the air or in communication with the base of operations. Besides linking field crews and operatiins directors, it also feeds the program to all points so that any one may take the air immediately. Device proved its value during its debut in covering the New York visit of King George VI and Queen Elizabeth, when switches between 10 microphone positions were made without a second's interruption.



STEERING COMMITTEE for the NAB Convention in Atlantic City July 10-13 is this group of practical broadcasters, constituting the board of directors. Five members of the board, serving as district directors will step down immediately following the convention, to make way for their duly elected successors (see layout on page 21). Six of the members, serving as directors at large, also vacate their offices, with new nominations and elections to occur at the convention. In this picture, (l to r) front row: Edwin W. Craig, WSM; W. Walter Tison, WFLA; Harold V. Hough, WBAP (at large); John Shepard 3d, Yankee Network; Walter J. Damm, WTMJ; Mark Ethridge, WHAS; John Elmer, WCBM, (at large); middle row: C. W. Myers, KOIN-KALE; Frank M. Russell, NBC (at large); Donald W. Thornburgh, CBS; Elliott Roosevelt, Texas State Network (at large); Herb Hollister, KANS; Edward A. Allen, WLVA (at large) John E. Fetzer, WKZO; O. L. Taylor, KGNC; back row: Earl H. Gammons, WCCO; Harry C. Wilder, WSYR; Clair R. McCullough, WDEL; Lambdin Kay, WSB (at large); John J. Gillin Jr., WOW; Ralph R. Brunton, KJBS. Absent when this picture was taken were John A. Kennedy, WCHS, and Gene O'Fallon, KFEL.

Broad FCC Rules Become Effective Aug. 1

One-Year Licenses, Clear Channel Retention Provided; Havana Treaty Shifts in Allocations Are Postponed

STRIPPED of its frequency reallocation provisions, but incorporating an extension of the broadcast license period from six months to one year, new rules and regulations of far-reaching importance to the broadcasting industry and the public become effective Aug. 1. It is the first broad revision of fundamental technical regulations in more than a decade.

Involving reclassifications of all stations with power increases for regionals and locals, the new rules and regulations were approved by the FCC June 23 in substantially the same form in which they had been advanced at oral arguments last month [BROADCASTING, June 15].

Because of the impasse reached in obtaining Mexico's approval of the North American Broadcasting Agreement evolved two years ago, the projected reallocation of assignments of practically all stations is necessarily held in abeyance. The reallocation was to have become a part of the new rules and regulations, but Mexico's unwillingness to relinquish its so-called border stations, which in the main are operated under auspices of American citizens blocked this important phase. Nevertheless, virtually all other provisions of the intercontinental broadcasting agreement become operative under the new rules. The actual frequency shifts will occur whenever an agreement is reached with Mexico, or if Canada and Cuba agree to effectuate the changes without the participation of that country.

Clear Channels Remain

Retention of the clear channel principle with peak power of 50,000 watts, as a means of providing rural and secondary coverage was voted by the Commission after a lengthy debate in which it appeared at one time that the number of Class I(a) or clear frequencies would be reduced from the proposed 25 to 20. The discussion wound up, however, with an increase to 26 in the number of clear channels in the upper bracket, and a reduction from 19 to 18 in the number of duplicated clears of Class I(b) status. The 1170 kc. channel, used by WCAU, Philadelphia, which was slated for reduction to the secondary status in the proposed rules was restored to the preferred position as an outcome of this discussion.

A proposal had been advanced for duplication of all coastal clear channels, which would have resulted in the reduction to 20 Class I(a) frequencies. This would have affected the status of WEAF, WJZ, WABC, WBZ and KFI. This proposal lost, though at times it is understood a minority of the FCC members supported duplication of all clear channels. WOR, which waged a vigorous fight for restoration to I(a) status, was not accorded this position and is expected to resist the provisions of the rules at a future hearing.

Salient Provisions

Salient provisions of the proposed new rules are:

1. Reclassification of stations from clear, regional and local to Classes I (clear); II (duplicated clear); III (regional); IV (local). Upper and lower brackets, based on power limitations and interference protection, are provided for the first three classes of stations [See BROADCASTING, *1939 Yearbook*, pp. 310-21].

2. Establishment of 26 channels as clear with no duplication within the continental limits of the country.

3. Increases in power for Class III(a) regionals from a maximum of 1,000 watts at night to 5,000 watts day and night upon individual application and where engineeringly feasible.

4. Increase of maximum power of Class IV stations from 100 watts at night to 250 watts on individual application and where engineeringly feasible.

5. Banning of commercial operation under experimental grants of any character.

6. Adoption of standards of engineering practice as part of general regulations for the first time, effecting improvements in technical operation and recognizing definite standards of service and coverage.

In extending the broadcast license period from six months to one year, the FCC capitulated partly to the insistent campaign of the industry during the last dozen years. The law prescribes a maximum three-year license term, which the industry has sought. It was stated that the three-year term would have been approved were it not for the "instability" created by the delay of Mexico in ratifying the reallocation agreement. If, as and when the North American Agreement becomes operative, it was indicated, the FCC might again consider extension to three-year terms as a means of buttressing the industry economically and lending it greater stability. Longer licenses may result in a change in FCC regulatory procedure since it may be inclined to pursue revocation proceedings for law violations rather than rely upon license renewal applications.

26 Clear Channels

On the clear channel dispute, the Commission stated that uncertainty in regard to the Havana Treaty made it inadvisable to reduce the number of unduplicated clears at this time to less than 26. This was interpreted as meaning that if additional frequencies were duplicated, under the technical provisions of the treaty, those channels could also be duplicated within specified limitations in the other continental nations. There was also the implication that at some future date—perhaps when the treaty allocation provisions become operative—the FCC may again consider the feasibility of clear channel duplication. As a matter of fact, filing of applications for duplication on certain of these channels might be countenanced by the Commission even at this stage by waiving the former requirement that applications not in accord with established rules be automatically denied.

Mexico Again Rejects

The outlook for the Havana Treaty situation and its concomitant allocation provisions was far from bright. Ambassador Daniels in Mexico City, it was learned, has reported that the Mexican Senate had declined again to sanction the treaty without a provision for relocation of stations which would permit assignment of that nation's exclusive channels to the Mexican border outlets. Conversations then were undertaken with Canada and Cuba to determine whether these nations would accept the amendment proposed by Mexico. It may ultimately be decided to agree tentatively to the Mexican proposition, subject to further consideration, in order to effectuate the terms of the treaty which would make available to this country assignments on 106 channels in the band 550-1600 kc. instead of the present 92 channels. The present allocations set aside 26 unduplicated clears, 18 duplicated clears, 42 regionals and six locals.

Under the terms of the new rules, no changes in station assignments or power or hours of operation are effected automatically. All must be accomplished on individual application when the rules become generally operative Aug. 1. This procedure does not necessarily mean hearings, for in cases in which there are no objections the FCC will be disposed to approve changes without delay if they accord with the rules.

Block Power Boosts

For example, if a block of stations on a Class III(a) channel proposes to increase night power to 5,000 watts in accordance with the rules, and if all technical requirements as encompassed in the rules are met, the change will become a mere formality insofar as the FCC is concerned. The same applies to local stations with respect to power increases to 250 watts at night.

In the case of parttime clear channel stations, totaling a dozen, which under the treaty provisions automatically would have gone to full time on duplicated operations, applications must be filed for that purpose in the light of the present situation. The majority of these stations are expected promptly to take advantage of the provisions of the rules.

The new rules constitute the first general modification of FCC technical regulatory practices since the general reallocation of 1928. While there have been significant piecemeal changes since then, such as repeal of the Davis Quota Amendment, and a boost in day power of regionals from 2,500 to 5,000 watts, there has been nothing in the nature of an omnibus revision.

Because of the status of the Ha-

(*Continued on page 197*)

HOW ANNUAL LICENSES WILL BE ISSUED

BY VIRTUE of the FCC action of June 22 extending the six-month broadcast license terms to one year, an entirely new schedule for renewal applications becomes immediately effective in conformity with the new rules.

The new rules set up six groups of channels with license dates staggered over two-month intervals. This arrangement was devised to distribute the renewal applications as evenly as possible throughout the year, allowing a two-month span to clear each classification.

Under the plan, where necessary to meet the revised licensing schedule, stations will be accorded short-term extensions which will bring them up to the new one-year starting date. When these expire, the regular full-year license will be issued, to expire on the same date in succeeding years.

When the Radio Commission was created in 1927, licenses were issued for only a three-month period in order to keep the structure sufficiently fluid to permit changes in allocations. The tenure was extended to six months in April 1931, and was retained on that basis by the FCC despite a constant campaign by the industry, and frequent demands in Congress, for three-year-licenses as permitted by law.

The table of frequency groups, under the new one-year licensing procedure, follows:

From Feb. 1—640 650 660 670 680 700 710 720 740 750 760 770 790 800 810 820 830 850 860 870 970 980 990 1000 1020 1040 1050 1060 1070 1080 1090 1100 1110 1130 1140 1150 1160 1170 1180 1190 1460 1470 1480 1490.

From April 1—550 560 570 580 590 600 610 620 630 780 880 890 900 920.

From June 1—930 940 950 1010 1120 1220 1230 1240 1250 1260 1270 1280 1290.

From Aug. 1—1300 1320 1330 1340 1350 1360 1380 1390 1400 1410 1430 1440 1450 1530 1550.

From Oct. 1—1200 1210 1310.

From Dec. 1—1370 1420 1500.

Walker Renamed For 7-Year Term

Confirmation Seen Sure; McNinch May Get New Post

PRESIDENT ROOSEVELT on June 26 nominated Commissioner Paul A. Walker of the FCC for a new seven-year term from July 1. The Oklahoma Democrat, a specialist on telephone matters, was appointed to the original FCC in 1934 and served as chairman of its Telephone Division until the abolition of the division method of operation last year.



Mr. Walker

The nomination automatically goes to the Senate Interstate Commerce Committee. Little difficulty is expected on confirmation by the Senate.

Commissioner Walker had visited the White House on June 22 and conferred with the President. At that time his reappointment appeared assured. He came to the FCC in 1934 from the chairmanship of the Oklahoma Corporation Commission and was in charge of the FCC's direction of the A T & T inquiry. In the absence of Chairman McNinch, Mr. Walker served as acting FCC chairman during the week of June 26.

Meanwhile, Chairman McNinch continued to be away from the FCC due to illness. Reported to be resting at a nearby beach, after having been hospitalized since May 1, the chairman planned to return to the FCC after July 4.

Nevertheless, it was an open secret in Washington circles that Mr. McNinch might receive an appointment to another post—probably a judicial one—in the near future. A vacancy on the U. S. Court of Claims, for which Mr. McNinch had been mentioned, had been filled by the President June 23 with the appointment of Sam E. Whitaker, Assistant Attorney General to that court. Simultaneously, the President named Judge Richard Smith Whaley Chief Justice of this court. The fact that Mr. Whaley is a South Carolinian and Mr. McNinch hails from North Carolina might have had some bearing on the appointment.

Commissioner Thad H. Brown, whose term expires on June 30, 1940, has made no statement in connection with his reported retirement from that agency perhaps during this year. He has expressed a desire to return to private practice of law.

Radio for Ad Clubs

A SIX-POINT plan for using radio in the public relations program of an advertising club is offered in a booklet recently issued by the Advertising Federation of America. Suggested activities include a series telling about various local industries; speeches by local business men dealing with aspects of their own businesses; speeches by representative business men on national problems affecting the welfare of local business; weekly broadcasts summarizing business news; broadcasts bringing out the value of the public service performed by advertising.

Wrigley to Continue

WILLIAM WRIGLEY Jr. Co., Chicago (chewing gum), on July 9 renews its half-hour Sunday evening RKO show on CBS. Details of the program are not definitely set, but the 13-week series will likely originate in Chicago and will feature the winners of the *Gateway to Hollywood* series in dramatizations adapted from the movie "career" in which they are also featured. Neisser - Meyerhoff, Chicago, is agency.

Norwich Back on Air

NORWICH PHARMACAL Co., Norwich, N. Y. (Amolin) on July 12 starts a campaign of five disc announcements weekly in Buffalo and Syracuse, eventually expanding to 50 stations. Several years ago the firm was a user of spot radio but has been inactive since. Agency is Wm. Esty & Co., New York.

Discs on NBC Net

NBC for the first time is accepting transcriptions for network broadcasting. The order announcing the change in policy June 26 said: "Effective immediately NBC will accept electrical transcriptions for transmission over Pacific Coast Blue network, including Pacific Coast stations available as supplementaries to the Blue Network. Free origination points will be, as in the case of live talent shows, NBC studios at San Francisco and Hollywood. Origination at any other point will be subject to regular remote pickup rates."

Appeal of WLW Is Dismissed by Court; Denial of Half-Time to KFUO Upheld

UPHOLDING the recent decision of the FCC in reducing WLW's power on March 1 from its special experimental 500,000 watts to its regular 50,000-watt output, the U. S. Court of Appeals for the District of Columbia June 26 dismissed the appeal of the Crosley station on the ground of lack of jurisdiction.

While the three Justices (Groner, Chief Justice, who wrote the opinion, Stephens and Vinson) concurred in the result, Associate Justice Stephens disagreed with the majority. He held that the majority should have limited itself to the conclusion that either the special experimental authorization was void or that it was a kind of license not subject to the provisions of the statute, and in either event WLW would have had no right to appeal. He added he thought the opinion as written by Chief Justice Groner implies that the Commission has power to issue and terminate special experimental authorizations without conformance to the provision of the statute for notice, hearing and review, and that the Commission can by contract with a licensee "render ineffective or inapplicable" those provisions.

"I think the court ought not to rule until it is necessary to do so on such grave questions as are involved in the alternatives stated," Justice Stephens said.

KFUO-KSD Case Settled

In a second opinion, the court affirmed the FCC decision denying KFUO, St. Louis, Lutheran church station, halftime on 550 kc. which it now shares with KSD, using only 20% of the hours. Associate Justice Edgerton held the Commission's decision that the public interest will be served by maintaining the status quo rather than by switching time from one station to the other, was supported by substantial evidence and "is not arbitrary or capricious". KSD had applied for fulltime on the channel and deletion of KFUO. KFUO had applied for halftime and had appealed when the FCC decided to retain the status quo. KFUO also had sought an increase in power to 1,000 watts night and 5,000 watts day, which also had been denied. The court said the Commission was never clearly advised that KFUO desired to have its power application considered separately if its application for increased time was denied.

"What we have said," the opinion concluded, "is without prejudice to its right at any time, upon a proper showing, to apply for an increase of power."

WLW May Ask Rehearing

Whether there will be further litigation in connection with the WLW ruling remains to be determined. It was reported that the Crosley Corp. and its counsel, Duke M. Patrick, had under advisement a possible request for a rehearing before the court in the light of the conflicting majority opinions and also because of purported inaccuracies of fact in the majority opinion. Moreover, consideration was being given to a possible petition for Supreme Court review of the opinion based on the contention that the appellate provisions of the act were improperly construed.

Chief Justice Groner brought out that in the WLW proceeding, the court had declined to stay the effective date of the Commission's order several months ago, under which it would have continued 500,000 watt operation. It emphasized that the 500,000-watt authorization was a special experimental one and had no bearing either upon WLW's regular 50,000-watt license or its midnight-to-morning experimental authorization to use 500,000. WLW had contended that its temporary license was legally a "radio station license" and that the court therefore had jurisdiction to review the Commission's refusal to renew.

The court said the law permits appeals from granting of and refusal of station licenses, and declared that if the WLW permit was a station license as that term is used in the act "the challenge to our jurisdiction would have to be denied." Judge Groner added, however, that the special experimental authorization was issued for purely experimental purpose and subject to terms at the will of the Commission. Holding that WLW cannot complain about improper hearing or capricious or arbitrary action, the opinion stated that WLW, while its experimental operation was in progress, received its "quid pro quo" in being permitted for five years to extend this service over a greater area than any other American station.

"Certainly in nothing that the appellant has offered is it shown that the conclusions reached were arbitrary or capricious or that our finding of a lack of jurisdiction in the present case permits any action of that character with respect to the regular broadcast station licenses to go unchecked," the opinion stated.

The WLW petition, the court said, "wholly fails to take into consideration the nature of its agreement and the obligations assumed by it growing out of the same. Its present attitude is to insist upon a continuation of rights in disregard to its obligations to surrender them whenever the Commission declared they were no longer necessary for the purpose for which they were granted. It demands of us that we should disregard its agreement and the mutual purpose of its making and treat what it received as something not intended by either the Commission or itself. This we cannot do under the statute—and we ought not to do in this case regardless of the statute."

NEW FEDERAL BODY HAS RADIO FUNDS

THE RELIEF appropriations bill as passed the House and pending in the Senate June 26 carries a fund of $20,000 for the radio division of the new Federal Security Agency set up under the President's reorganization order.

This division, which has been operating under the National Emergency Counsel, now abolished, and headed by Robert I. Berger, former radio director of the Democratic Committee, coordinates in a general way the use of radio in Government departments.

Lowell Mellett, NEC director, explained to the house Appropriations subcommittee in charge of the relief appropriations, that the radio division had its beginning 'in part in the desire of the broadcasting companies and networks that there be one place in Washington through which requests might be made for time and through which the broadcasting companies might make requests for speakers on the air to save them the wear and tear of meeting requests from various sources; and also to obtain Government people to discuss subjects that they wanted discussed on the air."

Joe Lowe in Autumn

JOE LOWE Corp., New York, currently sponsoring three half-hour *Buck Rogers* discs weekly on over 100 stations for Popsicles, on Sept. 15 will start a campaign using the same program on behalf of doughnuts. About 30 minutes will be used. Agency is Biow Co., N. Y.

FADA RADIO & ELECTRIC Co., Long Island City (receivers) will use radio on WOR and WNEW, New York, starting in July. Agency is Sternfeld-Godley, New York.

A Decade of Technical Radio Progress

By ANDREW D. RING
FCC Assistant Chief Engineer in Charge of Broadcasting

More Efficient Use of Facilities Seen in New FCC Rules; Regional and Local Power Boosts Are Cited

IF YOU MEASURED the efficiency of any broadcast station of today with a station of similar output of just a decade back, you would find the same power from the modern streamlined, precision transmitter delivers about 50 times the punch. The author, chief broadcast engineer of the FCC and its predecessor Federal Radio Commission since 1929, knows his kilocycles and watts, for he has been identified with the regulatory aspect of every advance in radio since then. At the transmitting end we learn, it goes in sweet. If it comes out sour, it's more than often because of shortcomings and distortions on the part of the receiving instrument.

SINCE broadcasting began some 19 years ago, numerous technical developments, principally in transmission technique, allocation of broadcast facilities and receiver design, have contributed to a general improvement in service to the public.

But, as if to offset in some measure these scientific advances, there have also been developments over this span of time which have tended to decrease radio performance. The primary offenders have been increased noise areas in cities and the upsurge in interference caused by electrical devices—man-made disturbances.

Broadcasting today, from the allocations standpoint, is a far cry from its earlier days. When the first station was authorized by the Department of Commerce, it was assigned to a specific wavelength and required to operate on it, that is, approximately on it, for there were no means of precision monitoring then. For a number of years thereafter, all other stations were assigned to only two wavelengths —360 and 400 meters.

From Chaos to Order

Confronted with a congestion problem as radio made its technical advances, allocation principles were evolved and the basic plan of frequency assignment began to take form. The first milestone in the basic plan of allocation was the assignment of stations on the basis of 10 kc. frequency separations. Then 1923 saw a plan of allocation based on frequencies. The next major event was the breakdown of the early law in 1926 under which the Department of Commerce licensed stations. The result, little short of chaos, was that from early 1926 to February 1927 stations came on the air with whatever power or frequency or hours of operation they chose. To bring order out of this chaos, Congress enacted the Radio Act of 1927, which established the Federal Radio Commission and gave it broad powers to regulate and license stations.

Being a technically-minded board, the original Commission immediately plunged into the problem of relieving the congestion, and encompassed its work in what was known as General Order 40, which became effective Nov. 11, 1928. This enunciated the basic plan of allocation which has remained in force since.

Generally speaking, technical advances in broadcasting have been gradual but consistent. Every year saw new improvements in transmission technique and in reception. And over the years, the Federal regulatory authority, limited in its jurisdiction to transmission rather than reception operations, has tightened up requirements with a view to more efficient operation.

During the pre-Commission period, the main technical advancements related to the advent of the piezo-electric crystal control whereby the operating frequency of stations could be retained well within 50 cycles of the assignment. The power of broadcast transmitters was developed to 50,000 watts even then, for in 1925 certain stations began operating with that output. Modulation capabilities of transmitters was gradually increased from about 30 to 40% to which the early models were limited, up to the full technical limitations.

Three Basic Classes

Under the General Order 40, three classes of stations—locals to serve small centers of population, regionals to serve larger centers and contiguous areas, and clears to serve large centers of population and vast rural areas—were established. Though that order became effective 11 years ago, these principles have been maintained.

It must be recognized, however, that the increase in the number of both local and regional stations has resulted in a trend toward a reduction in the nighttime service area of established stations. To be sure, the purpose of the stations has best been served in that on any given channel far more urban listeners have been given a primary service. However, at night the rural service of both regional and local stations has been curtailed in favor of the additional urban service.

The mission of the clear channel is to serve rural areas, and this has been maintained. No technical development yet has been conceived that will enable any substantially complete service to rural areas other than by means of high power using clear channels at night.



ANDREW D. RING

Antenna efficiency has been materially increased over the years. At first inverted "L" and "T" type antennas were in common use. Often the height was a fraction of a wavelength, whereas in today's modern design the vertical type is used almost exclusively. The advent of directive antennas has permitted a far better use of regional channels for serving more urban areas without materially reducing the service area of other stations already on the same channel. The principle of the use of directive antennas to reduce interference and to improve the service over a given area has been extended even into the clear channel field. There are now several clear channels in which the dominant stations make use of such antennas for the improvement of service, and secondary stations are able likewise to operate on the channel without a material reduction in the rural service of stations and at the same time permit further urban service.

In recent years the introduction and use of modulation limiters has enabled an increase in average percentage of modulation and a resultant improvement of signal. Considering these technical advantages from the viewpoint of the listener, conclusions may be drawn that the promulgation of regulations in June 1933, requiring all stations to operate within 50 cycles of the assigned frequency, has resulted in increases in service areas of duplicated stations equivalent to some 25 times the power increase of any individual stations, other things remaining constant.

The increase in the percentage of modulation has resulted in improvement in the signal level over noise equivalent to an increase in power of some 10 to 15 times. Improvement in antenna efficiency has resulted in increase in power from two to ten times. The straight vertical antenna concentrates the field in the horizontal plane that is especially suited for broadcast service. All these gains would not be equivalent at any one location nor are they cumulative with respect to the listeners.

One of the most worthwhile gradual improvements to which no definite date can be assigned is in the fidelity of transmission. There are no standards or units by which the improvement in fidelity can be measured directly. Fidelity is measured by two factors: (1) Frequency characteristics, and (2) amplitude distortion or harmonic production.

During the early period of development, great effort was made to obtain a flat frequency characteristic, that is, transmitting all the notes of a musical instrument from lowest to highest without discrimination due to difference in frequency. However, it was learned that this by no means produced a high degree of fidelity of transmission and reception. Of more importance was an absence of distortion in the form of amplitude distortion which is measured in generation of harmonics of the original audio carrier. At the present time, by means of the various techniques and especially feedback, the amplitude distortion has been reduced to a very low degree.

Greatest Need in Reception

The greatest need for improvement today is in reception facilities. As a matter of fact, in numerous instances, the performance of moderate to low-priced receiving sets is considered superior in fidelity of reproduction to some of the more expensive units, particularly because in the latter an effort has been made to extend the lower and upper frequency range and due to the distortion present in the instrument the result is not always pleasing to the listener.

It has sometimes been said that

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ASCAP Is Named In Conspiracy Suit

NBC and CBS Also Named; Hearing Set for July 12

CONSPIRACY charges against ASCAP, and also naming NBC and CBS, were filed in the Missoula County, Montana State Court June 21 by County Attorney Edward Dussult. The day previous, it was reported, the court issued an order restraining ASCAP from collecting royalties on performance of music by the stations pending adjudication of the action, on behalf of broadcasters in the state. A hearing on the plea making the injunction permanent was scheduled for July 12 in Missoula, at which, it was assumed, both ASCAP and NBC and CBS would be present.

The action filed by County Attorney Dussult and his assistant, Randolph Jacobs, charged ASCAP with monopoly, suppression of creative genius and "extortion" in violation of the State constitution and criminal laws. It was pointed out that certain of the charges were felonies under the State laws punishable by imprisonment.

Advices from Missoula stated that under the three actions filed by the State counsel, individuals against whom charges were made included officers of ASCAP, Gene Buck, Claude Mills, John Paine, and Louis Frolich; officers of NBC including President Lenox R. Lohr, Executive Vice-President Niles Trammell, Vice-President and General Counsel A. L. Ashby, and Program Vice-President John Royal; and officers of CBS including William S. Paley, president; Edward Klauber, first vice-president, and Isaac D. Levy, director and part owner of WCAU, Philadelphia.

A threat of prosecution against the major networks for allegedly giving "aid and comfort" to ASCAP was made recently by B. Gray Warner, Prosecuting Attorney in Seattle.

Radio Leads All Media, Standard Statistics Says

RADIO has again made the best showing among major advertising media this year and "continuing good year-to-year gains in radio time sales are in prospect during the next several months," Standard Statistics Co. reports in its June 23 survey of advertising, printing and publishing.

Looking ahead, however, the report predicts that future gains of radio at the expense of other media will be less pronounced stating:

"The proven effect of radio advertising has led to increasing interest on the part of manufacturers and distributors of nationally-used products and has led to a rapid expansion of broadcasting facilities. However, with the nation now widely covered by broadcasting stations, it is indicated that the saturation point has nearly been reached with regard to extension of facilities. Since practically all of the more profitable hours are now booked, it is probable that an era of comparative stability of earnings is in prospect for broadcasting companies at least until the perfection of commercial television. The possibility of more stringent Government regulation is an intangible but important factor in the outlook."



X-APPEAL is how one New York newspaper described the combination of beauty, charm, voice, grace and "umph" which on June 17 won for Carol Smith, 21-year-old brunette, the title of Television's First Beauty Queen in a New York World's Fair contest. She was selected out of 30 finalists who paraded before the Iconoscope and were judged by a distinguished group of artists and writers. She is here shown receiving a televisor, gift of NBC, and a symbol of the Fair from Thomas J. Donovan, administrative assistant to Grover Whalen, Fair president.

House Votes $1,838,175 Fund To FCC for Next Fiscal Year

Little Opposition Heard Except on Censorship Angle and Measure Is Sent to the Senate

By WALTER BROWN

WITH little debate and no opposition, the House June 23 passed a deficiency bill carrying an appropriation of $1,838,175 for the FCC during the fiscal year beginning July 1.

The measure was immediately sent to the Senate where the deficiencies subcommittee reported it without change or hearing on June 26, paving the way for Senate passage. Thus there was no danger of the FCC being without funds when the new fiscal year begins.

The new appropriation is $200,000 less than the budget estimate but $93,175 more than the FCC had for operating expenses during the current fiscal year. In reporting the bill to the House, the Appropriations Committee said it did not approve any special items for increase but in appropriating the increased sum for the FCC had "in mind the very important phase of its work developing around the engineering, legal and accounting sections of its functions."

Censorship Vote

In appearing before the committee June 19, Acting Chairman Thad Brown and key officials of the FCC sought to justify the budget estimate of $2,000,000. They testified as to the need of 28 new employes in the secretary's office, 10 additional lawyers, three additional engineers and seven clerks in the field, and 10 new accounting employes, nine to be assigned to the field.

The FCC item in the deficiency bill provided $1,800,000 for the regular work of the Commission, $13,175 for a special study of radio requirements necessary for ships navigating the Great Lakes and Inland Waterways and $25,000 for printing and binding.

The only vote during the consideration of the FCC appropriation came on an amendment offered by Rep. Dirksen (R-Ill.) prohibiting the use of any of the money for effectuating or enforcing the recent rules governing international shortwave broadcasting. Mr. Dirksen quoted from the regulations which he said amounted to censorship and which, if allowed to stand, could easily be translated to all broadcasting. Mr. Dirksen referred to the bills pending in Congress to set up Government-owned stations which he said would broadcast programs not only to South America but to all parts of the United States. If these were built he said the government could "clamp on censorship and this could be transmitted to other broadcasting stations."

Shortwave Rule Debated

Referring to the action of the FCC on international shortwave rules [see page 28], he said. "The FCC pulled in its neck and decided a hearing would be held. But the regulation may still stand after the hearing and for this reason I feel my amendment should be adopted. The FCC ought not to be sticking their noses into that kind of business."

Rep. Dirksen said he and Rep. Wigglesworth (R-Mass.) "took the Commission over the coals" at the Committee hearing last January, and said as a result no appropriation was provided in the independent offices supply bill.

The Committee had explained in its report that the reason the FCC item had not been included was because of the Administration's proposal for abolishment of the present Commission and the setting up of a new three-man Commission.

Rep. Woodrum (D-Va.), who

(*Continued on page 198*)

New Bill Lightens Tax on Cosmetics

ADVERTISING appropriations of cosmetic companies may be increased as much as $5,000,000 by virtue of amendments in the new tax bill which passed both Houses of Congress the week of June 19 permitting companies to deduct advertising and selling costs from the price of cosmetics on which Federal taxes are paid. It was estimated unofficially that the effect of the amendment might reduce Federal tax payments from these companies by 50% or about $5,000,000.

The tax bill did not provide for a complete elimination of the excise tax on cosmetics but contained the provisions providing some measure of relief to cosmetic manufacturers.

Noxzema Plans

Prior to the enactment of the amendment to the cosmetic tax law, Noxzema Chemical Co., New York, had announced it would curtail its advertising expenditures due to the cosmetic tax. First the company had announced that it would discontinue its sponsorship of the weekly *Professor Quiz* program on CBS. Afterward, it decided that instead of closing the present series June 24, starting July 1 it would be heard only on six of the former network of 40 stations (WABC, WBBM, WJR, WCCO, KMBC and KMOX).

In the light of the liberalized law, there was the possibility it would continue the larger network. The program time for the curtailed schedule was announced as Saturdays, 8:30-9 p. m., with talent remaining the same. Ruthrauff & Ryan, New York, handles the account.

NAB-ASCAP Will Hold Pre-Convention Meeting

A FINAL pre-convention meeting of the NAB-ASCAP negotiating committee, to discuss projected new performing rights contracts for the broadcasting industry, will be held in New York July 6 when a proposed understanding will be sought. At a meeting June 26 it was decided to have the further session prior to the NAB Convention in Atlantic City July 10-13, at which copyright will be a salient topic.

Attending the conferences for the NAB on June 15 and June 26 were Neville Miller, NAB president; Lenox R. Lohr, NBC president; Edward Klauber, CBS first vice-president; John Elmer, WCBM, Baltimore; Samuel R. Rosenbaum, WFIL, Philadelphia. Representing ASCAP were Gene Buck, president; John G. Payne, general manager; Louis Frolich, general counsel.

THE FCC on June 20 granted special temporary authority from July 1 to Dec. 1 to Leland Perry to operate KSUB, Cedar City, Utah, following the death of his partner, Harold Johnson, local dry goods merchant, co-licensee of the station.

OVERLAND TOURS, New York (bus) plans early use of radio, probably announcements. Advertising Trade Service, New York, is agency.

Hearing on 'Cultural' Ruling Will Be Postponed by FCC

NAB Will Be Denied Extension of Hearing Scope; Retains Swager Sherley as Special Counsel

STILL SHOWING signs of temper over the controversy kicked up by its international broadcast order, with its program censorship implications [BROADCASTING, June 1, 15], the FCC has decided to postpone the hearing it previously had authorized on the provocative rule from July 12 to a new date but proposes to deny in other respects a petition filed by the NAB for suspension of the regulations and enlargement of the hearing order. The new date may be July 14, the day after the closing of the NAB convention in Atlantic City. However, the NAB is pressing for July 26, because of convention complications.



Mr. Sherley

Because of the importance of the censorship issue, the NAB retained Swager Sherley, distinguished Washington attorney who as a former Congressman from Kentucky was chairman of the House Appropriations Committee, as special counsel. In a petition filed with the FCC June 23, Mr. Sherley asked that the Commission enlarge its order for the hearing to include not only the specific paragraph which carried the "cultural" requirement, and which specified that only such programs which will promote international goodwill, understanding and cooperation be carried, but all rules pertaining to international stations. The petition also asked the Commission to suspend the rules and postpone the hearing date.

Limited to Paragraph

Under the FCC plan, the hearing would be confined to the specific paragraph dealing with "cultural" and "goodwill" programs. Later, presumably, it will set a hearing in September on the general international rules. There was no disposition to comply with the request of the NAB that the rules be suspended in the interim.

In informed circles, it was considered likely the FCC would modify the language of the questioned paragraph to eliminate the censorship implication. Moreover, it was expected this would be done rather promptly since the FCC had planned to recess July 15 when several of its members contemplate vacations.

Editorial criticism lodged against the FCC on the international broadcast rule was among the most violent since the advent of radio. It was viewed generally by the press as censorship at its worst, and many writers pointed out that if the Government could prescribe the type of programs to be broadcast over international stations it might well order similar restrictions on domestic programs. Moreover, the view was expressed that should radio capitulate to Government censorship the press would be next in line.

The decision to petition the FCC came followed a meeting in New York June 21 attended by licensees of the international broadcast stations on call of NAB President Neville Miller. It was agreed that the NAB should file an appearance for the July 12 hearing, and ask for the postponement and the additional relief. Each international station licensee, however, would make its own individual appearance and present its own case while the NAB presents the issue from an industry standpoint.

Severe Limitations

Several of the licensees opposed not only the censorship aspect but also the severe limitations placed on commercialization of the international broadcast operations under the rules. In some quarters it was felt the licensees could not live under such commercial regulations and that they should be made workable or else eliminated entirely, leaving the shortwaves in the experimental category. Moreover, it was held that little business would be forthcoming from that type of operation.

Feeling was high on both sides because of the apparent "snub" of the NAB by the FCC in setting the hearing on the rules. In doing so, it acted on a petition filed by the American Civil Liberties Union, rather than on the strongly worded letter from President Miller protesting the rule and seeking relief. The fact that the hearing was originally set for July 12, in the midst of the NAB Convention, was regarded as only accidental and with no other intent.

The Commission requested all interested parties to file notice of appearance by July 5. The new rules for the 14 international stations were issued May 23 and have been effective since that time. It was pointed out that while licensees may be violating the letter of these rules, there was no intention of taking punitive action.

Open Hearing Desired

In announcing the hearing, the FCC said that an open hearing was desirable, "particularly in view of the fact that the application of the rules has been misunderstood in some quarters." In this connection, it was pointed out that the quarrel was not with the "application" of the rules but with the actual language which has been construed as imposing a flat censorship edict.

In addition to the continued editorial criticism of the FCC action, there were outbursts in Congress. On June 23, when the House passed a bill authorizing the $1,800,000 appropriation for the FCC for the 1939-1940 fiscal year which begins July 1, Rep. Dirksen (R-Ill.) proposed that a rider be attached to the measure which would prevent the Commission from using any of the funds to enforce the rules. This was voted down.

Rep. Celler (D-N.Y.) on June 15 wrote Chairman McNinch protesting the rule, declaring he did not think the Commission was on firm ground. Rep. Connery (D-Mass.), vigorous advocate of an investigation of the FCC and of radio, on June 19 wrote Chairman Woodrum of the House Appropriations Committee, attacking generally Chairman McNinch's administration of the Commission and urging the FCC to provide funds for the Commission only to carry it to March 1, 1940. He also criticised the "censorship power assumed by Chairman McNinch and his associates."

Attending the June 21 meeting of international stations in New York were Frank Mason, Frank Russell and P. J. Hennessey Jr., NBC; Dr. C. B. Jolliffe, RCA; Harry Butcher, Frederic Willis, Paul Porter and A. B. Chamberlain, CBS; Dr. Leon Levy, WCAU; Walter Evans and J. B. Rock, Westinghouse; Jack Poppele, WOR; Joseph Reis, WLW. NAB representatives, in addition to President Miller, were Edwin M. Spence, Andrew Bennett and Ed Kirby. It was agreed at this meeting to make a comprehensive survey of the work of the operations of international stations, including program, technical and other data.

The Civil Liberties petition was filed by Roger N. Baldwin, executive head, and by Frederick A. Ballard and H. Thomas Austern, Washington attorneys. Mr. Austern, a former secretary to Supreme Court Justice Louis D. Brandeis, is expected to argue the Union case.

How To Get Ideas

WAPI, Birmingham, recently started what may develop into a program idea department when it inaugurated a monthly stag dinner for announcers. Membership dues are two new program ideas each week.



Drawn for BROADCASTING by Sid Hix

"Don't Unpack, Chief! There's Another FCC Inquiry Starting Tomorrow!"

Example of Radio Cited To Southern Publishers

HOLDING that newspapers are too "complacent" in their selling methods and need a basic selling structure for national accounts, J. I. Meyerson, advertising and promotion director of the Oklahoma Publishing Co., paid tribute to the enterprise of the broadcasting industry in an address June 17 before the Southern Newspaper Publishers Association at Old Point Comfort, Va.



Mr. Meyerson

Advocating a basic selling structure for national accounts, the executive of the *Oklahoman* and *Times* and of its three radio stations—WKY, Oklahoma City; KLZ, Denver, KVOR, Colorado Springs—contrasted the closely knit organization of broadcasting stations, made possible largely through their association in three major networks, with the lack of organization and sales planning of newspapers which are not similarly associated. Mr. Meyerson urged the publishers to cease criticism of other forms of advertising and to correct certain practices in their own house.

Mr. Meyerson discussed an analysis of the 100 largest advertising accounts in the country which, he said, showed that little uniformity prevailed in placing of advertisements in newspapers, in the length of frequency of schedules or in the geographical distribution.

SERVICE to South America, Asia and the Antipodes from General Electric's West Coast shortwave station W6XBE, located at the Golden Gate International Exposition, San Francisco, was practically doubled June 25 when the daily 6½-hour schedule was increased to 12¾ hours. The company's shortwave station W2XAF, Schenectady, also has added 10 hours to its weekly schedule of programs for the Spanish-speaking listeners in Central America and the western half of South America.

West Coast Setup Is Shifted by CBS

Kemp Becomes Sales Manager, Vanda Program Director

TWO PROMOTIONS to newly-created posts in CBS Western division operations have been announced by Donald W. Thornburgh, vice-president in charge of Pacific Coast headquarters in New York, to become effective July 3. Arthur J. Kemp, continuing his headquarters in San Francisco, assumes the title of Pacific Coast sales manager. Charles Vanda becomes CBS Western program director in a new segregation of Hollywood activities, and his former title of CBS Pacific Network program director is given to Russ Johnston, for the last two years continuity director.



Mr. Kemp

Mr. Kemp has been for the last eight months CBS Pacific Network sales manager and prior to that was representative of Radio Sales Inc. on the West Coast. Before joining CBS he was sales manager of KHJ, Los Angeles, when it was affiliated with CBS, then with KFRC, San Francisco, in a similar capacity, and afterwards sales promotion manager of KNX, before the station was acquired by CBS. He later joined the New York staff of Radio Sales Inc., and was transferred to San Francisco in early 1938.



Mr. Johnston



Mr. Vanda

In his new post he has charge not only of local sales but also of regional and network sales, with Harry Witt, KNX sales manager, and Harry Jackson, head of the San Francisco sales division, reporting to him.

Moskovic Not Affected

His elevation does not affect the duties of George L. Moskovics, who continues as sales promotion manager of the CBS Pacific Network and Radio Sales representative for the Eastern CBS owned and operated stations. Moskovics is headquartered in Hollywood.

Mr. Vanda was appointed to the newly-created post in a segregation of activity in Hollywood. His new duties include servicing of all transcontinental programs originating from Hollywood; planning and supervising of a greatly increased number of network sustaining shows to originate from the West Coast, and the auditioning of many new programs to be offered for commercial sponsorship. His new duties will obviate the need of sending New York producers to Hollywood to supervise network productions.

Russ Johnston, who takes over the post formerly held by Vanda, prior to joining CBS was writer-producer on the Los Angeles staff of Neisser-Meyerhoff. Paul Pierce, on the CBS Hollywood continuity staff for more than two years, becomes Pacific Coast continuity director, taking over Johnston's former duties.

Splitting of the program department was authorized by W. B. Lewis, CBS vice-president in charge of broadcasts, following recent conferences in Hollywood with Mr. Thornburgh. Vanda has been on leave-of-absence from the network for several months to produce the weekly CBS *Gateway to Hollywood* series sponsored by William Wrigley Jr. Co. John M. Dolph, who has been filling in the program position temporarily during Vanda's absence, returns to his former post as assistant to Mr. Thornburgh.

L. B. Wilson Objects to New NBC Pact Making WCKY a 'Partial Blue' Outlet

DESCRIBING the new NBC affiliation arrangement in Cincinnati as a "proposed raw deal", L. B. Wilson, president of WCKY, announced June 26 that he had retained former Commissioner E. O. Sykes as counsel to resist in every way possible the arrangement under which WLW becomes NBC's basic Red outlet under a five-year contract.

Mr. Wilson held that the arrangement actually meant that he would become a "partial Blue" outlet rather than what NBC described as basic Blue, and that the network proposed to reduce his status on the eve of the dedication of his new 50,000-watt transmitter. The arrangement, he contended, "seeks to destroy WCKY's property and ability to render public service."

Announcement was made in New York that the new contract between NBC and WLW, which for the first time reserves a definite number of station hours for network use, was signed in Cincinnati by NBC President Lenox R. Lohr and Crosley Vice-President James D. Shouse. To become effective immediately, the arrangement extends NBC affiliations of WLW and its sister regional, WSAI, for five years. It also changes the network's affiliation setup in Cincinnati by making these stations the exclusive outlets for Red network programs, with WCKY described as the Blue outlet. Formerly, all three stations were available to advertisers as optional Red or Blue outlets.

Selection of Outlets

It was explained at NBC that while NBC advertisers will be given the Cincinnati outlets of whichever network they use, Blue advertisers whose programs are now broadcast by WLW may continue on that basis as long as their schedules run without interruption. Red network clients whose programs now are carried by WCKY will continue on that basis until the expiration of present contracts, it was explained by William S. Hedges, NBC vice-president in charge of the network's stations department. These restrictions, Mr. Hedges said, pertain only to network-optioned time, with network advertisers free to use any NBC outlet available during station time.

It was largely this phase of the arrangement which Mr. Wilson protested so vigorously. He held that WLW has had no contract with NBC for Cincinnati clearance in 10 years and that his station was the only one which guaranteed time clearance. "After 10 years, and 10 days before WCKY goes to 50.000 watts," Mr. Wilson declared, "WLW runs to NBC and signs a contract."

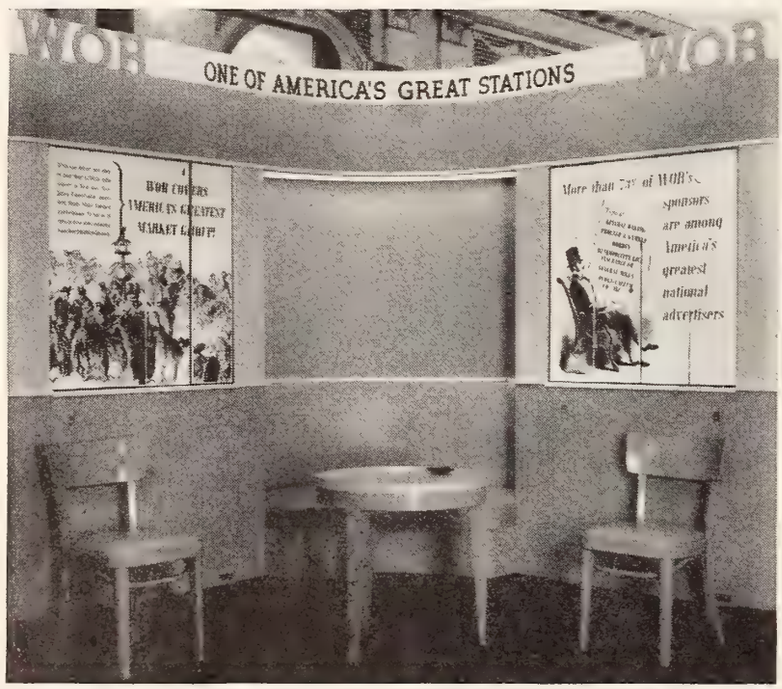
Mr. Hedges said the agreement with WLW is to set aside five hours of daytime and three-and-one-half hours of evening time for network use. He said that while this has been put in writing for the first time, it is in reality "merely a formal recognition of a practice that has been carried on for several years."

Arrangements of the Crosley stations with MBS, it was indicated, might be altered by virtue of the new NBC contract. Because of this development, Fred Weber, general manager of MBS, was in Washington June 23 to confer with Mr. Wilson regarding a possible supplementary affiliation with his station.

After conferring with Judge Sykes, who is now a member of the law firm of Stephens, Spearman, Sykes & Roberson, Mr. Wilson said that he was preparing a statement in detail of the situation for the past 10 years "telling why and how WCKY got into the broadcasting business and giving personal statements of confidential conferences held during that time with networks and Crosley." He said a copy of this, when ready, would be sent to highest Government officials, including the President and Cabinet, members of Congress, and other agencies.

Immediately after being advised of the arrangement, Mr. Wilson wired Mr. Hedges that the proproposed change in contract was rejected and that if this was NBC's decision he would have to appeal to the FCC and other Governmental agencies. He made mention of the rate of $1,080 per hour on WLW and said the contract was designed to "fix and control" the rates of Cincinnati outlets. Mr. Wilson contended that his present contract with NBC, under which he is an optional Red and Blue outlet, still has one year to run. He added that Messrs. Lohr and Hedges sought to have him sign the contract earlier this month in Cincinnati and that he refused.

There was the possibility that the FCC may be petitioned to reopen the network-monopoly inquiry, which ran for a six-month period, in the light of these developments. This move, it is understood, was under consideration by MBS, since it harbors the view that the new arrangement may tend to "freeze" it out of the Cincinnati market.



STRIKINGLY MODERN was this booth at the AFA convention designed by Viktor Harasty under the direction of Joseph Creamer, WOR promotion director. The booth measured 8 x 8 feet and was decorated in two pastel tints and equipped with two interchanging illustrative machines, each carrying three messages describing the station's sales, entertainment and public service story.

New KYW Sales Chief

GRIFFITH B. THOMPSON, sales manager of Associated Recording Program Service, New York, and formerly with the Boston and New York staffs of NBC, has been appointed sales manager of KYW, Philadelphia, succeeding John S. K. Hamman, resigned. Leslie Joy, KYW manager, in announcing the appointment, stated that Mr. Thompson will assume his new duties July 1. Mr. Thompson first joined NBC in 1935 and was assigned to WBZ, Boston, as sales manager. A year later he was assigned to the network division in New York. In 1938 he resigned to join Bermingham, Castleman & Pierce, New York agency, which he left to enter the transcription field.

SPARKLETS Corp., New York (syphons and bulbs), on July 1 starts daily spot announcements on WMAQ, Chicago, for eight weeks. Atherton & Currier, New York, is agency.

Radio Code on Griddle at AFA Session

Proposed Ethical Pact Approved In General

By BRUCE ROBERTSON

THE PROPOSED code and standards of practice for the broadcasting industry which will be considered by the NAB at its forthcoming convention got its first public airing June 20, at the meeting of the NAB Sales Managers Division held in conjunction with the 35th annual convention of the Advertising Federation of America at the Waldorf-Astoria, New York, June 18-22.

Reception of the code [printed in full in BROADCASTING, June 15] by the 50-odd broadcasters, advertiser and agency radio executives and station representatives attending the all-day session, who almost unanimously approved of the code as a whole but who avidly debated various provisions, afforded a good preview of what will probably take place in Atlantic City next month.

Explained by Miller

Craig Lawrence, commercial manager of the Iowa Broadcasting System and head of the Sales Managers' Division, presided over the meeting, during which Frank Mason, NBC vice-president, gave a brief but vivid picture of international broadcasting and Curtis Mitchell, editor of *Radio Guide*, discussed the "Sacred Cows of Broadcasting". Newbold Morris, president of the New York City Council, spoke briefly at the luncheon session, substituting for Mayor La Guardia who had been unexpectedly called to Washington. But the main business of the day was the discussion of the industry code, which took up so much time that the planned panel discussion on "How to Sell More Radio Advertising" had to be dropped entirely from the schedule.

The code was introduced by Neville Miller, NAB president, who explained that the problem was to write a statement of policy and practice that would be sensible, one that the advertisers and broadcasters can both live under and yet one that corrects and prevents undesirable practices.

Editorial Policy

Avoiding the extremes of producing a code so strict it could not be abided by or so lax it would not produce any improvements, had been a severe struggle for the code committee, he said, adding that while on the whole they were reasonably satisfied with the result it was only tentative and they would welcome any suggestions from any interested party.

This was echoed by Edward M. Kirby, public relations director of the NAB, who while reading the code not only invited public discussion at the time but urged those who disagreed with any of the document's provisions or who had suggestions to write to the committee before its final pre-convention session July 8.



AT LUNCHEON MEETING of NAB Sales Managers Session of the AFA convention in New York are (seated, l to r) Fred Brokaw, Paul H. Raymer Co.; Linnea Nelson, J. Walter Thompson Co., New York; LeMoine C. Wheeler, WHEC, Rochester; Phil Hoffman, WSYR, Syracuse; Humboldt J. Grieg, McClatchy Broadcasting Co.; Tyler Davis, Kenyon & Eckhardt, New York; Claire Harrison, KWK, St. Louis, and Paul Tiemer, Paul H. Raymer Co. Standing (l to r) are C. E. Midgeley, Jr., BBDO, New York; R. A. McNell, Blackett-Sample-Hummert, New York; Elizabeth Black, Joseph Katz Co., New York; William F. Malo, WDRC, Hartford; Paul H. Raymer, Paul Raymer Co.; Mrs. Melville Gordon, Gardner Adv. Agency, St. Louis.

First debate arose over the question of a broadcaster's right to an editorial policy, Humboldt Greig, eastern representative of McClatchy Broadcasting System, holding that the code's wording denied a broadcaster the right of editorial supervision and in effect the right of free speech. In answer, Mr. Mason pointed out the danger involved in a station taking a stand on a political issue.

"In a city with only one station," he said, "that station could dominate public opinion. Or the NAB might hold a caucus and agree to sell the country on one point of view." The consensus seemed to favor the code's provision that "the primary service which a broadcasting station can render in the news field is to inform the public as to what is happening . . . rather than to express either its own approval or disapproval."

Commercials on Newscasts

Ruling that commercials on news broadcasts must be clearly identified as such and not masked as straight news was criticized as penalizing this type of program for doing what is held to be desirable on a musical broadcast in making the commercial as palatable as possible. Beth Black, of Joseph Katz Co., questioned the clause requiring the sponsor of a commentator who might favor one side of a controversial question to provide the other side with a chance to reply during his time, pointing out that a strict interpretation might require the turning over of an entire network to answer a local objection. Mr. Kirby replied that all provisions of the code were subject to reasonable interpretation and that every precaution would be taken to prevent it from operating to the disadvantage of either an advertiser or a broadcaster.

The section on children's programs also evoked considerable discussion. How an advertiser could make an offer that would create desire on the part of his young listeners without encouraging them "to enter strange places for the purpose of collecting wrappers, box-tops" etc., no one was willing to answer, although there was general agreement with the principle that children should not be led into danger by radio offers.

Length of Commercials

The need for clearer definitions in a number of provisions was shown in the discussions of the classes of non-acceptable accounts and several of these clauses will probably be revised before the code is submitted to the convention next month. In his presentation Mr. Kirby frequently repeated that the code is only tentative at present and that these criticisms were welcomed in laying it open for discussion at that time.

Curiously enough, the arbitrary limits as to length of time allowed for commercial copy, subject of some of the bitterest debates among committee members, caused little discussion during the Sales Managers sessions. Asked whether it would apply to "rib" commercials, Mr. Kirby replied that its aim was to make commercials more acceptable to the listening public and that it would be liberally interpreted so as not to penalize informal sales messages by holding them to strict time limitations. Station breaks were not mentioned, he said, because there was no agreement among the committee members concerning them.

Other debated points included the ban on dramatizations of political issues as placing the campaign on an emotional plane, some broadcasters contending that dramas were no more dangerous than speakers and that they were much better than speakers as programs; the prohibition of discussing strikes on the air; testimonial copy read by announcers, and the judgment of misleading statements in advertising copy. Regarding the suspension and expulsion from NAB membership as the chief means of enforcing the code, Harry Trenner, commercial manager of WNBF, Binghamton, suggested the separate incorporation of the grievance committee, to prevent suits that might conceivably result in heavy damages against the NAB.

Building Shortwave Audiences

Describing the shortwave broadcasting of American stations as compared to that of foreign broadcasters, Mr. Mason stressed the fact that NBC, for example, has built large audiences in South America by following a regular schedule of programs in Spanish and Portuguese which are broadcast at the same time every day so that the South American listener knows when to expect them. Each period, he said, is restricted to a single language, with the announcers carefully chosen for their ability to speak that language so well that they could spend a week out camping with a party of natives of that country and not be detected as a foreigner. Special programs devoted to aviation, photography, Hollywood news and the like have helped to develop regular listeners abroad, he stated.

The same policy is followed by NBC in shortwaving programs to Europe, Mr. Mason said. European broadcasters, on the other hand, frequently mix two or three languages in a single period, switching from one to the other in a manner that is quite annoying to any listener not familiar with all the languages. The more casual European scheduling, with programs frequently starting several minutes after the scheduled time, loses them many listeners, he said.

Mr. Mason stated that no one knows much about the commercial possibilities of shortwave broadcasting or how to go about selling it. "We don't know," he said, "to what extent advertisers would use international stations in place of local stations in foreign countries? We don't know how aggressively

(*Continued on page 186*)



MORE AFA-NAB conventioneers at luncheon meeting are (l to r) Frank Braucher, WOR, Newark; Theodore Streibert, WOR; Robert J. Smith, WOR; Saul Flaum, *Radio Guide*; S. R. Elman, WATR, Waterbury, Conn.; Karl Koerper, KMBC, Kansas City; Russel Woodward, Free & Peters; Charles Caley, WMBD, Peoria.

Big Overhead Cuts Net to $18,854,784

Industry Income Shown By FCC as 17% Below Figure for 1937

INCREASED operating overhead during 1938 was largely responsible for a 17% loss in net revenue for the broadcasting industry for 1938 as compared with the preceding year, according to tabulations released June 26 by the FCC which show that 660 stations, including the three major networks, had a net broadcast income in 1938 of $18,854,784. This figure compared to $22,566,595 for 629 stations during the 1937 calendar year.

Based on the extensive and controversial questionnaires sent stations covering their 1938 operations, the FCC analysis revealed that total revenues of networks and stations for 1938 aggregated $111,358,378 as against $114,222,906 for the 629 stations and the networks in 1937. Total broadcast expenses for 1938 were given as $92,503,594 as against $91,656,311 for the preceding year.

Small Station Losses

In analyzing the data, the FCC said that of the aggregate number of stations, 240 outlets did not receive enough revenue to pay their actual expenses including depreciation. These stations showed losses aggregating $2,223,195. The 419 stations reporting profits showed broadcast income of $16,728,533.

As a group, said the Commission, the 175 stations with revenues of less than $25,000 showed a loss since their aggregate revenues were $2,520,026 and their aggregate expenses $2,872,729.

In another tabulation covering network stations, including the 23 managed and operated stations of NBC and CBS, the tables showed that 350 basic, regional or special network outlets had a broadcast income of $14,654,445 as a group. Of these, 78 stations described as on basic networks, had income of $9,432,812 while another 126 stations listed as regional groups by the networks, realized an income of $3,852,746.

As against these figures, the complete summary of returns disclosed that all 660 stations had a broadcast income of $14,505,338—approximately $150,000 less than the income shown for the 350 network affiliated stations. Thus, it was deduced, stations affiliated with the major networks and to a lesser extent with regional networks, are preponderantly the best earners.

Dividends Shown

For the first time the FCC released a figure showing the dividends declared by stations and networks, including withdrawals of partners and proprietors. During 1938 this figure aggregated $22,976,676.

In its general breakdown, the FCC figures showed that 20 stations affiliated with regional networks only had a deficit of $112,424 while 152 stations with net sales of $25,000 or more not affiliated with networks had a broadcast income of $210,477. A group of 290 stations with net time sales of $25,000 or more, but not affiliated with networks, showed a deficit of $36,683.

Earned Surplus

In a condensed balance sheet of the major networks at the close of 1938, the FCC showed an earned surplus of $15,739,109. The aggregate investment by the present owners of the networks was given as $22,116,096 before depreciation. The investments, minus depreciation in broadcast items, totaled $13,411,102 broken down between plants in service, divided between network service, M & O key stations and M & O non-key stations.

A condensed balance sheet covering the three major networks and revenues of 660 standard broadcast stations including "one major network not the licensee of any such station" showed total assets of $1,068,339,901. This figure was represented as including investments in assets other than broadcasting plant for large licensee companies which do not operate their broadcast stations as separate corporate entities.

Total assets of such large corporations as Westinghouse and General Electric, it was stated, might figure into such a compilation.

Total current assets of these 660 stations and three networks were given as $408,133,556. The investment in broadcast assets was quoted at $72,961,659, with depreciation of $26,183,672 on a present amortized investment of $46,777,987. Investment in assets other than broadcast plant, after depreciation and authorization, was given for this entire group as $561,274,054. Other asset items were computed at $52,154,304.

On the Liability Side

On the liability side, the balance sheet showed a net worth of $821,536,191 for the 660 standard broadcast stations and the three major networks, plus parent company items.

Included in the amount of $46,777,987 shown as the net amount of broadcast assets was an item of $11,526,179 charged to "good will". Another item of $714,326 was listed as "excess of purchase price of broadcast plant over its net book value in the hands of the vendors."

High-Power Stations

In a general breakdown of 1938 revenues according to classification of station, the FCC figures reveal that 31 stations with power of "50,000 watts or more" operating unlimited time, had more than half of the aggregate broadcast income reported for the 660 stations. These figures showed that the 31 stations had time revenues of $23,323,916 for the year and expenses of $13,980,511. The net broadcast revenues totaled $9,343,405 and with deductions from net broadcast revenues of $1,700,960, which included depreciation, amortization, plant losses, taxes, uncollectable revenue and rents, all of which are assignable to broadcast service, the 31 stations had a broadcast income

(*Continued on page 191*)

1938 COMBINED INCOME STATEMENT OF U. S. BROADCASTERS

(FCC Report Covering Three Major Networks and 660 Standard Broadcast Stations)

Particulars		Amount
(*a*) Revenues:		
1. Network portion of network time sales		$35,455,510
2. Time sales by stations	$82,669,401	
Less: payments to other stations	745,452	81,923,949
3. Total time sales by networks and stations		117,379,459
4. Deduct: Commission to agencies, representatives, and brokers		16,487,200
5. Net revenue from sale of time		100,892,259
6. Sale and placing of talent		6,081,344
7. Recoveries by networks from others on communication line charges		1,085,469
8. Miscellaneous sales and revenue services		3,278,836
9. Sustaining programs		20,470
10. Total revenues of networks and stations		111,358,378
(*b*) Expenses:		
1. Technical expenses		13,048,588
2. Program, talent, and communication line expense (including sustaining programs purchased, royalties, and similar items)		38,196,994
3. Advertising, promotional, and selling expenses		9,963,136
4. General and administrative expenses		15,088,718
5. Other direct broadcast expenses		5,209,099
6. Indirect broadcast expenses (depreciation, amortization, taxes, uncollectible revenue, and rents)		10,997,059
7. Total broadcast expenses		92,503,594
(*c*) Broadcast income ((*a*) minus (*b*))		18,854,784
(*d*) 1. Income from broadcast assets leased to others		277,155
2. Total income from others who use licensee stations for their own time sales		928,218
(*e*) Income from general services to licensees		92,958
(*f*) Total income derived from activities related to broadcasting		20,153,115
(*g*) Income from business or activities other than broadcasting		53,672,999
(*h*) Extraordinary income amounts for the year (net debits)		(79,035)
(*i*) Total income from all sources reported		73,747,079
(*j*) Contractual payments to others from income	$214,228	
(*k*) State and Federal taxes on net income	11,522,636	11,736,864
(*l*) Net income from all sources for the year after taxes		62,010,215

Dividends declared (and withdrawals by partners and proprietors) during the year were reported by licensees in the amount of $22,976,676.

Broadcasters, Highest of Wage Payers, Increase Average Pay to $45.20 a Week

RADIO broadcasting in 1938 enhanced its position as the best wage-paying industry with its average weekly wage of $45.20 to 18,359 employes, according to new Federal statistics.

Not only has the industry increased average weekly pay by 8 cents over the 1937 figure of $45.12, but it also has enlarged its regular personnel by approximately 1,300 over the total of 17,085 in 1937. This analysis was made public June 26 by the FCC based on questionnaires received from 660 broadcast stations and the major networks as part of its survey of business operations of the industry.

The total employment of 658 stations and the networks in 1938 was 23,060 persons, who drew $45,663,757 in pay, including staff musicians and other artists on the regular payrolls. Of this amount $4,239,470 was paid to officers of the "licensee companies."

Other High Rankings

Based on 1937 figures, according to the U. S. Bureau of Labor Statistics, the motion picture industry ranks next to Broadcasting. The average weekly pay for that industry was given as $41.33. For the stock brokerage industry, 1937 figures showed an average weekly pay of $34.47, while the insurance industry paid $34.17, and the durable goods industries, including automotive averaged $29.95. The general average for all manufacturing industries was $22.46.

The new FCC analysis disclosed that during the week which began Dec. 11, 1938, there were 18,359 fulltime broadcast employes with a total payroll for the week of $830,003. During the same week there were 4,377 parttime employes drawing $103,134. The average compensation thus worked out to $45.20 weekly for the 18,359 employes, compared to the 1937 figure of $45.12 for 17,085 employes. For parttime employes, the average compensation was $23.55 for 4,377 persons during the 1938 week, as against $17.97 for 5,820 in 1937.

The figures disclosed that the broadcasting industry disbursed slightly less than 50% of its aggregate industry expense in 1938 for payrolls. Total expenses of the 660 reporting stations and networks for the year amounted to $92,503,594, as against total payrolls of $4,663,757.

FCC REPORT ON 1938 BROADCAST INCOME ITEMS OF STATIONS BY CLASS AND NETWORK AFFILIATION

Item	Clear channel				Regional				Local		
	50,000 watts or more		5,000 to 25,000 watts		Unlimited		Limited			Day and	Grand
	Unlimited	Part-time	Unlimited	Part-time	High-power	Other	and day	Part-time	Unlimited	part-time	total
TOTAL STATIONS											
Stations with net time sales of $25,000 or more:											
Number of stations	31	4	14	4	8	188	49	27	132	28	485
Revenue from sale of station time:											
To national networks	$9,302,760	$341,822	$926,070	$45,355	$645,132	$7,673,712	$20,559	$373,672	$318,798	$10,868	$19,658,748
To regional networks	53,695	....	6,968	319	21,577	929,952	18,445	13,956	101,051	39,633	1,185,596
To stations	67,023	....	....	4,240	6,467	193,195	6,598	17,949	15,694	1,905	313,071
To national and regional users	12,139,067	977,970	1,213,512	252,350	670,167	9,671,255	1,022,802	898,898	1,176,754	86,410	28,109,185
To local users	3,363,589	325,844	837,960	216,159	672,203	13,920,888	2,536,265	1,787,275	5,701,862	987,534	30,349,579
Sale of other station time	73,597	1	....	2,435	....	320,848	47,435	38,314	49,836	730	533,196
Total sale of station time	24,999,731	1,645,637	2,984,510	520,858	2,015,546	32,709,850	3,652,104	3,130,064	7,363,995	1,127,080	80,149,375
Deductions:											
Payments to networks and stations (from sale of time)	320,679	65,222	6,515	649	5,881	280,211	14,961	21,720	17,537	12,077	745,452
Commissions to regularly established agencies	2,551,376	27,251	236,104	37,044	163,654	2,282,296	222,139	193,625	162,488	21,947	5,897,924
Commissions to representatives, brokers, and others	538,058	34,673	97,641	12,996	42,852	1,174,720	181,585	126,872	190,465	23,672	2,423,534
Total deductions from sale of station time	3,410,113	127,146	340,260	50,689	212,387	3,737,227	418,685	342,217	370,490	57,696	9,066,910
Balance, net time sales	21,589,618	1,518,491	2,644,250	470,169	1,803,159	28,972,623	3,233,419	2,787,847	6,993,505	1,069,384	71,082,465
Incidental broadcast revenues:											
Revenue from the sale and placing of talent	1,299,904	190,699	89,173	35,673	58,063	1,615,436	155,617	123,435	128,239	3,141	3,699,380
Miscellaneous sales	434,394	39,781	208,464	23,362	28,514	861,521	69,968	34,563	121,812	4,510	1,826,889
Total incidental broadcast revenues	1,734,298	230,480	297,637	59,035	86,577	2,476,957	225,585	157,998	250,051	7,651	5,526,269
Total broadcast revenues	23,323,916	1,748,971	2,941,887	529,204	1,889,736	31,449,580	3,459,004	2,945,845	7,243,556	1,077,035	76,608,734
Expenses:											
Technical expenses	3,245,187	164,690	506,407	90,155	264,348	4,253,839	567,208	423,864	1,069,161	162,660	10,747,519
Program expenses	6,646,934	607,077	834,559	157,401	548,287	9,637,591	1,282,176	994,691	2,293,940	321,357	23,324,013
Advertising, promotional, and selling expenses	1,397,967	112,304	316,704	64,622	199,614	3,194,573	440,216	338,776	1,020,549	162,513	7,247,838
General and administrative expenses	2,304,038	213,162	411,479	108,626	294,901	5,227,316	677,875	520,227	1,498,024	197,346	11,452,994
Other broadcast expenses	386,385	94,609	92,100	10,691	67,080	1,000,643	105,669	132,526	289,102	28,616	2,207,421
Total broadcast expenses	13,980,511	1,191,842	2,161,249	431,495	1,374,230	23,313,962	3,073,144	2,410,084	6,170,776	872,492	54,979,785
Net broadcast revenues	9,343,405	557,129	780,638	97,709	515,506	8,135,618	385,860	535,761	1,072,780	204,543	21,628,949
Deductions from net broadcast revenues[1]	1,700,960	173,034	347,552	43,782	197,871	2,988,482	349,240	216,617	645,505	109,865	6,772,908
Broadcast income	7,642,445	384,095	433,086	53,927	317,635	5,147,136	36,620	319,144	427,275	94,678	14,856,041
All commercial stations:											
Number of stations	31	4	14	4	8	195	68	33	227	76	660
Broadcast revenues	$23,323,916	$1,748,971	$2,941,887	$529,204	$1,889,736	$31,583,083	$3,732,267	$3,046,037	$8,604,963	$1,728,696	$79,128,760
Broadcast expenses	13,980,511	1,191,842	2,161,249	431,495	1,374,230	23,428,133	3,431,654	2,517,841	7,499,486	1,483,859	57,500,300
Net broadcast revenues	9,343,405	557,129	780,638	97,709	515,506	8,154,950	300,613	528,196	1,105,477	244,837	21,628,460
Deductions from net broadcast revenues[1]	1,700,960	173,034	347,552	43,782	197,871	3,003,955	389,448	226,362	822,352	217,806	7,123,122
Broadcast income	7,642,445	384,095	433,086	53,927	317,635	5,150,995	*d* 88,835	301,834	283,125	27,031	14,505,338

d Deficit or other reverse item.
[1] Includes depreciation, amortization, plant losses, taxes, uncollectible revenue, and rents, all assignable to broadcast services.
Note A:—The term "part-time" as used in this table refers to share-time and specified-hour stations.

FCC REPORT ON 1938 INCOME ITEMS OF STATIONS SERVING AS OUTLETS FOR NATIONAL NETWORKS

(Including Network Managed and Operated Stations)

Particulars	In basic* networks	In regional groups required as a unit	Supplementary to groups and optional to advertisers	Special arrangements for network service	Total all stations in this group
Stations with net time sales of $25,000 or more:					
Number of stations	78	107	124	7	316
Revenues from the sale of station time:					
To national networks	$13,310,612	$4,359,494	$1,954,259	$21,082	$19,645,447
To regional networks	240,883	715,450	117,618	12,290	1,086,241
To stations	88,449	169,803	34,893	4,178	297,323
To national and regional users	15,687,330	5,246,815	3,887,887	342,583	25,164,615
To local users	7,791,528	5,744,202	6,799,440	456,303	20,791,473
Sale of other station time	167,295	203,186	34,300	39,061	443,842
Total sale of station time	37,286,097	16,438,950	12,828,397	875,497	67,428,941
Deductions:					
Payments to networks and stations (for sale of time)	444,609	153,794	70,441	4,215	673,059
Commissions to regularly established agencies	3,353,501	1,004,124	641,173	90,818	5,089,616
Commissions to representatives, brokers, and others	955,583	512,721	351,670	46,140	1,866,114
Total deductions from sale of station time	4,753,693	1,670,639	1,063,284	141,173	7,628,789
Balance, net sale of time	32,532,404	14,768,311	11,765,113	734,324	59,800,152
Incidental broadcast revenues:					
Revenues from the sale and placing of talent	2,096,738	592,072	407,983	29,875	3,126,668
Miscellaneous sales	922,241	289,882	311,126	20,087	1,543,336
Total incidental broadcast revenues	3,018,979	881,954	719,109	49,962	4,670,004
Total broadcast revenues	35,551,383	15,650,265	12,484,222	784,286	64,470,156
Expenses:					
Technical expenses	4,772,722	2,075,396	1,844,942	169,287	8,862,347
Program expenses	10,292,652	4,267,422	3,908,840	307,663	18,776,577
Advertising, promotional, and selling expenses	2,749,783	1,395,805	1,612,437	90,986	5,849,011
General and administrative expenses	4,319,116	2,258,210	2,133,108	162,582	8,873,016
Other broadcast expenses	821,633	574,670	341,286	19,112	1,756,701
Total broadcast expenses	22,955,906	10,571,503	9,840,613	749,630	44,117,652
Net broadcast revenues	12,595,477	5,078,762	2,643,609	34,656	20,352,504
Deductions from net broadcast revenues[1]	3,162,665	1,197,052	1,135,782	99,096	5,594,595
Broadcast income	9,432,812	3,881,710	1,507,827	(64,440)	14,757,909
All commercial stations:					
Number of stations	78	126	138	8	350
Broadcast revenues	$35,551,383	$15,951,606	$12,717,404	$792,244	$65,012,637
Broadcast expenses	22,955,906	10,868,730	10,089,511	753,067	44,667,214
Net broadcast revenues	12,595,477	5,082,876	2,627,893	39,177	20,345,423
Deductions from net broadcast revenues[1]	3,162,665	1,230,130	1,197,720	100,463	5,690,978
Broadcast income	9,432,812	3,852,746	1,430,173	(61,286)	14,654,445

* Includes Mountain and Pacific Coast Groups, required stations.
[1] Includes depreciation, amortization, plant losses, taxes, uncollectible revenues, and rents, all assignable to broadcast service.

WFBR Dedicates New Radio Center

Outlay of $100,000 Involved In Modernization Project

WITH personal greetings from President Roosevelt to Robert S. Maslin, president of Baltimore Radio Show Inc., WFBR, Baltimore, on June 24 dedicated its new Radio Center studio building and transmitter plant in the presence of Gov. Herbert R. O'Conor and about 500 State, civic and radio notables. The WFBR modernization project, representing an outlay of $100,000, gives the station one of the finest broadcast plants in America.

"In this age when the magic of radio has revolutionized communications," President Roosevelt wrote Mr. Maslin, "improvements in the technique of broadcasting are almost as remarkable as the phenomenon of wireless itself. I desire to congratulate you upon your progressive spirit in opening new studios for Station WFBR which, I am informed, are the last word in technical installation. I trust that with these up-to-date improvements you will be able to give your listeners an increasingly efficient service."

Towers in Water

The transmitter plant, RCA equipped throughout, was placed in operation June 15, using 1,000 watts night and 5,000 day on 1270 kc. It is located at Westport on the Patapsco River, which forms part of Baltimore Harbor. Two Truscon towers, each 300 feet high, are set on concrete bases in 8 feet of water that required the pouring of 240 tons of reinforced concrete. Bases rise 14 feet above waterline to escape high tides. The towers are connected with the shore by a catwalk, and on the shore is the transmitter building of red brick and glass walls, measuring 50 x 75 feet and including air-conditioned offices and workrooms. The technical installation was supervised by Paul Godley, consulting engineer, and William Q. Ranft, WFBR chief engineer, working in collaboration with Mr. Maslin and Manager Hope H. Barroll Jr.

The downtown studio building, erected at a cost of $400,000 and occupied with the exception of the Center Theater by WFBR studios and offices, was planned by O. B. Hanson, NBC chief engineer, and W. A. Clark, of the NBC construction staff. The radio space, 18,000 square feet, is leased for 20 years from the theater owner, who built it to specifications of Armand Carroll, Philadelphia architect.

Six studios, the largest 56 x 32 feet and 20 feet high, all air-conditioned, are contained in the structure. Acoustical work was done by Johns-Manville. In addition to the studios, the building includes master control room and four other control rooms, newsroom, musical library, recording facilities, artist lounges, client booths, a repair shop and modern offices.

PROCTER & GAMBLE Co., Cincinnati (Teel liquid dentrifice), has started *Music Magic* on WLW, Cincinnati, Sundays, 7:45-8 p. m., featuring Jimmie James and orchestra. H. W. Kastor & Sons Adv. Inc., Chicago, is agency.



ONE OF AMERICA'S finest broadcasting plants was dedicated June 24 when Baltimore's WFBR opened its new Radio Center shortly after placing its new 5 kw. transmitter in operation. At left is photo of the Radio Center in downtown Baltimore, built entirely to radio specifications by the theater owners who have leased all other space to WFBR. At right are the 300-foot towers in Baltimore harbor, and below is the transmitter house on the nearby shore. The technical plant represented an outlay of $100,000. Both studio building and transmitter plant were dedicated June 24 with ceremonies attended by Gov. O'Conor of Maryland and many notables in the radio field, during which a letter of greeting from President Roosevelt was read. Paul F. Godley designed the transmitter.

Florida State Asks Court for Order To Stop ASCAP From Doing Business

ON THE HEELS of enactment by Florida of a new copyright law to regulate activities of music pools such as ASCAP, the State of Florida June 19 formally petitioned the three-judge Federal court to dismiss the suit of ASCAP pending against the officials of the State and at the same time to enjoin ASCAP from doing business in Florida on the ground that its present methods of "fixing prices" on public performance of music violates the State statute.

The effect of the State's new offensive, according to observers, is to reduce the status of litigation with ASCAP to the monopoly issue. In this connection, it was brought out that the U. S. Supreme Court in its recent preliminary decision in the Florida case did not decide the monopoly issue, although Associate Justice Black strongly condemned ASCAP practices in a dissenting opinion. He also disagreed with the majority of the court, contending that it should not postpone judgment on the music monopoly question since it ultimately would have to meet that issue. Justice Black said that ASCAP, in his judgment, constituted an organization in violation of existing laws.

Simultaneously, word was received that the Federal District Court in Montana had enjoined ASCAP from cancelling licenses for performance of its music held by a number of stations in the State.

In the Florida action, Attorney General George Couper Gibbs and associate counsel brought to the attention of the Federal tribunal the amended State copyright law. Sections of the 1937 law, which had been attacked by ASCAP in its court action, the Attorney General held, had been repealed, and the revised statute was such as to be "patently within the police power" of the State. Also signing the petitions were Tyrus A. Norwood, assistant attorney general, Lucien H. Boggs, Jacksonville attorney and former special assistant attorney general and Andrew W. Bennett, NAB counsel and former special assistant attorney general in charge of the Government's suit against ASCAP. Mr. Bennett is special counsel to the Attorney General of Florida and the Attorney General of Nebraska in connection with State copyright legislation.

In praying for both a preliminary and a final injunction in a cross bill filed with the court, the State counsel asked that ASCAP be restrained from making further contracts in the State for the licensing of public performance rights on copyrighted music "either through the Society or any other combination for price fixing purposes" and also that the "collection of license fees or the enforcement or attempted enforcement of existing contracts, agreements or licenses within this State made by any person, firm or corporation with the Society or any combination made by the plaintiffs for the purpose of fixing prices on such performance rights of copyright music" be restrained.

On another State copyright front, the special constituted three-judge Federal court in Nebraska has scheduled for Sept. 23 a final hearing on the ASCAP suit challenging the constitutionality of the Nebraska statute.

WTMJ Proposes Tests

EXPERIMENTS with both amplitude and frequency modulation on the ultra-shortwaves, to be conducted simultaneously "in order to determine by which means the ultrahigh frequency may be best adapted to broadcasting" is proposed in applications filed with the FCC by WTMJ, Milwaukee. The applications seek a 500-watt transmitter for amplitude and a 5,000-watt transmitter for frequency modulation. WTMJ has taken leases on towers of two downtown hotels for antennas for the proposed tests.

Florida Libel Law

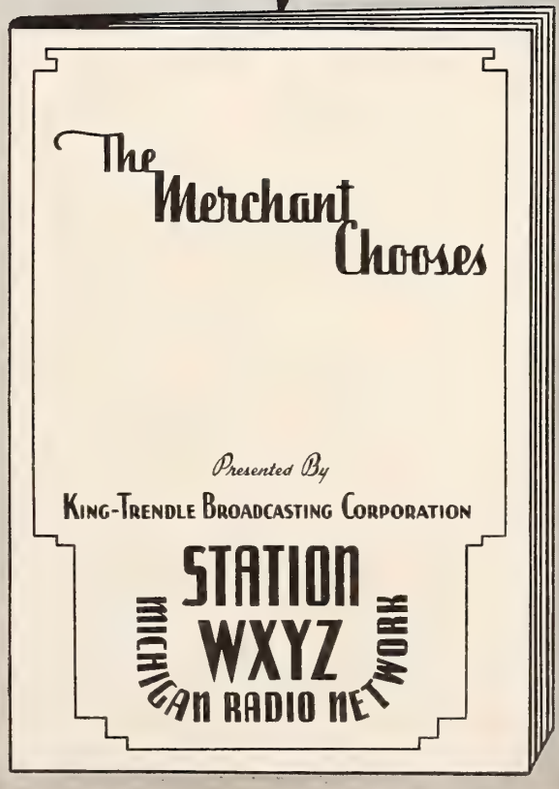
A NEW libel law, under which broadcasters are relieved of responsibility for defamatory or libelous statements uttered over their facilities, became law in Florida June 12. The act specifies that the owner, lessee, licensee or operator of a station and the agents or employes of the operator shall not be liable for damages uttered by one other than the owner or his agent unless he affirmatively declares that the statements made are for and in behalf of the actual licensee.

IF BELOVED Will Rogers were living today, chances are he would change his famous remark from "All I know is what I read in the newspapers" to "All I know is what I've heard on a quiz program." — Wayne Varnum, Iowa Broadcasting System.

Mr. Time Buyer!



Send for this Booklet



Just What You Want— A State-Wide Dealer Poll on Radio Advertising!

FLINT LANSING
BAY CITY
JACKSON

GRAND RAPIDS
BATTLE CREEK
KALAMAZOO

MICHIGAN RADIO NETWORK

BLUE NBC NETWORK

WXYZ (KEY STATION) DETROIT

Transfer of KEHE To Earl Anthony Favored by FCC

Proposed Grant Denies Move Of KECA to San Diego

CONDITIONAL upon the surrender of the license of KECA, Los Angeles, Earle Anthony Inc., operator of KFI and KECA, will be authorized to acquire KEHE, Los Angeles, from Hearst Radio Inc. for a purchase price of $400,000. This was decided by the FCC June 21 in a proposed decision and order, which is tantamount to a grant unless protests are raised within 20 days. The decision's effect will be to reduce by one the number of stations in Los Angeles.

In the same proposed decision and order, the Commission denied the Anthony application to move KECA into San Diego and to assign its license to Worcester Broadcasting Co., headed by Warren B. Worcester, who had purchased it for $97,000, subject to removal and transfer. Mr. Worcester, a 29-year-old engineer and draftsman, is grandson of one of the founders of U. S. Steel Corp.

KECA operates with 1,000 watts night and 5,000 day on 1430 kc., and is an NBC-Blue outlet, operating from the same studios as KFI, the Red outlet. KEHE has the same power on 780 kc., and was purchased by the Anthony interests in a deal made in April, 1938, subject to FCC approval, because of its superior wavelength and its excellent physical plant. It is planned to center the operations of both KFI and KEHE in the KEHE plant, one of the most modern on the Pacific Coast.

Fifth Hearst Transfer

KEHE is the fifth Hearst station to be transferred with FCC approval this year. Last May the Commission authorized a company headed by E. S. Fentress, Waco publisher, to acquire WACO, Waco, and KNOW, Austin, for $50,000 each [BROADCASTING, May 15]. On May 24 it authorized a company headed by O. L. Taylor and Gene A. Howe, publisher of the *Amarillo Globe & News* and operators of KGNC, Amarillo, KFYO, Lubbock, and KRGV, Weslaco, to take over KTSA, San Antonio, sold last year subject to FCC approval for $300,000 [BROADCASTING, June 1]. On Feb. 13 the Commission authorized Hearst to sell KOMA, Oklahoma City, to J. T. Griffin, chief owner of KTUL, Tulsa, for $315,000 [BROADCASTING, Feb. 15].

In its decision rejecting the move of KECA to San Diego, the Commission stated that Anthony "is requesting the Commission to authorize him to construct a radio broadcast station which he does not intend to construct or to operate." The application to assign KECA to Worcester, it stated, "is nothing more than an application to assign the construction permit which is being requested by Earle C. Anthony Inc. The Commission does not deem it in the public interest to grant a construction permit to anyone merely for the purpose of permitting such person to assign or sell the permit to another, nor does the Commission deem it in the public interest to authorize in advance of granting such construction permit the assignment of the permit to a third person."



STAFF OF WWL gathers in New Orleans' famed Arnaud's Restaurant in the Vieux Carre to tender a birthday party to Sales Manager Paul Beville (seated, left) and Auditor Alfred J. Cummings (seated, right) recently, each being presented with a loving cup by Manager Vincent F. Callahan. Standing (l to r) are Larry Baird, salesman; Henry Dupre, director of special events; Louis Read, merchandising manager; J. D. Bloom, chief engineer; Mr. Callahan; James Willson, program director; Bev Brown, continuity director and "Pinky" Vidacovich, musical director.

Newspaper Group Gets KRIC Grant

Sale of WKBO to Steinmans Is Ordered for Hearing

NEWSPAPER interests became licensees of another broadcasting station June 20 with the authorization by the FCC of assignment of the license of KRIC, Beaumont, Tex., to KRIC Inc., whose stockholders are publishers of the *Beaumont Enterprise* and *Journal*. The same day the FCC ordered a hearing on the proposed sale of WKBO, Harrisburg, Pa., by the *Harrisburg Telegraph* interests to the Steinman Brothers, publishers of the *Lancaster New Era* and *Intelligencer-Journal* and operators of six radio stations.

KRIC, a local outlet on 1420 kc., which went on the air last July, was sold for $40,000 by a group headed by B. A. Steinhagen, former mayor of Beaumont and head of the Steinhagen Rice Milling Co. of that city. The station was acquired 40% by Mrs. J. L. Mapes, widow of the publisher of the newspapers, 30% each by E. C. Davis, general manager of the newspapers and Alfred Jones, editor.

A Quick Grant

The grant was one of the quickest ever made by the FCC. Application for the transfer was announced May 18, no hearing was ordered in view of lack of opposition and the authorization came through slightly more than a month later.

The Harrisburg deal was set for hearing because the proposed purchasers, J. H. and John F. Steinman, already own WDEL and WILM, Wilmington, Del.; WAZL, Hazleton, Pa.; WORK, York, Pa.; WGAL, Lancaster, Pa., and WEST, Easton, Pa. The station is a local outlet on 1200 kc. The purchase price for the 75% interest would be $27,500.

It is apparent that the Commission intends to raise the multiple ownership issue at the WKBO transfer hearing.

WMAM are the call letters assigned by the FCC for the new 250-watt daytime station on 570 kc., in Marinette, Wis., which on June 15 secured a final authorization of construction permit by reason of adoption of the FCC's proposed findings of fact made public May 16 [BROADCASTING, June 1].

FCC Grants Authorize Elizabeth City, N.C., and Kingston, N. Y., Locals

NEW local stations in Kingston, N. Y. and Elizabeth City, N. C. were authorized by the FCC in decisions ordered effective June 21. The Kingston station will operate with 100 watts daytime on 1500 kc. The Elizabeth City station will operate with 100 watts night and 250 day on 1370 kc.

Kingston Broadcasting Corp. is to be the licensee of the station to be erected in the little Hudson River community. All of the stockholders are non-residents. President of the company is John R. McKenna, a radio engineer of Long Island City, N. Y., holding 42.5% of the stock. The same amount is held by Louis F. Furman, vice-president, a resident of Oceanside, N. J., who operates a newspaper and periodical agency. Secretary-treasurer and prospective manager of the station is Maurice S. Novik, formerly with WEVD, New York, who holds 15% of the stock.

Albermarle Broadcasting Co. will be licensee of the new North Carolina station. It is a partnership composed of Aubrey G. McCabe, mortgage loan broker, and Trim W. Aydlett, manufacturer of barrels and vegetable packages.

MUTUAL EXPANDING IN SOUTHEAST AREA

THE LONG-DISCUSSED expansion of the Mutual network into the Southeast got under way June 18 when four North Carolina stations became MBS affiliates, swelling the network's list of outlets to 118. Move is generally considered as the first step in a campaign that will eventually extend MBS facilities throughout the "deep South" from Florida to Louisiana. Fred Weber, general manager of the network, admitted this possibility but said that no plans were definite at the moment.

The new MBS outlets are WSOC, Charlotte; WRAL, Raleigh; WSTP, Salisbury, and WAIR, Winston-Salem. All four stations operate with 250 watts daytime power, the first three with 100 watts at night and WAIR daytime only. WSOC and WRAL both use the 1210 kc. channel; WAIR operates on 1250 kc. and WSTP on 1500 kc.

Two New Stations For Saginaw, Mich.

FCC Grants Two Facilities on Part-Time Schedules

AN UNUSUAL grant authorizing the erection of two new broadcasting stations in the same community, each to operate on different facilities on a part-time basis, was proposed by the FCC in "proposed findings of fact and conclusions" made public June 17. The two stations will be built in Saginaw, Mich., if within the 20-day protest period no objections are raised by the applicants against one another or by other parties involved inasmuch as "proposed findings" are tantamount to a grant.

One of the successful applicants is the Saginaw Broadcasting Co., to which will be allocated 100 watts night and 250 day on 1200 kc., operating specified hours and sharing the frequency with WMPC, part-time church-owned station in Lapeer, Mich. Principal stockholders are Milton L. Greenebaum, local merchant, president and holder of 35% of the stock; Morris Nover, iron and steel merchant, vice-president, 25%; Adolph Greenebaum, merchant, secretary-treasurer, 25%. The remaining 15% stock is held by Burnett Abott, H. D. Peet, G. M. Peet, J. W. Symons Jr. and Walter Harris.

H. D. Peet, owner of the Peet Packing Co., on May 8 was authorized by the FCC to buy two-thirds control of WBCM, Bay City, a nearby town, for $100,000 [BROADCASTING, May 15].

Daytime Station

The other successful applicants were Harold F. Gross, operator of WJIM, Lansing, and Edmund C. Shields, Democratic national committeeman from Michigan, and a prominent attorney and businessman. They will be allocated 500-watts daytime on 950 kc. Gross and Shields would be 45% stockholders each, the remainder to be held by Charles Carlisle, of Saginaw.

Messrs. Gross and Shields after a hearing and examiner's report were granted a new station with the same facilities in 1937, and the Saginaw Broadcasting Co.'s application was denied. Thereupon the latter appealed to the U. S. Court of Appeals for the District of Columbia, which reversed the FCC decision. After the U. S. Supreme Court refused to review the case, the Commission last December ordered further proceedings, out of which grew its decision granting the applications of both parties.

New Santa Fe Setup

OPERATING under the newly-assigned call letters KVSF, the former KRQA, Santa Fe, N. M., whose purchase by the operators of KGGM, Albuquerque, was recently authorized by the FCC, is installing entirely new RCA speech input and studio equipment. Mike Hollander, manager of KGGM, is general manager of the Santa Fe local, and the following new staff has been installed: Ivan Head, manager; George Thorne, production manager; Wesley Rutz, chief engineer; Jack Alkire, announcer; Flora Sena, receptionist.



"To be or not to be..."

To be or not to be a radio advertiser — that is a question which needn't be decided "by guess or by gosh" . . . After all, radio is now of sufficient age and background to permit any advertiser to make a seasoned, mature and well-founded decision.

Helping you to make such a decision is a big part of our job. The *main* part, of course, is to sell radio time. But these stations want *permanent* radio advertisers — *not* a graveyard of failures. To secure the first and preclude the latter, we are just as eager for *wise decisions* as you are yourself.

Our really tremendous files of data — our 165 cumulative years of experience in radio and advertising — all our best thought is yours for the asking. We confidently believe that we can help you make a *wise decision* about radio. Won't you give us a ring?

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse

Southeast

WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ	Roanoke

Southwest

KGKO	Ft. Worth-Dallas
KTUL	Tulsa

Pacific Coast

KOIN-KALE	Portland
KSFO	San Francisco
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan	247 Park Ave.	New Center Bldg.	One Eleven Sutter	C. of C. Bldg.	617 Walton Bldg.
Franklin 6373	Plaza 5-4131	Trinity 2-8444	Sutter 4353	Richmond 6184	Jackson 1678

KSFO CUS



HAVE YOU GOT AN OPENER? Well, Bob Dumm, promotion executive for KSFO, is telling Karl Schuster, president of Acme Breweries, that he certainly has... an opener to the Northern California market. And as KSFO merchandising backs up Acme's sponsorship of "Streamlined Headlines" through Emil Brisacher and Staff, Bob's point is well taken.

A Fair-time service to Agency Men and Advertisers... when they come to San Francisco

It makes no difference whether you sponsor a program or not, whether you're a prospect or not, KSFO wants to play host to you. Let us make advance hotel, Pullman or theatre reservations for you. Let us furnish you with office space, teletype and stenographic service. Let us help you plan your sightseeing. No strings, no sales talk. Drop us a line...come in...make yourself at home.



GETTING LIVE TALENT UP EARLY... is a job, but we do it. And The Yawn Patrol, only live talent show before 8:00 a.m. in Northern California (7:00-8:00) is this area's favorite waker-upper. Participation costs mighty little... and it does pay out.

KSFO

"THE AUDIENCE STATION" ● SAN FRANCISCO

KSFO, Palace Hotel, San Francisco - 560 KC, 5000W day, 1000W night

PHILIP G. LASKY, General Manager

National Representative: FREE & PETERS, Incorporated

COLUMBIA BROADCASTING SYSTEM

New Coast Scales Offered by AFRA

Agencies Study Proposed Pact Affecting 3,000 Performers

NEW LOCAL and regional wage scales and working conditions for Pacific Coast radio actors, singers, announcers and sports commentators was submitted by American Federation of Radio Artists to West Coast advertising agencies in mid-June. Conditions submitted affect more than 3,000 performers, announcers and commentators in the Los Angeles and San Francisco areas as well as in other West Coast radio centers. Although scheduled to go into effect July 1, it was generally believed in Hollywood that negotiations between AFRA and the agencies will be carried on for many days past that date before the committees come to an agreement.

The agency committee, headed by Naylor Rogers, executive of Raymond R. Morgan Co., Hollywood, includes Charles Levitt, manager of Charles R. Stuart, Los Angeles, as secretary; Tom McAvity, Hollywood manager of Lord & Thomas; Jack Smalley, BBDO Hollywood manager; Arthur Mayers of Mayers Co., Dana Jones of Dana Jones Co., and B. A. Stebbins of Barton A. Stebbins Adv. Agency, all of Los Angeles. The committee from Los Angeles Chapter of AFRA is composed of Carlton KaDell, president, Fred Shields, Bill Brandt, Georgia Fifield, Thomas F. Smith and I. B. Kornblum, counsel. Southern California Broadcasters Assn., Los Angeles, was also invited to have a committee sit in on negotiations, but declined on the contention that the new scales and working conditions primarily affected the agencies.

New Scales of Pay

New scales are based on classifications of stations, starting with Class A and dropping down to Class D for the smaller units. Pay increases range from 15 to 50% for certain classifications. Terms and conditions are for the artists on commercial "network" or individual station broadcast programs. Regional rates apply to network programs produced at any station so classified and "regional network" is defined as three or more stations hooked up for simultaneous broadcasting or two stations 50 miles or more apart.

KNX KPO and KFI are listed as Class A stations. KSFO KFRC KECA KFWB KEHE KGO KHJ fall into the B classification. KYA KRKD KMTR KFAC KFOX KGER KQW KROW KLX KMPC KJBS are classified as C stations, with KRE KLS KSAN KIEV KFVD KGFJ rated as Class D.

The agreement is to run until Feb. 12, 1941 and according to the plan submitted the two groups will agree to negotiate a new schedule of minimum fees and conditions 60 days prior to termination of the pact. National network and advertising agencies which signed the two-year agreement with AFRA on transcontinental Code of Fair Practice will have the right to ask arbitration on the wage scale and conditions.

Other agencies will first have to sign the transcontinental code in order to be eligible for arbitration of regional and local scales. Agencies which signed the Code of Fair Practice on Feb. 12, 1939 agreed to accept any scales promulgated by AFRA, with reservation to resort to arbitration if they did not desire to accept certain scales or conditions. The West Coast agency committee, it is understood, will not take any stand on arbitration until after negotiations have been completed with AFRA. It is generally believed that there will be no opposition to certain of the rates, particularly Class A stations which are given the same rating as regional programs because of the distance covered.



WHEN King George VI and Queen Elizabeth, during their Canadian tour, visited the Frood Mine near Sudbury, Ont., CKSO in Sudbury obtained permission to set up radio equipment in the mine to describe the royal inspection. Here Jim McCrea, chief engineer of CKSO, is seen with the amplifiers and control equipment set up in the lamproom at the mine. Announcer "Chuck" Smith handled the description.

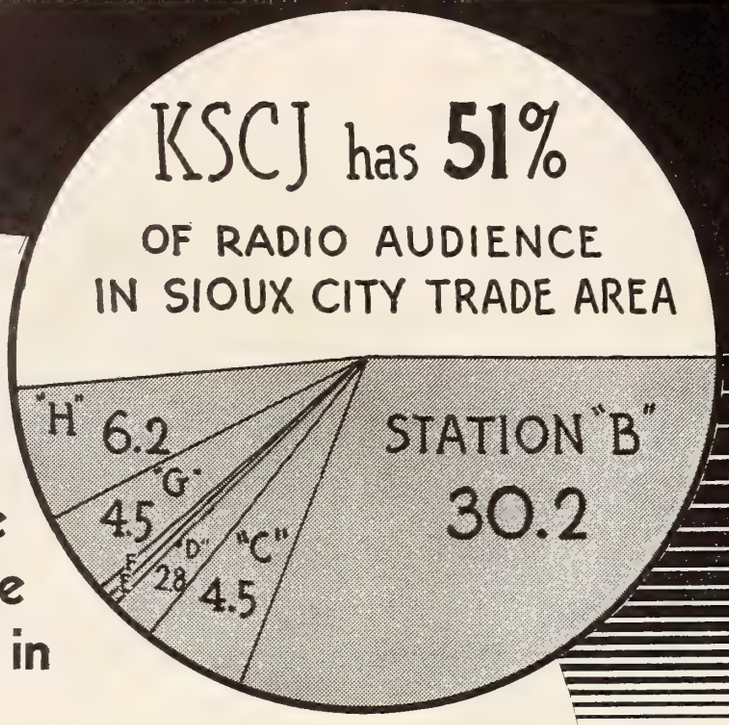
Radio Audience Surveys By Repairmen Proposed

A PLAN under which radio servicemen would cooperate with broadcast stations in their activities by making "spot surveys" of listener habits while repairing or testing receivers, will be unfolded to the NAB by Joe Marty, executive secretary of Radio Servicemen of America, in an address before the Convention July 13. Describing the servicemen as the "missing link" in radio, Mr. Marty will advocate cooperation with broadcasters in urging listeners to procure maximum performance from their sets and at the same time will broach his spot survey plan. The survey plan has been employed with outstanding success in several communities, notably Louisville, it was said.

RSA for several years has sought to develop a standardized method of service. Many complaints are received annually, Mr. Marty claimed, because of poor repair service by inexperienced mechanics. With the aid of broadcasting stations, it is felt, standardization of repair service can be effected on a national scale.

THE Townsend Old-Age Pension Plan, with headquarters in Los Angeles, plans to raise $900,000 a year for "three 15-minute national broadcasts a week" to enlist members, Dr. Francis E. Townsend announced June 19. The organization is already buying spot time on various stations.

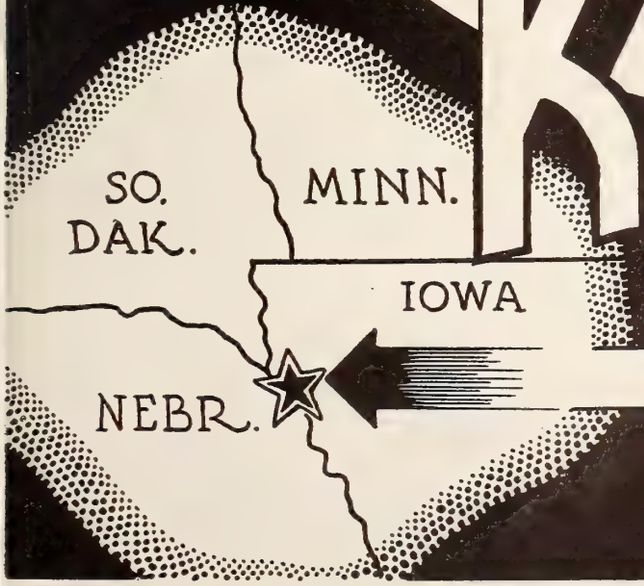
LOGICAL



KSCJ has more than 50% of the radio audience in its trade area!

The shortest distance between an advertiser and listener in this territory is KSCJ!

KSCJ - - -	51%	E Station -	.2%
B Station -	30.2	F Station -	.2
C Station -	4.5	G Station -	4.5
D Station -	2.8	H Miscl. -	6.2



KSCJ

AFFILIATED WITH CBS

The JOURNAL

SIOUX CITY, IOWA

Represented by George Hollingbery

C. W. Corkhill, Manager

MOVIE SHORTS
Based on CBS Dr. Christian Broadcasts

WILLIAM STEPHENS Productions, Hollywood motion picture unit, on Aug. 1 starts producing a series of shorts based on the CBS *Dr. Christian* serial. Dorothy Barstow, McCann-Erickson, producer of the radio serial, sponsored by Chesebrough Mfg. Co. (vaseline), after several weeks in New York, has returned to Hollywood as story editor of the film version which will be in nine episodes.

Harvey Gates has been signed to write the screen play for the first of the series. Jean Hersholt who is featured in the radio series, will also play Dr. Christian in the film version. The radio serial, after a summer lay-off, is scheduled to return to CBS in September under continued sponsorship of Chesebrough Mfg. Co.

Inclusion of Radio Counts Is Expected In Three Census Bureau Tabulations

WITH departmental meetings on census recommendations concluded, and final approval of the tentative schedules expected anytime within a few weeks or at the latest by September, radio items seem assured a place in three individual census surveys, all to begin in 1940. FCC and industry spokesmen won their fight to include a radio survey in the decennial population census, and radio queries also will be covered in the decennial Agricultural Census and the Census of Business to be conducted by the Census Bureau [BROADCASTING, April 15, June 15].

According to present plans, the question "Do you have a radio in your house?" is to be included on the supplementary schedule of the population census. Thus the radio survey would be based on correlations drawn from the answers of either 4% or 2% of the population, depending on the supplementary schedule standards set by the Census Bureau. Some pressure has resulted from the industry to secure a place for a radio question on the regular schedule, but the Census Bureau discouraged the suggestion as an opening wedge to include all sorts of convenience products in the population census. A fight also was waged to include the specific question "How many radios do you have in your home?", counting portable and automobile sets as well, but this too has been refused as things stand now.

Farm Tabulation

The Agricultural Census, in charge of Zellmer R. Pettet, chief statistician, definitely is to include a radio question, although its exact form has not yet been decided. Originally it had been framed to show the actual number of farm radios, but the general committee has recommended that the survey confine itself to the number of farms with radios. It is believed the latter question will prevail. The agricultural radio tabulation will be based on an actual farm-by-farm count covering tenants as well as owners on farms, rather than sampling, as in the projected population census.

The advertising agency census of distribution, part of the Census of Business to be conducted by the Bureau under direction of F. A. Gosnell, covers the eight general media both from the standpoint of billings as well as number of employes and amount of revenue, and under tentative plans would include data on the aggregate advertising placed by each agency for clients, broken down by media used. The radio expenditures would be broken down as to talent and other production charges against time charges. By furnishing a figure covering talent not billed through broadcast systems, such as talent agents, it is hoped the census will yield for the first time a general figure as to the cost to the advertiser for talent, as distinguished from time.

$45,100,000 Top Set

A bill calling for a $21,900,000 appropriation for the decennial census, and setting a $45,100,000 limit to its aggregate cost, has passed both houses of Congress and been reported out of conference. No action had been taken on the conference report as BROADCASTING went to press, but passage is expected shortly. This amount contemplates the cost of all the Bureau's census-taking activities, chief among them being the population census, under direction of Dr. Leon E. Truesdell, chief statistician of the population census.

Although there has been some talk of a housing census, which would provide a place for radio along with other "convenience and luxury" items, it is thought extremely unlikely the needed legislation can be secured before Congress adjourns. The Budget Bureau has approved an $8,500,000 item for such a census, but there has been no legislative action, either of authorization or appropriation. Also it is estimated that from $12,000,000 to $15,000,000 would be needed figure would be entirely inadequate.

With the standard schedule of the population census confined entirely to personal questions, the supplementary schedule includes only three non-personal questions —covering radio, running water and electricity. The advertising agency census, covering 1939, is to start Jan. 2, 1940, while the population and agricultural surveys will start April 1, 1940. Although returns will trickle in within a few days after the census starts, and State returns become available within a few months, it is believed a year will be required before final returns will be available.

Pet Holds Both Shows

PET MILK SALES Corp., St. Louis, for the first time since it started on CBS in 1933 will continue both its daytime *Mary Lee Taylor* and evening *Saturday Night Serenade* on the network throughout the summer. The evening program heretofore had been discontinued for the summer. Gardner Adv. Co., St. Louis, handles the account.

ONE *good spray gun can do a better job than a dozen brushes*



One good radio station (KFYR) in the Northwest can do a better job than a dozen lesser stations. KFYR is the only single station that covers North and South Dakota, Western Minnesota and Eastern Montana.

Let us Sell your Story

550 Kilocycles
NBC Affiliate

KFYR

5000 W. Day
1000 W. Night

MEYER BROADCASTING COMPANY
Bismarck, N. Dak.

GENE FURGASON & CO. — National Representatives



ASSOCIATED RECORDED PROGRAM Service

BEYOND REASONABLE DOUBT, a new transcribed show of network calibre, is NOW available to your Station for Local sponsorship! Featuring Nick Dawson, who created and was starred in that most successful script, "Dangerous Paradise," supported by an all-star cast, this dramatic series will build and hold large audiences. A sample Audition will convince you of that!

SOME AMERICAN HOMES, starring Ida Bailey Allen, America's Leading Home Economist, is just the program for your Local prospect whose product or service is designed for Home consumption. Released only a month ago, this series is already producing outstanding results for many Stations. Inquiry will show how it can do the same for you!

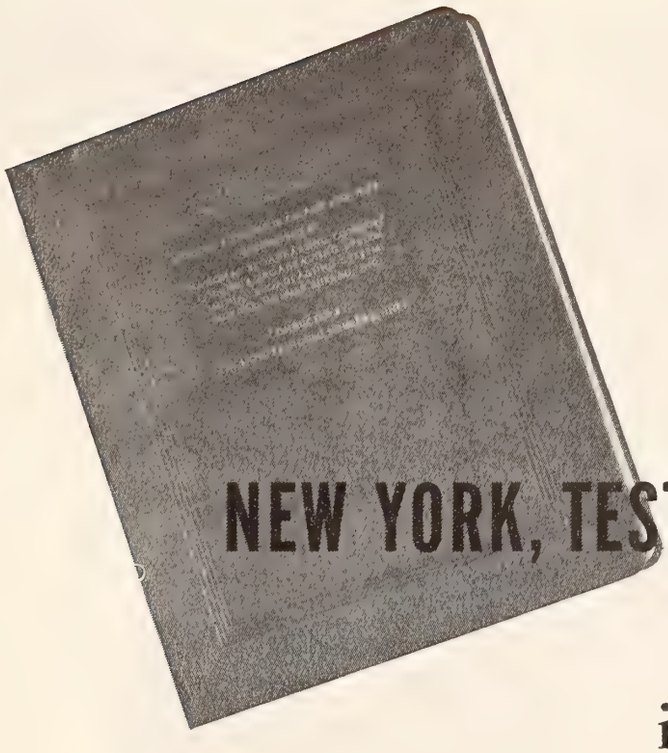
These series are *exclusive* to one Station in a market, so act promptly and "spin to sales" with these "Aristocrats of the Turntable."

Brochure on BEYOND REASONABLE DOUBT and merchandising material for SOME AMERICAN HOMES will be sent upon request.

Sole Selling Agents

ASSOCIATED MUSIC PUBLISHERS, Inc.

25 WEST 45th STREET • NEW YORK CITY



NEW YORK, TEST-TUBE OF THE NETWORKS,

is *jointly* analyzed by *all four* New York network stations!

SINCE 1930, different research organizations—using many different techniques—have measured New York's listening habits.

Now, for the very first time, ALL FOUR New York network stations jointly sponsored a new study of morning listening in Greater New York . . . employing Hooper-Holmes to make personal "aided-recall" interviews throughout 19 metropolitan New York counties during the week of April 16, 1939.

WABC WINS!

WABC was walk-away winner as usual. Here is an analysis of the figures submitted by The Hooper-Holmes Bureau: WABC was a dominant FIRST in New York...with over 50% more quarter-hours of listening than the nearest competitor—72% more listening than the third ranking station—98% more listening than the fourth ranking station!

This is the FIFTH major study in SEVEN years to show WABC is FIRST!

7 YEARS

1939: *Personal "aided-recall" interviews by Hooper-Holmes.*

1938: *Coincidental telephone study by Crossley, Incorporated.*

1937: *Personal interviews by Dr. Daniel Starch and Staff.*

1933; and 1932: *Mail questionnaire by Price-Waterhouse & Co.*

Different techniques. Different years. But the answer has never changed. *WABC comes out FIRST, year after year!*

New York is, uniquely, the test-tube of radio networks. In New York each of the major networks operates its own 50,000 watt key station, controls the time, and originates all but a few of the programs of that station. Each major network competes on practically even terms for the favor of the New York audience. This direct local rivalry makes possible a "deadly parallel". The relative appeal of network schedules can be isolated and measured with almost laboratory precision. And it has been. With the result you've already read on the facing page.

Why is WABC first? That's easy. It sets the swiftest pace and highest standard radio has ever had . . . Big-Name network shows of CBS plus a sparkling pageant of Columbia-created *local* WABC programs.

But CBS leadership hardly stops with New York. There's a great deal more evidence of CBS leadership *throughout the rest of the country.* We'll be glad to show it to you.



WABC 50,000 WATTS · 860 KILOCYCLES

OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM, WABC IS THE KEY STATION OF THE WORLD'S LARGEST RADIO NETWORK

OKLAHOMA
goes
Metropolitan

We're putting a new blanket on the market, large enough to cover the 77 counties in Oklahoma, and its brand name is "Metropolitan." Yes, sir, we've got a new "line" which is the answer to every advertiser's prayer for complete coverage of Oklahoma's 454,000 radio families, the Oklahoma Metropolitan Line.

Now, new facilities make it possible for one program to be broadcast simultaneously on the Columbia Broadcasting System's two stations in Oklahoma City and Tulsa, major cities of this rich *urban-rural* market.

Your advertising should support your trade in Oklahoma with the blanket low-cost coverage which only radio can deliver. We have a full stock of those Metropolitan blankets we mentioned, the kind you should tuck your next Oklahoma campaign under. You'll be in pretty solid company, too, with most of the Columbia Network commercials and a brilliant line-up of local and national spot advertisers. The Oklahoma Metropolitan Line joins

KOMA	KTUL
OKLAHOMA CITY	TULSA
5,000 Watts Day and Night	5,000 Watts Day 1,000 Watts Night
International Radio Sales	Free & Peters Inc.

COLUMBIA'S COVERAGE IN OKLAHOMA

Better Facilities Awarded by FCC

Increases in Power and Time Are Included in Grants

IMPROVED wavelength and power facilities for more than a dozen stations were authorized by the FCC during its June 20 and 21 decision days when it disposed of one of the largest decision dockets in its history.

WBNX, New York, and WMBG, Richmond, both operating on 1350 kc., were authorized to install new equipment, with WBNX increasing its daytime power from 1,000 to 5,000 watts and WMBG increasing its power from 500 watts fulltime to 5,000 watts day and 1,000 night. Each will use a directional antenna. The decision was made effective June 28.

In another decision ordered effective June 28, the Commission authorized WJBL, Decatur, Ill., to change its frequency from 1200 to 1310 kc. and to operate with fulltime, using 250 watts day and 100 night, in lieu of its present time sharing arrangement with WJBC, Bloomington, Ill. WJBC was shifted to 1200 kc. fulltime, using 100 watts night and 250 day. WBOW, Terre Haute, Ind., was shifted off 1310 kc. and also assigned to 1200 kc., with 100-250 watts fulltime operation.

Increased Day Power

Daytime increases from 1,000 to 5,000 watts on their present wavelengths were granted June 20 to KALE, Portland, Ore., and WCHS, Charleston, W. Va. Daytime increase from 250 to 1,000 watts was granted KGNO, Dodge City, Kan., and KINY, Juneau, Alaska.

KGMB, Honolulu, was authorized June 20 to change its frequency from 1320 to 590 kc., to install new equipment, including a vertical radiator, and to increase its day power from 1,000 to 5,000 watts.

KWTO, Springfield, Mo., 5,000-watt daytime station on 590 kc., was allotted an additional hour of operation, using 1,000 watts between 5 and 6 a.m.

WEDC, Chicago local, was authorized to increase its daytime power from 100 to 250 watts and to become an all-night station, operating from midnight to 6 a.m. It now operates parttime on 1210 kc.

WHLS, Port Huron, Mich., was made a fulltime station on 1370 kc., using 250 watts day and 100 night.

In "proposed findings of fact and conclusions", which are tantamount to grants unless exceptions are filed within 30 days, the Commission on June 21 proposed granting WALA, Mobile, Ala., authority to increase its night power from 500 to 1,000 watts on its present frequency of 1380 kc., thus giving it fulltime 1,000-watt facilities. It also proposed granting KTEM, Temple, Tex., authority to increase to fulltime, using 100 watts night and 250 watts day in lieu of its present 250-watt daytime operation.

Denials were proposed on the applications of Moody Bible Institute, Chicgao, for authority to construct a new noncommercial 100-watt educational station in the so-called "educational band", using 41.3 mc.; of WGTM, Wilson, N. C., seeking to operate with 500 watts daytime on 1240 kc. in lieu of its present 100-watt daytime assignment on 1310 kc.; of WOMI, Owensboro, Ky., seeking 100 watts night and 250 watts day on 1200 kc. in lieu of its present assignment with the same power on 1500 kc.



WHEN KDKA held its 10th annual Kickers Handicap Golf Tournament at Pittsburgh's Westmoreland Club June 16, Manager Sherman Gregory (left) invited Manager Leonard Kapner of WCAE (center) and Manager Frank Smith of WWSW as his personal guests. Announcer Dave Garroway, twice municipal champion of St. Louis, won with a low gross of 78. KDKA Entertainer Pat Haley was first in the handicap, Manager Smith of WWSW second and KDKA Staff Pianist Aneurin Bodycombe third. In the putting contest, the winning KDKA foursome comprised Music Director Maurice Spitalny, Saxophonist Charles Fisher, Announcer Bob Shield and Manager Gregory. Most unique individual record was achieved by W. B. Gill, KDKA promotion man, with the highest score (153) in the tourney, despite a 14-foot putt, longest drive, and a 4 on a par 3 hole.

NBC Program Depicts World Affairs Coverage

HOW WORLD affairs are covered by NBC was to be discussed for the audience in a special five-way transatlantic hookup June 30 on Alma Kitchell's *ABC of NBC* program on the Blue network, 7:45-8 p. m. (EDST). The program is one of a series designed to give radio audiences a background of radio operations.

Speaking from their own headquarters in Europe, the NBC foreign correspondents were to be interviewed from New York by Miss Kitchell and Announcer Bill Farran. Those to be interviewed, each of whom will be able to hear the other during the broadcast, were Frederick Bate, from London; Paul Archinard, from Paris; Max Jordan, from Basle, Switzerland, and H. V. Baukhage, from Washington.

THE FCC on June 15 made final its proposed order denying the application of Pillar of Fire, church organization operating WAWZ, Zarephath, N. J., for authority to erect a new international shortwave station using 5,000 watts on 6080, 11830 and 17780 kc.

NBC on July 6 will start the second consecutive season of weekly summer concert broadcasts by the Toronto Promenade Symphony Orchestra, under the direction of Reginald Stewart.

Unusual FACILITIES

ADVERTISING agencies and advertisers are fast learning that the Hooper-Holmes Bureau is a very unusual organization in market research.

Because of our size and the fact that a large staff of well-trained experienced full-time men work under the supervision of 80 Branch Offices, we are constantly doing work for clients which cannot be considered market research in the ordinary sense.

For instance, at present we are engaged in collecting for a large drug manufacturer samples of the product sold as his in thousands of drug stores.

Not long ago for a plumbing association dreds of plumbing establishments all over the dreds of plumbing establishments all over the country.

For a magazine publisher we checked with 500 subscribers the extent to which they had observed and read 80 editorial articles in a current issue.

We have pre-tested much advertising copy with consumer juries in many cities in thousands of cases.

For a magazine publisher we interviewed and obtained the history of a group of people who had answered a specific advertisement.

For another manufacturer we checked in many very small towns the audience reception and position on the theatre program of a series of his "minute movies", which resulted in making several changes in these movies.

Also, for another advertising agency we have checked the authors of many testimonials.

Whatever the problems of your business may be in relation to the public, you should discuss them with us.

★

WHAT IS THE HOOPER-HOLMES BUREAU?

For 40 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. Most of these are made and written by trained Inspectors, all of whom are full-time men. Their work is supervised by 80 Branch Offices. They regularly cover 11,140 cities and towns in their insurance work and their efforts are supplemented by 55,000 part-time correspondents.

Address all inquiries to Market Research Division, Chester E. Haring, Director.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK



Dear Lang-Worth

... but aside from the

Here at WLVA, Lang-Worth progr
receive more than their share of pr
from the listening audience. We ha
ever run a Lang-Worth program w
out getting many telephone calls
letters praising its general excelle

I heartily recommend the Lang-Wo
Library to all my broadcaster frie
first, because I believe that money
not buy better transcribed programs
secondly, because Lang-Worth does o
a real answer to the ASCAP quest
that the locals cannot afford to o
look . . .

EDWARD A. ALLEN WL

My program department is genuinely enthusiastic about Lang-Worth Service and I heartily concur. Without question the style, quality and distinct individuality of Lang-Worth transcriptions supplies a welcomed snap, sparkle and stimulant that brightens up our whole schedule and which has very definitely won the approval of our audience . . .

LAMBDIN KAY WSB

We are delighted with our Lang-Worth Library. Regardless of what library service a station is taking, it should behoove every station man to take the Lang-Worth Service . . .

E. K. CARGILL WMAZ

We are not guessing about the value of Lang-Worth Service to WMEX. Our listeners write and tell us they thoroughly enjoy these programs . . .

WM. S. POTE WMEX

One of our outstanding commercial sho
is the "Highlander Stag Party"—a
hour for men sponsored by the M
soula Brewery Company. We have b
able to select from the Lang-Wo
Library exactly the type of music
need and have been able to make
popular full hour commercial the eq
in artistry and appeal of any netw
show . . . .

A. J. MOSBY KGV

When WIBW acquired Lang-Worth the idea of protection was foremost. I never dreamed of the programming possibilities. But in the short time we have had the Service, Lang-Worth recordings have met with flattering audience response—and that applies both to commercial and sustaining programs . . .

BEN LUDY WIBW

We have used Lang-Worth music on several commercial programs with excellent results. We feel that it is just a question of the public hearing Lang-Worth selections several times before they will be among the most popular on our station . . .

H. P. JOHNSTON WSGN

Here is concrete evidence of Lang-Worth's value, purely from a program standpoint. Your continuity "The Adventures of the Little Tin Soldier" is doing a fine job for Kennedy Dairy and neighborhood Kennedy Dairy Stores. The Fleeger-Withrow Company has renewed several times "Folio of Familiar Music," made up entirely of Lang-Worth selections. Two sustaining programs using Lang-Worth entirely have received the highest praise and the most complimentary comments. They are both Sunday features — "Concert Melodies" and "The Sunday Salon Hour" . . .

W. C. McKELLAR WSAZ

The selection of numbers in the Lang-Worth transcription library service is excellent. We feel they certainly must enhance the program standards of any station where they are used . . .

R. G. MATHESON WHDH

When we purchased Lang-Worth we really did not want another transcription service—we did it to help a cause. I am pleased to report that we now feel that it is one of the best services we have . . .

JACK DRAUGHON WSIX

I think you should be interested
knowing that WQDM has three quart
hour programs every day and one ha
hour feature every Sunday built entir
from Lang-Worth transcriptions. F
mail convinces us that these progra
are highly popular . . .

G. S. WASSER WQD

Lang-Worth Planned Program service is one of our assets of value. The programming is well done and the fact that they can be used for an entire 15 minutes without a station announcer makes them doubly valuable . . .

R. H. MALCOMSON WTAD

We are using your Library about five hours daily and the arrangements, talent, recording and compositions are all that any one could ask. KDFN is thoroughly sold . . .

D. L. HATHAWAY KDFN

We are using three hours weekly of Lang-Worth music on commercial and sustaining programs. The fact that your service offers security against higher music tax plus immediate practicability makes it an invaluable asset to our library . . .

FRANK BURKE KFVD

Lang-Worth music is sufficiently diver
fied so we are able to use the transcri
tions on many styles of programs, bo
sponsored and sustaining . . .

FRANK E. HURT KFX

We here at WCAO have found your recordings of excellent technical quality and the orchestral quality is all that any one could wish . . .

GORDON A. SCHEIHING WCAO

Almost without exception we find the arrangements and interpretations of Lang-Worth equal to or better than those of other services . . .

A. E. RICHMOND KGCX

In my opinion, managers of any statio
large or small, who pass up the Lan
Worth Service are missing the bigge
bet in musical electrical transcription .

BOB PRIEBE KRS

We are using your Lang-Worth tra
scriptions with marked success and wis
to compliment you on providing th
source of tax free music . . .

R. H. MASON WPT

TAX FREE" angle !!

ough we have just subscribed to Worth Service results have already n far beyond our fondest expecta- Audience response is splendid and al prospective sponsors are keenly ested . . .
HUR SIMON WPEN

Philadelphia Evening Ledger has renewed its contract for the third on WDAS. The music featured on program is Lang-Worth . . .
RY STONE WDAS

ough we have used Lang-Worth for a short time we already realize the it will fill in future program lules. The wide variety of musical give us something substantial to advertisers . . .
N BALLARD KGNC

-Worth transcriptions are used ex- vely in our daily program "Concert ature." All in all we find the NAB- -Worth Plan of great value . . .
IPBELL ARNOUX WTAR

high calibre and great flexibility of Lang-Worth transcriptions is com- ly refreshing and highly desirable a program standpoint . . .
RTIN CAMPBELL WFAA

disregarding the tax-free feature, h can eventually pay every broad- r dividends, the NAB-Lang-Worth ry service is the biggest value in transcription field today . . .
CRANEY KGIR

g-Worth holds an important position ne field of Radio. It is in the front of the fight against music racketeer- We use it constantly for many local luctions and believe that stations ywhere should take advantage of the ice . . .
GAN JONES KVOS

IFJ has been a subscriber to Lang- th since its inception and we have splendid results with the Service, for commercial and sustaining rams . . .
WRIGHT ESCH WMFJ

g-Worth plays an important part on VRL's commercial and sustaining gram schedules . . .
LL" REUMAN WWRL

We are happy to report that we have many popular and classical programs, featuring the Lang-Worth Library, that have been described by our audience as excellent and fascinating entertainment.
H. KICZALES WOV

Although we have had your service but 30 days we have already sold one 15-minute program of your band music which has received a lot of favorable comment . . .
C. P. SCOTT KTKC

Lang-Worth plays a most important part in both our commercial and sustaining programming. We are convinced that this reservoir of excellent and varied transcribed music should be in the library of every station . . .
W. E. HUTCHINSON WAAF

We have used Lang-Worth on KOIN-KALE from the beginning. We frequently use it on commercial programs and it is at present a feature of our "Luncheon Concert" on KALE which is one of our outstanding commercial successes . . .
"CHUCK" MYERS KOIN-KALE

We have found Lang-Worth very flexible and we are using the Library daily on commercial and sustaining programs. We consider Lang-Worth one of our best investments . . .
A. S. FOSTER WEW

Lang-Worth music fills a definite place in the program schedule of any station. It is the sort of music listeners like. We recently sold a program of exclusive Lang-Worth music to one of our best accounts in competition with other musical and dramatic shows . . .
A. M. MacGREGOR WJBC

We are sold on Lang-Worth. Keep it up . . .
STORM WHALEY KUOA

We have used the Lang-Worth Program Service ever since it started and it has been consistently high in quality from a technical as well as an entertaining standpoint . . .
VIRGIL V. EVANS WSPA

We like our Lang-Worth Library Service. Our station is using it with good results . . .
M. A. MULROONY KGU

The originality and freshness of Lang-Worth's musical arrangements has caught the attention of program sponsors who are continually requesting that Lang-Worth music be included in their programs . . .
CARL E. HAYMOND KMO

We are more than pleased to report splendid success with Lang-Worth transcriptions . . .
R. J. COLEMAN WKAR

We have been very successful in selling programs made from Lang-Worth Service to our advertisers . . .
M. H. BONEBRAKE KOCY

Mr. Eggleston, our Program Manager, reports that he is thoroughly satisfied with quality and selections in the Lang-Worth Library. He is particularly pleased with the idea of a 15-minute Planned program providing a recorded announcer for the musical selections . . .
ARTHUR CHURCH KMBC

Our Lang-Worth Library is being used consistently on three of our daily commercial programs — "Musical Clock," "Midday Melodies," "Chapel Serenade." The quality of the transcriptions is comparable to anything we have used or are now using . . .
JOHN J. GILLIN WOW

We were most enthusiastic about Lang-Worth recordings when we auditioned them before putting them on the air. However, the reception given to these programs by our listeners has exceeded our expectations . . .
JUAN PIZA WNEL

Your Planned Program Service has become an essential part of our operations —like the transmitter or antenna . . .
ELLIS ATTEBERRY KCKN

We are very pleased with the Lang-Worth Planned Program Service at Grand Forks . . .
DALTON LeMASURIER KFJM

I know you will be pleased to learn that we have received most favorable comments from listeners on the Lang-Worth Planned Program Service. As a matter of fact, now that we have Lang-Worth, we don't see how we got along without it all this time . . .
H. W. SLAVICK WMC

We have a number of commercial periods that are programmed entirely from our Lang-Worth Library—in fact, it is the only transcription service we have found it necessary to use . . .
J. ELROY McCAW KELA

The variety of programs included in the Lang-Worth Service is very broad and the performance of highest standard. We have scheduled a number of your programs for regular daily broadcast and have been successful in commercializing some. Lang-Worth has given us an additional source of revenue.
BOB ALBURTY WHBQ

The quality of your transcribed material is comparable to the finest available and the filing system that accompanies the service is a joy to the most exacting program director . . .
RALPH BRUNTON KJBS

One of the strongest points in favor of your transcription library is the "complete program" idea. We particularly wish to compliment you on the quality of the band music . . .
HUGH B. TERRY KVOR

WKBN is using your service daily. We believe your Feature programs fill a very definite need in the Broadcast Industry and deserve the support of every one in the Radio fraternity . . .
W. P. WILLIAMSON, Jr. WKBN

We find your service to be unusual—particularly with regard to arrangements. The chorus arrangements and dance interpretations are both novel and different. The inclusion of the announcer's voice on the transcription is another point in favor of Lang-Worth . . .
WM. T. KNIGHT, Jr. WTOC

May I pass on the opinion of our staff that the quality and the reproduction of Lang-Worth transcriptions is excellent.
MADELINE ENSIGN WOL

We praise your service highly—musical content, variety of selections, and the very advantageous flexibility in program building make us enthusiastic in using Lang-Worth . . .
ARTHUR L. BRIGHT KFPY

LANG-WORTH FEATURE PROGRAMS

420 MADISON AVENUE • NEW YORK, N. Y.

Originators and largest producers of tax-free musical recordings . . . on exhibit NAB Convention . . . Hotel Ambassador, Atlantic City, July 10th to 14th, 1939



Most Popular Radio Stars Picked in Fan Poll . . . .

ON THE BASIS of 729,000 votes cast in its 1939 radio popularity contest, concluded in mid-June, the fan weekly *Radio Guide* picks Nelson Eddy as the "Star of Stars" of American radio, with a rating of 24.2% as against 15.9% for Jessica Dragonette, second; Edgar Bergen, 12.6% third; Jack Benny, 12.4% fourth.

The tabulations are broken down into 23 classifications, in addition to the "star of star" ratings, covering all types of performers and various categories of productions. Percentage rankings are given the 12 leaders in each classification, 100% being the total which is divided up according to individual ratings.

Most of the voting covers national network stars and shows, but one classification is devoted to programs not on networks, in which the *Zeke Manners Gang* on WMCA, New York, received by far the highest ranking.

The final ratings in each group of 12 follow:

Star of Stars—Nelson Eddy, 24.2; Jessica Dragonette, 15.9; Edgar Bergen (Charlie McCarthy), 12.6; Jack Benny, 12.4; Don Ameche, 10.6; Bing Crosby, 10.5; Lanny Ross, 3.9; Joan Blaine, 2.3; Orson Welles, 2.1; Jack Baker, 1.9; Rudy Vallee, 1.5; Kate Smith, 1.4.

Man Singer of Popular Songs—Bing Crosby, 36.1; Kenny Baker, 27.0; Lanny Ross, 10.7; Don Ameche, 6.3; Jack Baker, 4.7; Frank Parker, 3.7; Rudy Vallee, 3.6; Dick Powell, 2.2; Jerry Cooper, 1.7; Harry Babbitt, 1.4; Frank Munn, 0.9; Skinny Ennis, 0.6.

Musical Program—Ford Sunday Evening Hour, 34.3; Waltz Time, 14.1; Hit Parade, 10.5; Voice of Firestone, 7.5; N. Y. Philharmonic, 6.4; 99 Men and a Girl, 6.2; American Album of Familiar Music, 5.7; Manhattan Merry-Go-Round, 4.3; NBC Symphony, 3.3; Metropolitan Opera, 2.5; Radio City Music Hall, 2.4; Cities Service Concert, 2.1.

Woman Singer of Classical Songs—Margaret Speaks, 23.4; Jessica Dragonette, 22.1; Gladys Swarthout, 10.9; Jeanette MacDonald, 9.5; Miliza Korjus, 8.8; Jean Dickenson, 7.7; Lucille Manners, 7.0; Lily Pons, 3.7; Grace Moore, 2.2; Rose Bampton, 1.9; Kirsten Flagstad, 1.8; Muriel Wilson, 0.9.

Woman Singer of Popular Songs—Kate Smith, 36.6; Frances Langford, 20.1; Virginia Simms, 13.5; Dorothy Lamour, 13.3; Hildegarde, 4.6; Annette King, 3.8; Judy Starr, 1.5; Fran Allison, 1.4; Joan Edwards, 1.3; Kay St. Germain, 1.2; Connie Boswell, 1.1; Muriel Wilson, 1.1.

Man Singer of Classical Songs—Nelson Eddy, 54.3; Richard Crooks, 10.8; Lawrence Tibbett, 9.6; John Carter, 6.8; Donald Dickson, 6.1; Lanny Ross, 6.0; John Charles Thomas, 1.7; Jack Baker, 1.2; Frank Munn, 0.9; Fred Hufsmith, 0.7; Lauritz Melchior, 0.6; James Melton, 0.6.

Announcers—Don Wilson, 28.4; Ken Carpenter, 21.8; Milton J. Cross, 15.9; Harry VonZell, 6.7; Graham McNamee, 5.9; Ford Bond, 5.8; Ted Husing, 3.8; Ken Niles, 2.8; Ralph Edwards, 2.5; Bob Brown, 2.3; Ben Grauer, 1.9; Fred Uttal, 1.6.

Man Commentator — Lowell Thomas, 33.8; Walter Winchell, 15.3; H. V. Kaltenborn, 14.8; Boake Carter, 10.6; Jimmie Fidler, 9.4; Edwin C. Hill, 9.3; Paul Sullivan, 2.7; Fort Pearson, 1.1; Gabriel Heatter, 0.9; Fulton Lewis jr., 0.6; Deems Taylor, 0.5; Bob Trout, 0.5.

Comedian—Bergen-McCarthy, 39.1; Jack Benny, 23.1; Bob Hope, 9.8; Eddie Cantor, 7.6; Fibber McGee, 7.2; Fred Allen, 4.8; Bob Burns, 3.0; Abbott & Costello, 1.8; Al Pearce, 1.1; Ransom Sherman, 0.8; Frank Morgan, 0.7; Robert Benchley, 0.4.

Radio Actor—Don Ameche, 45.1; Orson Welles, 17.3; Les Tremayne, 9.6; Charles Boyer, 9.3; Edward G. Robinson, 4.0; Hugh Studebaker, 2.7; Raymond Johnson, 2.5; Phil Lord, 2.3; Lanny Ross, 2.2; Martin Gabel, 1.3; Pat Murphy, 1.2; Michael Raffetto, 1.0.

Woman Commentator—Dorothy Thompson, 57.2; Kate Smith, 28.3; Mary Margaret McBride, 9.4; Kathryn Cravens, 2.5; Eleanor Roosevelt, 1.5; Hedda Hopper, 0.4; Nellie Revell, 0.1; Adelaide Hawley, 0.1; Dorothy Parker, 0.1; Elizabeth Arnold, 0.1; Lisa Sergio, 0.1; Radie Harris, 0.1.

Dramatic Program—Lux Radio Theater, 30.5; One Man's Family 28.5; Campbell Playhouse, 11.6; Big Town, 7.7; First Nighter, 7.2; Vic & Sade, 4.7; Woodbury Playhouse, 3.2; Silver Theater, 2.2; Second Husband, 1.6; Bachelor's Children, 0.9; Big Sister, 0.8; Guiding Light, 0.6.

Radio Actress—Claire Trevor, 23.8; Barbara Luddy, 18.3; Joan Blaine, 14.2; Alice Frost, 8.8; Helen Menken, 8.3; Helen Hayes, 8.0; Anne Seymour, 5.8; Betty Winkler, 4.3; Kathleen Wilson, 4.2; Patricia Dunlap, 1.6; Irene Rich, 1.2; Marjorie Hannan, 1.2.

Audience Participation — Kay Kyser's Klass, 42.0; Information Please, 26.5; Battle of the Sexes, 12.2; Professor Quiz, 7.5; True or False, 3.8; Vox Pop, 3.1; Ask-It-Basket, 1.4; We, the People, 0.9; Uncle Jim's Question Bee, 0.8; Hobby Lobby, 0.4; What My Name?, 0.4; Dr. I. Q., 0.4.

Variety Program — Chase & Sanborn, 36.3; Kraft Music Hall, 15.9; Good News, 10.7; Kate Smith, 7.6; Magic Key, 6.3; Breakfast Club, 6.2; Jello, 5.2; Rudy Vallee Hour, 5.0; Circle, 2.8; Texaco Star Theater, 1.4; Town Hall Tonight, 1.2; Fibber McGee & Molly, 0.7.

Master of Ceremonies — Don Ameche, 36.5; Bing Crosby, 19.9; Don McNeill, 13.9; Robert Young, 11.9; Jack Benny, 4.9; Dick Powell, 3.4; Rudy Vallee, 2.4; Fred Allen, 1.5; Walter O'Keefe, 1.5; Clifton Fadiman, 1.2; Ransom Sherman, 1.1; Basil Rathbone, 0.9.

Children's Programs—Lone Ranger, 23.6; Ireene Wicker's Musical Plays, 20.1; Coast to Coast on a Bus, 17.1; Let's Pretend, 16.1; Little Orphan Annie, 5.2; Dick Tracy, 4.3; Malcolm Claire, 3.5; Don Winslow of the Navy, 2.9; Kaltenmeyer's Kindergarten, 2.8; Jack Armstrong, 1.9; Horn & Hardart's Children's Hour, 1.0; March of Games, 1.0.

Educational Programs—American School of the Air, 27.9; Great Plays, 13.2; Music Appreciation Hour, 13.0; World Is Yours, 12.7; America's Town Meeting, 10.4; U. of C. Round Table Discussion, 8.3; Information Please, 3.4; Men Against Death, 2.6; Cavalcade of America, 2.2; People's Platform, 2.1; National Farm & Home Hour, 2.0; Nation's School of the Air, 1.2.

Serial Dramatic Program—One Man's Family, 49.2; Big Sister, 10.2; Bachelor's Children, 8.7; Guiding Light, 6.4; Road of Life, 6.0; Valiant Lady, 3.3; Life Can Be Beautiful, 3.0; Betty and Bob, 2.8; Girl Alone, 2.7; Mary Marlin, 2.5; Vic & Sade, 2.4; Second Husband, 2.1.

Dance Orchestra — Wayne King, 35.6; Guy Lombardo, 20.9; Horace Heidt, 15.4; Kay Kyser, 11.2; Eddie Duchin, 4.7; Hal Kemp, 3.0; Sammy Kaye, 2.3; Rudy Vallee, 1.6; Paul Whiteman, 1.4; Abe Lyman, 1.3; Tommy Dorsey, 1.2; Richard Himber, 1.1.

Swing Band—Artie Shaw, 26.6; Benny Goodman, 22.9; Tommy Dorsey, 18.9; Kay Kyser, 13.1; Bob Crosby, 7.0; Larry Clinton, 6.6; Gene Krupa, 1.9; Sammy Kaye, 0.9; Henry Busse, 0.5; Phil Harris, 0.4; Jimmy Dorsey, 0.3; Raymond Scott, 0.3.

Swing Instrumentalist—Tommy Dorsey, 32.3; Artie Shaw, 23.1; Gene Krupa, 18.9; Benny Goodman, 12.5; Henry Busse, 6.1; Jimmy Dorsey, 3.5; Harry James, 0.8; Ray Bauduc, 0.7; Eddie Duchin, 0.5; Milt Herth, 0.5; Stuff Smith, 0.3; Kay Kyser, 0.2.

Swing Singer—Bea Wain, 32.1; Martha Raye, 15.9; Martha Tilton, 12.8; Virginia Simms, 12.1; Edythe Wright, 8.5; Mildred Bailey, 7.7; Ella Fitzgerald, 4.3; Maxine Sullivan, 1.8; Marion Mann, 1.3; Sully Mason, 1.2; Connie Boswell, 1.0; Judy Garland, 0.8.

Programs Not on Networks—Zeke Manners Gang, WMCA, New York, 25.2; Hank Lawson & the Bums, WEEU, Reading, Pa., 9.8; Wayside Theater, WBBM, Chicago, 9.7; History in the Making, WBBM, 9.4; Memory Baseball, KFYR, Bismarck, N. D., 6.9; Number Please, WJR, Detroit, 6.5; Night Watch, WIND, Gary, Ind., 6.0; Bernie Armstrong, KDKA, Pittsburgh, 5.6; Mad Hatterfields, WLW, Cincinnati, 5.4; Supper Time Frolics, WJJD, Chicago, 5.3; Nine-Twenty Club, WORL, Boston, 5.0; Bradley Kincaid, WGY, Schenectady, 4.5.

WNBX, Springfield, Vt., one of the group of stations operated by Col. Harry C. Wilder, director of WSYR, Syracuse, will be moved into Keene, N. H., which has a population of 14,000, if the FCC grants an application filed June 16.



(SCENE I)

THE SHRINKING VIOLET (of all things!)

(SCENE II)
Tide Enters

says TIDE

"*Fair Ball*

There must be an average of well over half a dozen radio stations in cities large enough to support big league baseball teams. (This is a guess, but we'll bet on it.) It is only natural, therefore, that those stations which are selected by baseball sponsors should do a little crowing. In the simple fact of their selection is material for the rarest of all promotion . . . competitive promotion that is also legitimate and effective. The only stations that have sent us samples, however, are"

. . . well WABC and WBBM did; but WJSV did not

(FINALE)
The Crowing Scene



WJSV is *the* baseball station in Washington . . . 5 consecutive years . . . sponsored by People's Drug Stores, General Mills . . . With Arch McDonald (who left WJSV this year to take over the choice WABC assignment in the Yanks and Giants ball parks) . . . The games are now handled by baseball's "big train"—Walter Johnson himself. • And, of course, WJSV carries more local and national spot advertising than any other Washington radio station.

WJSV COLUMBIA'S STATION FOR THE NATION'S CAPITAL

Owned and operated by Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Cincinnati, Charlotte, N. C., Los Angeles, San Francisco

Women's Place in Radio Advertising

Writing and Directing Provide a Fertile Field for Females

By ***BETTY PARKER***
KYW, Philadelphia

IN STATION and agency executive posts are many women, but behind the mike there are many more. One of them, Betty Parker, director of the *KYW Home Forum* in Philadelphia, discusses the place of women in radio in a new book, Advertising Careers for Women, just published by Harper & Bros., New York. The book is a compilation of 22 lectures given last autumn under sponsorship of the Philadelphia Club of Advertising Women. It was compiled by Blanche Clair, the club's educational chairman, in collaboration with Dorothy Dignam, writer with N. W. Ayer & Son. Now read Miss Parker.

RADIO has developed a new writing technic, especially as regards the advertising announcements called "commercials."

The commercial is an advertisement without the advantage of layout, type, or illustration. It is a spoken advertisement, but is written out like any piece of copy, and okayed by the advertiser and the studio by which it is to be broadcast.

The general rule on network programs is that commercials shall not exceed 10 per cent of program time. The radio advertiser, therefore spends 90 per cent of his money to entertain or instruct you and only 10 per cent to advertise his product. This makes the writing of the commercial all the more of a responsibility.

How Radio Differs

There are four ways in which the radio differs from other forms of advertising:

1. Radio is the only medium in which the entire responsibility is placed on the advertiser; that is, he furnishes the editorial content (the program) of this magazine of the air and he also furnishes the advertising.

2. You cannot guarantee an audience. The dials turn both ways and so does the switch. The listener has his choice of other programs or he may choose not to listen at all.

3. There are no space elements such as agate lines, columns, or pages; time is the unit involved and it is bought by the minute; even by the second. Cost depends too, on when the time occurs. Evening time costs twice as much as day time and Sunday afternoon costs two-thirds as much as evening.

4. Spoken words are used instead of printed words, and sound effects replace illustration and color. The spoken word conveys a person-to-person intimacy not obtainable with type and illustration. The radio is a human, friendly, informal medium.

Program broadcasting started about 1920 and regular advertising announcements about 1923. The earliest radio department in an advertising agency was established in 1923. But the first real "plug" (a radio term meaning to talk-up a product over the air) is said to have occurred in 1919 and advertised a music store. The story goes that some phonograph records were borrowed to use in a broadcast and the music store proprietor was publicly thanked and his shop commended.

Some of the first commercials were as brief as those with which we are familiar today. Others were long and deadly bores, although it is possible to have long commercials which are interest-holding to the final syllable . . . that is one phase of writing good commercials.

But for the past ten years or so, short commercials injected three times into a 15-minute program . . . at the beginning, in the middle, and at the end . . . have formed a sort of standard practice in program building. Advertisers further identified their product names and trademarks by tying them up to their program talent. Examples of this were the Clicquot Club Eskimos, the little Eskimo being the trademark of Cliquot Club Ginger Ale, and the Ipana Troubadours who were described over the air as wearing red and yellow costumes to match the Ipana tooth paste tube.

Six Types of Commercials

Today there are six types of radio commercials, grouped under three classifications:

1. The straight announcement.
2. The dramatized announcement.
3. The continuity commercial.

1. *The straight announcement.* This is the type in which the announcer talks about the product of the sponsor before and after the feature presentation. A long program is broken by additional announcements.

2. *The dramatized announcement.* This includes all commercials in which other people are introduced. The types are:

(a) The personalized announcement—in which a personage is introduced to talk about the product.

(b) The dramatization of incidents featuring the product in use, or being purchased at the store.

(c) The personal endorsement, read or spoken by a person other than the announcer.

(d) The dialogue commercial, in which the announcer and another member of the cast chat informally about the product. It is increasingly popular to have the announcer a part of the show—and this is proving effective from the standpoint of the sponsors.

Writing Good Commercials

3. *The continuity commercial.* This type features the commercial woven naturally and easily into the program and is used to a great extent by commentators who, at carefully planned points, introduce their sponsors and products into the script.

Rules: Strictly speaking, there aren't any! That is, there are few rules so hard and fast that they can't, sometime, be broken with great effectiveness. The unexpected, or the complete departure from the usual form, can be just as effective in radio writing as it is in any other form of advertising. It should be remembered, however, that commercials are intended to *sell.* Therefore they may well comply with the standards set for other forms of advertising: they should *attract attention, stimulate desire, and impel action.*



BETTY PARKER

Slant: In writing commercials, think in terms of one person or one family, at home, relaxed, sitting in the living room. We speak of the "radio audience," but these persons are not a theater audience with their whole attention fixed on one object. They are neighbors on whom your words have come to pay a call, and the message must be so arresting that the duties and distractions of home life are forgotten. The commercial that enters the home on the air waves should be just as natural, sincere, and friendly as though it walked in at the front door and was welcomed by all the family.

Opener: The commercial rarely announces itself as such. The booming voice, bursting in with "Now let's talk about tomato catsup," is as unwelcome on the air as it would be back there in the family circle. Although, we repeat, there are no "rules," the good commercial may be said to blend into the program smoothly, without too abrupt a change from what has gone before. The opening sentence, which is the headline in this kind of copyrighting, may contain news, state a fact, arouse curiosity, or present a problem . . . which is subsequently solved through the medium of the advertised product.

Words and phrases: Words must be selected with relation to sound as well as to meaning. Words with too many syllables, or with harsh sounds, or the *s* words, are to be avoided since they do not contribute to smooth delivery. The finished message, to be read easily and forcefully, should contain easy-flowing words so that sentences are pleasing to the ear. Simple statements, divided into short sentences are the most effective. Precise, schoolbook sentence-structure is sacrificed to what is called "normal delivery" . . . that is, your normal, conversational manner of speaking.

Connectives: These are phrases borrowed from everyday conversation and used to connect different thoughts in the one commercial. Connectives should be employed freely; they may look superfluous in the written script but they assure an easy, natural style in the spoken version. Examples of connectives: "Now, this is all you do" . . . "However, if you prefer" . . . "In fact" . . . "And so" . . "As I have said before" . . .

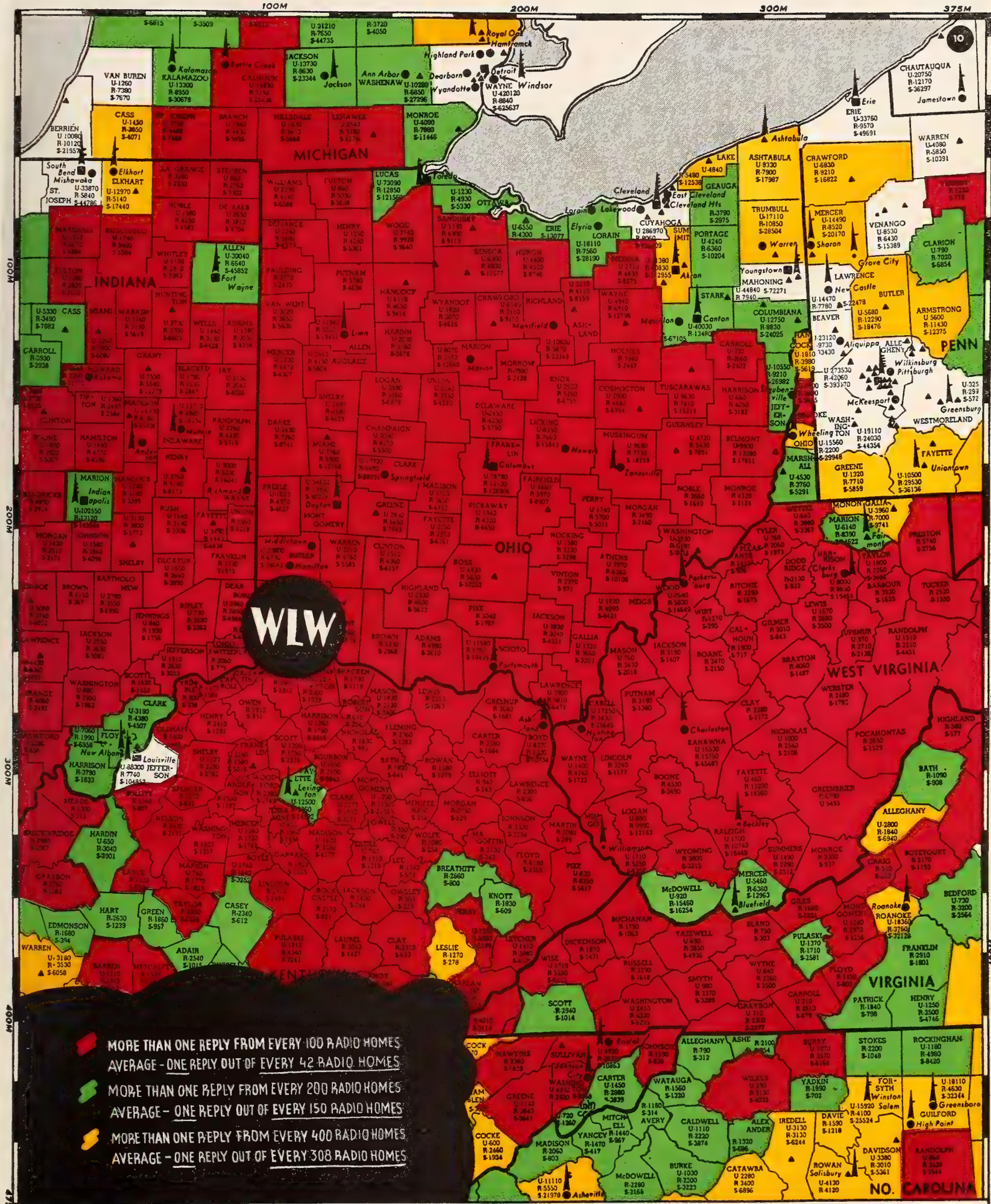
Emphasis on the Name

Details: As a rule, technical details and extended data about a product are left to printed literature. The best sales message concisely states a few simple facts and drives them home in every commercial. But if you have the time allotment for doing it, even a vacuum cleaner demonstration, with all its detail, could be handled on the air: dramatize it with several characters and sound effects of the switch, the motor, etc.

Repetition: Remember that in radio you have no name display, no illustration of the package, no trademark symbol . . . no way for the eye to help in registering the identity of the product. Therefore, inject the name of the product frequently, instead of saying "it" or "they". One name mention in every paragraph is not too much. Also, repeat for emphasis all directions and addresses, doing this in an easy, conversational manner with connectives. Remember that radio listeners constitute even more of a mass audience than do newspaper readers. There are radios in homes where the children and even some adults *cannot read.* Radio commercials, therefore, must be simple and explicit in the extreme.

Length: Commercials vary from a few words to several minutes in length . . . one minute equals 125 to 150 words. There are also chain-break plugs of 25 or 30 words between programs. Commercials often seem longer than they are because

(*Continued on page 51*)



BROADCASTING Broadcast Advertising
National Press Bldg. Washington, D. C.

■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
• LESS THAN 10,000 POP. with RADIO STATION

U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS

RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED

*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.

Prepared in Collaboration with
WALTER P. BURN & ASSOCIATES, Inc.
and
EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.

(SEE REVERSE SIDE)

4 GOOD REASONS WHY

. . . we believe the map on the reverse side of this page is vitally interesting:

1. It super-imposes a county outline coverage map upon a very interesting marketing map; a facsimile of the standard Broadcasting market map for this section of the country found elsewhere in this issue.

2. It clearly shows an audience intensity pattern based upon 74,209 requests for a postcard picture of the cast on one early morning program on WLW. The offer was made for one week.

3. The offer was made during the week of March 13 with WLW operating at 50,000 watts.

4. This map is not based upon a variable relationship in number of replies between a home county and other counties. The unit of intensity measurement for each degree of coverage is clearly stated.

Not included on this map are 68 counties of intense (red) coverage, 206 counties of very good (green) coverage, and 417 counties of regular (yellow) coverage.

Remembering that the percentage of radio sets tuned in before 8:30 in the morning is relatively small, we believe this picture will surprise other people as it has surprised us.

WLW—THE NATION'S STATION





FROM CAT CAY TO MAINE the piscatorial sport goes on, and the men of radio do their stuff. Left photograph was taken aboard the flagship *Mako* of the fleet fishing in the international giant tuna tournament off Cat Cay in the Bahamas Islands last month. Across the 50 miles of Gulf Stream between Miami and Cat Cay, a relay transmitter of WIOD, Miami, covered the news from the yacht, in which are (l to r) Thorne Donnelley, publisher and well-known figure in shortwave radio circles, owner of the 60-foot sailing yacht *Mako* and one of the judges; Sam Parker, WIOD announcer covering the tournament; Milton C. Scott Jr., WIOD chief engineer; Lou Wasey, president of Erwin, Wasey & Co., another judge. In photograph at right, Harold Fellows, manager of WEEI, Boston (r), with Crawford Tompkins, WEEI account executive, are posing their day's catch of bass taken in a Maine lake during their June vacation.

Seek New Yuma Station As KUMA Hearing Nears

WITH an FCC hearing set for July 24 on applications for reinstatement of the license of KUMA, Yuma, Ariz., 100-watt outlet on 1420 kc., another application for a new station in Yuma has been filed by Yuma Broadcasting Co., seeking 100 watts night and 250 day on 1210 kc. The company stockholders are KTAR Broadcasting Co., operating KTAR, Phoenix, and KTUC, Tucson, holding 45% of the stock; R. N. Campbell, attorney, 25%; D. Morgan Campbell, attorney, 15%; and John H. Huber, Yuma merchant, 15%. The hearing under present plans, will be held in Yuma, with an FCC member presiding.

KUMA is licensed to Dr. Albert H. Scherman, but in a decision of Feb. 20 the FCC ordered the station's license revoked, effective April 1, for allegedly making "false statements under oath to the effect that he [Dr. Scherman] was in actual control and operation of the said station, when in truth and in fact one E. B. Sturdivant was, and at all times since Feb. 1, 1934, has been in actual control and operation thereof."

Mr. Sturdivant, active operator of the station, has made application for the KUMA facilities. Meanwhile, on Dr. Scherman's request, the revocation order has been temporarily suspended pending hearing.

Utility Adopts Serial

STONE & WEBSTER Service Co., New York (electric utility), has approved and recommended to its 16 member companies in the United States the transcribed *Leisure House* serial for use in a mid-summer and fall campaign. Davis M. DeBard, executive of the firm was in Los Angeles during early June to personally check with Mertens & Price, producers of the 26 episode, quarter-hour serial.

THE FCC has entered a final order, effective June 15, granting WSNJ, Bridgeton, N. J., authority to increase from daytime to fulltime operation, using 100-250 watts on 1210 kc.

Women's Place in Radio

(*Continued from page 48*)

the copy is weak . . . either in content or in delivery. The listener has no choice but to listen or turn the program off . . . he cannot glance at it or hurry through it as is possible with a printed ad. And though commercials are getting shorter, many people have the impression that they are longer. That is possibly due to the contrast of the more entertaining programs available today. Surveys tell us only one thing in this respect: the interesting announcement seems shorter, though in many cases it is actually longer than one that is criticized for its length.

Feminine angle: As a woman writing commercials, do not use purely feminine terms and woman-to-woman intimacy in script that some big, burly-voiced announcer has to read! Even words and phrases which we, as women, consider of neuter gender may really sound gushy in masculine voice. This is just as grave an error as the man-written commercial addressed to women and filled with mechanical specifications! In writing commercials, consider who will receive the message and who will have to give it over the air.

Good Delivery

The spoken word commands attention. This fact, is evidenced by the number of traveling men on the road today. Firms spend thousands upon thousands of dollars sending salesmen — and saleswomen—to carry to customers personal messages which might easily be written in a letter. But it is known that the force and personality of the individual who delivers the message are factors in making sales. The same is true of radio advertising—the spoken word gets attention—and in order to receive the full value of the message the person who speaks it must be the proper type to deliver it correctly.

Just as the sales message so often blends with the tone of the entertainment, the voice conveying that message must conform to the type of product. A smooth and soothing tone is best suited for personal products; an intimate tone establishes confidence in institutional advertising; and a brisk, enthusiastic voice conveys a direct sales message with the necessary conviction to create confidence in the product advertised. Sincerity of delivery is as essential as sincerity of message. The radio, too, being the nearest approach to a personal call in the listener's home, must maintain a standard of tact, good manners and good taste.

In the foregoing, the writing of commercials has been treated as a separate and distinct continuity job. This is because *program* continuity is so largely in the hands of entertainment specialists . . . in a sense the program is "show business."

But commercials are advertising and, like advertising copy-writing, the message is based on the sales story of the product or on some special offer in connection with it. Commercials are often written in advertising agencies and followed the theme of the current national advertising on the same product. Or they may be written in radio studios, on the same typewriter that produces the program script.

But there is one type of broadcast in which the program continuity and the commercial are both written by the same person . . . and then delivered by her. This is the woman's program, and something you'll want to study in more detail if you contemplate a future in radio. The outline that follows should be supplemented by actually listening to as many women's programs as it is possible to dial from day to day.

The woman's program is known as a local commercial and is under a woman director who is on the station payroll. Its ulterior purpose is to widen the daytime audience of the station among homemakers, but it is also used to produce revenue through the sale of "participations." A participation is a commercial woven unobtrusively into a script as a part of the program. Our woman's program, the Home Forum, uses not more than three participations, featuring three advertisers, per daily broadcast.

The woman's program takes different forms at different stations. Sometimes it is devoted to food and homemaking; sometimes to fashions, home decorations, and the shops. A third type is a sort of society gossip column covering the events and personages of the town. Stations which have an auditorium usually arrange for one or two broadcasts per week to take place before an audience. These are called "visual" broadcasts. Our Home Forum is on the air daily, with a visual broadcast once a week.

Continuity Commercials

Since the director of the woman's program presents both the program and the commercial, the type of commercial which is *woven into* the continuity is particularly effective. Women usually like to know more than the bare name of a product and its price. They want to know something about it . . . especially from someone who has used the product.

Women buy by brand . . . that is an established fact. But first they must believe that the brand is worth trying. This belief is established by the recommendation of someone whose judgment they trust, and after they have tried the product themselves they continue to buy it if it meets their requirements. Radio advertisers are mainly concerned with getting women to *try* their products, and the continuity commercial can do this. It presents a common problem, analyzes it, and offers a solution. It talks to a woman in terms of her own experience.

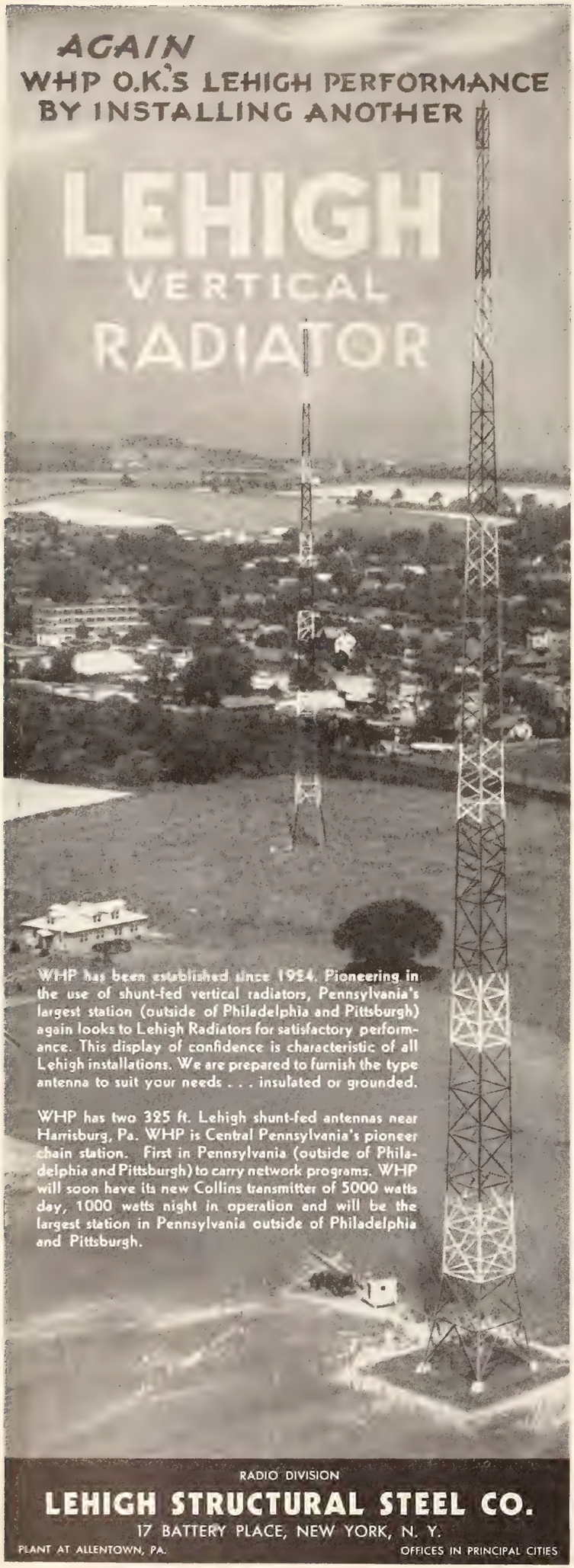
The success of the program in any elaborate evening show is usually credited to the talent. But in the case of a woman's program the director is a vivid personality to her listeners. She is the program! It requires both tact and talent to please an unknown and uncertain group of feminine listeners, and women form a critical audience. For that reason the director's interests must cover a wide field so that she can be all things to all women.

Program Director's Job

The first impression of the outside world is that it must be agreeable, indeed, to receive a weekly salary for 15 or 30 minutes of broadcasting each day!

Nothing could be more misleading, for the actual delivery of the script is a minor consideration in so far as time and effort are concerned; although important in relation to the broadcast.

Program planning is the center of this job. You first draft a general plan on which the daily programs may pivot. Then they are planned out in advance and must



be approved by the program department. Next, the script is written, including the subject matter, sound effects, and incidentals, and all the details of timing. This continuity must be accepted before it is presented on the air . . . that is, for an NBC station all script must be approved by the continuity acceptance department.

Then there is the problem of providing guest speakers, which give your program variety and new voices. These guest speakers are either interesting localites or personalities who are in the city for other engagements. In order to get hold of them for broadcasts you have to be out and about town, attending meetings, meeting people, knowing what is going on. And a guest speaker does not mean a day off for the woman's director . . . far from it. The program has to be all the more carefully planned for bringing in an outsider, since it is seldom possible to have a rehearsal with her.

Weekly Visual Broadcast

Most women's programs have at least one weekly broadcast before an audience. This usually includes a cooking demonstration or fashion show, and sometimes entertainment and guest stars. The auditorium program usually lasts for an hour or more, although the actual time you are on the air may not exceed 15 minutes.

Interviews take up a great deal of time. Dozens of people seem to have some activity or project they want to publicize over the air. And whenever the sales department asks you for a sample script on some product which they hope to sign up for participation on the program, they expect you to produce the script in a few hours!

The woman's program director must cooperate with the publicity department by sending in news items on her programs, for release to the daily papers. She must also be helpful to the sales promotion department and keep up her office records . . . which are reports with space for "comments" to be filled out by announcers and engineers after each broadcast.

Other routine work is heavy too. The menus or recipes, or both have to be worked out in detail for the cooking demonstrations before my visual presentation on Wednesdays. A large marketing list is made and supplies ordered. The program of the demonstration, including recipes, is mimeographed to be handed out to our guests.

Continuity for all programs is typed in quadruplicate; one script for me to hold in broadcasting, one for the guest or other "part" written into the script, one for the master file in the station, and one for the plant manager's office. I also maintain two correspondence files, a club file, and an information file in which I store interesting bits of subject matter for future programs. I am on the mailing list of many manufacturers and publicity directors and receive a great supply of printed matter, much of which is helpful and all of which I examine.

My reading is especially directed toward the current women's magazines and fashion journals for the news on style trends, food trends,



CINDERELLA had nothing on Thora Taylor of Ogden, Utah, who recently won the title of Miss KLO in a personality contest conducted by that station. Miss KLO, a fashion model at night and an elevator operator by day, was sent to Hollywood where she was feted by radio celebrities for one week. She is pictured chatting with Don Wilson, NBC Hollywood announcer on the *Jack Benny Show* during a party given in her honor by Edgar Bergen of the *Chase & Sanborn* program.

beauty and homemaking. I also keep a weather eye on what our local shops are showing and pick up many program ideas at fashion shows.

Club Participation Program

The major part of my thought however, is given to the club plan which we use in connection with the visual broadcasts on Wednesday afternoons.

Our station has an auditorium that seats 200. Rather than issue a broadcast invitation to come and visit the studio, we set aside each Wednesday for a specific club group which is invited for that particular date. Letters are sent out to a list of club presidents, and those who are interested sign up for a date for their clubs. Invitation cards are issued for groups of not less than 50 and not over 200. On each card I fill in the name of the organization, the date and hour of the broadcast; and there is space for the guest to sign her own name and address, which she must do before turning in the card at the studio door. This gives us a live mailing list of women who have actually seen a visual broadcast and perhaps a demonstration of some product that is participating in it. The supply of these cards has to be sent to each club in time for distribution at the meeting prior to the broadcast date. Careful timing is even a factor in the executive branch of a broadcasting station.

The club is given a part in the afternoon's broadcast by allowing one of their members to speak for five to seven minutes on any phase of clubwork that is not for profit. Usually the talks are on philanthropic or educational work of the club, or a short history of the organization may be given.

To offset the long hours and hard work in a radio studio there is the pleasure of being more or less your own boss. I report directly to no one person each day . . . I come and go from the studio as

(*Continued on page 62*)



Change YOUR IDEAS

TIMES change. From the old emerges a greater, new idea. Radio has created a *new* market of 1,253,600 *families*. For the first time in advertising history Metropolitan Cleveland, the 27 great urban markets of the trading area, the 477 villages and towns, the 131,260 farms are all united in *one* compact listening and buying unit. All with the same daily needs, the same standards; all within easy steps of retail stores and *all* reached *simultaneously* by one single advertising medium . . WTAM, Cleveland, at the *lowest* cost per family.

WTAM
CLEVELAND

RED NETWORK *CLEAR CHANNEL* *1070 KC* *50,000 WATTS*

THE NATIONAL BROADCASTING COMPANY • A RADIO CORPORATION OF AMERICA SERVICE

PRODUCING
THE BEST
DAILY RADIO SERIALS

GUIDING LIGHT ROAD OF LIFE

WOMAN IN WHITE

IRNA PHILLIPS
Author and Script Supervisor

HOWARD KEEGAN
Production Director

STAFF WRITERS

Howard Keegan
John Young
Gertrude Prys

NEW SHOWS AVAILABLE

SPRINGTIME AND HARVEST
THE JOURNEY BACK
THIS IS MY LIFE
AN EXPERIENCE OF A LIFE TIME
STAR DUST

CARL WESTER & COMPANY
360 N. Michigan Avenue
CHICAGO

Loophole Claimed in ASCAP Contracts By Which Stations Pay Absorption Levy

DISCOVERY of a quirk in the current ASCAP contracts with broadcast stations resulting in substantial overpayment during the last four years, is claimed by Wilt Gunzendorfer, manager of KSRO, Santa Rosa, Cal., who proposes to raise the issue at the NAB convention in Atlantic City July 10-13.

Contending that broadcasters are paying ASCAP more than a 5% commercial fee, Mr. Gunzendorfer called for a clarification of the ASCAP contract provisions in any new arrangement made when current contracts expire in 1940 to rectify this error. He bases his contention on the observation that broadcasters absorb the 5% paid ASCAP in their rate cards, but have been paying the royalty on the gross rate rather than the rate minus the 5% ASCAP absorption levy.

He cited the case of a $2 spot announcement. Actually, the broadcaster has been paying 5% on that rate whereas his true rate is $1.90 since the 5% is absorbed in the rate structure, he held. What stations have been doing, he contended, is to pay "5% on the 5%".

Not Subject to Fee

Because advertisers complained about a separate 5% quotation for ASCAP music, when the present contracts became effective in 1935, Mr. Gunzendorfer said most stations decided to raise their rates and incorporate the royalty within the rate card. Thus, he contended, the additional 5% rate is not part of the rate structure of the station and therefore should not be subject to the ASCAP fee.

Going even beyond that, Mr. Gunzendorfer contended broadcasters should have charged ASCAP a fee to collect the 5% royalty from the advertiser. If ASCAP were forced to pay for collection agencies throughout the country as they are doing in the licensing of other groups, the cost would be substantial, he contended.

Explaining that he had "stumbled into this 5% on the 5%," Mr. Gunzendorfer said he had exchanged correspondence with E. C. Mills, ASCAP chairman, in which he stated that the interpretation placed on the agreement "is, to say the least, fantastic." Mr. Mills referred him to the language of the contract which he said was "perfectly plain and readable."

In reply to a further communication, from "Mr. Collins of ASCAP", Mr. Gunzendorfer said he was advised that the question whether the station is entitled to a credit on the 5% paid to the Society "depends upon the procedure which the station follows in billing the sponsor." The letter from Mr. Collins stated further:

"If you absorb the 5% payment you are not entitled to a deduction. On the other hand, if you charge the sponsor an additional 5%, in addition to the time charged in accordance with your rate card, then you would be entitled to such a deduction."

Contending that since 1935 broadcasters have been paying almost 0.5% more to ASCAP than the contract called for, Mr. Gunzendorfer said there was no question in his mind that if ASCAP allows stations to deduct a 15% agency commission it should also permit the 5% ASCAP commission deduction. If ASCAP last year collected from stations only $3,800,000, a rebate to broadcasters of better than $15,000 would be involved, under his computation, Mr. Gunzendorfer said. If the industry estimate that ASCAP is receiving a $5,000,000 fee is correct, then broadcasters would be entitled to a rebate of $25,000 for 1938, he said.

Declaring he proposed to raise this question at the Convention, Mr. Gunzendorfer asserted that during the last four years the "5% on the 5%" has amounted to close to $100,000 which has been overpaid ASCAP. He urged that in the new contract there should be a clear interpretation as to how the 5% is to be realized. The contract should not require 5% of the "net receipts" of the licensee for the sale of time, but should carry a deduction on the percentage paid ASCAP, he held. He also suggested a new definition for the term "net receipts from the sale of broadcasting facilities".



DEWEY LONG (left), manager of WSAI, Cincinnati, is congratulated by Mayor Stewart on the occasion of the station's 16th anniversary June 7. The mayor took part in a special program highlighting the station's development since it was founded in 1923 by the U. S. Playing Card Co. It was purchased by the Crosley Corp. in 1928.

Labor Charge Filed

E. F. PEFFER, owner of KGDM, Stockton, Cal., was charged with repeatedly failing to live up to a contract with the International Brotherhood of Electrical Workers Union, in a complaint recently filed with the National Labor Relations Board. A. S. Onweiler, business agent of the union, stated that charges are based on the discharge of members of the union employed at the station without just complaint and without calling it to the attention of a conference board set up in the agreement. It was charged that three union members have been dismissed since the labor organization entered into a contract last March. They are Robert Rush, an extra man; Ned Burman, announcer and operator and Wayne Worden, technician and maintenance man.

HAROLD THOMAS, operator of WATR, Waterbury, Conn., and WBRK, Pittsfield, Mass., has applied to the FCC for authority to erect a new station in Bridgeport, Conn., to operate with 100 watts night and 250 day on 1310 kc.

SENTENCED TO DIE!

December 1940 Date of Execution Unless Broadcasters Refute ASCAP Challenge With Tax Free Music

"BROADCASTING" IN ITS ISSUE OF APRIL 1st, SAID: "Coincident with the NAB meeting, it was interesting to note a couple of trial volleys from the ASCAP camp which to "old timers" were reminiscent of earlier negotiations. E. C. Mills, former ASCAP general manager, now chairman of its executive committee, loosed a typical broadside against "NAB stupidity;" purported NAB espousal of State anti-ASCAP laws (which is questioned by broadcasters themselves who have been seeking NAB support); and then, as always, threatened withdrawal of ASCAP music.

With 21 months to go before expiration of present contracts, NAB as industry negotiator is starting none too early. The copyright history of 1932 and 1935 should not be forgotten. In each instance, broadcasters, with their backs to the wall by virtue of division in their ranks, of "pre-negotiation" of contracts by certain groups and of discriminations openly practiced by ASCAP, found they were forced to accept its terms UNDER PAIN OF WITHDRAWAL OF PERFORMING RIGHTS.

It is fair to assume that ASCAP will be satisfied with its present royalty "take," variously reported as between $3,500,000 and $5,000,000 a year. BUT IT OBVIOUSLY WILL ASK FOR MORE. Broadcasters do not begrudge payment of royalties if they can do so under conditions which do not entail duress and under circumstances which would involve payment, only for what they use—NOT WHAT ASCAP DICTATES AS A "PRIVILEGE TAX."

Our Transcription Service Protects You!

It is the

Best Music Deal in America!

DAVIS & SCHWEGLER

Recorded Tax-Free

MUSIC LIBRARY

$53.28 per Month

64 New and Popular Tunes per Month

Service now available • Order your music library tax-free now

Outright sale - - not leased!

DAVIS & SCHWEGLER

1009 West Seventh Street Los Angeles, California

SEND FOR A SAMPLE TRANSCRIPTION . . . FREE!

Television Still Experimental and Local, RMA Warns in Prophesying Its Growth

RMA-NAB cooperation in selling the American system of broadcasting, and television were the highlights of the 15th annual convention of the Radio Manufacturer's Assn. held at Chicago's Stevens Hotel June 13-14. From Washington came Neville Miller, NAB president, and FCC Commissioner T. A. M. Craven to address the convention. Mr. Miller outlined the cooperative RMA-NAB campaign to which each has contributed $7,500 and emphasized the campaign's objectives in acquainting the public with the purposes and techniques of the competitive American radio system. He told the convention how more radio sets could be sold to the additional listeners acquired by the cooperative campaign, and stressed the effectiveness of "National Radio Week" in proving to the American public the extensive service features of American radio.

Directors' Statement

All eyes were on television and Commissioner Craven devoted his speech to a searching analysis of television's problem [BROADCASTING, June 15]. Significant was his statement that "Jobbers and others who sell broadcast receivers should know that while television is here in the early stages of practical technical development, it is not here and cannot be here for several years from the standpoint of stabilized operation of a real service on a nation-wide scale."

The RMA Board of Directors issued a special statement cautioning RMA members against accepting too quickly the conclusion that television will be broadcast nationally in the near future. The statement was made, the Board said, "because the inauguration of television in New York may arouse false and ungrounded hopes in the minds of the people throughout the country and because television has suffered from over-statement. Even where television is available, or may become available, it must be considered as a supplemental service to radio broadcasting, and for that reason will not render the modern radio receiving set obsolete any more than an airplane renders the modern automobile obsolete. They are and will be different types of services.

Limits to Service

"Television is something that those living in New York may now have in a limited way and a few additional stations are in prospect at the present time, while others will probably develop when a solution to the financial side of such broadcasting can be found. The experimental character of telecasting means that the programs will be on a trial basis and until experience has been gained in the kind of programs that are of real service to the public they cannot be broadly duplicated over many stations. These programs for some time to come will, of necessity, be limited at best to a few hours a day."



Owen in the *Norfolk* (Va.) *Virginian-Pilot*

"That television set cost me enough without you throwing pop bottles at the umpire!"

Albert S. Wells, president of Wells-Gardner & Co., Chicago, was reelected president of the RMA and Bond Geddes was reelected executive vice-president with John W. Van Allen reappointed as general counsel. Leslie F. Muter, president of The Muter Co., Chicago, was elected treasurer. The two new directors elected were Ernest Searing, president of International Resistance Co., Philadelphia, and Ray F. Sparrow, vice-president and sales manager of P. R. Mallory & Co., Indianapolis. Other directors who were reelected included: Ben Abrams, Powel Crosley, Jr., James S. Knowlson, E. F. McDonald Jr., Glenn W. Thompson, B. G. Erskine, H. E. Osmun, J. McWilliams Stone, J. J. Kahn, James C. Daley, Octave Blake.

In discussing the manufacturers problems before the convention, President Wells said that "business and labor are both victims of crushing taxation and government regulation" and urged RMA members to help "reestablish in the minds of everyone the consciousness that fundamental economic laws created from the beginning of time cannot be changed by wishful and illogical thinking. Business must proclaim the truth concerning itself and its proper relation to our political and economic life."

Miller Asks Cooperation

Neville Miller, president of the NAB, explained that with television on the horizon and facsimile already here, the broadcasting industry is going through a transition period requiring continued teamwork between the RMA and NAB. He pointed to success of last spring's Open House Week and prophesied that fall and winter promotion plans would be approved by both branches of the radio industry.

More than 10,000 persons attended the National Radio Parts Trade Show held in conjunction with the RMA convention. Interest was particularly keen in all exhibits of television equipment. RCA Mfg. Co. held a television demonstration in its Chicago offices during the convention, televising traffic along Lake Shore Drive and on June 20 opened a public television demonstration at Marshall Field & Co., Chicago department store. A glassed-in studio was constructed so the public might watch artists

(*Continued on page 64*)

Engineering Services for Radio Stations

Allocation Engineering — Frequency Surveys

Antenna Designs of all Types

Particular Consideration to Directional Characteristics

Counsel on Station Construction

Location of Station Sites

Equipment Studies — Engineering Advice

Field Intensity Measurements

General Communication Problems

Engineering Consultants Before Federal Communications Commission

McNARY and CHAMBERS

National Press Building — National 4048

WASHINGTON, D. C.

James C. McNary • Joe A. Chambers



AND YOU'LL NEVER FIND IT IN DATA BOOKS!

● This Market Data Edition of Broadcasting will prove a valuable addition to your data files . . . but you may surround yourself with all available reference books on listening areas, radio homes, rate structures or retail sales charts and you will still find yourself lacking in complete information for an accurate evaluation of radio station power, ranking and effectiveness.

Listening area studies, for example, fail to show the listener loyalty built up by WKY, KLZ or KVOR. Census books on buying power fail to prove the consistent, effective merchandising force these stations exert for sponsors day in and day out. Rate cards fail to reflect the power of these stations to win Variety's recognition year after year as the outstanding stations in their respective fields.

The story of WKY, KLZ and KVOR is one of perfect coordination of men, methods and machinery . . . too much alive to be filed away in any steel cabinet . . . too big to be measured by the usual yardsticks.

WKY
OKLAHOMA CITY
NBC ● 900 Kc.
"Show Place of the Southwest"

KVOR
COLORADO SPRINGS
CBS ● 1270 Kc.
"Home Station of Southern Colorado"

KLZ
DENVER
CBS ● 560 Kc.
"The Pioneer of the West"
Affiliated Management

THE OKLAHOMA PUBLISHING CO. ● THE DAILY OKLAHOMAN AND TIMES ● THE FARMER-STOCKMAN

Represented Nationally by The Katz Agency, Inc.

7 Reasons to see Weste
at the NAB



ASK YOUR ENGINEER—

to check up on these newest Western Electric pacesetters. Specialists from Bell Telephone Laboratories, Western Electric and Graybar will be on hand to answer all your questions about the latest Western Electric equipment for better broadcasting.

n Electric's Big Show

onvention!



Western Electric

EQUIPPED FOR BETTER BROADCASTING

Distributed by GRAYBAR

DISTRIBUTORS: Graybar Electric Company, Graybar Building, New York City. *In Canada:* Northern Electric Co., Ltd. *In other foreign countries:* International Standard Electric Corp.

In Salt Lake City
SHOWMANSHIP
is the ship to
Sail on—and
Sell On!
Alert advertisers are booking passage on the station that wins FRIENDSHIP through Showmanship.
5,000 WATTS daytime 1,000 WATTS night
POPULAR STATION . . .
KDYL
The Popular Station
SALT LAKE CITY
NBC RED NETWORK
Representative: John Blair & Co.

Youth Dominates PACA Radio Session

Juniors Discuss Radio Coverage, Service At Oakland

THE broadcasting executive of tomorrow had his day at the 36th annual convention of the Pacific Advertising Clubs Association in Oakland, Cal., on June 28 when the radio departmental meeting was turned over to junior members of NBC and CBS. Three youths from each of the network's Hollywood guest relations staff were delegated to tell approximately 1,000 broadcasters and advertising agency executives from the 11 western States a bit about the radio industry.

Although given only five minutes each to discuss their respective subjects, from the enthusiasm displayed by those attending, a good job was done by these youths. The series was titled "Radio—Modern Merchandising Miracles," and Don E. Gilman, NBC western division vice-president, introducing the youthful speakers, stressed the importance of giving the young men and women of today an opportunity to express themselves, calling attention to the fact that they were the leaders of tomorrow.

Radio Preferred

Jack Samways, NBC, speaking on "Radio and the Consumer", stated that people spend more money *for* radio and more time *with* radio than any other single advertising medium. He further declared that the American people prefer radio to any other medium of mass communication and backed up his statement with figures showing *that* the number of families owning radios has increased from 12 million in 1930 to more than 28 million in 1939. He pointed out that in addition there are more than 6 million automobile radio sets, while 7 million homes have extra sets, or a grand total of approximately 41 million in every day use.

People Listen

"Computation of the average listening time per day, per listener gives a total of 95,500,000 families listening hours every day of the year," he said. "Therefore, radio is the preferred advertising vehicle. The American people spend 526 million dollars for morning, evening and Sunday papers and 162 million dollars for magazine subscriptions and single copy sales, but more than 700 million dollars is spent for the purchase, operation and upkeep of radio sets.

"There are 14 million persons who have radios but no telephones; 14 million who have radios but no electricity, and lastly there are more radio homes than passenger automobiles. Radio develops a more intense emotional response to advertising than any other advertising medium."

Consumer coverage in metropolitan centers, secondary outlying cities and town and rural areas, was outlined by Robert Barlow, CBS. He explained the difference in daytime and nighttime coverage, using statistical data of KNX, Hollywood, for illustration.

"A recently completed survey made by the Joint Committee on Radio Research shows us that the rural areas have practically the same high levels of listening habits as those found in the cities," he said. "Prior to this study the listening habits of the rural areas could only be surmised, and radio advertisers found themselves in the position of attempting to reach potential customers without knowing too much about their number, location and listening habits to adequately provide for their advertising plans. Now we know what we have long believed to be true—that radio is the one medium that will give you uniformly effective coverage over all three markets—in one simple campaign and at one economical cost."

How audiences are surveyed for an accurate check on listeners habits was told by Harold Haklik, NBC, who declared that the actual number of persons receiving an advertising message via radio can be estimated with accuracy unequalled in any other advertising medium.

"Readership tests are made comparatively infrequently, whereas in radio, day in and day out, period by period, program by program, telephone checks may be and are being made as advertisers check the audience listening to their particular programs," Haklik said. "No other medium of advertising has ever been asked to prove readership or listenership so completely and so frequently as radio." He briefly explained the basic survey methods by which audience size on specific programs are checked—the telephone coincidental, the postcard and the recall survey.

Answering the question, "Does Radio Sell Goods?" Robert Fisk, CBS, stated that the success of radio broadcasting as an advertising medium is convincingly shown in the meteoric rise of the radio



CHARLES HAMP, veteran Los Angeles singing monologist (center) looks over the merchandising plans for his new thrice-weekly quarter-hour program, *Mr. Hamp Goes to Town*, sponsored by John Morrell & Co. (E-Z Cut Ham), on KNX, Hollywood. Discussing it with him are (left), R. H. Alber, representing Henri, Hurst & McDonald, agency servicing the account, and Harry W. Witt, KNX sales manager.


She'll Be There To Greet You
AT THE
N. A. B.
WFIL'S QUAKER MAID
WHEN you go to the Convention at Atlantic City this comely, statuesque, young lady will be on hand to pin a flower on your lapel. She's a far cry from the straight-laced, demure Quaker Maid of yesteryear, but she does typify that real "Old Philadelphia" hospitality. And that of course is typical of WFIL's treatment of its advertisers, warm, friendly service that delivers results.
560 KC WFIL 1000 WATTS
NBC BLUE • PHILADELPHIA • MUTUAL

Have We Got A Summer!


Who said Miami died in the Summertime!
1938-39 Winter Season left $12,000,000 more here than year ago!
Building permits racing to all time high! (with exception of 1925-26 boom year)
Florida Power & Light Co. will refund about $4,000,000 to Miami Customers on or before July 15!
Summer tourist season looks better than ever!
WIOD is tops in Florida!
Map at left is—Florida—SALES SIDE UP!
WIOD MIAMI FLORIDA

industry in the advertising field and presented several case histories bearing out his arguments.

"The food advertisers, perhaps the best index to any advertising medium, invest more money exclusive of talent on only four networks than they do in all the general magazines, more than twice as much as they invest in all women's magazines," he said. "Soap, another indicator, has upped its radio advertising from 4 to 10 million dollars in the last four years. Cigarettes have shown an equally steady increase, from 3 million dollars in 1935 to 9 million dollars in 1938. And these are but three advertising groups that have increased their radio advertising. Every group that has once used radio has since added to its radio copy.

"How has this affected the radio dollar? The answer is, very materially. In 1928-29, radio had to content itself with 1.7% of all advertising expenditures. In 1937 this percentage had grown to 14.7%, an amazing increase of 588%, all the more remarkable when you consider that all other advertising media have shown a decline for the same period. An increasingly large number of advertisers spending more and more money each year amply attests to the value, efficiency and economy of this great medium."

First in the Home

Radio advertised products are the first to be found in the home and are first in dealer preference, George Volger, NBC, told the PACA delegates and visitors. Discussing "Radio and the Retailer", he pointed out that in a recent survey conducted among 2,720 dealers by the Psychological Corp. of America, the results showed an overwhelming belief in the superiority of radio advertising. The survey included three types of retailers — grocers, druggists and gasoline dealers. It was conducted in 26 cities and towns distributed scientifically throughout the country.

"All the networks and stations individually are working hand in hand with all interested parties to increase sales at retail, to make more sales over the counter for radio advertised products," Volger said. "These men at the point of purchase know only too well that broadcast advertising has literally been a merchandising life belt during these past several years of lowered incomes."

The American system of broadcasting, based on freedom and fairness on the air, must be preserved and strengthened, Richard Haysel, CBS, warned in discussing "Radio as An Instrument of Democracy".

Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, Los Angeles, was in charge of the radio departmental and spoke briefly. There was also a short address by Donald W. Thornburgh, CBS Pacific Coast vice-president, Hollywood, who told how his organization is giving its junior members a thorough general training in broadcasting, equipping them for future executive jobs in the industry.

Get this Picture! of VIRGINIA'S SUMMER BARGAIN

159,520 RADIO HOMES PLUS 500,000 VACATIONERS



● Here is a radio bargain you can't afford to miss—two stations almost for the price of one. Buy coverage of the prosperous Norfolk market over WTAR and get identical service over WRTD covering the concentrated Richmond market — for only 20% more than the regular cost of WTAR alone. You get intense localized coverage of both of Virginia's richest buying areas plus half a million vacationing listeners.

Check These Costs!

15 MINUTES NIGHT (BASE RATE)

WTAR	$60.00
Add 20%	12.00
WTAR-WRTD	$72.00

50 WORDS NIGHT (BASE RATE)

WTAR	$14.00
Add 20%	2.80
WTAR-WRTD	$16.80

Now Figure the Saving

All other rates and periods on the same basis.

WTAR NORFOLK + WRTD RICHMOND

YOU GET BOTH OF VIRGINIA'S LARGEST MARKETS

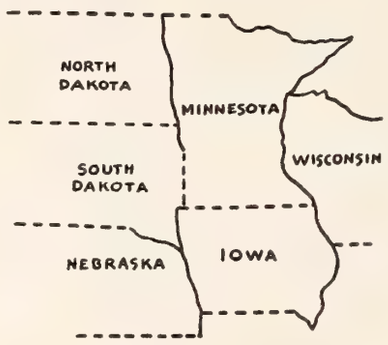
Owned and Operated by Norfolk Newspapers, Inc.

NATIONAL REPRESENTATIVES EDWARD PETRY & CO

Owned and Operated by Richmond Times Dispatch

REACH and SELL

this market!



THE NORTH CENTRAL BROADCASTING SYSTEM . . . is your key to America's richest farm market. This regional network, formed to meet the most exacting requirements of the advertiser, reaches nearly 8,000,000 people in 1,800,000 radio homes. NCBS offers you this mass market for approximately 18.8 cents per thousand radio homes. It's a *plus* rural market that you can't afford to overlook.

And NCBS does a hard-hitting selling job through original program ideas, tailor made for this market. Consider NCBS when you plan your fall campaigns. Sample programs are already on wax waiting to be shipped to you to audition and consider.

PROGRAMS AVAILABLE

NAMES IN THE NEWS
TALL TALES OF TALL TIMBERS
FARM & HOME EXPOSITION OF 1939
CONCERT NIGHT IN PERKINS CORNER
(Participating programs are available also)

Complete merchandising plans are submitted with each program.

Write or wire NCBS today.

NORTH CENTRAL BROADCASTING SYSTEM, INC.

Executive Offices:

Empire National Bank Building, St. Paul, Minnesota

New York Office: 341 Madison Avenue, New York, N. Y.

Can Women Fish!

CONTEST on WLS, Chicago, is designated to settle the argument as to whether women are good at fishing and should be allowed on fishing trips. Harriett Hester, educational director of WLS, and Announcer Cy Harrice started the argument on the daily *Homemakers' Hour*. Five prizes of fishing tackle are offered for the best letters. Mrs. Hester is also polling the audience, telling those who don't have time to write a letter to just drop WLS a card with a yes or no.

Gellatly's New Post

COINCIDENT with the opening of a New York office, under the direction of William B. Gellatly, former sales manager of WOR, Kasper-Gordon Inc., Boston, announced release of a number of new transcribed programs. Mr. Gellatly has established headquarters at 9 Rockefeller Plaza and will contact New York and Philadelphia agencies on new business, syndicated transcribed shows and custom-built transcriptions. Such firms as Castilian Soap Co., Dr. Pepper, 2-in-1 Shoe Polish, Shinola, and New England Baking Co. are now sponsoring its transcribed productions, Aaron S. Bloom, director of the Kasper-Gordon commercial department announced. Kasper-Gordon also has inaugurated a card-folder series of mailing pieces distributed nationally.



Mr. Gellatly

HUGH J. POWELL on June 15 became sole licensee of KGGF, Coffeyville, Kan., under an order of the FCC authorizing sale of Stanley Platz's half interest to him for $33,333 [BROADCASTING, June 1].

THE FCC on June 15 authorized an increase in the daytime power of WTHT, Hartford, from 100 to 250 watts.

Women in Radio

(Continued from page 52)

I choose. And I have the satisfaction of feeling that for 15 minutes out of each day there are a few people around this vicinity who look forward to my coming in for a chat with them via the radio.

This is evidenced by the mail received . . . and there is nothing like mail to a person on the air. No one can possibly realize what it means to receive letters and cards until she experiences the handling of a program. It is the yardstick by which results are judged; and when you hear a radio girl say she is "busy with her fan mail, thank goodness" you may know that she is entirely sincere.

In my case, each card or letter is personally attended to . . . for the director of a woman's program receives such odd and varied requests that it is necessary that they be handled by a person who knows what to do with them. The requests for recipes are simple, but a demand for planning a church bazaar presents more of a problem. Each letter is carefully answered, because a neglected radio fan may become a real liability.

Writing Commercials.—This work requires writing experience plus a knowledge of selling. Ex-newspaper and publicity writers have some of the fundamental qualifications, and copywriters in advertising agencies, advertising departments of big stores and manfacturing concerns develop into good script writers.

Directing a Woman's Program.—This job, which unites the writing of commercials and program continuity with actual broadcasting and sometimes cooking demonstrations, carries a list of essentials, or "musts," and a secondary list of assets.

Essentials:

1. A natural, clear voice that registers well.
2. A college education or its equivalent: a home economics degree in most instances.
3. Writing experience: to express thoughts naturally and easily, to plan and prepare programs in advance or write on the spur of the moment, to present informative materials in an informal manner.
4. Platform experience: especially

LOS ANGELES' FOSTER & KLEISER BILLBOARDS SAY



for visual audiences and to appear as guest speaker on other programs.

5. The ability to think on your feet: it is often necessary to cut or extend continuity, and emphasis must be properly placed.
6. The ability to meet people.
7. A practical, fundamental sense of values.
8. The ability to "wear well" with your associates, to become neither submerged nor blinded by the spotlight of success.
9. Confidence: know that you can do what you have to do.

Assets:

1. Sales experience.
2. Publicity and sales promotion experience.
3. Editorial experience.
4. Food or equipment demonstrating.
5. Contact with women's groups.
6. A genuine interest in people; one cannot talk convincingly to people in whom one has no interest.
7. A working knowledge of all the field of a woman's interest, from the theater to the thimble.
8. Personal grooming: a "personality" has a certain reputation to uphold, yet she must be natural in appearance as well as in actions.

Besides the job of directing a woman's program . . . or filling the post of "director of women's activities," as it is sometimes called . . . there are other opportunities for women in local broadcasting stations. For instance, the job of secretary or assistant to the station manager or to the program director.

At NBC headquarters in New York, the assistant to the president is a woman, as are the head of the audience mail department, which handles fan mail, and the head of the continuity acceptance department, which okays or censors all radio script for NBC. The commercial manager is also a woman . . . one of the pioneers of the business; and, of course, the official NBC fashion reporter. There are three women who book NBC artists both in and out of New York, a production woman who handles children's programs, another woman who helps plan musical features, and several outstanding continuity writers. Some local stations across the country have women managers, and there are numerous woman assistant program directors.

Television Next!

Television will probably catch up with this book so that revised editions of it will have to give more than a postscript to this subject. Meanwhile, many women are anticipating some part in television advertising. It is believed that the first use of this new medium will be in the more extended *demonstration* of products; especially foods, home equipment, cars, and cosmetics. There are three ways in which you might participate:

1. Visually, as commentator or demonstrator.
2. By coming in as a voice, offstage, delivering the commercial.
3. By writing the commercials and stepping into the visual area when you deliver them.

As program material, it is believed that the first television offerings will be news events, travel and educational shorts, and interviews with personages . . . much like today's newsreel movie theater. These program features will be sponsored, and acting for the sponsor, you may appear between features and deliver your own commercial in full view of the audience.

To be a visual part of a demonstrating program, you'll be required to combine the mental alertness and glib tongue of any radio announcer with the streamlined figure and photogenic face of a Hollywood star. You needn't be a beauty; but you must be trim and pleasing in appearance, with the proverbial face that "photographs well." Your clothes will be much more of a factor than in lone studio broadcasting, and you'll have to arrive in time for a full theatrical make-up, although the weird color effects of early television experiments will not be required. You will televise in black and white at first; color may come later. There is a possibility that television may improve the opportunity for women announcers . . . who are not now a strong factor in radio.

Production? Where can you get that around here? **WMT, of course!*



It's very doubtful if such a conversation would ever occur in a broadcast of Toby's Corntussel News over WMT, (of which the above is an actual photograph). But, the conversation we've handed to Toby Tolliver and Susie Sharp, editor and star reporter, respectively, of this mythical newspaper in mythical "Corntussel, U. S. A.", is the real McCoy. Corntussel News is a WMT production, fed to four other stations.

Loyal following? Yes. 11,938 WMT listeners recently asked for a printed copy of the Corntussel News—a thing of absolutely no intrinsic value. Thousands more listeners to the other stations asked for copies.

That mail pull speaks loads. But read this excerpt from a letter from the agency:

"I feel that you would be interested to know that we are highly pleased with the manner in which the staff of your station and Mr. and Mrs. Neil Schaffner (Toby and Susie) are handling the production of Toby's Corntussel News. Because you are feeding this to four other stations daily, WMT carries the entire burden of responsibility in the matter of program production.

"It goes without saying that both our client and ourselves are appreciative of the fine cooperation you are giving us in originating this broadcast."

Corntussel News is just one of the popular programs produced by WMT. Such production facilities help to give WMT its intensely loyal audience among the 747,569 radio homes in Eastern Iowa, Western Illinois and Southwestern Wisconsin.

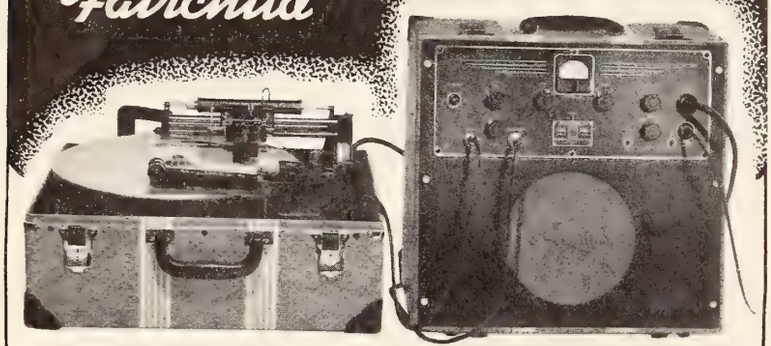
WMT is economical, too. Some 15 minute rates figure as low as 3 cents per thousand radio families.

You want more information? Drop us a line or call your nearest Katz Agency Office.

**And, of course, WMT can be bought in combination with WNAX and KSO or KRNT at an exceptionally low rate.*

WMT Cedar Rapids-Waterloo • 600 Kilocycles
NBC Blue-MBS • 5000 Watts L.S. • 1000 Watts Night
Represented by THE KATZ AGENCY
69,000 Square Miles of the RICHEST PART of the MIDWEST

Engineers you know will be glad to tell you about Fairchild



You're sure to know at least a few of the hundreds of engineers who use Fairchild F.26-2 Recorders. Just ask them to tell you about the results they achieve with this equipment. You'll find they're as proud of these fine precision instruments as we are.

For Fairchild sound recording equipment paces the industry. For example, the Fairchild F.26-2 Recorder has:

1. High gain amplifier to permit the use of a microphone without the necessity of a pre-amplifier.

2. Instantaneous change of speed from 33⅓ RPM to 78 RPM through push button control.

3. Floating motor mount to eliminate all possibility of objectionable motor vibration.

4. Direct synchronous speed gear and worm drive at 33⅓ RPM to assure split second timing for wow free recorded programs.

5. Provision within the Recorder itself for variation of pitch and direction of cut. No expensive additional feed screws necessary.

6. Dynamically balanced 16 pound cast-iron turntable.

The Fairchild Recorder is a complete unit. It is instantly ready to record on any type of disc up to 17¼". With the exception of the microphone and stand, no additional purchases are necessary.

Send today for descriptive literature.

"...it had to satisfy Fairchild first"

FAIRCHILD

Sound Equipment Division

AERIAL CAMERA CORPORATION

88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

Video Cold Cure

TELEVISION'S latest use —as a therapeutic agent— was reported recently by Wilfred Guenther, coordinator of television for the Crosley Corp. Mr. Guenther reports that performers with colds or sinus trouble definitely are relieved after working a couple hours or so under the hot batteries of lights used for video illumination.

RMA on Television

(Continued from page 56)

and announcers of NBC-Chicago as they were televised. A dozen RCA television receivers were installed for the demonstration, which will continue through July 1.

Among the exhibitors at the Astatic Microphone Lab. Inc., Youngstown, O.; Bliley Electric Co., Erie, Pa.; Brush Development Co., Cleveland; Cornell-Dubilier Electric Corp., S. Plainfield, N. J.; Tobe Deutschmann Corp., Canton, Mass.; Federal Recorder Co. Inc., New York City; Hygrade Sylvania Corp., Emporium, Pa.; Jensen Radio Mfg. Co., Chicago; National Carbon Co., Inc., Chicago; National Union Radio Corp., Newark, N. J.; Presto Recording Corp., New York; Raytheon Production Corp., Newton, Mass.; RCA Mfg. Co., Camden, N. J.; Thordarson Electric Mfg. Co., Chicago; Triplett Elec. Instr. Co., Bluffton, O.; United Transformer Corp., New York; Universal Microphone Co. Ltd., Inglewood, Cal.; Ward Leonard Electric Co., Mt. Vernon, N. Y.; Weston Elec. Instrument Corp., Newark, N. J.; Wincharger Corp., Sioux City, Ia.

EVERETT MITCHELL, senior announcer of NBC-Chicago featured on the *National Farm & Home Hour*, was named "Ambassador of Good Weather" June 21 by O. G. Mayer, president of the Chicago Chamber of Commerce. During the last five years Mitchell has opened the program with, "It's a beautiful day in Chicago". To test his audience, he discontinued the expression one day and received thousands of letters of protest.

LEVER BROS. Co., Cambridge, Mass. (Rinso), on June 16 started the third year of its twice-daily serial *Big Sister* on CBS with the program celebrating its 700th episode and 1400th broadcast. Agency is Ruthrauff & Ryan, New York.

INCREASE TO 50 KW. IS SOUGHT BY WPTF

AUTHORITY to increase its power from 5,000 watts to the maximum of 50,000 watts on the 680 kc. channel was requested of the FCC by WPTF, Raleigh, in an amended application made public June 20. Asking the Commission to accept an amendment to a previous application, which requested full-time operation with 10,000 watts, the Raleigh NBC outlet proposed installation of a directional antenna which would suppress its signal in the direction of KPO, San Francisco, present dominant station on the channel.

Filing of the application, with the cooperation of NBC, resulted from the recent amicable settlement of the differences between the network and Durham Life Insurance Co., licensee of WPTF, under which NBC dropped its option to purchase the station for $210,000. At that time it was agreed that NBC would not stand in the way of WPTF's increase in facilities. It has been regularly licensed as a limited-time station on the KPO clear channel but under special authorization has operated during evening hours. The new application is for fulltime 50,000-watt duplicated clear channel operation.

Filing of the application anticipated the promulgation by the FCC of new rules and regulations under which the KPO channel would be authorized for duplicated East-West Coast operation. It was estimated that from $175,000 to $200,000 would be expended for the new WPTF facilities, including disbursements for transmitter, antenna, site, etc. New studios also are contemplated.

Sells WGTM Holdings

BEN FARMER, partner with H. W. Wilson in the operation of WGTM, Wilson, N. C., 100-watt daytime outlet on 1310 kc., has sold his interest to a group comprising Mr. Wilson, Charlotte L. Burns, sister of Mr. Wilson, and George C. McDonald, head of the Monroe Steel Castings Corp., Monroe, Mich. The purchase price of the 50% of the stock of WGTM Inc., would be $5,000. The transfer of control requires FCC approval.

WPTF, Raleigh, acting after permission for experimental operation from the FCC, recently increased its hours of operation by one hour daily, signing off at 12 midnight rather than 11 p. m. WPTF now broadcasts regularly 124 hours weekly.

WHAT? NO JACKRABBITS!

Nope, nary a Jack, partner. An' no mountain goats, either!

Not when KLO's new 5000 watt transmitter directionalizes its power in Utah's zone of greatest population, eliminating waste coverage of non-populated areas.
You buy POPULATION, not desert and mountains, when you buy KLO.
In fact you buy 90 per cent of the combined Utah and Southeastern Idaho markets at the cost of local coverage, actually a market of over 400,000 listeners. And they DO LISTEN.
Proof? All right. General Mills and Goodrich bought KLO for Utah coverage for their 1939 baseball broadcasts. Eighty-seven per cent of KLO's local advertisers renewed in 1939.
If you're SCOTCH (or even like it) then give yourself an economy treat and buy

K L O

THE 5000 WATT VOICE OF UTAH

Affiliated with the NBC Blue Network

Bryant, Griffith & Brunson New York, Chicago, Detroit

TELEVISION...

Transmitter to Receiver



ALLEN B. DU MONT LABORATORIES, INC.

PASSAIC, NEW JERSEY

NEW YORK OFFICE: 515 MADISON AVENUE CABLE ADDRESS: WESPEXLIN, NEW YORK

The USG System Provides Effective Sound Control



Station KXOK, St. Louis, Mo., meets today's high standards for high fidelity broadcasting with the USG system of sound control. Geo. M. Nixon, Consulting Acoustical Engineer.

When you entrust your sound control problems to USG, you are assured of complete co-ordination of materials and structural requirements—skilled analysis of needs—thoroughly experienced engineering—careful craftsmanship. Let USG "sit in" on your sound-control plans. The advice of our engineers is yours without cost or obligation.

UNITED STATES GYPSUM COMPANY

300 West Adams St., Chicago, Ill. B-7

WITH THE PRINCE
WDAY Covers Norway's Royal Party During Visit

WHEN Prince Olaf and Princess Martha, of Norway, came to North Dakota's Red River Valley recently, WDAY, Fargo, literally dogged their heels for its listeners, carrying 15 broadcasts during a week packed with special events centering around the royal visit. The station started in with a 350-mile pickup from Minot, N. D., via the WDAY mobile unit when the couple entered the State and ended a week later as they left, meantime making pickups in five different cities.

The parade in Fargo, highlight of the week, was covered for WDAY by a crew of seven announcers and seven engineers, using the mobile unit, pack transmitter, remote control equipment, a shortwave set in an airplane flying overhead, and a mike located atop the local Black Bldg., eight floors above the line of march. Another good service angle employed by WDAY was its use of a narrator describing the events in Norwegian, supplementing the regular English commentaries.

Brady Suit Dismissed

APPELLATE division of the New York Supreme Court on June 19 upheld a decision of the Supreme Court and dismissed a $250,000 damage suit brought by William A. Brady against WOR, Newark, Blackett - Sample - Hummert, and the Chas. H. Phillips Chemical Co. Plaintiff claimed plagiarism of his play "Way Down East" on a broadcast on WOR, and sought an injunction and accounting of profits. Decision was based on the court's discovery that Brady's copyright had expired before the broadcast.

KVOS Hearing Called

A HEARING on the application of the Bellingham Broadcasting Co., Inc., for the facilities of KVOS, Bellingham, was authorized in that city by the FCC June 20 on a date convenient to the parties involved. Under the plan, FCC attorneys and engineers will be sent from Washington to conduct the proceedings. Principals of the Bellingham Company are Arthur Osgood, Bob Waters, and Sydney R. Lines, Jr. of that city. KVOS is owned by Rogan Jones.

Cut by Dredge

WHEN THE U. S. Army dredge *Bacon* was swept out of control by the tide, the vessel severed the cable between the studios of WCSC, Charleston, and its transmitter, forcing the station off the air. With rapid action by J. B. Fuqua, chief engineer, and Jim Weaver, transmitter engineer, the station was off the air only 50 seconds. Weaver started the transcription turntable and notified the studios. The program department moved to the transmitter until wire service was restored. Only program missed was *Magic Key of RCA*.

PROGRAM CHECKING OF FTC EXTENDED

REFLECTING a widening surveillance over purported false and misleading advertising claims in commercial radio continuity, resulting from broadened powers under the Wheeler-Lea amendment to the Federal Trade Act along with "very gratifying" cooperation of broadcast stations and networks in submitting their commercial scripts for examination, the Radio & Periodicals Division of the Federal Trade Commission in the last year, from June 1, 1938, to May 31, 1939, procured a total of 618,003 individual radio continuities. Of this number, 598,134 had been examined at the time the 12-month figures were computed.

The activity of the FTC in scrutinizing advertising copy in newspapers, magazines and radio has increased considerably since the organization last fall of the Radio & Periodicals Division to replace the special board of investigation which formerly handled this phase of FTC investigation. Since March six new junior attorneys have been added to the Division personnel, bringing its legal staff to a total of 29, including Director PGad B. Morehouse and W. F. Davidson, recently named assistant director.

During May, 1939, the Division examined 71,316 pages of continuities on local programs sent in by individual stations, and 43,250 pages of network commercial scripts. The average length of the local station continuities was about 1½ pages, and the network scripts 10 pages. In the 4½-year period from July 1, 1934, to Dec. 31, 1938, the Division procured 2,022,685 commercial continuities, out of which 120,400 were marked "questionable". From July 1, 1938, to April 30, 1939, 523,183 scripts were procured, and of the 515,849 examined, 24,873 were marked "questionable" and held for further investigation.

Barn Dance in Movies

WLS, Chicago, has sold the motion picture rights to its *National Barn Dance* to Republic Productions for their 1939-40 picture schedule, according to an announcement June 20 by E. W. Kurtze, of the WLS Artists Bureau. Production details have not been worked out, but the title has been contracted for and the scenoria is being written. Republic recently bought the WLS musical comedy serial *Hometown* as a starring vehicle for Lulu Belle and Skyland Scotty.

Asks Libel Damages

SUIT for $15,000 by Ernie Adamson against Bamberger Broadcasting Service, Consolidated Cigar Co., and Frank Singiser, WOR commentator, was revealed on June 14 when the plaintiff applied for a transfer of the suit from New York Supreme Court to Federal Court. Adamson claims he was libelled on a program sponsored by Consolidated Cigar on WOR, Newark.

JERRY DANZIG, commercial program manager of WOR, Newark, has taken an option on Jay Victor's new comedy "Tomorrow is a Woman", which will be produced this summer in stock with a view to Brodway production this fall.

INVITATION

•

You are cordially invited to visit

a demonstration of a completely new line of

RECORDING EQUIPMENT

to be shown for the first time at the

PRESTO DISPLAY ROOMS

AMBASSADOR HOTEL

ATLANTIC CITY

during the

NATIONAL ASSOCIATION OF BROADCASTERS CONVENTION

JULY 10 - JULY 13

•

PRESTO RECORDING CORPORATION

242 WEST 55TH STREET, NEW YORK, N. Y.

Basic Questions of Allocation Are Raised by Disputed Grant

Payne Gives WDGY Fulltime on Temporary Basis; Conflicting With Havana Treaty Provisions

AN ACTION of Commissioner George H. Payne, granting WDGY, Minneapolis, special authority to operate fulltime in lieu of its limited hours on the air, over the adverse recommendations of FCC engineers and attorneys, has precipitated what is described as a possible new breakdown of allocation fundamentals in broadcasting.

As commissioner in charge of routine broadcast actions, Mr. Payne on June 15 granted WDGY special temporary authority to operate evenings from June 17 to July 16, thus giving the station fulltime operation on the 1180 kc. channel. KEX, Portland, and KOB, Albuquerque, are the dominant stations on the wave, under regular authorization. Despite FCC rules which require the consent of the dominant stations and in the face of adverse staff recommendations, Commissioner Payne granted WDGY the authorization.

Extent of Authority

It was recalled that the same commissioner provoked the WLW superpower controversy last year by setting for hearing its application for authority to continue experimental operation with 500 kw. at a time when he was in charge of the routine docket. At that time some question arose as to the authority of an individual commissioner, in charge of the broadcast routine, to take so important an action, but the FCC did not rescind his hearing order.

Particular significance attaches to the WDGY action, it was stated, because of the projected reallocation of broadcasting stations under new rules and regulations in accord with the terms of the so-called Havana Treaty. No formal announcement has been made by the FCC as to assignments for limited-time stations on clear channels, though it has been stated that all such stations will receive positions at least equivalent to those they now hold. By granting WDGY fulltime operation even for a limited period, it is felt it would be difficult to reduce the station, or other stations which may receive similar authorizations, to limited-time status. The effect may be to complicate the entire allocation plan, according to competent engineering observers.

It was learned that prior to the Payne action, three other members of the Commission who in preceding months were in charge of the broadcast routine, had denied WDGY similar requests for fulltime operation under temporary authorization. They did so, it was stated, because of the adverse staff recommendations and because of the possible undermining of the projected treaty allocations.

An Unusual Procedure

The Payne action granted WDGY "special temporary authority" to operate evenings for the one month period "in order to broadcast civic, charitable, religious, educational, fraternal and commercial programs of outstanding public interest and in order to carry programs of extreme local interest from Mutual Broadcasting System." This specification, it was pointed out, is all-inclusive and actually is not based on a special authorization for the broadcast of a program or series of programs of significant local interest. Usually the FCC, in authorizing additional hours for limited time or daytime stations, does so only for a day or two and then only when extraordinary programs are involved.

It is expected that KEX and KOB will protest the action, on which no notice was given, in the light of the existing rules which require the consent of the dominant stations.

Should the WDGY grant stand, it was stated in informed quarters, it is logically to be expected that a number of stations having similar limited-time assignments on clear channels will also seek special temporary authority, in the hope that such grants will prove an opening wedge toward fulltime operation. Should that develop, engineers stated it is entirely possible that the basic plan of allocation embraced in the Havana agreement may be disrupted.

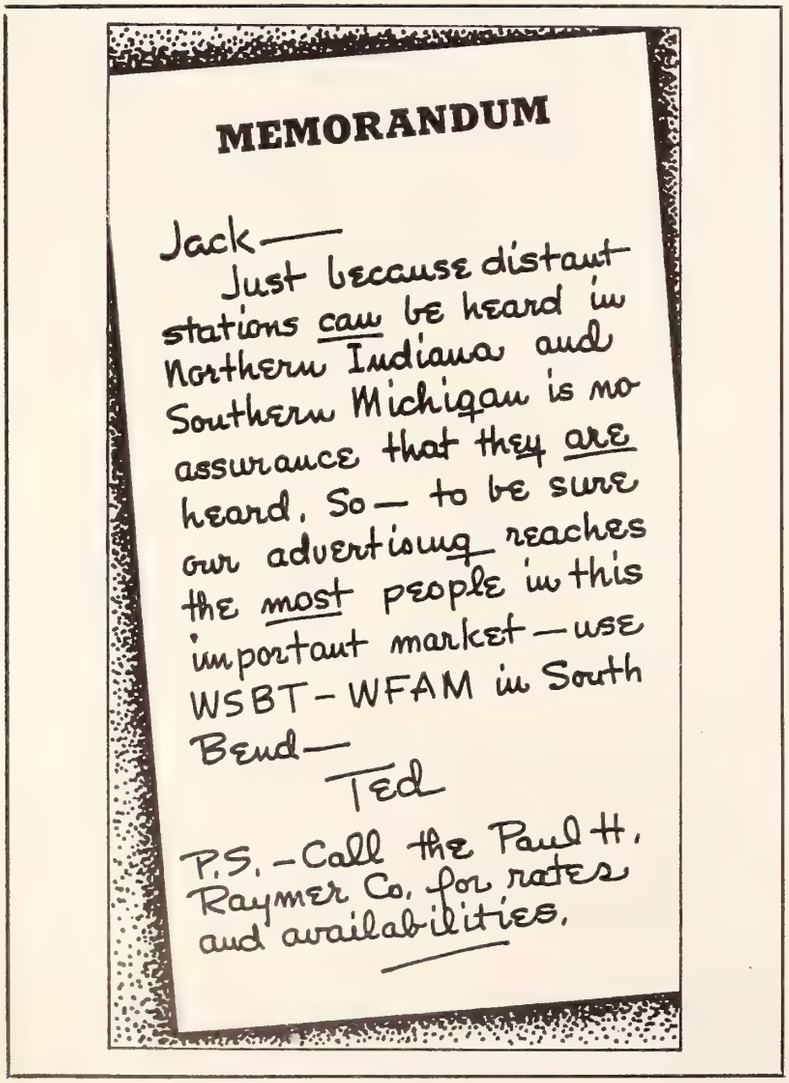
Significant was the fact that on June 22, Commissioner Paul A. Walker, substituting for Mr. Payne who was away, denied the request of WMAZ, Macon, for identical authority, requesting special temporary authority to operate unlimited time from June 27 to July 26, upon recommendation of the FCC staff.

Reports were current that "political pressure" was responsible for the grant. It was indicated that this pressure had been resisted on technical grounds, during the preceding several months. Moreover, about two months ago the FCC adopted a definite policy of denying long-running special grants.

The WDGY incident, as well as the WLW action of last year by Commissioner Payne, were cited by attorneys and engineers as examples of the extremes to which individual members of the Commission can go under the procedure set up for the handling of theoretically routine actions. Matters of such importance, it was contended, should be considered by the Commission.

Bounty Tobacco Test

P. LORILLARD & Co., New York, has started an announcement schedule on WWL, New Orleans, to advertise Bounty cigarette tobacco. Campaign is a test, with no expansion planned for the present, according to Lennen & Mitchell, New York, Lorillard agency.



WJW
The Voice of Akron

in Ohio's 2nd Industrial City

In U. S.'s 12th Industrial City

AKRON

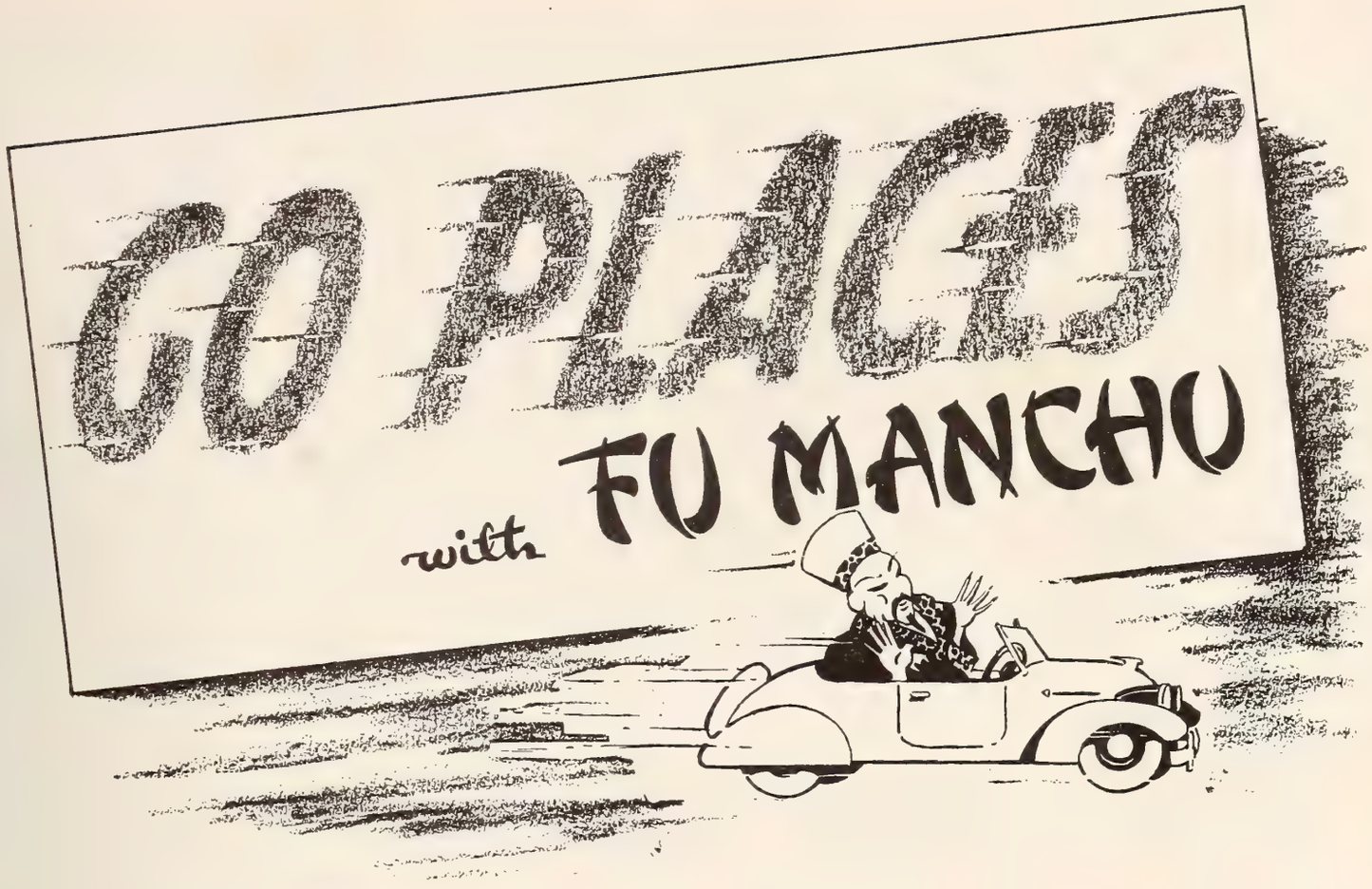
will be represented nationally

effective July One

by

Kelly-Smith Company

New York • Chicago • Detroit



CONVENTION TIME is the appropriate time to survey the available pace-making programs for the coming season.

Forging ahead among the leaders is "The Shadow of Fu Manchu," which, market by market, station by station, account by account, is stealing the air — and *going places!*

Test campaigns . . . surveys . . . sales results . . . mail responses . . . all point to the fact that "The Shadow of Fu Manchu" is *INSURANCE* for the station . . . the agency . . . and the advertiser.

AFTER 2 WEEKS, in a typical small town, a sponsor's premium offer drew responses from 1 out of every 15 persons of the entire population!

AFTER 5 WEEKS, in a large metropolitan city, a nationally known chain drug account "heartily recommends" the program to all comers!

AFTER 13 WEEKS, in an average-size city, an automobile distributor jumped his sales from par to 200% of quota.

Write for comprehensive brochure.

A mind of rare genius . . . had he so willed he might have revolutionized science. But he turned his talents to incredible evil . . . plotting the destruction of civilization! Drama that radio has rarely known!

SAX ROHMER'S

The Shadow of FU MANCHU

RADIO ATTRACTIONS, INC.

RKO BUILDING • RADIO CITY • NEW YORK

O. & M. Business Up

MAY billings on NBC's New York outlets, WEAF and WJZ, were 67% ahead of May, 1938, with the cumulative total for the first five months of 1939 showing an increase of 20% over the same period for last year, according to Maurice M. Boyd, local sales manager of NBC's eastern sales division. National business placed by the division on other NBC managed stations has showed an increase as well, and business booked for the remaining months of 1939 is proportionately ahead of last year, Mr. Boyd reported.

Adds Spots in Florida

MANHATTAN SOAP Co., New York, (Sweetheart soap), during the first week in July will start a 13-week campaign of three to six spot announcements weekly on WMBR, Jacksonville; WSUN, St. Petersburg; WQAM, Miami; WDBO, Orlando. Franklin Bruck Adv. Corp., New York, handles the account.

Coast Optimistic on Autumn Prospects As Renewals and New Accounts Arrive

By DAVID GLICKMAN

Los Angeles Correspondent of BROADCASTING

ALTHOUGH Pacific Coast broadcasters, sponsors and agency timebuyers state that it is a bit premature to make predictions, they maintain an optimistic viewpoint on prospects for fall and winter radio business. With present advertisers renewing, many new ones signing up and still others inquiring into the possibilities of broadcasting, it is the general opinion on the West Coast that this will be a banner fall season. Although there was a considerable slump prior to and following the Easter holidays, radio advertising picked up at an accelerated tempo and it is expected to continue through the summer months without the usual letdown for independent stations as in the past.

Several Los Angeles and Hollywood agency executives stated that if the summer activity of their clients is a criterion, West Coast broadcasters will do a land-slide business this fall. They declare that many advertisers who have passed up radio in the past are beginning to realize the dollar-for-dollar value of broadcasting and will use a large part of their advertising appropriations for that medium this fall. Others who have used radio sparingly, it was said, will increase coverage to new territories.

Special Campaigns

Besides returning to the networks with quarter-hour and half-hour shows, many advertisers plan to supplement activity with special spot campaigns on the West Coast and also go into new markets. Southern California station representatives, transcription producers, program builders and others "in the know" on contemplated local, regional and national campaigns, are also optimistic. Discounting the usual Hollywood enthusiasm, they too predict a brilliant fall season and state that an influx of advertisers who have never before used radio are in prospect. Many will test along with other media. Others are planning heavy regional spot campaigns.

No particular trend was predicted. It was said that advertisers will continue to use the type of broadcast to fit their respective needs, with increased interest in participation programs. Both spot and transcribed announcements will be shorter.

Although many national and regional advertisers have curtailed Pacific Coast activity for the summer, practically everyone will be back in the fall and with enlarged budgets, enabling greater territory coverage, agency executives said. Budgets of many strictly Pacific Coast accounts, according to present plans, will be increased from 20 to 50%. The increase will be devoted entirely to radio. There will be more spot used this fall than in previous years too. Several accounts will double their spot coverage and go into new territory.

Schedules Pend Approval

California agency executives are not ready to release definite schedules on old or new accounts, pending client approval to budget recommendations, some of which they were anticipating would not be booked for commencement prior to the middle of the last quarter of 1939. Every Los Angeles and Hollywood agency executive contacted stated that definite increases in the use of radio have been recommended to clients for fall and winter.

There have been more inquiries than ever before for network time on the West Coast. This includes both national and regional accounts according to executives of NBC, CBS and Don Lee-Mutual. Time already sold or reserved on the three networks precludes any possible slump during the season's high spots, the executives assert.

3 "LIVE-WIRE" STATIONS WITH 1 PURPOSE!

Watch For The

NEW BANNER

to command the radio audience of Texas' three rich geographically isolated markets in order to offer advertisers complete, dominating coverage of these areas which cannot be effectively reached by any other stations.

With this purpose in mind, KGNC, KFYO, and KRGV have built up loyal, appreciative audiences . . . have become vital, influencing factors in the sections in which they operate.

HOWARD H. WILSON CO., *Representative*
Kansas City • Chicago • New York • San Francisco

KGNC KFYO KRGV







WAPI Plans Appeal

WITH THE denial June 20 of its petition for rehearing on voluntary assignment of its license to a new corporation, WAPI, Birmingham, made plans to appeal the adverse decision to the U. S. Court of Appeals of the District of Columbia. The station had challenged the FCC's authority to inject itself into the "private or business affairs" of the parties involved in its rehearing petition. The proposed transfer was from three Alabama colleges, joint licensees of the station, to the Voice of Alabama Inc., a new company in which CBS holds a 45% interest [BROADCASTING, June 15].

Watch Tower Hookup

WATCH TOWER BIBLE & Tract Society, Brooklyn, on June 25 arranged a special hookup of 100 stations to broadcast the speech by Joseph F. Rutherford from Madison Square Garden, New York, 4-5 p. m. (EDST). Through a telephone hookup, the speech was heard at Society meetings in Los Angeles, Chicago, Glasgow and London, as well as in Australia and New Zealand, according to Acorn Agency, New York, handling the account.

Fall Spot Boost Seen in Midwest

But Gain, If Any, Not Likely To Exceed That Last Year

By PAUL BRINES
Chicago Correspondent of BROADCASTING

THE consistent trend toward increased spot billings will continue this fall with volume about the same as last fall or slightly higher. Indications among Chicago agencies and station representatives are that the increase this fall over last will not be as great as the increase of last fall over 1937. At present, spot schedules for fall are in the mill and so far no extensive spot advertiser has indicated a noticeable curtailment in the number of stations to be used.

The significant trend is one toward the purchase of more announcements and fewer quarter-hour transcribed shows. A number of quarter-hour strip shows have been cancelled and it is understood they will not be renewed this fall. Increased program costs under AFRA codes is given as one reason for these cancellations. Another reason appears to be the complications and difficulties encountered by time buyers in purchasing and producing an extended spot campaign.

The Trend in Spot

A survey of a number of major market stations, conducted by a leading representative organization, indicates that spot announcements during the first quarter of 1939 account for 41.6% of total spot billings, while in 1938 the percentage was 38.5%, an increase of 3.9%. Based on dollar volume, the survey indicated that total spot program billing (programs from 5 to 15-minutes in length), decreased 8.7%. This would point to an increased use of spot announcements by national advertisers, to an increase in the sale of 5 and 15-minute news broadcasts, station features and participating shows. Based on this trend, it is understood that a number of stations are considering raising their rates for spot announcements.

More specifically, some accounts such as International Harvester which used spot on a regional basis last year are using spot nationally this year. On the other hand, accounts such as Dr. Caldwell's Syrup of Pepsin dropped from quarter-hour spot programs to minute spot announcements. Procter & Gamble (Oxydol, Dreft, Lava) is expected to extend its spot for the fall and it is understood that Sears-Roebuck & Co. will use more spot this year. General Mills (Korn-Kix) has definitely dropped its show, *Those Happy Gilmans*, but are testing *Billy & Betty* which may be used on a similar spot basis. Grove's Bromo Quinine and Four Way Cold Tablets (Beaumont Labs.) are said to have extensive spot schedules in the mill for fall. Alka Seltzer remains one of the larger national spot users. Spot placements for the Wander Co. will remain about the same as last fall.

NBC-Chicago indicated that network and spot business on WMAQ-WENR this fall will be up 25% over last year.



IN THE GOOD ole Summertime

AND WE MEAN Good!

VACATION TIME MEANS
EXTRA VACATION TRADE
IN SAN ANTONIO

Of course people going away on vacations affect business! But vacation time means vacation trade in San Antonio. There are lots of things to see and do in the Alamo City, and during summer vacation is when Mr. and Mrs. Average U. S. Citizen visit us.

This year, many will come to San Antonio on their way to the World's Fairs, PLUS the many thousands who, year after year, spend their entire vacations in South Texas. Life is different in San Antonio, and so is business!

Summer Business Is Good in San Antonio!

95 REGULARLY SCHEDULED LOCAL SPONSORED PROGRAMS PER WEEK WILL CONTINUE THRU THE SUMMER.

12 NEW ACCOUNTS THIS MONTH STARTED SUMMER SCHEDULES.

plus Full CBS Summer Schedule

K T S A

SAN ANTONIO

Watch for Announcement KTSA *Under a New Banner*

A 275 County Primary Area? What station? *WNAX, of course!



If the WNAX primary daytime area were a single state, it would be one of the most remarkable states in the country.

First in cash farm income, farm acreage, value of farms, autos on farms, trucks on farms and so on. But that's just part of the story.

It's more than a tremendous rural market. That single state would be tenth in total population, eleventh in total retail sales and twelfth in total radio homes.

The WNAX Primary Area is worth cultivation—intensive cultivation—through WNAX.

The facts are more than interesting. They're downright important to you. Write us for them—or call your nearest Katz Agency office.

*And, of course, you can buy WNAX in combination with the Iowa network at an exceptionally low cost.

WNAX YANKTON, S.D. • 570 Kilocycles • CBS
5000 WATTS L.S. • 1000 WATTS NIGHT
Represented by THE KATZ AGENCY

Key to a 5-STATE, $900,000,000 MARKET in the MIDWEST

"There is no fixed yardstick for measuring media in any market." No advertiser can afford to overlook KITE's consistent audience in the Kansas City Market area. Facts are yours for the asking.

Radio Station
KITE
KANSAS CITY, MISSOURI
1000 WATTS 1530 KILOCYCLES
D. E. "PLUG" KENDRICK L. L. "JAKE" JAQUIER

FROM SMALLEST TO LARGEST

Los Angles Food Market Skyrockets to Success Through Judicious Use of Radio

By EDWARD J. McCALLUM
Advertising Arts Agency, Los Angeles

WHEN the national advertising dollar is broken down, the column heading retail food stores reveals that the American grocery store spends around $50,000,000 yearly on advertising. Radio's share of the retail food store advertising dollar totals up to little more than a nice round goose egg, because to date only one market in this area to our knowledge, has consistently utilized the radio column to sell its cabbages. This is the Farmers Public Market in Los Angeles.

The Farmers Public Market might have been just one more neighborhood food emporium had not its management stubbornly refused to see all the "common-sense reasons" advanced why it should *not* use the radio medium majorly in its advertising. Roger Dahljelm, proprietor, and Fred Beck, advertising manager, both believed that radio might be used successfully, because it had sold just about everything else, and was gaining in volume year-by-year over all media.

Markets Everywhere

They figured their one hurdle was to get Mrs. Consumer to pass by other stores and patronize the Farmers Public Market. In Los Angeles are to be found the most magnificent markets in the world, and the problem was not an easy one. As it worked out, largely through the persuasiveness of Farmers Market copy presented on the air, Mrs. Consumer did go to that market, and liked it better. It is today a five-million-dollar-a-year corner store, thanks in considerable part to radio.

When this unique food market opened in 1934 the money available for advertising was limited. But the Farmers Public Market started off by buying time on KNX, Hollywood. Since then no week has passed that a Farmers Public Market program has not been scheduled on one or more Southern California station.

Customer count has increased 73% as compared with a year ago, through the weekly quarter-hour musical feature on KNX, plus a Monday quarter-hour program titled *Farm Time*, on KFAC, Los Angeles. The KFAC program features Maude Muller in philosophical chats with organ background, and market hints.

The general practice has been to rotate program types and talent. No fixed program formula has been followed, the market merely presenting fairly listenable offerings that meet the production standards of the respective stations used. Advertising copy highlights the salient advantages of shopping in this particular market with few leader merchandise items announced, illustrating economy benefits accruing to customers. The market management attributes to radio a great measure of credit for not only generating a continuous flow of new customers, but of being responsible for the steady rise on its sales charts.

A count is kept of all cars entering the Farmers Market five-acre parking lot. This count is currently running better than 3,500 cars from 9 to 6 on week days. The Saturday count averages better than 7,500. Best day so far was 9,027 cars. Top dollar volume was reached the day before last Christmas when occupants of 8,427 cars left an estimated $36,000 in the tills of the market's 70 departments.

Thus in 4½ years the Farmers Public Market has grown from the city's smallest to its largest retail food institution, and its owners give radio, and their own common sense, credit for the growth.

A recent survey was conducted by the market itself. Over a period of 12 business days, cars were not only checked in, but clerks took down the license number of each. These were later checked for the home addresses of owners. Then, with the market as a center, a one-mile circle was drawn on a map of far-flung Los Angeles. A two-mile circle was added, and so on up to 20 miles.

Results astounded the management and provided one of radio's best local success stories. Prior to this survey it had been assumed that the market served a broad trading area. But when the final returns were computed it was discovered that less than one-third of the market's business came from within the five mile circle.



BLANK DISCS & SUPPLIES
For Recording of
SPEECH and MUSIC

We are favored with the patronage of many universities, colleges, co-operative stores, broadcasting stations, police departments, recording studios, and departments of the Federal, State and City Governments.

WRITE FOR FREE SAMPLE
Mirror Record Corporation
56 West 25th Street
New York, N. Y.
Telephone CHelsea 3 - 2222-2223
P. K. TRAUTWEIN, Pres.

WTAG
WORCESTER, MASS.
announces the appointment of
EDWARD PETRY & CO.
INCORPORATED
as exclusive
NATIONAL REPRESENTATIVE
July 1, 1939

Instructive Broadcasts To Feature Programs of National Education Assn.

CBS and NBC are presenting special programs designed for their educational as well as entertainment values in connection with the National Education Assn. convention, held in San Francisco July 1-7. Sterling Fisher, CBS director of education, is attending the meeting to supervise the CBS programs, schedule of which follows:

July 1, "The Librarian" on the *Americans at Work* series; July 3, increasing importance of natural sciences in school courses will be stressed in the *Adventures in Science* broadcast, with talks by Watson Davis, editor of *Science Service*, and Reuben T. Shaw, president of the NEA; July 4, "Crisis in Czechoslovakia" from the *American School of the Air* series; July 5, books of special interest to educators will be reviewed by Prof. T. V. Smith in his *Of Men & Books* series, and broadcast of "Can It Happen Here?" from *The People's Platform* series; July 6, a summary of convention activities, and July 7, a dramatization from the *Men Behind the Stars* series.

NBC will have as representatives at the convention Judith Waller, educational director of central division; Arthur Garbett, educational director on the West Coast, and William Webb of the New York promotion staff. A preliminary broadcast on June 28 was carried by NBC of the *Our American School* series. Other NBC programs scheduled were: July 1, *Florence Hale's Radio Column* of educational news; July 2, Joseph Henry Jackson, book critic, discussing educational books; July 3, drama of the 100th anniversary of Teachers' College, San Francisco; July 4, drama entitled "Kitty Hawk to Corrigan" on the *Ideas That Come True* series, a pickup from the Pan-American *Clipper* taking off for the Orient, and a broadcast of colonial songs by Dorothy Gordon; July 5, *Our American School* broadcast with talks by Willard Givens, executive secretary of the NEA, and Dr. Reuben Shaw, NEA president.

W. P. BOOKER, local utility employe, has applied to the FCC for authority to acquire control of WBTH, 100-watt daytime outlet in Williamson, W. Va., which first went on the air last April 16, by acquiring part of the stockholdings of George W. Taylor, jeweler and electrical appliance dealer, now the majority stockholder.

Full of Plugs

TO *Hey! Mr. Motorist*, traffic safety feature of WOWO, Fort Wayne, Ind., goes the palm as probably the "free pluggingest" program on the air. Broadcast from a downtown street, on U. S. Highway 30, the program is built around interviews with passing drivers. Among the local and out-state drivers, a bunch of salesmen inevitably reach the mike—and always with a good word for their products. To date representatives of two highway construction companies, a manufacturers' association, salesmen for medicines, foods, machine tools, automobiles and hundreds of small business men all have mentioned their wares incident to their interviews on *Hey! Mr. Motorist.*

Milk Drive to Mathes

J. M. MATHES, New York, will again conduct New York State's 1939-40 milk publicity campaign, for which the state legislature has appropriated $310,000 to be expended between July 1, 1939 and March 31, 1940. According to Holton V. Noyes, commissioner of agriculture and markets, the agency was selected over other bidders on the basis of results obtained since 1935, when the agency began directing the campaign. No definite plans have been formulated as yet, but it is understood that radio will be used among other media for the new campaign.

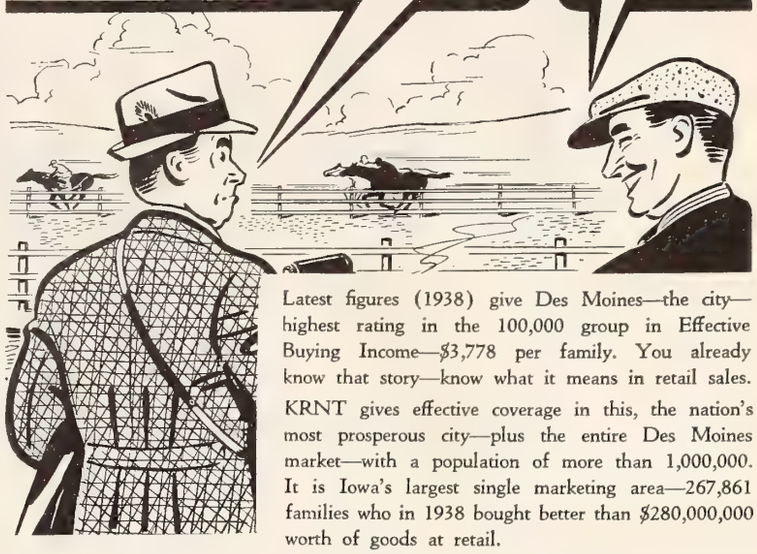
Coca-Cola Renewing

COCA-COLA BOTTLING Co., on July 3 will start a 52-week contract renewal with *Singin' Sam* for his quarter-hour musical transcriptions, which are offered by the company to its franchised bottlers all over the country and are now broadcast three to five time weekly on 145 stations. The New York office of D'Arcy Adv. Co., St. Louis, places the majority of the transcriptions, which are cut by WBS.

NBC Renews SESAC

NBC on June 14 signed a five-year renewal contract, retroactive of May 15, 1939, with the Society of European Stage Authors & Composers (SESAC) for use of its numbers on all NBC networks.

...Pay less to get Top Per Family Income? How? *KRNT, of course!



Latest figures (1938) give Des Moines—the city—highest rating in the 100,000 group in Effective Buying Income—$3,778 per family. You already know that story—know what it means in retail sales.

KRNT gives effective coverage in this, the nation's most prosperous city—plus the entire Des Moines market—with a population of more than 1,000,000. It is Iowa's largest single marketing area—267,861 families who in 1938 bought better than $280,000,000 worth of goods at retail.

The effective buying income of the Des Moines marketing area last year was $500,771,000. KRNT, Iowa's only Basic Columbia Station, gives you ready-made access to this profitable market. Rates? Check them. You'll find them surprisingly low.

In Iowa, it's KRNT, of course.

*And, of course, you can buy KRNT in the WNAX — Iowa Network at an exceptionally low rate.

KRNT DES MOINES • Basic CBS • 1320 K.C.
5000 WATTS L. S. • 1000 WATTS NIGHT
Represented by THE KATZ AGENCY
THE ONLY BASIC COLUMBIA NETWORK OUTLET IN IOWA

One Nut on a Bolt!

Or the Sad, Sad Story of the *Time Buyer* Who Came to Maine to Catch Salmon and Caught a River Sucker!



The Maine Market is definitely not PORTLAND and BANGOR! Investigate the rich in-between Market that is Lewiston-Auburn and the buying power of this rich and rapid-response market. So . . . we say: "Don't be a Nut on a Bolt", Mr. Time Buyer, and make all your decisions by driving two red-headed pins into Maine and figure you've milked the market for your prospective advertisers. See WCOU first!

Maine's Busiest Station

That has gathered, in 8 short months, 31 long term ¼ hour shows 3 long term ½ hour shows, 1 long term 1 hour show, that are all produced and directed in the studios of WCOU . . . a significant fact can be recorded here. Every account has shown a definite intention of increasing their radio dollar this coming year. If it's good enough for bright go-getting merchants it's good enough for national account recognition. May we hear from you? And we mean hit us with a rifle full of buckshot!

MUTUAL
YANKEE
COLONIAL

WCOU

ON THE AIR
EIGHTEEN
HOURS DAILY

STUDIOS & OFFICE AT 223 LISBON ST., LEWISTON, ME.

WBAL means business in Baltimore

Formula

FOR AUDIENCE BUILDING

WORLD QUALITY ON WORLD STATIONS

It would be strange indeed if the American public—schooled to know and demand the best in products and services—should be content with less than the best in radio quality.

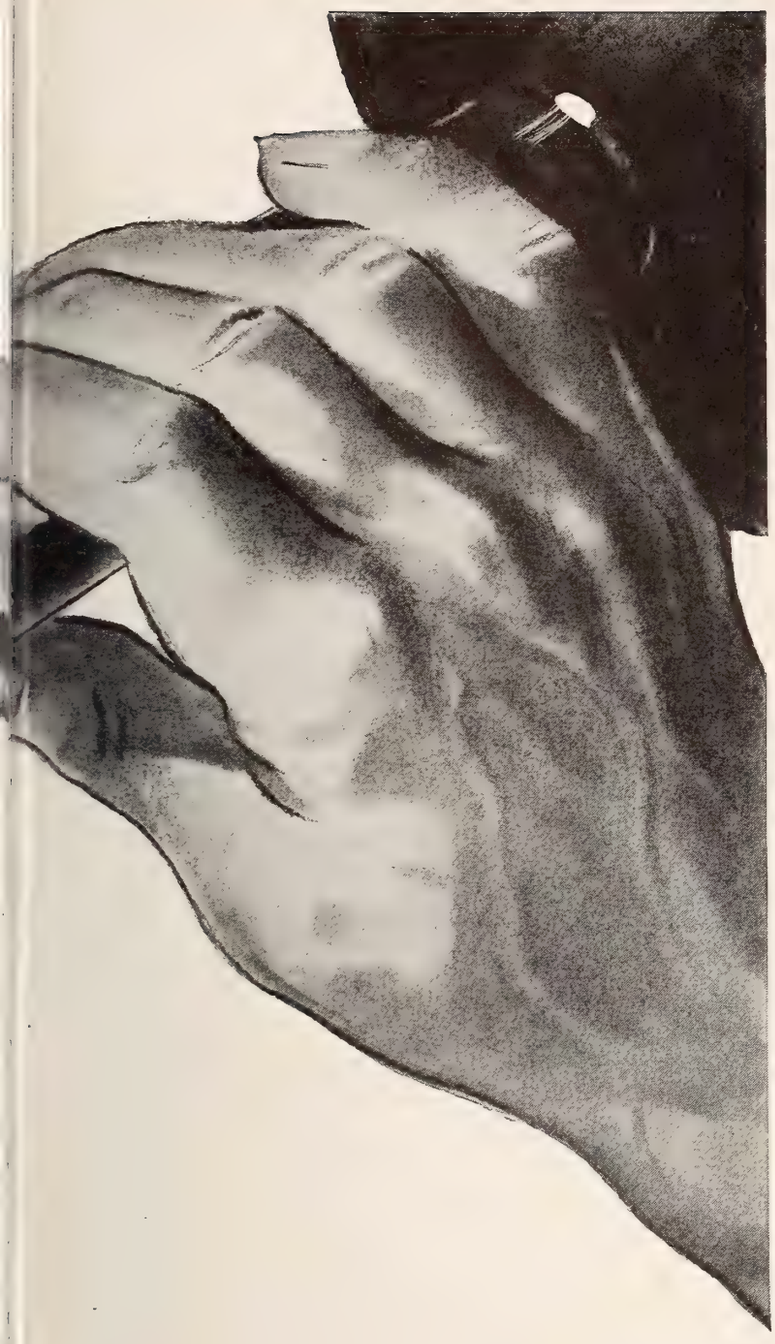
At least, that's the kind of thinking that brought into being the first library service for radio stations . . . the World Program Service.

And quite naturally the *pioneer* remains the *leader* . . . serving member stations listed on this page with the greatest library of music ever recorded for radio.

Stations here and abroad look to World for the widest variety of musical groups, recording the newest and best in music, and, of course, for that World vertical-cut Wide Range quality which is recognized everywhere as the ultimate in high fidelity recording.

World's formula for audience building is simple . . . give the public highest quality in program and reception, and maintain these standards. "World quality on World stations" has long proved a success formula to stations and advertisers alike.





BROADCASTERS' BLUE BOOK

ALABAMA
WHMA . . . . *Anniston*

ARIZONA
KOY . . . . *Phoenix*

ARKANSAS
KELD . . . *El Dorado*
KARK . . . *Little Rock*
KUOA . . *Siloam Springs*

CALIFORNIA
KPMC . . . *Bakersfield*
KIEM . . . . *Eureka*
KGER . . . *Long Beach*
KHJ . . . *Los Angeles*
KLX . . . . *Oakland*
KGB . . . *San Diego*
KFRC . . *San Francisco*
KDB . . *Santa Barbara*
KSRO . . . *Santa Rosa*
KHUB . . . *Watsonville*

COLORADO
KFEL . . . . *Denver*
KFXJ . . *Grand Junction*
KGHF . . . . *Pueblo*

CONNECTICUT
WTIC . . . . *Hartford*
WELI . . . *New Haven*

DIST. OF COLUMBIA
WJSV . . . *Washington*

FLORIDA
WRUF . . . *Gainesville*
WQAM . . . . *Miami*
WDBO . . . . *Orlando*
WTAL . . . *Tallahassee*
WJNO . *West Palm Beach*

GEORGIA
WAGA . . . . *Atlanta*
WRDW . . . . *Augusta*
WMAZ . . . . *Macon*
WRBL . . . *Columbus*
WAYX . . . . *Waycross*
WTOC . . . *Savannah*

IDAHO
KIDO . . . . . *Boise*
KRLC . . . . *Lewiston*

ILLINOIS
WGN . . . . *Chicago*
WDAN . . . . *Danville*
WJBL . . . . *Decatur*
WTAD . . . . *Quincy*
WCBS . . . *Springfield*

INDIANA
WTRC . . . . *Elkhart*
WGBF-WEOA . *Evansville*
WIRE . . *Indianapolis*
WLBC . . . . *Muncie*

IOWA
WMT . . *Cedar Rapids*
WOC . . . *Davenport*
KMA . . . *Shenandoah*

KANSAS
KFBI . . . . *Abilene*
KVGB . . . *Great Bend*
KWBG . . . *Hutchinson*

KENTUCKY
WLAP . . . *Lexington*

LOUISIANA
WJBO . . *Baton Rouge*

MAINE
WLBZ . . . . *Bangor*

MARYLAND
WBAL . . . *Baltimore*
WTBO . . *Cumberland*
WFMD . . . *Frederick*

MASSACHUSETTS
WEEI . . . . *Boston*
WCOP . . . . *Boston*
WTAG . . . *Worcester*

MICHIGAN
WHDF . . . . *Calumet*
WJR . . . . *Detroit*

MINNESOTA
KATE . . . *Albert Lea*
KVOX . . . *Moorhead*
KROC . . . *Rochester*
KSTP *St. Paul-Minneapolis*

MISSISSIPPI
WFOR . . . *Hattiesburg*
WAML . . . . *Laurel*
WQBC . . . *Vicksburg*

MISSOURI
KWOS . . *Jefferson City*
KWK . . . . *St. Louis*
KMBC . . . *Kansas City*

MONTANA
KGCX . . . *Wolf Point*

NEBRASKA
KFAB-KFOR . . *Lincoln*
KOIL . . . . *Omaha*

NEVADA
KOH . . . . . *Reno*

NEW MEXICO
KGGM . . *Albuquerque*
KICA . . . . *Clovis*

NEW YORK
WOKO . . . . *Albany*
WGR-WKBW . . *Buffalo*
WESG . . . . *Elmira*
WOR . . *New York City* (Newark)
WINS . . *New York City*
WQXR . . *New York City*
WHAM . . . *Rochester*
WFBL . . . . *Syracuse*

NORTH CAROLINA
WBIG . . . *Greensboro*
WEED . . *Rocky Mount*
WSTP . . . *Salisbury*
WAIR . . *Winston-Salem*

NORTH DAKOTA
KDLR . . . *Devil's Lake*
KRMC . . . *Jamestown*
KLPM . . . . *Minot*

OHIO
WJW . . . . *Akron*
WHBC . . . . *Canton*
WCKY . . . *Cincinnati*
WHK . . . *Cleveland*
WHKC . . . *Columbus*
WSMK . . . . *Dayton*
WKBN . . . *Youngstown*

OKLAHOMA
KADA . . . . . *Ada*
KBIX . . . *Muskogee*
KOMA . . *Oklahoma City*
KVOO . . . . . *Tulsa*

OREGON
KFJI . . *Klamath Falls*
KOIN . . . . *Portland*

PENNSYLVANIA
WCBA-WSAN . *Allentown*
WFBG . . . . *Altoona*
WKBO . . . *Harrisburg*
WCAU . . *Philadelphia*
WIP . . . *Philadelphia*
WCAE . . . *Pittsburgh*

RHODE ISLAND
WJAR . . . *Providence*

SOUTH CAROLINA
WAIM . . . . *Anderson*
WCSC . . . *Charleston*

TENNESSEE
WOPI . . . . *Bristol*
WDOD . . *Chattanooga*
WREC . . . *Memphis*
WLAC . . . *Nashville*

TEXAS
KGNC . . . . *Amarillo*
KGKO . . *Dallas-Ft. Worth*
WBAP . . *Dallas-Ft. Worth*
KTRH . . . . *Houston*
KRLH . . . . *Midland*
KPDN . . . . *Pampa*
KTSA . . . *San Antonio*

UTAH
KDYL . . *Salt Lake City*

VERMONT
WCAX . . . *Burlington*

VIRGINIA
WSVA . . *Harrisonburg*
WRVA . . . *Richmond*
WDBJ . . . . *Roanoke*

WASHINGTON
KXRO . . . *Aberdeen*
KIRO . . . . *Seattle*
KMO . . . . *Tacoma*
KUJ. . . . *Walla Walla*

WEST VIRGINIA
WHIS . . . . *Bluefield*
WBLK . . . *Clarksburg*
WCHS . . . *Charleston*
WPAR . . . *Parkersburg*

WISCONSIN
WEAU . . . *Eau Claire*
WHBY-WTAQ. *Green Bay*
WKBH . . . *La Crosse*
WIBA . . . . *Madison*
WISN . . . *Milwaukee*
WSAU . . . . *Wausau*

HAWAII
KHBC . . . . . *Hilo*
KGMB . . . *Honolulu*

CANADA

ALBERTA
CFAC . . . . *Calgary*
CJCA . . . *Edmonton*

BRITISH COLUMBIA
CKWX . . . *Vancouver*

MANITOBA
CFAR . . . *Flin Flon*
CJRC . . . *Winnipeg*

NEW BRUNSWICK
CKCW . . . . *Moncton*
CHSJ . . . *Saint John*

ONTARIO
CKPC . . . *Brantford*
CKOC . . . *Hamilton*
CKCA . . . . *Kenora*
CBO . . . . *Ottawa*
CKSO . . . . *Sudbury*
CKLW . . . . *Windsor*

QUEBEC
CKAC . . . *Montreal*
CKCV . . . . *Quebec*
CHLN . . *Three Rivers*

SASKATCHEWAN
CKBI . . *Prince Albert*
CJRM . . . . *Regina*
CJGX . . . . *Yorkton*

FOREIGN

AUSTRALIA
5 DN . . . *Adelaide*
4 BC . . . . *Brisbane*
3 KZ . . . *Melbourne*
2 GB . . . . *Sydney*

NEW ZEALAND
1 ZB . . . *Auckland*
2 ZB . . . *Wellington*
3 ZB . . *Christchurch*
4 ZB . . . . *Dunedin*

MEXICO
XEW . . . *Mexico City*

SOUTH AFRICA
South African Broadcasting Corp.
Cape Town
Durban
Grahamstown
Johannesburg

PORTO RICO
Destileria Serralles Incorporated . *Ponce*

VENEZUELA
YV5RA-YV5RC . *Caracas*

To Stations—If your city is not listed here, we shall be glad to consider your application. Write World Program Service Division, World Broadcasting System, 711 Fifth Avenue, New York.

WORLD PROGRAM SERVICE

a service of

WORLD BROADCASTING SYSTEM



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NAB: Then and Now

EIGHTEEN months ago broadcasters of the nation met in annual convention. Their trade association, impotent during the preceding few years, was reorganized. Membership dues were practically quadrupled and an entirely new modus operandi was developed with the retention of a paid president as leader of the industry, flanked by an adequate staff.

At that time the industry was being lambasted in Congress and browbeaten by the FCC. Tribute was being demanded by every type of service which felt it performed a function for radio. Broadcasters, lacking an adequate front, were taking it lying down.

Today the same broadcasting industry is preparing for another convention—the first under the new order. Just a year ago Neville Miller, lawyer, scholar and former Louisville mayor, took over the NAB reins. There have been no miracles performed during the last year. None should have been expected. The industry may still constitute something of an economic uncertainty and still may be a political football. But no longer is it taking it on the chin without fighting back.

Viewing the year in retrospect, it has been a rigorous one for the business of broadcasting. The NAB staff, which started from scratch, found itself on the firing line even before it could appraise the opposition and learn what the shooting was about. Under the circumstances, we feel it has made headway. It hasn't lost any important battles for it is still in the front lines. And the real war—against those who advocate the sort of Government restraint which might result in junking Radio by the American Plan—has never been openly declared.

At the Atlantic City convention, two major subjects appear on the agenda—the proposed code of self-regulation of the industry and the irrepressible copyright issue. Both basically are dollar problems. Harsh words may be spoken before the assembled delegates go on record because broadcasters preponderantly are vigorous and outspoken. We look for spirited discussion on each issue, with no punches pulled or holds barred. And we hope to see the delegates of one accord at adjournment.

In the heat of discussions on *pocketbook problems*, we trust the delegates will not overlook the more fundamental issue—that of preserving the integrity of Radio by the American Plan. Radio is too close to the American people and too important a part of their daily routine to be booted around by a politically minded regulatory body or by professional agitators without a real show of strength by an independent and self-respecting industry.

Key to the Mint

IT'S ABOUT TIME to puncture those tall tales about the radio treasure chest—glib stories telling how a Government franchise, so-called, automatically makes a streamlined Midas out of the broadcaster.

When a magazine like *Time* or *Readers Digest* or *Life* is successful by dint of astute editorial and business direction, its success is taken for granted as due. The same goes for a Broadway show, or a motion picture, or a department store; in fact, for any legitimate line of business. But where broadcasting is concerned, some would have the public believe that a wavelength license is a touch-and-go key to the mint. Radio, perhaps more than any other industry, has been misrepresented by legends of wealth and great profits. Yet, with the rare exceptions of extraordinarily placed stations, the facts simply don't bear out such tales.

It is true that some stations earn handsome returns, thanks to good facilities, good markets, good management and operation—and thanks, of course, to results for clients. On the other hand, more than one-third of the country's stations show little or nothing in the way of profits. The same funds and energies invested in any number of other enterprises would earn much greater yields.

Let's look at the record while others, in and out of the Government, prate loosely about radio rolling in wealth.

The broadcaster quotes a rate for his time. A sale is made, and 15% of that rate, often plus a 2% cash discount, goes to the advertising agency. That's the first deduction.

Then usually there is another 15% to the national representative handling spot business; or on local business there is an equivalent commission to agency or salesman or both.

Then ASCAP takes its 5% of revenue, whatever the source of income, after deduction of one sales commission, usually the agency's.

Then AFM, for employment of musicians, levies what amounts to a guarantee of another 5% of the station's gross revenues.

Then there are the miscellaneous fees—to smaller copyright-owner units, for employment benefits, etc. These, conservatively, will total another 5%.

All of this adds up to about 47%, as we figure it, of fixed overhead the moment a sale is made. Add to this general operating costs (including expenses entailed in Washington, such as legal and technical fees and responses to FCC questionnaires) and then take into account Federal and State taxes. Accountants tell us that income, corporate, social security, unemployment, intangible, sales, excise and other levies mean an average radio management tax burden of at least 30%.

We could go on, but we're already a bit giddy about the whole business. Yes, broadcasting is a good business. But—dollar for dollar, hour for hour, watt for watt, it has more than its share of fiscal worries, Federal, State and local.

ONE-YEAR licenses at last! Certainly that is something which justifies exclamations of "Eureka!" from the broadcasters. The law, on the books since 1927, permits three-year licenses for broadcast stations. It should permit continuing licenses, revocable only for cause, in order to provide maximum stability and minimum costs in government regulation. The industry is duly grateful to the FCC for the doubled license tenure. It must now show that greater efficiency will result, and the legally permissible three-year tenure should be the next step.

A Rising Fall!

A CAREFUL scanning of key spots in agency, advertiser and broadcast ranks indicates that spot business next fall will at least equal and probably surpass that of last autumn. Out on the West Coast, where they love superlatives, the trade hopes for a sizeable jump in autumn business—a landslide as they modestly term it.

Our analysis of reports from various parts of the country reveals a definitely optimistic feeling all around. An autumn increase is generally expected, though not as big a gain over the fall of 1938 as the gain then over 1937.

From both the Midwest and the Coast come indications of a shifting trend in the use of spot radio. Along the Pacific a growing interest in participation programs is perceptible, and there have been an unusual number of inquiries for network time. In the Midwest, also, there are signs that more announcements and perhaps fewer quarter-hour shows will be used this fall by spot advertisers. There the trend has been under way for some months.

In accounting for this trend, three reasons are cited: Increased production costs under AFRA codes; complications facing timebuyers in clearing time for extended spot campaigns, and difficulty in producing the quarter-hour show. Perhaps the broadcasters are remiss in failing to provide the agencies and sponsors with adequate programs and ideas, for the fact seems to be that they are turning more and more to spot announcements, 5 and 10-minute news broadcasts, station features and participating shows. And the fact remains that national spot programs must be made easier for timebuyers to handle if this portion of the national advertising income is to continue upward, or to hold its level.

At any rate, spot prospects look good for the autumn months. The midsummer weeks will find many schedules in the mill, and by September the campaigns will be getting under way.

We Pay Our Respects To —



GLENN SNYDER

IF ALL of the men in radio who don't know and like Glenn Snyder were stood end on end they wouldn't reach as high as the first rung of any self-respecting vertical radiator, so popular is the manager of WLS, Chicago, who celebrates on July 3 his 10th anniversary with WLS and the *Prairie Farmer*.

Mention his name to a radio man on the street, and before you can pronounce it the fellow will grin and say something like, "One night in New York Glenn and I were . . ."; or, "The other day he was telling me one about two farmers who . . ." Mention Glenn's name before any radio men who are seriously discussing industry problems, and their reaction is one of respect and esteem. For behind the clowning exterior of a man whose antics after business hours are bywords is a sincere humanitarian and a keen business sense.

If you think a farmer is a man who says "By Cracky", squirts tobacco juice and raises Ned on the back eighty, don't try to understand Glenn Snyder. You never will. But if you sense the rhythm of farming, can vicariously feel the good earth, then you know without inquiring why WLS has become a successful station, why its many listeners both urban and rural form a loyal subscription list who regard its voice as their own. It is one of them. Because Glenn is one of them.

Should you ask Glenn why he got into radio, his sincere reply will be, "When I went into radio I had a picture in my mind. I could see a farmer coming in from the fields of a late afternoon. To me he represented a great mass of people in this country who haven't got the breaks they really deserve, who've never made as much money as they really deserve to make. This farmer I had in mind had worked like the devil all day long and he was tired, tired clear through his bones. In his little frame house his wife was preparing supper. She was weary after a day's work around the house, just plain dog-tired. After supper this farmer would sit by the fire and read farm journals. There was little or no entertainment for him. You know, I figured how wonderful it would be if radio could come into his home with entertainment, market reports and a lot of information that would be valuable to him. I saw radio as a service medium. And I still do. I'll tell you how I know I'm right. I know these listeners of ours. Their background is mine. I'm one of 'em."

And while you're in Glenn's office the phone is apt to ring and he'll turn from it to say, "You see what I'm up against. That was a national sponsor wanting late afternoon time for a script show across the board. We've got a sustaining market report in that spot and I just can't move it. I've still got that farmer in mind I was telling you about. You see, he's figured on hearing that market report at that particular time and I can't disappoint him. I'll bet he's left his horses in the field to run in and catch that report. But like as not he's got a radio on his tractor like a lot of them have today."

This is the sincerity of a man who was born in Grant City, Mo., June 12, 1891. During his first 19 years, Glenn lived in 20 different Midwestern towns and held 20 different jobs. Before becoming commercial manager of WLS in 1930, he had worked at four advertising agencies, three newspapers, a photo engraving company, six farm papers, the advertising departments of three department stores, and one bank. He left high school at 17 after his freshman year and landed a job in a shoe factory in St. Joseph, Mo., cutting shoes for $3.50 per week, of which $2 went for his weekly board and room.

He worked in the shoe factory for three years, then scampered all over Missouri doing newspaper and agency work. When luck went against him he returned to the *St. Joseph News-Press*, working for this paper three different times before the World War. Enlisting as a private, he later entered officers' training camp and was commissioned a second lieutenant of infantry. He was with the 89th Division at Camp Mills, N. Y., under command of General Leonard Wood. He did not go overseas, but was one of the 24 officers returned to Camp Funston, Kan., when General Wood was relieved of command of his division.

After the War, Glenn did newspaper work in Mitchell, S. D., then returned to St. Joseph, Mo., to work for a department store. Later he joined the staff of *Kimball's Dairy Farmer* in Waterloo, Ia. A year later he was named advertising manager of the *Nebraska Farmer* at Lincoln, Neb., which position he left to become general manager of the *Wisconsin Agriculturalist* at Racine, Wis.

It was in 1929 that Glenn joined the advertising department of the *Prairie Farmer*, and a year later he became commercial manager of WLS. So successful were his operations as commercial manager that in 1931 he was appointed manager of WLS and six years later was named vice-president. Since that time the station and its programs have become Midwestern institutions and the success of WLS is largely the success of Glenn Snyder. For in his friend and boss, Burridge D. Butler, president of WLS and the *Prairie Farmer*, Glenn has found a man who matches his ideas and ideals. Nor is their relationship strictly business, for they are constantly clowning. Mr. Butler is over six feet tall and Glenn is slightly over five feet in heighth. It remained for Doc Sprague, publisher of the *St. Joseph News-Press* and Glenn's perennial employer of former days, to sum up the appearance of Butler and Snyder. "When they walk down the street", Doc said, "it's like a man and his shadow at high noon."

Glenn is a joiner and a club man. He is a member of the Medinah Temple (Shrine) and a Scottish Rite Mason. He belongs to Chicago's Union League Club and the Illinois Atheltic Club. He married the charming Helen Bernard on Thanksgiving Day, 1919. She was a newspaper woman of St. Joseph, Mo., where he was then working for a local department store. The Snyders have two daughters, Mary Marjorie, 18, and Helen Shirley, 16. Among his hobbies, Glenn lists radio, literature and baseball. But all who know Glenn know his real hobby. It's fun and he has it everywhere. And he finds it helps business too!

Personal NOTES

R. M. SAMPSON, in charge of sales promotion at KWK, St. Louis, for the last year, has been appointed national sales manager by V. E. Carmichael, general sales manager. Mr. Carmichael will continue to devote his time to both types of business but will be assisted on national sales by Mr. Sampson, who likewise will continue in charge of sales promotion.

R. E. SAVIDGE, since 1931 a member of the FCC staff and for the last several years a reviewer in its Broadcast License Section, on June 9 resigned from that post to accept a position as field supervisor of the Railroad Retirement Board in Columbus, O.

H. H. HOLTSHOUSER, executive of WAPI, Birmingham, was in Hollywood in mid-June to confer with Donald W. Thornburgh, CBS Pacific Coast vice-president.

JOHN F. PATT, general manager of WGAR, Cleveland, is the father of a girl born recently. The child, Joan Frances, is his third daughter.

WILL WHITMORE, advertising supervisor, Western Electric Co., flew to Dallas June 21 to inspect the new 50 kw Dougherty W-E installation at KRLD.

JAMES R. CURTIS, president of KFRO, Longview, Tex., recently was elected a director of the A. A. Canning Co., pickel packers of that city.

EARL J. GLADE, executive vice-president of KSL, Salt Lake City, recently was elected a director of the Salt Lake City Chamber of Commerce for a three-year term.

LLOYD E. YODER, general manager of NBC, San Francisco, has recovered from a foot infection caused by a spider bite.

WALTER G. PRESTON Jr., NBC director of educational programs, a 1935 Yale graduate, has been elected a member of the executive committee of the Yale Alumni Board.

JOHN S. K. HAMMANN, who resigned June 15 as sales manager of KYW, Philadelphia, was honor guest at a luncheon June 20 given by KYW department heads and salesmen. He will remain at the station for a short time to straighten out pending affairs. No successor had been appointed as BROADCASTING went to press.

FRED FIELDING, formerly in the radio department of N. W. Ayer & Son, Philadelphia, is now in charge of the research sales staff of Ross Federal Research, Philadelphia.

DR. HERMAN S. HETTINGER, assistant professor of marketing at the Wharton School of Finance & Commerce, University of Pennsylvania and radio economist, has been promoted to associate professor of marketing.

JOHN A. HOLMAN, manager of WBZ-WBZA, Boston-Springfield, has been elected first vice-president of the Advertising Club of Boston. President is Louis Glaser, head of the agency bearing his name.

HOWARD BANTA Jr. has joined KFWB, Hollywood, as account executive. He was formerly with George A. Hormel & Co. in Los Angeles.

FRANK COFFIN, formerly with KWLK, Longview, Wash., is now manager of KVCV, Redding, Cal.

JOHN DODGE, commercial manager of WRC-WMAL, Washington, recently attended the American Bankers Assn. convention at Hot Springs, Va., where he won second prize, a fitted traveling case, in a golf tournament held during the meeting.

OLLIE COOK, formerly announcer and news commentator, has joined the sales staff of KFYO, Lubbock, Tex., replacing Quanah Parker.

HENRY ROOT, formerly account executive with KYA, San Francisco, recently became regional advertising director of *Fan Fare*, a northern California magazine.

REG DAGG, commercial manager of CKWK, Vancouver, headed a delegation of Vancouver advertising men to the Pacific Advertising Clubs Association Convention in Oakland June 28. As chairman of the Advertising and Sales Bureau of the Vancouver Board of Trade, he carried an invitation to hold the 1940 convention in Vancouver.

BEHIND the MIKE

PIERRE BEDARD, who conducts weekly French-language broadcasts for CBS, which are rebroadcast in French by the PTT, has gone to Paris at the invitation of the French Government to organize the 7th Congress of French Language and Literature, to be held Sept. 18-22 at the French Pavilion of the New York World's Fair.

GENE ARNOLD, formerly m.c. for *Sinclair Minstrels* and other NBC shows, on June 26 moved to Fort Worth to begin a four-weekly quarter-hour on KGKO, sponsored by the Texas Electric Service Co.

RICHARD ELLERS, newscaster of KYA, San Francisco, has been cast in the serial drama *Hawthorne House* heard weekly on NBC-Red on the Pacific Coast under sponsorship of Wesson Oil and Snowdrift Sales Co., New Orleans.

JIMMY McCLAIN, for the last year program director of KABC, San Antonio, has joined Texas State Network as assistant program director and production manager. He formerly was an announcer with WFAA and the Texas Centennial Exposition in Dallas, and with WOAI, San Antonio. McClain has been assigned to announce the new *Texas Hall of Fame* series, saluting the major industries of the state, on TSN, with Steve Wilhelm narrating.

JACK WELLS, announcer and commentator at CFQC, Saskatoon, Sask., received recognition for his sports broadcasts last month when he was picked to broadcast the weekly *Speaking of Sports* commentary on a CBC national network for the summer.

AGNES JO CHATTERTON, for six years program department secretary of KFI-KECA, Los Angeles, has resigned. Her successor is Oma Rhodes, who returned to the station after an absence of two years.

HELEN STEWART, secretary to Educational Director Arthur Garbett, NBC, San Francisco, recently returned to her post following an illness of several months.

New WTIC Sales Chief

WALTER JOHNSON, who began as an announcer with WTIC, Hartford, when it was established in 1925, has been promoted to the sales managership in a shakeup of the commercial staff ordered by Paul W. Morency, general manager. Effective at once, he moves up from supervisor of local sales to commercial manager, while James F. Clancy, former commercial manager, becomes sales promotion manager and Irwin Cooper moves from continuity editor to sales representative. Mr. Johnson has been successively announcer, chief announcer, producer, salesman and local sales supervisor.



Mr. Johnson

BILL FROSCH, formerly chief announcer of WIRE, Indianapolis, recently joined the announcing staff of WLW-WSAI, Cincinnati.

JOHN CHARLES ADAMS, former news commentator of WOR, Newark, has joined WJJD, Chicago, as commentator on a thrice-weekly quarter-hour news series. Mr. Adams has been associated with Edwin C. Hill for several years and is writing a book on politics.

WILLARD L. JOHNSON, former dean of men at Drake University, Des Moines, and now executive secretary of the Iowa Roundtable of the National Conference of Christians and Jews, conducts "News and Views About Religion" weekly on WHO, Des Moines, is not a regular member of the announcing staff, as stated in BROADCASTING, June 15.

VIC ROWLAND, news editor of the *Stanford Daily*, of Stanford University, has joined the production staffs of KVOE, Santa Ana, Cal.

BEN FELD, musical director of KMOX, St. Louis, and Joe Stovall, arranger, have written "Lovely As You Are," new song featured on local CBS programs out of St. Louis.

RAY McNAMARA, organist of WWL, in New Orleans, in collaboration with Chris Yacich, has written another new song, "A Table for Two" published recently by Mills Music Corp., New York.

JOHN PEEL, formerly of WKRC, Cincinnati, and a former newspaperman, has joined WIBG, Glenside, Pa. as news commentator.

HESTER KYLER, program director of WCLO, Janesville, Wis., recently wrote a new song, "Blackhawk Land" in honor of Southern Wisconsin's well-known vacation spot. The *Janesville Gazette* published a special vacation edition, recently, giving a half-page two-color spot to the piece, and summer resort bands in the section have adopted it as the official vacation song.

FRANK L. DENT has replaced S. Hervey Kelly as program director of KSAM, Huntsville, Tex., and Elbert Stanton has been added to the announcing staff. KSAM also has appointed Jean Elvins as director of women's programs.

ARTHUR H. FAUST, formerly of KFAB and KFOR, Lincoln, Neb., has been made program director of KMPC, Beverly Hills, Cal., succeeding Ted Gates, resigned. Ted Baughn, announcer, has withdrawn his resignation and will remain with the station.

PHIL BAXTER, composer of "Piccolo Pete", "Ding Dong Daddy" and "Faded Summer Love", has been appointed production director of the Dallas studios of KGKO, Fort Worth.

MARVIN CONN, formerly of KTUL, Tulsa, has joined KGKO, Fort Worth, as sports announcer, conducting a series of weekly afternoon sportscasts and handling play-by-play descriptions.

DAVE GARROWAY, announcer of KDKA, Pittsburgh, has been placed in charge of special events, according to an announcement by Manager Sherman Gregory.

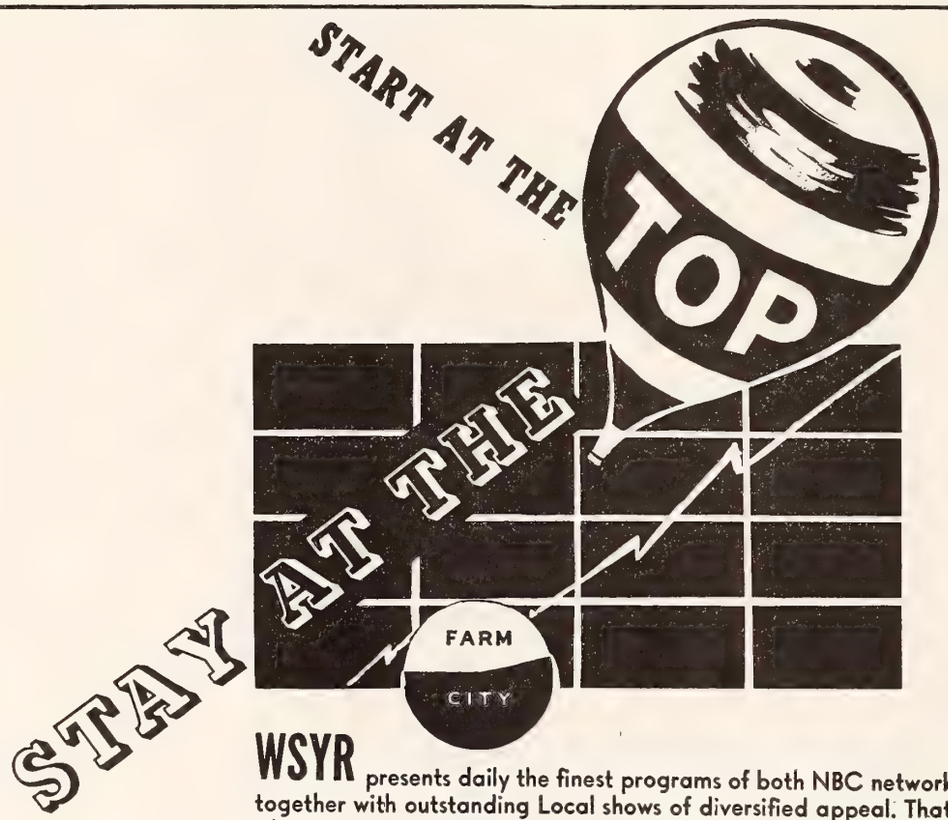
HUGH M. ASPINWALL, formerly of WCCO, Minneapolis, has resigned and is a featured actor on the shows of Ralston Purina Co., being recorded by World Broadcasting System, Chicago.

ED HUMPHREY, announcer of WJJD, Chicago, will marry Miss Katherine Roos July 15. Jack Drees, sportscaster of WJJD, will marry Miss Mary Roach Aug. 16.

RAY FERRIS, head of the music department of WLS, Chicago, has written another popular song titled "Trailing a Trail". Mr. Ferris recently published the song "Down the Lane of Memory".

MISS DOROTHY HOPPER, of the continuity staff of KGNC, Amarillo, and Raymond Holbrook, of the *Amarillo Daily News*, were married June 16, at Plainview, Tex.

MARGARET CAIN has joined the continuity department of KOMA, Oklahoma City.



WSYR presents daily the finest programs of both NBC networks, together with outstanding Local shows of diversified appeal. That's why we are the preferred station of listeners in a rich Urban and Rural Market, which is one of the *important* Wholesale centers in the east as well as a *prosperous* Farm region. So spin your contracts over here to "start at the top" (of the dial) in order to "stay at the top" (of your sales chart)!

WSYR 570 Kilo.

Tops in SYRACUSE

Tops in Program Popularity Surveys . . . Tops in Coverage

PAUL H. RAYMER CO.
National Representatives
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

Meet the LADIES

ROBERT SARNOFF, youngest son of David Sarnoff, president of RCA, and just out of Harvard University, has joined the New York World's Fair radio staff under Dr. John S. Young.

TED COTT, formerly announcer and dramatic director of WNYC, New York, is now the m.c. for the new CBS musical quiz program *Hour of Musical Fun.*

TONY MARVIN, formerly staff announcer of WNYC, New York's municipal station, has joined the New York World's Fair radio staff as production man.

HARMON NICHOLS of the Chicago bureau of United Press has been transferred to the UP radio editorial desk in New York.

JACK MANIN, formerly located in New York and other points in the East, has joined WWL, New Orleans as music arranger.

DOUG SMITH, sports commentator from British Columbia, has joined the sports staff of CFCN, Calgary, Alta.

JACK FRASER, NBC announcer, is the father of a son, born June 21. The baby's mother is the former Betty Glenn, a member of NBC's press department before her marriage.

KEN ELLINGTON, *Roving Reporter,* of WBBM, Chicago, has been named a judge for the contest board of the American Automobile Assn., and will combine his judge-announcer duties as he covers midget auto races in the Chicago area.

EDWIN MULLINAX, announcer of WHMA, Anniston, Ala., was guest columnist in Tommy Dorsey's magazine, "Bandstand", during June.

WES McKNIGHT, chief announcer of CFRB, Toronto, is the father of a boy born in May.

HARRIS OWEN, musical director of KARK, Little Rock, Ark., is filling in his 13-week summer layoff by directing the orchestra at Shadow Lake, Noel, Mo., Ozark summer resort where many of the scenes in the film "Jesse James" were shot last year. He is to return to KARK in late August.

PAUL LANGFORD has been elevated to chief announcer of KMPC, Beverly Hills, Cal., succeeding Kenneth von Egidy, who resigned to free lance. Jack Stafford has been added to the staff as announcer. He succeeds Ted Baughn, also resigned.

GLADYS HALL, secretary to Harry C. Butcher, CBS Washington vice-president, is taking a month's leave and will motor to the Pacific Coast, her first vacation since 1936. She will travel with Mrs. Annette Hutterly, secretary to Judge Sykes, during his FCC regime.

CHARLES DeVOIS, of the continuity department of WNOX, Knoxville, and Miss Alma Wittenbarger are to marry in mid-July.



BERNICE JUDIS

AS GENERAL manager of WNEW, New York, 24-hour-a-day station, Bernice Judis rates high in the list of successful career women of America's greatest metropolis. She joined WNEW in 1934 as a copywriter and program builder. Assisting in the business office, it was not long before she assumed its full direction. Though attractively feminine in appearance, Bernice Judis' mental processes are masculine. Possessor of keen judgment, imagination, ingenuity and a flair for showmanship, she is one of radio's outstanding executives.

JACK WILLIAMS, program director, and Al Becker, staff organist of KOY, Phoenix, Ariz., have gained local fame as explorers. They recently staged an expedition into the little-known Colossal Caves of Arizona, which extend more than 37 miles underground.

DAVID STARLING, KFWB, Hollywood, actor, has taken on the duties of relief announcer.

TONY Le FRANO, KDB, Santa Barbara, Cal., announcer-producer, has been transferred to KHJ, Los Angeles, for the summer.

PAUL POPE, new to radio, has joined KVOE, Santa Ana, Cal. as junior announcer.

AL GODWIN, announcer of WWL, New Orleans, recently married Thora Spitzfadden.

BUD THOMPSON, Texas Tech graduate, new to radio, has joined the announcing staff of KFYO, Lubbock, Tex.

We Like To Be Contrary!

KEEP WATCHING THE OZARKS

Are you one of those hard-boiled advertising executives who *knows* the mail-pulling season starts (and ends) with cold weather?

Then get wise to yourself, Mr. Executive.

KWTO drew 4,323 separate *cash orders* from 33 programs, April 24 to May 31, for Skrudland Photograph Company of Chicago . . . and from 837 towns.

KWTO does an all-year job in the Ozarks!

Speaking of Summer

The Missouri Ozarks this year will enjoy a $10,000,000 resort season (Missouri State Department Figures) between June 1 and October 31.

Resorts of North Arkansas also bring rich tribute to the KWTO territory.

This means there's money being spent in the Ozarks . . . and time for you to get your share of the summer-time profits, offered by KWTO advertising.

KWTO
560 KC. -- 5000 Watts
Springfield, Missouri
Nat'l. Representative—Howard H. Wilson

1935 — COLORADO SPRINGS
1936 — CHICAGO
1937 — CHICAGO
1938 — WASHINGTON
1939 — ATLANTIC CITY

For the fifth time...

YES! WE'LL BE THERE

• NBC THESAURUS, foremost among recorded program services, will again be represented at the NAB Convention... In this, its fifth year of leadership, THESAURUS offers more and better big-time programs for stations and advertisers.

For an audition and complete information, visit

NBC TRANSCRIPTION SERVICE EXHIBIT
At Atlantic City NAB Convention
HOTEL AMBASSADOR

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

watch this white spot!

This white spot is the Great Falls, Montana market.

For verification, we refer you to Nation's Business and other magazines reporting general business conditions.

If you watch this white spot, you'll notice that it's expanding.

This white spot is a real sales spot. And its only station offering consistent and constant coverage is KFBB.

Great Falls KFBB *Montana*
5000 WATTS DAY — 1000 WATTS NIGHT
Columbia Broadcasting System

Free Discussions

NEW JULY series on WIRE, Indianapolis, *At Your Service,* will offer professional, retail and service organizations opportunities to discuss their problems on the air, explain their work and correct mistaken impressions. The weekly programs are carried as a public service feature, offered without cost or obligation, and each group is scheduled for a date complementing other promotional activity.

Old Play Revival

AFTER four year's work by literary detectives, hunting for faded American dramatic classics, NBC-Red is starting a radio revival of nine 50-year-ago favorites July 6 on its weekly series of *America's Lost Plays.* The idea was conceived in 1935 and carried out by Barrett H. Clark, executive director of the Dramatists' Play Service, who superintended the detective work that uncovered about 100 forgotten plays.

Make Shreveport
YOUR
TEST CAMPAIGN
City

Watch sales grow in this rich, able-to-buy market. This year's building permits will greatly exceed the record breaking 1938. 300 new families from one company are moving their headquarters to Shreveport. 2,000 additional men are being placed in service at the army's Barksdale Field. KTBS reaches this rich, able-to-buy market every day from 6 A. M. to 12 P. M.

EVERYBODY is WORKING in SHREVEPORT

1,000 WATTS
KTBS
SHREVEPORT
LOUISIANA

Represented by The Branham Co.
IN THE CENTER OF THE WORLD'S GREATEST OIL AND GAS AREA
NBC

Purely PROGRAMS

Adolescent Bookworms

TO ENCOURAGE juvenile reading, the Milwaukee Public Library is cooperating with WTMJ, Milwaukee, in a new series of programs dramatizing outstanding children's books and organizing a literary club, the Ancient Order of Bookworms. Each child listener gets a "books read" schedule sheet, tied up with the WTMJ programs, and upon reading five of the selected books is eligible to membership in the Order, complete with membership button. Each youngster checks in at a library branch to be quizzed on each book to test his reading.

* * *

They Visit Ivie

A NEW TYPE of program, titled *Let's Visit Ivie Stein,* is being sponsored on KVOE, Santa Ana, Cal. by a local stationery store. Programs feature unrehearsed visits with the proprietor of the store, who is a camera expert. Lectures, movies, color photography exhibits, and free-for-all discussions follow each broadcast, with listeners invited to visit the studio and participate. Sponsor is merchandising the program with newspaper ads, window displays, telephone mentions, package stuffers and direct mail advertising.

* * *

Editors Take the Mike

WIRE, Indianapolis, is lining up editors of daily and weekly newspapers in Central Indiana for appearances on its newest weekly forum program, scheduled to start July 5. Four editors on each broadcast will give their views on some one subject of state or national interest. The radiotorials will be presented via transcription, made in the editor's offices. The records are to be given the editorialists after their comments have been broadcast.

For Softball Fans

CAPITALIZING on the popularity and increasing interest in softball in Orange County, KVOE, Santa Ana, Cal., has started a twice weekly quarter-hour program, *Your Softball Reporter,* with Jack O'Mara as commentator. With approximately 80 teams playing in ten organized leagues, in the county, KVOE made sure first that such a program was wanted by sending out blanks to all managers requesting complete rosters of all teams and expressions of opinion. The program consists of news and sidelights of games, predictions of results, interviews with officials and star players, reviews of team standings and other information of interest to softball fans.

* * *

Plenty of Groceries

AS WEW's *Grocery Basket of the Air* approaches its first anniversary, Manager A. S. Foster announces that more than $2,000 worth of grocery specialties have been given to listeners of the commercially-operated St. Louis U. station through the program. Grocery gifts include five baskets per week, containing up to 60 different items, and the "Truckload of Groceries" contest in which three women received almost three tons of foodstuffs. The program is a Saturday morning goodwill feature and has no sponsors. Contests are based on letters telling "Why I trade with my independent neighborhood grocer." The feature is conducted by Bill Durbin, WEW announcer.

* * *

Fresh From the Farm

LOCAL and personal news regarding nearby farms and farmers features *Rural Roundup,* a new 11:45 a. m. daily program on WCLO, Janesville, Wis., with Paul Ruhle as m.c. Musical numbers by hillbilly acts and interviews with farm notables also are featured.

* * *

Listening For Goers

STREAMLINED for motorists, *Harmony Highway* on CJRC, Winnipeg, is directed at week-end travelers listening to their car radios and furnishes transcribed music with road reports, safety hints, and general tips for pleasure-seekers.

WFBL . . SYRACUSE

Nationally Recognized as the leader
in a Nationally-Recognized "TEST" MARKET

Syracuse—a city of 221,785 population in which no single industrial or commercial interest holds dominant sway . . . a city with 56 separate lines of industry—carried on in more than 300 factories—and situated in the heart of a thriving agricultural section, covering 8 outlying counties.

Measured by per capita income . . . retail sales . . . automobile registrations . . . new car sales . . . in every buying quality that makes for bigger sales volume for you—Syracuse is higher than national average for all cities over 100,000 population.

Get your share of this concentrated buying-market. Reach it through WFBL—the station that commands the widest listener audience and the most outstanding program features in Syracuse area.

WRITE today for complete data regarding Syracuse as a market and WFBL's coverage of that market.

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES



LEFT SHOE OFF
Shreveport Club Has Novel Ball Game Ritual

OFTEN during his sportscasts on KWKH and KTBS, Shreveport, La., Jerry Bozeman greeted listeners with "Take off your left shoe and let's put the sports down in front again". Taking the cue, many fans in the stands during the broadcast of Shreveport Sports games in the Texas League ac-





tually would take off their left shoes—just for the fun of joining in with Bozeman rather than in superstition.

Result was formation of the "Left Shoe Off Club". In its first few weeks, several thousand fans mailed requests for membership cards. Ten thousand members are expected within the next few weeks. Here are two distinguished members—in a pose characteristic of club members, with Sportscaster Bozeman (center) — Curtis Parker (left), coach of the Centenary College football team, and Bonneau Peters (left), president of the Shreveport Baseball Club. Below the picture is a reproduction of one of the membership cards.

* * *

Staff and Distaff

WITH ACCENT on the distaff side, a new series of weekly programs on WIL, St. Louis, *I'd Like to Know*, presents Mrs. Schuyler Smith, traveler-lecturer-author, in interviews with outstanding personalities in the world of letters, art, science and social life.

* * *

Listeners' Decisions

ACTUAL legal cases are dramatized with members of the audience explaining how they would reach decisions on the problems involved during the *Now You Decide* program, which was resumed June 20 on WHN, New York. George Combs Jr., commentator, directs.

Keyboard Combine

NEW program of KMOX, St. Louis, *The KMOX Keyboard Choir*, features the five keyboard instruments of the station—novachord, Kilgen organ, Hammond electric, celeste and piano—with Seth Greiner, Arthur Utt, Venida Jones, Ruth Hulse Nelson and Andrew McKinney playing. Special arrangements for the Sunday evening quarter-hour, conceived by Chester G. Renier, KMOX program director, are written by Joe Stovall.

* * *

Business Quizness

QUESTIONS on manufacturers, their products, familiar trademarks, label recognition, color of packaging and such are the meat of a new quiz show, *Bizz-Quiz*, started recently on KJR, Seattle, by the Washington State Mfrs. Assn. Five members of the audience grapple with the questions, and when they fail to answer, the audience gets a chance. Prizes, ranging from corn flakes to caviar, go to winners.

* * *

Shoreline Gleanings

EVERY Friday and Saturday evening through the summer, WICC, Bridgeport, Conn., is carrying William Elliott as its *Beach Reporter*, giving time, temperature, tide and weather reports as related to the major beaches on the Southern Connecticut shoreline. He also reports major attractions and sports events at the resorts. Sponsorship is by Bask, a sun-tan preparation.

* * *

Return of the Pooch

WORKING in cooperation with animal rescue and humane societies, WICC, Bridgeport, Conn., carries a thrice weekly, 7:55 a. m. program titled *A Dog's Best Friend* and sponsored by the Kennel Food Supply Co., Fairfield, Conn. It features lost-dog announcements, carried without charge. It has been highly successful in restoring stray canines.

* * *

Unsullied by Talk

PROGRAM DIRECTOR R. B. McAlister, of KFYO, Lubbock, Tex., claims one of the few remaining "firsts" in radio with the new *Music with a Smile* program, produced by him and fed to Texas State Network. The program uses no announcer at any time. Program introduction, song titles, and even network identification are sung.

Waukegan Dual

FIRST double-billing of a movie and a radio broadcast occurred June 25 when the Jello program originated on NBC-Red from Waukegan, Ill., home town of Jack Benny, in conjunction with the premiere of "Man About Town", movie in which Benny is featured. Radio people from all over the Midwest attended the show. Sid Strotz, manager of NBC-Chicago, and William Ray, head of public relations of NBC-Chicago, entertained the radio and newspaper press at a cocktail party between the early and rebroadcast *Jack Benny* programs. Prior to the broadcast, Mayor Mancel Talcott, friend of Benny who appeared on the program, sent Waukegan motorcycle officers to all nearby cities with "warrants" summoning all mayors to attend the show.

Dizz and His Quiz

NEW daily man-on-the-street spelling bee feature of WNOX, Knoxville, *Doc Dizz & His Dizzy Spells*, has red-bearded Announcer Read Wilson standing on the street before the studio entrance under a big striped umbrella handing out words for passers-by to spell. With simpler words worth from a nickel to a quarter to their spellers, the program is highlighted with special prizes.

WFAA Observes 17th

WFAA, Dallas, on June 26 celebrated its 17th anniversary on the air with a breakfast for staff members and a special hour program. The anniversary broadcast was presented by a company of more than 60 entertainers, along with a review of the station's history by Adams Colhoun, office manager, who was WFAA's first announcer, and a message from G. B. Dealey, president of A. H. Belo Corp., owners of the station and publishers of the *Dallas Morning News*. Martin B. Campbell, general manager of WFAA, presided at the breakfast, at which officials of the *News* also were guests.

WHOM

Full-time foreign-language programs in New York—Italian, German, Polish and Yiddish.

JOSEPH LANG, Mgr.

A FAIR WORLD IN ITSELF

5,000,000 POTENTIAL AUDIENCE

America's 4th Market

KEHE

780 Kc

Is GOOD Insurance in Los Angeles

Buy Us TOO and INSURE Your RESULTS!

MINIMUM EXTRA COST MAXIMUM EXTRA RESULTS

In the heart of America's Tobacco-land

WFTC

Kinston, N. C.

Rep.: Burn-Smith Co.



Thrilled millions of network listeners for 4½ years...

"SECRET AGENT K-7 RETURNS"

Now offered as a Syndicated Transcribed Feature

Realistic dramatizations of exploits of a Secret Service Agent on land, in the air and at sea. Espionage—counter espionage—sabotage—propaganda—intrigue! Timely series of new tales as exciting as their predecessors.

For an audition and complete information, visit

NBC TRANSCRIPTION SERVICE EXHIBIT

At Atlantic City NAB Convention

HOTEL AMBASSADOR

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFAA-WBAP, Dallas-Ft. Worth

Chr. Hansen's Laboratories, Little Falls, N. Y. (Junket Freezing Mix), 5 *ta* weekly, thru Mitchell-Faust Adv. Co., Chicago.
Lever Bros. Co., Cambridge, Mass. (Spry), 6 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Palmolive Soap), 18 *sa* weekly, thru Benton & Bowles, N. Y.
Chrysler Corp., Detroit (Dodge), 7 *sa* weekly, thru J. Stirling Getchell, Detroit.
U. S. Tobacco Co., New York (Red Seal Snuff), 5 *t*, weekly thru Arthur Kudner, N. Y.
General Mills, Minneapolis (Wheaties), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
Webster-Eisenlohr, New York (Tom Moore Cigars), 2 *sp* weekly, thru N. W. Ayer & Son, Philadelphia.
American Snuff Co., Memphis (Garrett's Snuff), 2 *t* weekly, thru Simon & Gwynn, Memphis.
Lehn & Fink Products Co., New York (Hinds Honey & Almond Cream), 15 *ta* weekly, thru William Esty & Co., N. Y.
Skinner Mfg. Co., Omaha (Raisin-Bran), 7 *ta* weekly, thru Ferry-Hanley Co., Kansas City.
BC Remedy Co., Durham, N. C. (BC Headache Powders), 6 *ta* weekly, thru Harvey-Massengale Co., Durham.
Zonite Products Co., New York (Forhan's Toothpaste), 26 *ta*, thru Cowan & Dengler, N. Y.
Peter Paul Inc., Naugatuck, Conn. (Ten Crown Gum & Walnettos), 6 *sa* weekly, thru Platt-Forbes, N. Y.
American Chicle Co., Long Island City (Dentyne Gum), 8 *ta* weekly, thru Badger & Browning & Hersey, N. Y.

WOR, Newark

Kirkman & Sons, Brooklyn, N. Y. (soap), 3 *sp* weekly, thru N. W. Ayer & Sons, N. Y.
Yeckes-Eicenbaum, New York (flavor-sealed melons), 5 *sa* weekly, thru S. C. Croot Co., N. Y.
American Beverage Co., New York (Dr. Brown's Cel-Ray tonic), weekly *sp*, 52 weeks, thru Lawrence C. Gumbinner, N. Y.

WTAQ, Green Bay, Wis.

International Harvester Co., Chicago, 26 *sa*, thru Aubrey, Moore & Wallace, Chicago.
Northland Greyhound Lines, 5 *sp* weekly, thru Beaumont & Hohman, Cleveland.
Babson Bros., Chicago (Surve miler), 56 *ta*, thru Matteson-Fogarty-Jordan, Chicago.

WPTF, Raleigh, N. C.

U. S. Tobacco Co., New York (Bruton and Red Seal snuff), 5 *t* weekly, thru Arthur Kudner, N. Y.
Stanback Remedy Co., Salisbury, N. C. (proprietary), daily *sa*, 52 weeks, thru J. Carson Brantley Adv. Agency, Salisbury.
Air Conditioning Training Corp., Youngstown, 3 *t* weekly, thru Weill & Wilkins, N. Y.

WRC, Washington

Chr. Hansen's Labs., Little Falls, N. Y. (Junket), 5 *t* weekly, thru Mitchell-Faust Adv. Co., Chicago.

WMCA, New York

Agash Refining Corp., Brooklyn (edible oils), 3 *sp* weekly, 26 weeks, thru H. C. Morris Adv. Agency, N. Y.
Lehn & Fink Products Corp., New York (Hinds Honey & Almond Cream), 15 *sa* weekly, 8 weeks, thru Wm. Esty & Co., N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 5 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Old Orchard Beach Assn., Old Orchard, Beach Me., 3 *sa* weekly, 5 weeks, thru John W. Queen, Boston.
Young People's Church of the Air, Philadelphia, weekly *sp*, 52 weeks, direct.
Unity School of Christianity, Kansas City, 6 *sp* weekly, 39 weeks, thru Carl Frankhiser Agency, Kansas City.
Cushman's Sons, New York (bakers), 3 *sp* weekly, 12 *sa* weekly, thru Samuel C. Croot Co., N. Y.

WNOX, Knoxville

General Mills, Minneapolis, 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
Gulf Refining Co., Pittsburgh (Gulfspray), 2 *t* weekly, thru Young & Rubicam, N. Y.
Burger Bros. Co., Cincinnati, 9 *sa* daily, thru Midland Adv. Agency, Cincinnati.
Stanback Co., Salisbury, N. C. (proprietary), 4 *sa* daily, direct.
Bireley's, Hollywood (orangeade), daily *sa*, thru Raymond R. Morgan Co., Los Angeles.

KFBK, Sacramento, Calif.

Paramount Pictures, New York, weekly *sa*, thru Buchanan & Co., N. Y.
Dr. E. L. Laisne, Fresno, Cal., (optometry chain), 7 *sa* weekly, direct.
Pasa Pega Sales Co., San Francisco (food products) weekly *sp*, direct.
Quaker Oats Co., Chicago (cereal), 12 *sa* weekly, thru Sherman K. Ellis, Chicago.

KSFO, San Francisco

California Fruit Growers Exchange, Los Angeles (Pectin) 3 *sp* weekly, thru Lord & Thomas, Los Angeles.
Chrysler Motor Co., Detroit (Dodge), 7 *ta*, weekly thru Ruthrauff & Ryan, N. Y.
Lehn & Fink Products Co., N. Y. (lotion) 16 *ta* weekly, thru William Esty & Co., N. Y.

WWL, New Orleans

American Snuff Co., Memphis, 2 *t* weekly, thru Simon & Gwynn, Memphis.

CKOC, Hamilton, Ont.

Ontario Government, Toronto (Dept. of Highways), 13 *sp*, direct.

KFI, Los Angeles

Northam Warren Corp., New York (Cutex nail polish), 6 *sa* weekly, thru J. Walter Thompson Co., N. Y.
Studebaker Sales Corp., South Bend, Ind. (autos), 2 *t* weekly, thru Roche, Williams & Cunnyngham, Chicago.
Bank of America National Trust & Savings Assn., San Francisco (banking), 4 *sa* weekly, thru Chas. R. Stuart, San Francisco.
Sofenz Sales Corp., Los Angeles (cosmetic), weekly *sp*, thru Richard F. Connor Adv., Manhattan Beach, Cal.
Lehn & Fink Products Co., New York (Hinds cream), 13 *sa* weekly, thru Wm. Esty & Co., N. Y.
Federal Savings & Loan Institute of California, Los Angeles (loans), weekly *sp*, thru Elwood J. Robinson Adv. Agency, Los Angeles.
Artichoke Ltd., San Jose, Cal. (bread), 2 *sa* weekly, thru Long Adv. Service, San Jose.
Coast Federal Savings & Loan Assn., Los Angeles (investments), 3 *sp* weekly, thru Robert F. Dennis Adv. Agency, Los Angeles.
L. A. Sausage Co., Vernon, Cal. (smoked meats), 6 *sp* weekly, thru Darwin H. Clark Adv., Los Angeles.
Kemp & Lane, Le Roy, N. Y. (Orangeine Powder), weekly *sa*, thru Hughes, Wolff & Co., Rochester, N. Y.
Wilmington Transportation Co., Los Angeles (resort), 5 *sa* weekly, thru Niesser-Meyerhoff, Los Angeles.

WNAX, Yankton, S. D.

Chrysler Corp., Detroit (autos), *sa* series, thru J. Sterling Getchell, N. Y.
B. F. Goodrich Rubber Co., Akron, 5 *sp* weekly, thru Griswold-Eshelman, Cleveland.
International Harvester Co., Chicago (twine), 6 *sa* weekly, thru Aubrey, Moore & Wallace, Chicago.
Air Conditioning Training Corp., Youngstown, 5 *t* weekly, thru Weill & Wilkins, N. Y.

KMJ, Fresno, Calif.

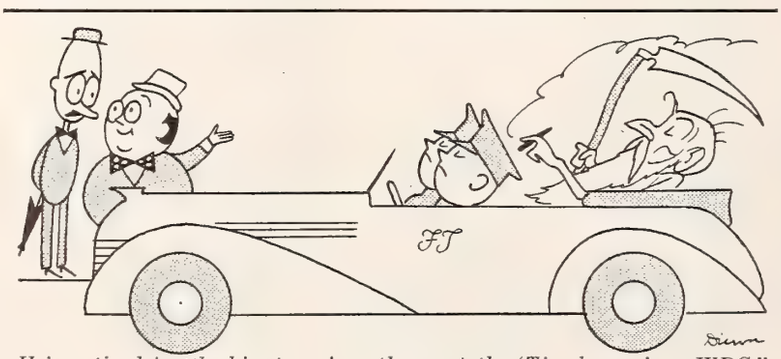
Paramount Pictures, New York, weekly *sa*, thru Buchanan & Co., N. Y.
Fisher Flour Mills, Seattle, 2 *sp* weekly, thru McCann-Erickson, San Francisco.

KXOK, St. Louis

Tobacco Merchants Assn. of U. S., St. Louis (anti-ordinance campaign), *sa* series, thru Thomas W. Parry Agency, St. Louis.

KJBS, San Francisco

Montezuma School for Boys, Los Gatos, Cal. (military school), 2 *sp* weekly, direct.



He's retired in Washington since they put the 'Timekeeper' on WRC."

Pd. Adv.

WGY, Schenectady

Air Conditioning Training Corp., Youngstown, 3 *sp* weekly, thru National Classified Adv. Agency, Youngstown.
American Chicle Co., Long Island City (Dentyne), 8 *ta* weekly, thru Badger & Browning, N. Y.
Brown & Williamson Tobacco Co., Louisville (Bugler), 2 *t* weekly, thru Russel M. Seeds, Chicago.
Firestone Tire & Rubber Co., Akron, 2 *t* weekly, thru Sweeney & James, Cleveland.
Zonite Products, New York (Forhan's), 2 *sp* weekly, thru Cowan & Dengler, N. Y.
Gulf Refining Co., Pittsburgh (Gulfspray), 2 *t* weekly, thru Young & Rubicam, N. Y.
James Heddons' Sons, Dowagiac, Mich. (fishing tackle), 3 *ta* weekly, thru Rogers & Smith, Chicago.
International Harvester Co., Chicago, 6 *ta* weekly, thru Aubrey, Moore & Wallace, Chicago.
Joe Lowe Co., Brooklyn (Popsicles), 3 *t* weekly, thru Biow Co., N. Y.
Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), 5 *ta* weekly, thru Wade Adv. Agency, Chicago.
Modern Food Process Co., Philadelphia (Thrivo dog food), 2 *ta* weekly, thru Clements Co., Philadelphia.
National Biscuit Co., New York (bread), 3 *t* daily, thru McCann-Erickson, N. Y.
Potter Drug & Chemical Co., Malden, Mass. (Cuticura), 6 *ta* weekly (renewal), 6 *sa* weekly, thru Atherton & Currier, N. Y.
Procter & Gamble Co., Cincinnati (Camay) 5 *t* weekly, thru Pedlar & Ryan, N. Y.
RCA Mfg. Co., Camden (Victor), weekly *sp*, direct.
Railway Express Co., New York, daily *sa*, thru Caples Co., N. Y.
Sealtest Inc., Philadelphia (dairy products), 5 *t* weekly, thru McKee & Albright, Philadelphia.
Spencer Shoe Stores, Boston, 3 *ta* weekly, thru Chambers & Wiswell, Boston.

WHN, New York

Kem Laboratories, Jersey City (liquid plant food), 3 *sp* weekly, 54 weeks, thru Williams & Saylor, N. Y.
Railway Express Agency, New York, 3 *sa* weekly, 4 weeks, thru Caples Co., N. Y.
Perfection Products Co., New York (Touday cosmetics), 3 *sp* weekly, direct.
Saint-Germain Press of Los Angeles, 3 *t* weekly, 52 weeks, thru Ted Dahl Adv. Agency, Los Angeles.
Sears Roebuck & Co., Chicago, 100 *sa*, 16 days, thru Blackett-Sample-Hummert, Chicago.
Metropolitan Life Insurance Co., New York, 5 *sp* weekly, 13 weeks, thru Young & Rubicam, N. Y.
I. J. Fox, New York (furriers), daily *sa*, 5 weeks. Placed direct.
Potter Drug & Chemical Co., Malden, Mass. (Cuticura soap), 6 *sa* weekly, 4 weeks, thru Atherton & Currier, N. Y.

KNX, Hollywood

Central Milk Sales Agency, Downey, Cal., (milk), 6 *sp* weekly, thru Dan B. Miner Co., Los Angeles.
Domestic Products Corp., Wyandotte, Mich., (Clix Drain Solvent), 5 *sp* weekly, direct.
Dr. Miles, California Co., Los Angeles (Alka-Seltzer) 5 *t* weekly, thru Associated Adv. Agency, Los Angeles.
Lawry's Products, Los Angeles (seasoned salt), weekly *sp*, thru California Adv. Agency, Los Angeles.

WLW, Cincinnati

Procter & Gamble Co., Cincinnati (Crisco), 5 *t* weekly, thru Compton Adv., N. Y.
Campbell Cereal Co., Minneapolis (Malto-Meal), 5 *t* weekly, starting Oct. 9, thru H. W. Kastor & Sons, Chicago.

WBEN, Buffalo

Benrus Watch Co., New York, daily *sa*, thru J. D. Tarcher & Co., N. Y.

Radio Advertisers

KSTP, St. Paul, has signed up three sponsors for 22 days of special events broadcasts within the next two months. Northwest Buick dealers are sponsoring coverage of the Women's Trans-Mississippi golf tourney, June 25-July 2. Lambert-Simpson Co. will sponsor the four-day St. Paul Open to promote Timken oil burners. The 10-day Minnesota State Fair broadcasts will be sponsored again this year by the Montgomery Ward retail store in St. Paul, which already has two daily quarter-hours on KSTP featuring Corinne Jordan. All the special events will utilize the station's mobile unit.

CHICAGO Distilled Water & Beverage Co., Chicago (Dad's root beer), on June 20 started a thrice-weekly 15-minute program on WCFL, that city. Malcolm-Howard, Chicago, handles the account.

GARCIA GRANDE CIGARS, New York, has started daily participations in the 3½-hour race track broadcasts on WIND, Gary, Ind., making the fifth participating sponsor in the series [BROADCASTING June 15]. Wesley Associates, N. Y., is agency.

BURLINGTON TRANSPORTATION Co., Chicago (tour service), has started five weekly spot announcements on WMAQ, Chicago. Reincke, Ellis, Younggreen & Finn, Chicago, handles the account.

KEELEY Institute, Dwight, Ill., on June 19 started six-weekly spot announcements on CKLW, Windsor-Detroit, in a test campaign that may be extended this fall. Beaumont & Hohman, Chicago, is agency.

In Omaha KOIL is the basic Columbia outlet for 201,430 radio homes in this trading area.

In Omaha KOIL backs up your program with a tested, productive 7 Point Plus Merchandising Plan.

In Omaha KOIL is doing the outstanding sales job.

KOIL-OMAHA
Rep. by the Katz Agency

Cool in Colorado

CAPITALIZING on the hot-and-cold temperature extremes between Oklahoma City and Grand Lake, Col., Radio Productions, Denver, sent two salesmen to Grand Lake and in two days signed up 20 local merchants to cooperatively sponsor a temperature report spot campaign on KOMA, Oklahoma City. The spot program, comparing the high temperature in Oklahoma City with the cool weather at Grand Lake and designed to lure heat-sufferers to the resort, began June 15 and will carry through the Grand Lake season.

BATHASWEET Corp., New York (bath salts), on June 26 started a new series on WBBM, Chicago, Mon., Wed., Fri., 7-7:15 a.m., featuring J. Oren Weaver, head of the WBBM news department, in what he terms "tailored news". Events of the day are interpreted and correlated in relation to similar backgrounds and happenings known to Chicagoans and residents of the Midwest, the criterion of selection being regional and local interest. H. M. Kiesewetter A. A., N. Y., handles the account.

ST. GERMAIN PRESS, Chicago (religious), a heavy user of radio time, on June 30 started for 17 days a twice daily, half-hour talk by Mrs. G. W. Ballard, head of the "Great I Am" movement, on KHJ, Los Angeles. Program is remoted from the Shrine Auditorium in downtown Los Angeles. Account is also using from one to five-weekly quarter-hour similar talks, transcribed, on 25 stations nationally. RCA-Victor and C. P. McGregor, both of Hollywood, cut the transcribed series. Ted Dahl Adv. Agency, Los Angeles, has the account.

LOG CABIN BREAD Co., Los Angeles (Roman Meal bread), on June 26 started for 13 weeks sponsoring the thrice-weekly half-hour *Man-on-the-Street* on KFAC, that city. Leslie Adams is at the mike. Firm also sponsors the five weekly quarter-hour transcribed *Air Adventures of Jimmie Allen* on KFAC and will use spot announcements on other Los Angeles stations in a campaign to start shortly. Scholtz Adv. Service, Los Angeles, has the account.

CANINE SPECIALTY Co., Los Angeles (Vi-Ti Dog Kandy), new to radio, which recently appointed Scholts Adv. Service, that city, to direct its national advertising, has started a thrice-weekly five-minute program, *Dog Stories*, with Ted Meyers, narrator, on KHJ. Contract is for 52 weeks, having started June 12.

STEPHANO BROS., Philadelphia (Marvel cigarettes), is sponsoring *Ira Blue's Sports Graphic* program thrice-weekly on KPO, San Francisco. Agency is Aitkin-Kynett, Philadelphia.

BEATRICE CREAMERY Co., Chicago (Meadow Gold), on June 23 started *Lightnin' Jim* on WLBC, Muncie, Ind. This brings the list to 17 stations using the half-hour adventure disc series. Lord & Thomas, Chicago, handles the account.

Photo Firm Testing

POSTO-PHOTO Co., Camden, N. J., on June 19 started a 13-week test campaign to promote its photographic developing and enlarging service using Phil Cook's *Morning Almanac* program thrice-weekly on WABC, New York. If the test proves successful, further radio advertising will be used, according to Redfield-Johnstone, New York, agency handling the account.

NBC Sales Shifts

EDWARD H. HITZ, NBC network salesman since Dec. 1, 1928, and previously a member of the merchandising department of the *New York Daily News*, has been appointed assistant to Roy C. Witmer, NBC vice-president in charge of sales, effective immediately, succeeding James V. McConnell, recently transferred to the stations department to head NBC national spot and local sales. Mr. Hitz will coordinate all general sales operations in matters of policy, rates, acceptability of accounts, commercial programs, special service, etc., within the sales divisions and will act as a point of contact with other departments of the company. Victor Van der Linde, NBC general sales counsellor and with the network for four years, has resigned. No successor has been named as yet and Mr. Van der Linde has not announced plans.

Palmer on Blue

PALMER BROS. Co., New York (mattresses-comfortables), on Aug. 20 will sponsor a special "packaged show" on NBC-Blue, using four of the network's commentators on weekly quarter-hour programs, which will originate alternately from Washington and New York. Commentators will be Nola Tuxford on women's affairs, Bill Stern on sports, Graham McNamee on general news, and H. R. Baukhage, NBC's Washington political commentator. Tucker Wayne & Co., Atlanta, handles the account.

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Trade Advertising
For Stations All Over the Country!

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and associates
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A Variety Program Series of Proved Mass Appeal

"Listeners Club"

—features top-flight radio acts and personalities with strong followings, in vocal, instrumental and novelty programs—

The Tune Twisters
Tony Russell
Fields and Hall
The Rhythm Rascals and Jean Ellington
Jack and Loretta Clemens
The Jesters
The Kidoodlers
The Landt Trio
Codolban Gypsies
Carol Weyman with Harry Brewer's Orchestra
The Charioteers
Milt Herth and Pat Ryan
Joe Lilley's Whispering Choir
Mary Eastman with Joe Marisca's Orchestra
—and many others

For an audition and complete information, visit

NBC TRANSCRIPTION SERVICE EXHIBIT
At Atlantic City NAB Convention
HOTEL AMBASSADOR

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

MRS. E. ROOSEVELT WOULD BUY KTAT

RUTH G. ROOSEVELT, wife of Elliott Roosevelt, president of Texas State Network, has applied to the FCC for authority to purchase KTAT, Fort Worth, 1,000-watter on 1240 kc., now owned by Raymond E. Buck, Fort Worth attorney and counsel for American Airlines. The purchase price for the entire issue of 1,700 shares of the common stock of Tarrant Broadcasting Co., licensee, is stated in the contract as $101,570.

Mrs. Roosevelt on April 23 of last year acquired KFJZ, Fort Worth local outlet, for $57,500 with the FCC's consent, and at the hearing on the transfer it was pointed out by her husband that he would share ownership of the station with her under the Texas community property laws. Since then both KFJZ and KTAT have been used as outlets of the Texas State Network.

The application states that Mrs. Roosevelt will surrender the license of KFJZ or otherwise dispose of it if the KTAT transfer is authorized.

KTAT was acquired by Mr. Buck in 1936 from the old Southwest Broadcasting System, whose other stations were sold to Hearst Radio. He paid $150,000 for the station. Last October he applied to the FCC to sell 51% of its stock to Col. W. T. Knight, Wichita Falls oil man, for $87,000 and to move the station into Wichita Falls. This deal was dropped last March in view of the license issued for the new KWFT, Wichita Falls, which is slated to begin operation July 15.



RIDING high atop a ponderous pachyderm when the circus came to town is (left) Norman Feltcorn of the Staff of WNLC, New London, Conn., who broadcasts his impressions to the audience. At right Norbourne Smith, announcer of KFEL, Denver, holds the tail of that tiger while doing a pack transmitter remote from the public market. Mabel Stark, famous woman animal trainer, furnished the tiger cub and kept him at safe distance.

New Texas Network

A NEW Texas network of six regional stations has been organized to begin operation Sept. 26, after daylight saving time ends. Known as the Lone Star Chain, the network will comprise KGNC, Amarillo; KRIS, Corpus Christi; KGKO, Fort Worth; KXYZ, Houston; KTSA, San Antonio; KRGV, Weslaco. Its management will be in the hands of an operating committee of three, with Harold Hough, KGKO, as chairman, and Tilford Jones, KXYZ-KRIS, and O. L. (Ted) Taylor, KTSA-KGNC-KRGV, as the other members. The chain will be sold in groups of three, five or six.

NBC's Roving Newsman

JOHN GUNTHER, noted foreign correspondent who wrote *Inside Europe* and the new best-seller, *Inside Asia,* has been signed by NBC as its roving correspondent and sailed June 21 for Europe. Recently he has been making frequent guest appearances on the air, notably on the *Information Please* program. He will broadcast from various points without set schedule or fixed topics, working in collaboration with NBC's European representatives, Fred Bate in London and Max Jordan in Basle.

FCC's Appeal to Defer Cheyenne Order Granted

IN A SURPRISE action June 20, the U. S. Court of Appeals for the District of Columbia issued an order suspending its issuance of a writ of mandamus in the so-called Heitmeyer case, involving a new station application in Cheyenne, Wyo., and allowing the FCC time in which to file a formal opposition. The court granted a petition filed by the FCC asking it to alter its action, on the ground that the Commission had not been given a "proper hearing" on the issuance of the writ. Previously the court had reversed the FCC's denial of the application of Paul R. Heitmeyer, and granted a petition to enjoin the FCC from holding a further hearing on his application with new parties involved.

Acting on the petition of FCC General Counsel William J. Dempsey, the court ordered that its action of May 24 directing the issuance of the writ which commanded the Commission to grant the Heitmeyer application be suspended for ten days from June 20. The Commission was given five days within which to file its grounds for opposition and Heitmeyer was allowed a similar length of time to answer.

A NEW local station on 1420 kc. in Sarasota, Fla. is sought in an application filed with the FCC by WSPB Inc., a group comprising three business men of Chattanooga — S. C. Hutchinson, R. C. Jones Jr. and S. H. Campbell Jr., each of whom is 32% stockholder.

W-C-B-M

BALTIMORE, MARYLAND

SERVING BALTIMORE, WITH OVER HALF OF MARYLAND'S RADIO FAMILIES

Owned and Operated by

THE BALTIMORE BROADCASTING CORP.

JOHN ELMER, *President* • GEORGE H. ROEDER, *Manager*

Warner Bros. Out of Transamerican

Clark, Rosenberg, Catchings Acquire All of Holdings

TRANSFER of the 65% interest held by Warner Bros. in Transamerican Broadcasting & Television Corp. to John L. Clark and E. J. Rosenberg, Transamerican's president and vice-president, respectively, and Waddill Catchings, representing the North American Co., publicity utility holding company, was completed June 15.

The deal eliminates the film producers entirely from Transamerican, which it organized in 1936 with Messrs. Clark and Rosenberg, later affiliating with the North American Co., operators of Muzak Inc., wired service, and Associated Music Publishers. No disposition of the newly-acquired block of stock has been made by the new owners.

Expansion of Transamerican's New York and Chicago offices is planned, according to Mr. Rosenberg, along with an increase in personnel for the program producing, writing and sales staffs. Robert Morgan, formerly of *Ken* magazine, has joined the New York sales staff, and Vera Oldam, radio writer, is a new member of the script-writing staff.

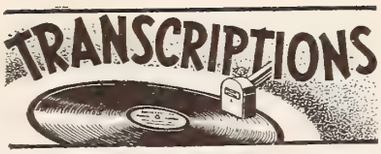
SEC Shows Transfer

According to SEC records, North American Co. on April 1, 1938, contracted with Warner Bros. to transfer, for a two-year test period, common stock control (50.01%) of AMP, and through AMP control of Breitkopf Publications Inc. and Muzak Corp., also granting Muzak Corp. a license to patents of Wired Radio Inc. According to this agreement, if Warner Bros. elected to engage in the commercial development of these firms during the two-year period, Wired Radio Inc. also would be transferred; if not, ownership would revert to North American, subject to a Warner Bros. option to retain AMP and Breitkopf.

On May 29, 1939, this contract was modified, SEC records show. At that time Warner Bros. held about 40% control of AMP, since two British corporations subsequently had purchased additional shares of common stock and reduced Warner's relative holdings, and the wife of a Warner Bros. director, who also was a salaried officer of AMP, held about 30%. Under the May 29 agreement Warner Bros. transferred to AMP all its common and preferred stock in Transamerican in exchange for $100,000 par value of 5% second preferred stock of AMP, and with a stipulation that Warner Bros. was relieved of all present and future obligations under the April 1, 1938, agreement, and also all obligations to contribute further capital to Transamerican.

Met Station News

METROPOLITAN LIFE Insurance Co., New York, on June 19 started a five-minute Italian news program six times weekly on WOV, New York. Other Metropolitan Life programs consist of quarter-hour talks five times a week by Edwin C. Hill, transcribed on WHN, New York, and live on 3 MBS stations. Young & Rubicam, New York, handles the account.



WORLD Broadcasting System announces the following new subscribers to World Library Service: WMOB, Mobile; WPAD, Paducah, Ky.; KOH, Reno; KVSF, Santa Fe; KTSA, San Antonio. In addition to cooperating in a special one-hour inauguration program for the new subscribers, which included recorded greetings from P. L. Deutsch, WBS president, World presented quarter-hour salutes to WOPI, Bristol, Tenn., and WHIS, Bluefield, W. Va., on their tenth anniversaries.

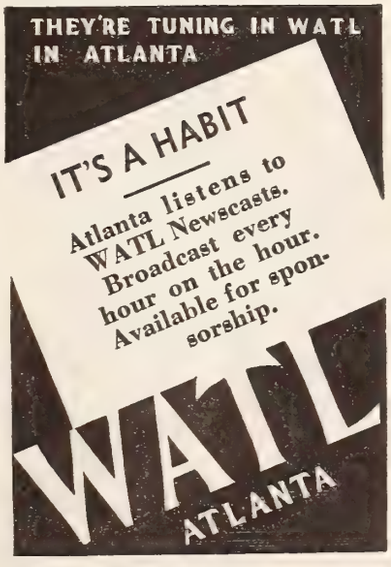
STANDARD RADIO announces the following new subscribers to its Standard Library Service: KGIW, Alamosa, Col.; WMMN, Fairmont, W. Va.; WGAU, Athens, Ga.; KRLH, Midland, Tex.; KNET, Palestine, Tex.

EDWARD SLOMAN Productions, new Hollywood radio production unit with headquarters at 8782 Sunset Blvd. has started to transcribe 78 quarter-hour episodes of the comedy-drama, *The Shannons*, basing the serial on the film story. Transcribed version, written by Paul Gerard Smith, features Jimmy, Lucille and Russell Gleason, film actors, Paul Sawtell is musical director, Sam M. Kerner is production supervisor and Edward Sloman director. Telecast Corp. of America Inc., Hollywood, is the distributing agency.

MAX REINHART Workshop, Hollywood theatrical school, has purchased the RCA and custom-built radio equipment housed in its 5939 Sunset Blvd. location, formerly the CBS Pacific Coast headquarters. Purchase was made from Otto K. Olesen Co., Hollywood, which secured the equipment from the network when CBS moved to Columbia Square last year. The deal also included the Otto K. Olesen Recording Studios, headquartered in the school building. It will be operated under the name of Max Reinhart Recording Studios and engage in commercial recording for agencies and sponsors. Dixon McCoy continues as manager under the new ownership.

EDWIN R. MAIZE Jr., formerly general manager of the Booth Co., eastern beverage manufacturers, recently joined Radio Attractions, New York, as Southern district manager. He is making a business tour of the area in the interest of *Shadow of Fu Manchu*.

RADIO ATTRACTIONS, New York, has added three new stations to the list carrying its thrice-weekly *Shadow of Fu Manchu*—WIBX, Utica; Nehi Bottling Co., Salisbury, Md., starting June 19 on WSAL, Salisbury; and the *Topeka Capital*, sponsoring on WIBW, Topeka.



Sets a Style

GAIL NORTHE, director of women's activities for the Texas State Network, has started a hat fad among Texas women. Once a hat designer whose originals have been sold in the "$20-and-up" salon of a leading Dallas shop, Miss Northe first draped a cheesecloth turban for herself. In draping others for friends about the TSN studios, she discovered the universal appeal of the design, and described it over the air. Now she is busy supplementing the broadcast with mailings giving specific instructions for draping the turbans.

UNITED STATES Record Corp., New York, erroneously described in the June 15 BROADCASTING as currently recording transcriptions at World Broadcasting System studios, will not enter the transcription field until September and at present is confining its activities to the production of phonograph records, according to Eli Oberstein, head of the new company. Pending the completion of its own studios the firm will record in various other studios, he said.

HERBERT R. EBENSTEIN, president of Radio Attractions, New York, was in Los Angeles, in latter June, making preliminary arrangements for opening a branch office there and completing plans for the company's second radio production.

CKCL, Toronto, has bought the entire library of Davis & Schwegler, Hollywood, and on Oct. 1 will also start using World Transcription Library.

Broadcasters in Canada Study NAB's Code Plan

WITH Harry Sedgwick of CFRB, Toronto, president of the Canadian Association of Broadcasters, planning to attend the NAB convention in Atlantic City, CAB directors are studying the proposed code of self-regulation and standards announced by the NAB [BROADCASTING, June 15] with the object of adapting them to Canadian broadcasters' needs.

Canada's broadcasters for some time have had regulations laid down for them by the Canadian Broadcasting Corp. The NAB plan will be brought up for discussion at the western section convention of the CAB in Vancouver, Aug. 2 and 3, which Mr. Sedgwick will attend and which will be presided over by Gordon Love, CFCN, Calgary.

The CBC board of governors has announced that its next meeting will be held in Ottawa July 5.

WE FORGET NO ONE

For Chicagoans who speak English well, WGES provides distinctive programs of entertainment, education, and information. For the many thousands who don't, there are parallel programs in a dozen different tongues—with the emphasis on Americanization. Here's REALLY COMPLETE Chicago coverage for your product!

WGES

In The Heart of Chicago



ANOTHER NETWORK PROGRAM SUCCESS OFFERED AS A SYNDICATED TRANSCRIBED FEATURE

"Heart Throbs of the Hills"

A NEW SERIES of authentic dramatizations of the old songs and folklore of southern mountain folk—rich in sentiment, romantic interest, beautiful settings and attractive music. These musical dramas bring to life such traditional and well-loved songs as Charming Billy, Hand Me Down My Walking Cane, Letter Edged in Black, Granny's Armchair, and others equally well-remembered.

For an audition and complete information, visit

NBC TRANSCRIPTION SERVICE EXHIBIT
At Atlantic City NAB Convention
HOTEL AMBASSADOR

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

TYING into its extensive schedule of baseball play-by-play broadcasts in the East, Atlantic Refining Co., Philadelphia, is sponsoring sandlot baseball schools in 19 cities with a staff of 21 instructors headed by Connie Mack, owner of the Philadelphia athletics, Ira Thomas, chief scout of the A's, and Jack Coombs, Duke U. coach [BROADCASTING, March 15). More than 200,000 boys were enrolled in a similar school last year, involving eight cities, and an enrollment of 500,000 is expected this year.

Under direction of N. W. Ayer & Son, Atlantic agency, a system of lectures and demonstrations has been developed. Frequent promotion of the schools is heard on the play-by-play broadcasts.

* * *

Sweaters for Remotes

ANNOUNCERS of WLOK, Lima, O., on special events or remote jobs have been outfitted with white polo sweaters displaying the station's call letters in black felt.

NOW ON FULL TIME

★WKOK★

1210 Kilocycles

"The Friendly Voice of Central Pennsylvania"

at Sunbury

Heart of Agricultural Industrial, and Mining Area

Represented by

Wyche Walker, New York and Chicago

Merchandising & Promotion

Oil and Baseball—Fluff Rewards—Tobacco for Aged Folk—Autographed Red-Hots

Fit for a King

BETTY PARKER, director of the *Home Forum* of KYW, Philadelphia, used the occasion of the recent royal visit to ask her participating program's audience to write answers to the question, "What would *you* serve the King and Queen?" She gave 31 prizes for best answers, the menus and recipes being used in her programs for nine days. Manufacturers whose products bear trade names with a royal connotation, like Prince Matchabelli "Duchess of York" perfume, Revelon "Royal Highness" manicure kits etc., furnished the prizes.

* * *

From Ferry to Fair

FERRY passengers going to the Golden Gate International Exposition on San Francisco Bay see KSFO display pictures en route. Each boat carries a large display panel calling attention to KSFO's daily program *Your Roving Reporter* conducted from the Exposition by Bill Baldwin.

* * *

Keeping KLZ Posted

TO KEEP its staff on their toes and familiar with prospects, available and unsold time and the ordinary comings and goings of personnel, KLZ, Denver, offers this information weekly in its new house organ, *KLZ Continuity* in script form.

Oakland Promotion

KROW, Oakland, Cal., has started a promotional program under the direction of Andrew Potter, sales promotion manager. Community papers in Oakland, Piedmont, Richmond, San Leandro, Emeryville, Fruitvale, and five neighborhood weekly papers in San Francisco are used on a cooperative basis in calling attention to KROW programs and services. Each paper carries a 2 column, 8 inch advertisement weekly. The layout includes either pictures, cartoons or other eye-arresting device in addition to an actual story.

Trailers on KROW programs are used in three motion picture houses in Oakland. The KROW "Tip Sheet" goes out weekly to all local and national agencies. A large double window in the lobby of Radio Center, Oakland, is used to feature displays of advertisers. In addition to this several local sponsors have devoted window space to their own programs on the station. Three spot announcements daily are given on the day of release of each feature program on the station.

* * *

Told by Disc

KIDO, Boise, Idaho, is using a recorded presentation of the case for radio advertising in general to convince skeptics of radio's advertising value. In question and answer form, the transcription dramatizes statistics of radio advertising, brief sketches of radio success stories along with specific facts about KIDO's market area. The promotion show was written by Clete Lee and produced under supervision of Dick McBroom, KIDO sales manager.

* * *

Tickets for Fluffs

FOR SPOTTING grammatical errors of announcers, listeners are offered a pair of free tickets to the local Fox Theatre by KXOK, St. Louis. Plot of the game, which covers all programs, was hatched recently by Program Director Allen Franklin and Les Kaufman, publicity man of the Fox. Each detected error must be identified by name of the announcer and time it was made.





Smoothies Ablaze

COOPERATING with local tire merchants, KDYL, Salt Lake City, exclusively handled the publicity for a big tire-selling drive in the city the week of June 10-17 with a series of special pickups. Coverage included interviews with local bigwigs, quizzing them on their reaction to the campaign; a special kids' show aired from a local theater, for which admission was a "smoothie", or worn-out tire. Wind-up was a big bonfire of the "smoothies" on Ensign Peak, overlooking the city, Saturday night, June 17.

* * *

In the Bread Basket

A HOT LOAF of bread right out of the oven for the loser, and $1 cash for the winner, are awards in a new weekly half-hour quiz show at CKCL, Toronto, for Barker-Bredin Bakeries, Toronto. There is also a mail prize for those who do not attend the studio audience. Listeners are asked to send in letters to the station, and one is picked weekly at random, the writer is telephoned, asked a questiin, and if answered correctly a prize awarded. If the letter contains a wrapper from a Barker-Bredin loaf, the prize is whatever is in the Barker-Bredin Bread Basket, a minimum of $25, and if no wrapper is enclosed the award is $5. The show is conducted by Jack Murray of Tandy Adv. Agency.

* * *

P. & G. Luncheon Sets

SPECIAL premium of a five-piece Cannon luncheon set is currently being offered by Procter & Gamble Co. in the interests of Crisco on its *Vic & Sade* program on NBC-Blue and rebroadcast on NBC-Red, on the CBS program *This Day Is Ours*, and on the eight stations which started June 5 broadcasting *This Day Is Ours* via transcription. Listeners may receive the premium by sending in a Crisco label or wrapper plus 50 cents in coin. Compton Adv., New York handles the account.

* * *

Old Golds for Old Folks

MEN who might otherwise have been forgotten on Father's Day, June 18, were remember by L. B. Wilson, president of WCKY, Cincinnati, who sent a quantity of Old Gold cigarettes, Ibold cigars and Kentucky Club pipe tobacco, all advertised on WCKY, to the Hamilton County Old Folks Home. The inmates participated in a special broadcast conducted by Rex Davis from the Home's chapel, and later were presented with recordings of the program.

* * *

Disc of Gold

GOLD-PLATED transcription, one of two copies pressed from the original record used when President Roosevelt made his first transcribed broadcast May 9 to launch the National Emergency Council series of cabinet interviews, has been placed in the window of Bailey, Banks & Biddle Co.'s Chestnut Street Jewelry showroom in Philadelphia. The exihibit was arranged by the special features department of WFIL, Philadelphia.

* * *

South Dakota's 50th

GOLD-COLORED stickers publicizing South Dakota's golden anniversary are being attached to all mailing pieces, publicity releases and correspondence sent from WNAX, Yankton.

Deal With Paper

FOR THE first time since the San Francisco bay region daily papers dropped radio columns and news more than a year ago, the *Chronicle*, San Francisco morning daily has tied in on a cooperative basis with KSFO. The station is utilizing copy published in the paper's supplement, "This World". The material is featured on the program *Streamlined Magazine*, written and broadcast by Bob Garred. In trade the newspaper is carrying a box in the supplement each week, calling attention to the broadcasts.

* * *

Theatre Tieup

WJJD, Chicago, has arranged a tie-up with the local Balaban & Katz theatres whereby WJJD-WIND air daily spot announcements promoting the "air conditioned comfort" of the theatres and current movies. Trailers used in the theatres describe the stations, and 100,000 handbills plugging the stations' sports programs are distributed weekly in the theatre lobbies.

* * *

Display in Mart

KPO and KGO, San Francisco, recently installed a special exhibit in the RCA display rooms in the San Francisco Furniture Mart. The display consists of several sets of pictures, including an entire series devoted to the building of a radio program. Other sections include photographs showing NBC studios and buildings throughout the country and a panel devoted to the KPO-KGO schedules.

* * *

Why They Listen

KOMA, Oklahoma City, is giving away a table radio each week over an 8-week period to listeners sending in the best reasons why they listen to its early morning *Musical Clock* program.

BROCHURES

CBS: Eight-page brochure graphically representing, with a circus theme in lavender and pink, the network's coverage on the Pacific Coast with nighttime sponsored transcontinental programs.

KTSM, El Paso, Tex.: Mail-folder built around perspective drawing of KTSM vertical antenna.

RADIO ATTRACTIONS, New York: brochure on stations, sponsors and history of its serial program production "The Shadow of Fu Manchu."

KITE, Kansas City: Mimeographed presentation of testimonials from satisfied agencies and clients, along with general station and studio data.

WWNC

ASHEVILLE, N. C.

Full Time CBS Affiliate
1,000 Watts

ADVERTISERS
Big Opportunity!

Asheville and Western Carolina—the Quality Market of the Southeast—now enters its resort season of *doubled population . . .* and *doubled business.* Sell over WWNC—the area's ONLY radio station.

Weedings

WEED & Co., station representatives, have started a house organ, "Weedcasts", which is distributed to advertisers, agencies, and stations represented by the firm. Current issue, dated June 9, carries stories on television, radio advertising, and a personal column, "Weed—the People".

* * *

Marked by Gordon

REQUESTS are pouring in for hot dogs autographed by Gordon Hittenmark, *Timekeeper* of WRC, Washington, since he promoted National Hot Dog week on his program recently. Briggs Sausage Co., local hot dog client, has arranged to deliver each autographed dog fresh in specially designed cartons.

* * *

Indiana Slicker

EQUIPPING its ten delivery trucks with hood displays, Slick's Family Washing Co. uses them to help promote its *Slick Ideas* program, heard on WGL, Fort Wayne, Ind. The hood banners were developed by Russell Sparks, WGL sales promotion director.

Door Stop

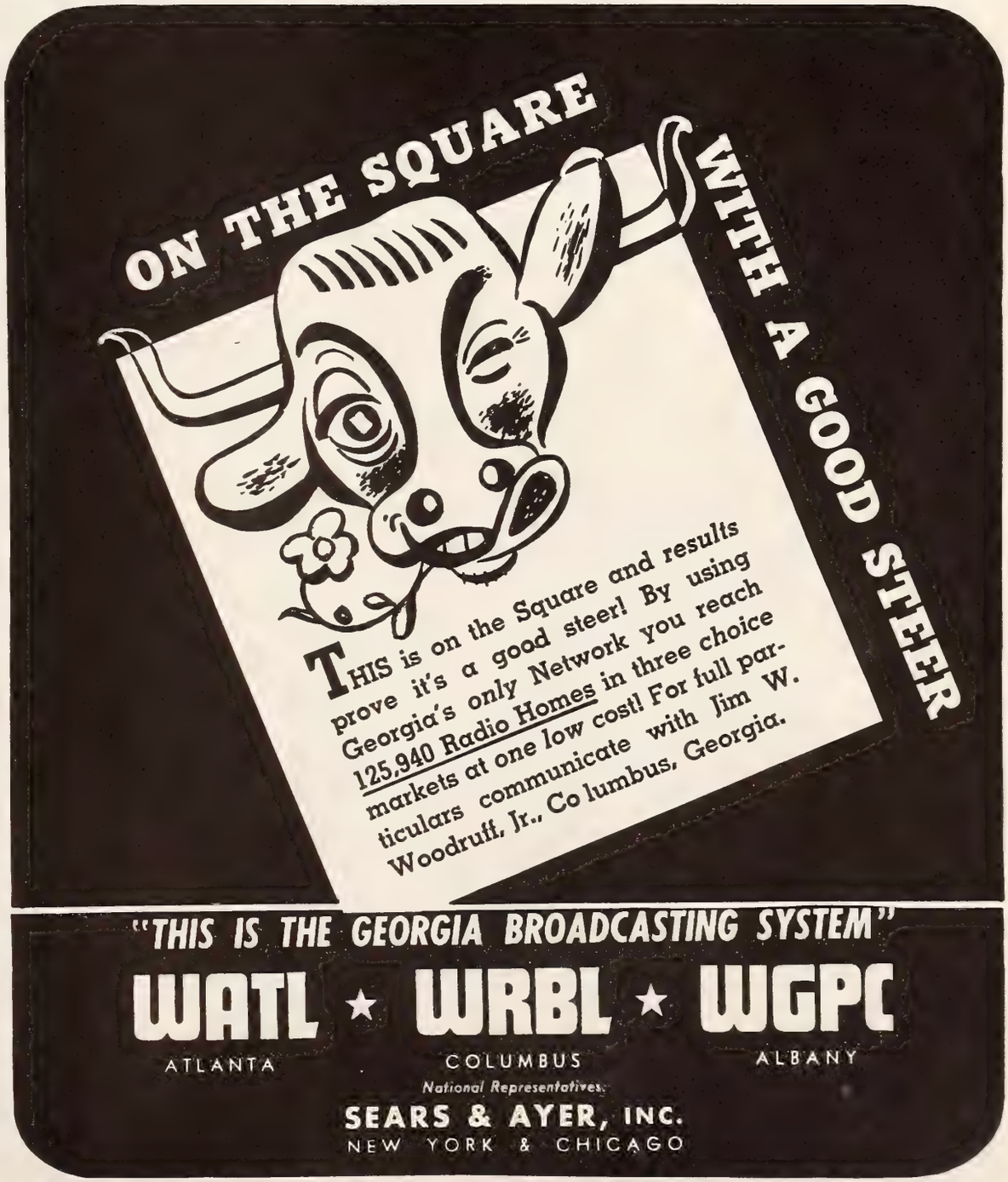
CHARLES FORSYTH, CBS Hollywood sound effects director on the *Lux Radio Theatre*, has constructed an elaborate "stop-and-go" system to prevent members of the cast from running through mythical doors during a broadcast. Actors unaccustomed to radio are inclined to greet persons who enter a room before the caller enters the door. Forsyth placed red and green lights in the wings of the stage. When the red light flashes, it is a cue to the actor to wait for the sound. A green light signals him that the sound has been completed and the actor may proceed with his next line.

P. J. SHEAHAN, formerly of Simmonds & Simmonds, Chicago, has joined Marvin Green Inc., that city.

FCC Allentown Hearing On Press Issue Deferred

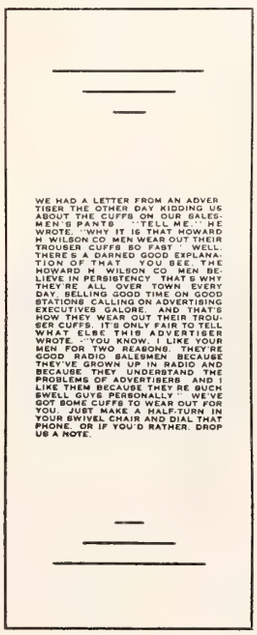
ON ITS own motion, and without assigning the reason, the FCC June 22 postponed indefinitely the test case hearing on newspaper ownership of stations which it had scheduled for July 26 at Allentown, Pa. Involving application to consolidate WCBA and WSAN, time-sharing stations, under ownership of the only newspaper company in the city, the application had provoked a controversy. Commissioner Craven had proposed its grant on the ground that the FCC could not legally prevent newspaper ownership and that the case was not a proper setting for solution of the newspaper ownership question.

The question had been set for hearing in Allentown to get "local reaction, on the newspaper issue". It was expected the proposal to assign the license would be taken up soon and possibly granted without hearing, avoiding the newspaper issue.



Fendrich to Place

H. FENDRICH, Evansville, Ind. (cigars), for the remainder of the summer will use a series of sports and news programs on an undetermined number of stations. On Sept. 25 the firm starts *Smoke Dreams*, shifting from NBC-Blue to 25 NBC-Red stations (Sun.) 2-2:30 p. m., according to Ros Metzger, radio director of Ruthrauff & Ryan, Chicago agency handling the account.



HOWARD H. WILSON CO.

National Radio Representatives

New York **Chicago**
Kansas City **San Francisco**

Agencies

JACK RUNYON, co-manager of Lord & Thomas, Hollywood radio department, has resigned from that agency after 13 years association, effective July 1, when he goes to New York to discuss a fall network show which he plans to produce. Runyon is one of the pioneers in Pacific Coast radio production and handled many of the first shows in which film stars now appear as guests. He is credited with first presenting such radio personalities as Bing Crosby, Louella Parsons, Donald Novis, Ted FioRito and others.

MURRAY CARPENTER, formerly timebuyer of Compton Adv., New York, has been appointed assistant account executive on the Crisco division of the Procter & Gamble account.

CHARLES L. FUNNELL, formerly with McCann-Erickson, New York, on June 19 joined Compton Adv., New York, as account executive for one of the Proctor & Gamble products serviced by the agency.

CARLOS FRANCO, station relations manager of Young & Rubicam, New York, who has been ill with rheumatic fever for almost four months, has returned to his desk, working on a part-time basis until he has fully recovered.

MISS DOROTHY G. STARBUCK, who started her advertising career in 1927 with Arks Publicity Ltd., one of the largest agencies in London, has joined the Baltimore office of Courtland D. Ferguson Inc. as space buyer. She formerly operated her own commercial art studio in London.

GENE FROMHERZ, of the radio department of Blackett-Sample-Hummert, Chicago, married Dorothy Chaquette, of the radio department of J. Walter Thompson Co., Chicago, June 30.

ELEANOR LARSEN, radio director of Geyer, Cornell & Newell, New York, was in Hollywood during mid-June to check on shows for possible fall sponsorship.

HENRY J. KAUFMAN, Adv., Washington, has opened a Baltimore office in the Court Square Bldg., in charge of Marx S. Kaufman.

TOM McAVITY, Hollywood radio manager of Lord & Thomas, is in New York for conferences with the agency's home office executives.

Agencies Win Awards

AWARDS in the radio division of the advertising and marketing exhibits sponsored by the National Advertising Agency Network at its eighth annual convention in St. Louis in June went to Henry J. Kaufman Adv. Agency, Washington, D. C., and Sidney Garfinkle Adv. Agency, San Francisco. The Kaufman agency won top honors for building and merchandising the *Peerless Answer College of Fun* program sponsored locally by the Peerless Furniture Co., Washington. It also won the spot announcement award for a campaign for Penn Daw Hotel, near Alexandria, Va. The Garfinkle agency won the award for network radio program building and merchandising of the news program it handled for Euclid Candy Co., San Francisco.

THURMAN L. BARNARD, George W. Cecil, John Hansel, Paul L. Lewis and Frank L. Scott Jr. have been elected directors of N. W. Ayer & Son, according to an announcement by H. A. Batten, president. In addition to these five new members, William M. Armistead, Clarence L. Jordan, Adam Kessler Jr., Gerold M. Lauck and Mr. Batten were reelected directors at the stockholders' annual meeting.

FRANK B. HOWE, formerly publicity director of Raymond R. Morgan Co., Hollywood, has formed his own exploitation agency with headquarters at 1151 S. Broadway, Los Angeles. He has been appointed to handle publicity of Arizona Network.

MARY PENTLAND, for several years head of her own advertising agency in Portland, Ore., and active in radio sales and writing on the Pacific Coast, recently was named assistant to the publisher of *Parent's Magazine*.

JOE LANFIELD, who at one time operated his own Los Angeles agency, has joined Scholts Adv. Service, that city, as account executive.

CLARK ANDREWS, Ruthrauff & Ryan, Hollywood producer of the CBS *Big Town* program sponsored by Lever Bros. has resigned to join 20th Century-Fox Film Corp., that city, as writer-director. Thomas Freebairn-Smith, CBS production contact on the program, took over Andrews' duties until the series ends July 4.

AGENCY Appointments

JACKSON & PERKINS Co., Newark, N. Y., largest grower of roses in the United States, to Meldrum & Fewsmith, Cleveland agency; campaigns will include radio as well as other media.

POSTO-PHOTO, New York (photo service), to Redfield-Johnstone Inc., N. Y., using newspapers and three quarter-hours featuring Phil Cook on WABC, N. Y.

ELIZABETH ARDEN, New York (cosmetics), to Blaker Adv. Agency, N. Y.

AMERICAN FEATHER PRODUCTS Co., Chicago (comforters and pillows), to First United Broadcasters, that city. Plans test in near future on five or six stations in the Minnesota area.

SPARKLETTS DRINKING WATER Corp., Los Angeles, to Ruthrauff & Ryan, Chicago. Spot radio will be used.

CHAPPEL BROS. Inc., Rockford, Ill. (Ken-L-Ration), to Ruthrauff & Ryan, Chicago. It is understood that five weekly 10-minute periods may be used on about 16 stations.

AAAA Newspaper Data

AS PART of its market research program, the Committee on Newspapers of the American Association of Advertising Agencies has just issued Volume VIII-A of *Market and Newspaper Statistics*. The data cover 58 cities over 100,000 in the United States and Canada, with figures on population, number of families, English-reading persons (English-speaking persons for Canadian cities), income tax returns, audited newspaper circulations, linage, retail rates, general rates, differential between retail and general rates, and an analysis of ABC Audit Reports dealing with circulation inducements.

School to Use 60

INDUSTRIAL TRAINING Corp., Chicago (technical instruction), early in July will start a varying schedule of two-minute spot announcements on 60 or 70 stations nationally. James R. Lunke & Associates, Chicago, handles the account.

F. M. LANDWEHR, of James R. Lunke & Associates, Chicago, has been named head of the Chicago office. Mr. Lunke is opening a Seattle office, but the address had not been determined as BROADCASTING went to press.

NATIONAL RADIO RECORDS, operating a new compilation of monthly radio advertising reports, is located at 347 Madison Ave., and not 347 Broadway, New York, as stated in the June 15 BROADCASTING.

The Southwest's

NEWEST AND FINEST

KFDA-AMARILLO

THE TEXAS PANHANDLE'S ONLY FULL-TIME STATION

CONCENTRATING YOUR MESSAGE

IN THE BULK OF THE BUYING HOMES

AT A LOCAL RATE!

74% of the **PANHANDLE'S POPULATION** = *76%* of the **PANHANDLE'S RADIO HOMES**

R.C.A. *De Luxe* ALL THE WAY — **Truscon Radiator** — **Experienced Personnel**

Network Affiliations **T.S.N. — MUTUAL**

ON THE AIR AUGUST 1, 1939

National Representatives **T.S.N.**

FULL 18 HOUR U. P. SERVICE

7:15 A. M.	Open
9:15 A. M.	Open
12:15 P.M.	Texaco
3:15 P. M.	Open
6:15 P. M.	Texaco
9:15 P. M.	Open

A Ready Made Audience At Low Cost

KGVO

5000 w. Day **Missoula**
1000 w. Night **Montana**

CBS Affiliate
Serving the territory between Butte and Spokane.

Reps

REORGANIZATION of Radio Advertising Corp., station representative firm, with Bernard Elliott as president, has followed the purchase into the company of Mr. Elliott and Frank Cox, who are publishers of programs used at race tracks throughout the country. Henry Molley, who has headed the firm's New York office, has been appointed vice-president and general manager, and George Roesler, in charge of the Chicago office, has also been made a vice-president. Radio Advertising Corp. currently represents WHK and WCLE, Cleveland; WHKC, Columbus; WIP, Philadelphia; and CKLW, Detroit (Chicago office only).

WOKO and WABY, Albany, have appointed J. P. McKinney & Son as their national sales representatives. Stations are both affiliated with the *Knickerbocker Press-Albany Evening News* of the Gannett chain, whose member papers are also represented by the McKinney firm. CFLC, Prescott, Ont., has also named McKinney as its representative.

WILLIAM W. JOYCE, formerly of Transamerican Broadcasting & Television Corp., Chicago, has been named manager of the Chicago office of the Texas State Network. Edward Parro, of the TSN Chicago office will handle the St. Louis, Tulsa, and Kansas City territories out of Chicago. Miss Pleasant Williams, formerly of H. W. Kastor & Sons Adv. Co., Chicago, has joined TSN as secretary to Mr. Joyce. Prior to his connection with Trans-American, Mr. Joyce was with the M. P. Wamboldt program firm and before that was on the production staff of NBC-Chicago. The TSN Chicago office has been moved to Room 466, Wrigley Bldg.

WHEN Free & Peters Inc., national representative firm, recently celebrated its seventh anniversary, the staff presented James L. Free with a goldface watch bearing the inscription, "From 12 men to whose success you have contributed much."

WJW, Akron, has named Kelly-Smith Co. as its national sales representative, effective immediately.

WSVA, Harrisonburg, Va., has appointed Sears & Ayer, New York and Chicago, its representative in the Middle West and Northeast.

CJGX, Yorkton, Sask., has named Jack Slatter, Toronto, as exclusive representative in Toronto.

Schick Sponsors Fight

MAGAZINE REPEATER RAZOR Co., New York (Schick Injector Razor), made its radio debut on June 28 by sponsoring the blow-by-blow description of the Louis-Galento fight for the heavyweight championship of the world, broadcast over a network of 58 NBC-Blue stations. J. M. Mathes, New York, is agency.

$68,000,000

worth of crude oil was produced in Kansas in 1938, nearly all of it in the great listening area of . . . .

WICHITA
KFH
That SELLING STATION FOR KANSAS
Call Edward Petry & Co.

Suicide Target

ORDINARILY the days of a station rep are apt to be a little drab, one pretty much like the other as he makes his rounds of agency calls. Not so the days of Frank Johns of the Howard H. Wilson Co. who has been plagued by coincidence of late. A suicide's body almost hit Frank the other week as he came out of Chicago's Mather Tower building and the experience was repeated last week when another suicide jumped from the Bankers' Bldg. and landed within ten feet of Frank.

F & P in Los Angeles

FREE & PETERS Inc., national representative firm, announces the opening of a Los Angeles office, effective July 1, with Hahn J. Tyler, formerly of John H. Dunham Co., Chicago agency, in charge. Mr. Tyler started in advertising in 1923 when he joined Henri, Hurst & McDonald, Chicago, as an assistant in the space and production departments. In 1925 he joined the Chicago office of the *St. Louis Post-Dispatch*, later going with the MacFadden Publications as western manager of the *New York Graphic* and *Philadelphia Daily News*. In 1932 he joined the Broadcast Checking Bureau and in 1935 went with John H. Dunham Co., where he served as radio and account executive on such accounts as Williamson Candy Co., O'Cedar Corp., Cracker Jack, Club Aluminum H & H Cleaner, Hartman Truck, Peter Pan Canned Foods. The address of the Los Angeles office of Free & Peters Inc. had not been announced as BROADCASTING went to press.

P & G Expands

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on July 3 starts *The O'Neills* on 27 CBC stations as a five-weekly quarter-hour series. On the same date, *La Rue Principal* starts for Oxydol on the French-language network consisting of CBF, Montreal; CBV, Quebec; CBJ, Chicoutimi, Que. On CKAC, Montreal, five-weekly quarter-hour shows have been placed. Beginning July 3, *Manhattan Mother* and *The Goldbergs* will start for Oxydol five-weekly quarter-hours on CJOR, Vancouver. Early in July P & G will start an hour of 15-minute five weekly programs on WRVA, Richmond. Oxydol will be one product sponsored on the series, but the others and the programs had not been chosen as BROADCASTING went to press. It is understood the shows will be broadcast on late afternoon periods. Blackett-Sample-Hummert, Chicago, handles the account.

Big Town on Discs

LEVER Bros. Co., Cambridge, Mass., on July 5 will place transcribed versions of its Rinso program *Big Town* during the program's summer hiatus from CBS, July 4 to Sept. 19, on 10 to 15 stations throughout the country. Transcriptions will be made by Otto K. Oleson Recording Studios, Hollywood. Ruthrauff & Ryan, New York, handles the account.

Face The Facts!

• • •

THE EVANS FOOTBALL FORECAST

• • •

- SIX YEARS . . . 89.6% CORRECT
- PERFECT RADIO MERCHANDISING
- COMPLETE NATIONAL COVERAGE
- AUTHORITATIVE INFORMATION
- TRIED . . TESTED . . NATIONALLY

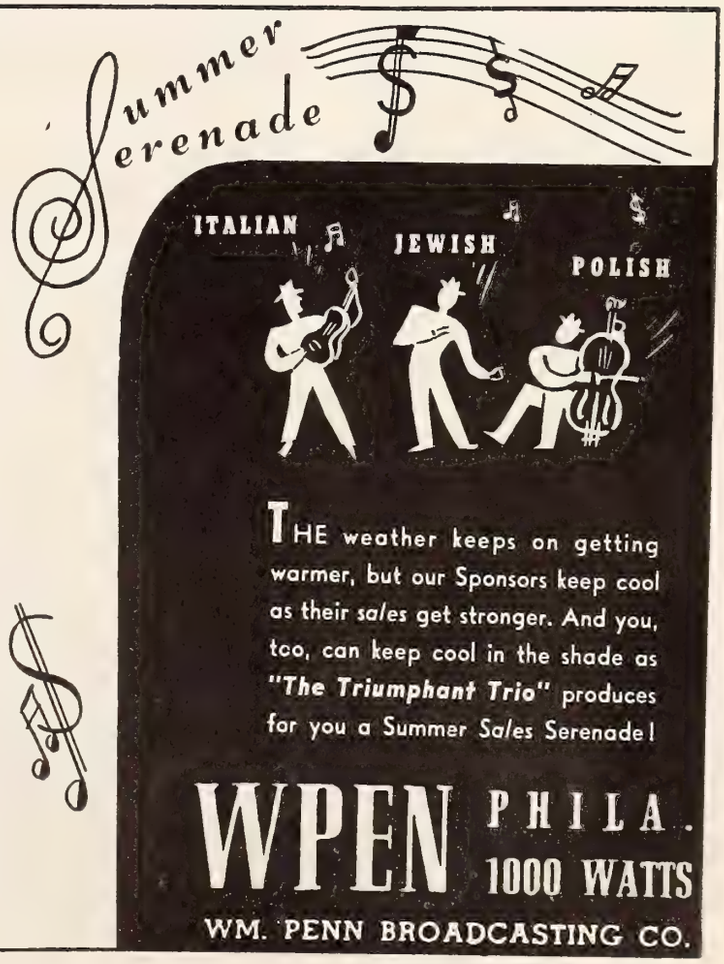
• • •

Written and compiled by Jimmy Evans, famous All-American football star, nationally known sport writer and Radio sports commentator. Using facilities of nation-wide staff of football experts. Direct-from-gridiron reports.

• • •

—WRITE TODAY—

Harry Martin Enterprises
360 North Michigan
Chicago



Studio Notes

WHEN KWKH, Shreveport, goes to 50,000 watts some time in September, its CBS rate will be $275 per evening hour, $165 per half-hour; $110 per quarter-hour. Daytime rates will be $138, $83 and $55. This was disclosed by William C. Gittinger, CBS sales manager, in a letter to agencies June 14, in which he stated that KWKH will remain in the Southwest Group of six stations listed on Rate Card 25 which permits the advertiser a choice of four or more stations.

KLZ, Denver, furnished complete coverage of the first annual Citizens' Conference on Government Management, held at Estes Park the week of June 18, broadcasting shortwave pickups via its KAAO and transcriptions. Tom McClelland, chief engineer, handled the remote equipment, while Bill Yockey, Denver U student, covered the news of the conference.

CBS, HOLLYWOOD, softball players won their game with the NBC team on June 17, 12 to 3, and now claims the Pacific Coast radio championship.

AS A novelty, KGKB, Tyler, Tex., used the station's colored porter as the man-on-the-street on Negro Emancipation Day in June. The entire program—introduction, commercials, and interviews—was handled by "Pluto", the porter. The program, sponsored by a local auto accessory store, was so successful the sponsor plans to repeat the idea next year.

MAURICE RAPKIN, program director of CKCL, Toronto, Hal Williams, president, Dominion Broadcasting Co.; Hugh Morrison, CBC program division; R. W. Ashcroft, Canadian manager, Sherman K. Ellis & Co., and Allan Corner, Bank of Montreal, all of Toronto, made up the first international team to appear on Energine's *Paul Wing Spelling Bee* on NBC Red from New York June 25.

WGAR, Cleveland, ushered in Father's Day by interviewing the father of the first child born Sunday, June 18. Arrangements for notification of the first birth were made with local hospitals, and when the first report came in at 12:05 a. m. Sunday, a WGAR car brought the father to the studios, where he was interviewed by Sidney Andorn, special events director, and presented several gifts from WGAR sponsors.

From Puppy Sub

ENGINEERS of WLS, Chicago, had a lot of fun and trouble recently installing shortwave radio on the one-man submarine owned by Barney Connett, inventor who crossed Lake Michigan last summer in 11 hours. Thomas L. Rowe, WLS chief engineer, directed the installation of a shortwave transmitter in Connett's sub, then put two-way radio on a cruiser used to convoy the sub. WLS broadcast six five-minute shows direct from the submarine when it made a record run across the lake the other day.

KOMA, Oklahoma City, to increase the seating capacity for the studio audience attending its weekly *Singing Convention of the Air*, has moved the broadcast to the First Nazarene Church auditorium.

NEIL COLLINS, formerly director of publicity of WHK-WCLE, Cleveland, is handling special features publicity and radio production in conjunction with the World's Poultry Congress, to be held in Cleveland July 28 through Aug. 7. NBC, MBS and CBS are planning to cover the event, along with WHK-WCLE, WGAR and WTAM in Cleveland. Several other Midwest stations also are planning to run remote lines to Cleveland for the Congress.

WIL, St. Louis, on June 15 was presented a national citation for outstanding services to the American Legion, along with a silver plaque from the Department of Missouri American Legion. The presentation was made during an hour show observing the sixth anniversary of the American Legion program on WIL.

WGN, Chicago, will claim a record July 10 when *Bachelor's Children*, a five-weekly strip show, concludes its 1,000 consecutive performance for the same sponsor with the same cast and announcer. Cudahy Packing Co., Chicago (Old Dutch Cleanser), sponsors the show, which is written by Mrs. Bess Flynn and announced by Russ Young. Hugh Studebaker is the featured actor on the series.

WWL, New Orleans, paid tribute to the graduating classes of 20 local high schools by presenting a 30-minute program which featured the valedictorians of each school. Each scholastic leader was personally interviewed, and the appropriate alma maters were played by Ray McNamara, staff organist.

WJJD, Chicago, recently broadcast a program from its transmitter featuring W. G. Gunther, WJJD chief engineer, and Mrs. Gunther in a discussion of little known aspects of radio. They described the antenna, spoke of the utilization of tubes and told how the WJJD mobile unit is used.

MORE than 200 employees of NBC-Chicago attended the all-day NBC outing June 22 at the Bon Air Country Club near Wheeling, Ill. This was the second annual NBC outing and this year all competitive sporting events were directed by the newly formed NBC Athletic Assn.

WLW, Cincinnati, is carrying the Saturday afternoon games of the Cincinnati Reds the remainder of the season, after a survey of Midwest listeners indicated a lively interest in their games. The broadcasts are handled by Roger Baker and Dick Bray, who have been handling play-by-play descriptions on WSAI all season.

KSFO, San Francisco, has made an exclusive tieup with the San Francisco police and the state highway patrol whereby news of accidents is flashed to the KSFO newsroom. A line or two of safety slogans is flashed along with the description of each important accident.

"the WOWO Family" Entertains *750,000 Guests For The Summer!

. . . . substantial plus coverage of a rich normal market, AT NO EXTRA COST. Here is "Point of Sale" contact with traditional spenders; vacationists.

Proof of WOWO's influence on brand preference awaits your call, wire, letter.

* Official estimate by Indiana State Conservation Department of the number of persons spending all, or a portion of each summer at Northern Indiana Lake resorts.

10,000 Watts — 1160 Kilocycles — NBC Basic Blue Network

WOWO
FORT WAYNE • INDIANA

WESTINGHOUSE RADIO STATIONS, INC.
FREE & PETERS, INC.
National Representatives

INDIANA'S MOST POWERFUL RADIO STATION!





HALF-WAY up a swaying 115-foot ladder thrown up by the hook-and-ladder truck below, Dick Keplinger, special events chief of KJR, Seattle, was snapped by a news photographer while interviewing Battalion Chief Julius Kinney of the fire department. Keplinger then finished his climb and again interviewed Kinney as they perched at the top.

GOV. BOB JONES, of Arizona, has started a series of weekly "fireside chats" on the Arizona Network, starting June 7 from KOY, Phoenix. Gov. Culbert Olson of California conducts a similar series of weekly quarter hour broadcasts over the CBS California network. Titled *The March of California*, his programs originate from the Governor's Mansion and are keyed from KROY, Sacramento.

KVOE, Santa Ana, Cal., is completing extensive landscaping operations which will make its studio and transmitter grounds one of the showplaces of Southern California.

BOB HAWK, m.c. of the MBS quiz program, *Name Three*, has secured a 13-week renewal of his contract with Alfred Dunhill Co., New York (cigarettes), sponsor of the program.

NEW subscribers to United Press news service during the past month are: KGVO, Missoula, Mont.; WELI, New Haven; WKSB, McComb, Miss.; WOPI, Bristol, Tenn.; KHBG, Okmulgee, Okla.; WNBC, New Britain, Conn., and KWFT, Wichita Falls, Texas.

WJJD, Chicago, will continue its half-hour Wednesday evening broadcasts from the local traffic court with Judge Eugene S. Holland on the bench while Judge Gutknecht is on his annual European vacation.

ANNOUNCERS, producers and technicians at KPO and KGO, San Francisco, are now being identified with their station when on remote control jobs. Armbands bearing the name of each station are worn by members of the staff on the outside assignments.

WNEW, New York, on June 19 increased its weekly news broadcasts of INS bulletins slightly more than 50% to extend its service over 24 hours a day. Quarter-hour periods were cut in most cases to present the service on a "bulletin" basis, the schedule of news hours now totaling nine hours and 35 minutes weekly. The station also has arranged for flash coverage for protection when wires are closed from 2 a.m. to 7 a.m. during Stan Shaw's *Milkman's Matinee*.

ABOUT 24 members of the staff of WLS, Chicago, have formed a riding club with Wednesday evening meetings at the local Oakshire Stables. The *WLS Rodeo*, featuring a score of trick riders and ropers, opened recently in Peoria, Ill., with a very good gross, according to Larry Kurtze, of the WLS Artists Bureau.

MORE than 8,000 persons visited the new studios of WMBI, Chicago, during open house in May, H. Coleman Crowell, director of the Moody Bible Institute station, has announced. Promotional material for the event included posters, brochures, souvenir folders and lapel buttons, along with spot announcements. Special evening programs also were featured during the month.

ADVENT of television broadcasts on a regular schedule in New York has increased interest in NBC's television tour at Radio City, the network reports. During May 18,589 persons took the 55-cent tour; from June 1 to 15, the tourists totaled 10,736, with June 14 setting a new record for one day of 1,267.

DONALD W. RILEY, of the Speech Department of Ohio State University, has compiled an annotated radio bibliography in three parts, covering material on radio speech, drama and general production appearing in books and magazines. It was compiled for use by students in OSU radio courses.

NBC's publicity department in New York has installed a television set in a small room adjoining the main press room for the use of radio editors. Installation was ordered by Frank E. Mason, vice-president, when he found that most radio editors lacked ready access to television receivers.

MBS will broadcast via shortwave descriptions of the trans-Pacific Yacht Race from Treasure Island, San Francisco, to Honolulu, which starts July 4 and will last about 15 days. Don Lee Broadcasting System, Mutual affiliate, will make nightly contacts with one of the contending yachts, the *Contender*, and will feed MBS reports of the race on the Wednesday and Saturday west coast dance band programs.

THE staff of WNOX, Knoxville, has organized a softball team coached by Program Director Lowell Blanchard, who also is baseball announcer.

THIS WAY IN!

WAIR is the open door to one of the richest and most responsive markets in the Southeast. Listener-confidence has made WAIR a volume sales producer.

WAIR

Winston-Salem, North Carolina

National Representatives
Sears & Ayer

WNEW



YOU GET BOTH WITH WNEW

1. EXtensive COVERAGE†

2. INtensive COVERAGE

Because of its sheer power and its location in the vast metropolitan trading area, WNEW naturally offers coverage of a tremendous market—one that represents an annual sales volume of $4,849,194,000.

But what is more important to you is how well . . . how intensely . . . WNEW covers this market.

So—it is interesting to note that BY ALL INDEPENDENT SURVEYS* WNEW RANKS FIRST IN NUMBER OF LISTENERS OF ANY NEW YORK NON-NETWORK STATION.

*on request

†See map of metropolitan trading area on Page 106

WNEW NEW YORK

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY

5000 WATTS BY DAY • • • 1000 WATTS BY NIGHT • • • 1250 KILOCYCLES

In the Twin Cities Market It's . . .

NBC STATION WTCN

MINNEAPOLIS ST. PAUL

With
PROGRAM PUBLICITY SUPPORT
of
2 GREAT NORTHWEST NEWSPAPERS
Whose Combined Circulation, Both Daily and Sunday, Is Over 300,000

MINNEAPOLIS TRIBUNE and ST. PAUL DISPATCH-PIONEER PRESS
Owners and Operators

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

New York Chicago Detroit
Los Angeles San Francisco Atlanta

Radio AND Education

CHICAGO Radio Council announces a full roster for its summer workshop June 26-July 21, with classes limited to 25 teachers and a tuition charge of $15. Held in the radio studios of the board of education in Chicago's Builders Bldg., the workshop presents courses in continuity, production and utilization. James Whipple, of the radio department of Lord & Thomas, Chicago, is in charge of the five weekly 8-10 a. m. classes in continuity. Paul Dowty, formerly of WBBM, Chicago, is instructor for the courses in radio production, daily, 10-12 noon. Miss Luella Hoskins, of the Radio Council staff, has charge of the daily two-hour course in utilization, a study of class room techniques and teacher-student listener cooperation.

WINNERS of the 10 college scholarships and the 20 trips to Washington, Radio City and the New York World's Fair, selected among the 300,000 high school and grammar school boys and girls in 147 out of 159 counties in Georgia participating in the 1938-39 auditions of WSB's *Atlanta Journal School of the Air*, will leave on a special Pullman July 6. Louis T. Rigdon, conductor of the school, and Mrs. Rigdon will accompany the group on its annual tour.

KLZ, Denver, on July 8 is starting a new series of agricultural programs to be remoted from farms in the various counties of KLZ's listening area, and featuring interviews on different phases of agriculture. The program will be under the general supervision of the extension department of Colorado Agricultural College. KLZ furnishes its mobile unit, announcers and engineers for the series, to be heard Saturday mornings, 11:45 to 12:15.

SERIES of eight Friday afternoon programs titled *Democracy in Crisis* started June 23 on NBC-Red network under auspices of Northwestern U. and its new Institute of Democracy. Featured are the institute's visiting professors, all authorities on social science. They include Dr. A. N. Holcombe and Dr. Erich Voegelin of Harvard, Dr. G. W. Hartmann and Dr. W. H. Kilpatrick of Columbia U., Dr. L. L. Watkins of Michigan U., Dr. D. E. Clark of Oregon U., Dr. E. A. Ross of Wisconsin U.

Harvard to Stage Radio Conference

HARVARD Summer School has announced a conference on the use of radio for the public welfare to be held in Cambridge, Mass., July 24-Aug. 4. The conference, first of its kind at Harvard, will be of interest to civic leaders, teachers, broadcasters and radio technicians with sessions on various phases of radio each day in Hunt Hall.

Lecture and roundtable personnel will be headed by David C. Adkins, executive director of the New England Town Hall, and will include Genieve M. Allen, president of the Radio Council of Western Massachusetts; Maj. Edwin H. Armstrong, inventor of frequency modulation; Loring Andrews, chairman of the program committee of W1XAL, Boston; Helen Benson, director of school broadcasting in Scotland for the British Broadcasting Corp.; Russell Burkhard, principal of F. A. Day Junior High School, Newton, Mass.; Dean George H. Chase, chairman of the Harvard Radio Committee.

Dr. Franklin Dunham, NBC educational director; S. Howard Evans, secretary of the National Committee on Education by Radio; Sterling Fisher, CBS educational director; Mrs. Benjamin Krous, radio chairman, Massachusetts State Federation of Women's Clubs; Walter S. Lemmon, president of World Wide Broadcasting Foundation, W1XAL, Boston; Frank R. McNinch, FCC chairman; Allen Miller, executive director, University Broadcast Council, Chicago; James A. Mayer, extension director, Massachusetts State Dept. of Education; Keith Taylor, director of radio division, Bureau of Educational Research, Ohio State University; Prof. Howard E. Wilson, Harvard.

A COURSE in radio and radio writing will be introduced July 5 for the first time into the summer session of Columbia University, New York, under the direction of Erik Barnouw, who has written and directed programs for NBC, CBS and WOR, Newark.

ADD WHN AND MULTIPLY RESULTS!



DO YOU want more New York sales? Smart national advertisers use WHN to supplement their network programs in the world's richest market.

WHN DIAL 1010 NEW YORK CITY — EDWARD PETRY & CO., INC. National Advertising Representatives

Elaborate Display Is Planned by WE

WESTERN ELECTRIC Co. will have on display at the Ambassador Hotel, Atlantic City, during the NAB convention July 10-13, one of the most impressive arrays of new equipment it has ever assembled, according to F. R. Lack, general commercial engineer. During the last year, he said. almost every unit of a broadcasting plant has been modernized, with the result that new equipment ranging from microphones of variable directivity to transmitters of advanced efficiency will be shown for the first time.

Much of the equipment will be in actual operation to permit broadcasters to test on the scene. Featured will be the Doherty high-efficiency circuit, and demonstrated will be the first instance wherein this circuit has been applied to a medium size transmitter—the new streamlined, single unit 1 kw.

Other operating displays will include the phase monitor for directional antennas, and a newly-developed reproducer set, utilizing a universal pickup device of novel construction for reproducing either vertical or lateral recordings. Also to be demonstrated will be the new 5 kw. WE air-cooled tube, and the latest design of 100 kw. amplifier. The cardioid directional mike will be explained by R. N. Marshall, of Bell Laboratories, and new antenna coupling units will be shown along with the latest in speech input equipment. Representatives of WE who plan to attend the convention are: E. W. Thurston, L. F. Bockoven, G. W. Davis, H. F. Scarr, C. E. Snow, W. E. Jonker, W. Whitmore and C. L. Stong. Bell Laboratories will be represented by W. H. Doherty, R. E. Poole, H. A. Reise, H. E. Mendenhall, W. L. Black, W. A. MacNair, R. A. Miller and F. W. Cunningham. A. J. Eaves, research products sales manager of Gravbar, plans to have present A. S. Wise, Philadelphia; D. B. McKey, Atlanta; R. G. McCurdy, Kansas City; J. P. Lynch, Boston; J. W. LaMarque, New York; F. J. Stahl, New York; W. W. Ponsford, Philadelphia, and F. L. Allman, Richmond.

WRITTEN by John Baker, radio extension specialist, U. S. Department of Agriculture, *A Radio Handbook for Extension Workers* has been published in mimeograph form by the Extension Service. In friendly conversational language the booklet explains, step by step, the technique of using radio for agriculture, home economics and 4-H work. Mr. Baker formerly specialized in special event and farm broadcasts at WLS, Chicago.





RCA has announced a new ultra-high frequency transmitting and receiving antenna that is custom-built for each job and so needs no adjustments when erected. Unit consists of four horizontal rods, at right angles, and a vertical rod above them, each rod a quarter-wavelength long. Below the antenna is a quarter-wave transformer to which the transmission line is connected. Installations of this antenna have been made at WBNS, Columbus, W3XIR, Philadelphia, and a number of police radio stations. New York City will use it on radio-equipped harbor launches.

Equipment

AN RCA 250-D transmitter has been ordered for the new WHBY, which has been authorized by the FCC to move from Green Bay, Wis. to Appleton, Wis. Father James A. Wagner, manager of WHBY and WTAQ, St. Norbert College stations at Green Bay, reports that selection of new site is holding up building and personnel plans.

WLOK, Lima, O., recently purchased a 45-M portable remote amplifier from Wilcox Electric Co., Kansas City. The new equipment was first used for a three-hour pickup from the Peony Festival in Van Wert, O.

TWO folders covering broadcast equipment have been issued by RCA Mfg. Co. The first describes assembled studio equipments, including standard groupings of de luxe panels. The other deals with measuring equipment for laboratories, stations and schools.

RCA MFG. Co. has issued an eight-page folder, "Television Picture Equipment", describing all available television apparatus, transmitting and receiving, with specifications, diagrams and illustrations.

FINCH TELECOMMUNICATIONS Laboratories, New York, has announced that WOKO, Albany, has concluded an agreement for use of Finch facsimile apparatus, to be installed as soon as it receives an FCC grant. Other stations now using Finch facsimile equipment include WLW, WOR, WGN, WSM, WHO, WWJ, KSTP, WHK-WCLE, WSAI, WGH and W2XBF.

WDAE, Tampa, has placed in operation a Ford truck mobile unit, carrying its relay transmitter WDAJ, which has already seen duty on various remote jobs. The car's crew comprises Bill Moore, Sol Fleischman and Joe Smiley.

KOL Executive Changes

REORGANIZATION of the executive staff of KOL, Seattle, has been announced by Archie Taft, general manager, with the appointment of Oliver A. Runchey as sales manager and Eddie Jansen as promotion manager. Mr. Runchey, prominent in Pacific Coast sales work for the last 10 years, succeeds Elmer Pederson, who resigned to return to Los Angeles and who has made no announcement of future plans. Mr. Jansen during the last year has been program and promotion director of KGU, Honolulu, and formerly was sales manager of KVI, Tacoma. Frank Anderson has been appointed program manager. KOL is chiefly owned by Mr. Taft, but 42.3% of its stock is owned by Louis Wasmer, operator of KGA and KHG, Spokane.

WXYZ, Detroit, has applied to the FCC authority to move its transmitter to Joy & Greenfield Roads, Detroit, and increase its day power to 5,000 watts. KOAC, Corvallis, Ore., also seeking daytime power boost to 5,000 watts, has asked for authority to move its transmitter to Granger, Ore.

KMED, Medford, Ore., has purchased an RCA 1 kw. power amplifier and associated equipment.

KCKN, Kansas City, Kan., has purchased an RCA 250-D broadcast transmitter and RCA input equipment.

KSRO, Santa Rosa, Cal., has installed a new 96-A RCA limiting amplifier under the supervision of Bob Nichols, chief engineer.

KSAN, San Francisco, has installed a new Western Electric master control panel, a boom microphone and two news transcription turn-tables.



JUST around the corner from the new N.A.B. Headquarters on K Street, In the center of busy Washington.

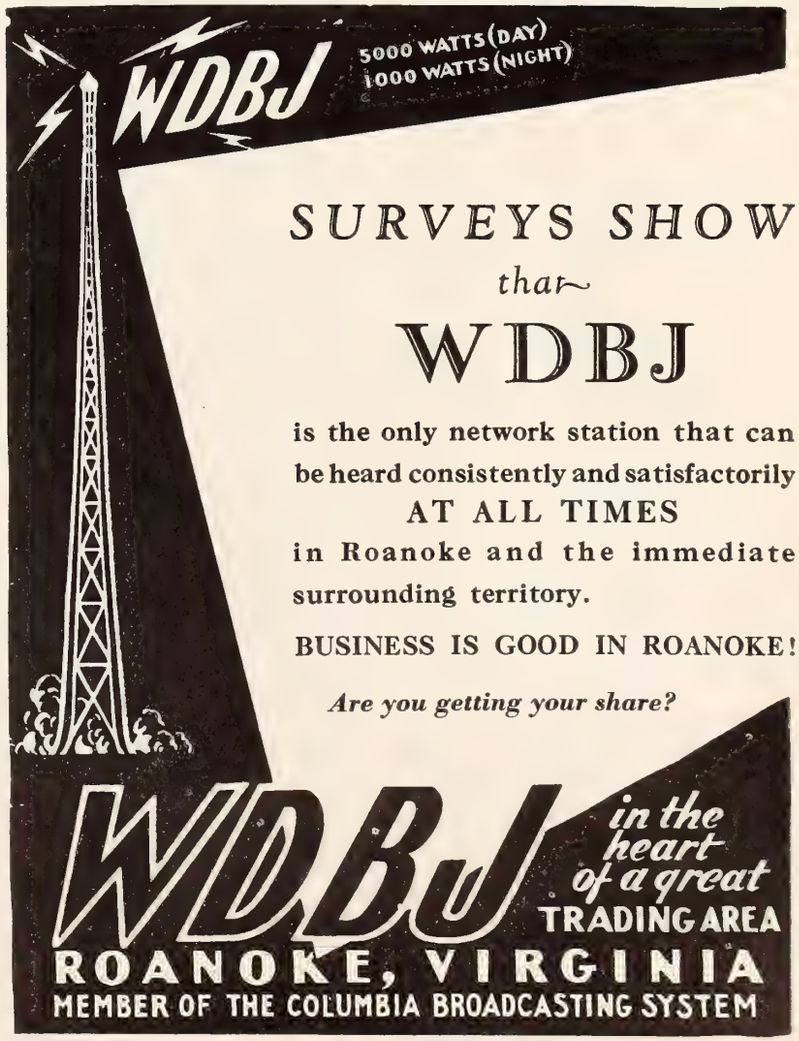
Air Conditioned

BEDROOMS - RESTAURANTS
LOBBIES
During the Summer Months

The MAYFLOWER

Connecticut Avenue at L Street
WASHINGTON, D. C.

R. L. POLLIO, Manager



A Big Store Uses Radio Dramatically

And Gets an Immediate Response From Its Coast Audience

By EDWARD C. STODEL

President, Stodel Adv. Co., Los Angeles

"FOUR times daily as the clock on the Eastern-Columbia tower strikes 8 a. m.; 12 noon; 8 p. m. and 11:15 p. m., we flash to you *Headlines of the Hour* direct from our special newsroom, located beneath the beautiful new marquee of the big Eastern store, facing Broadway at Ninth, in downtown Los Angeles."

With that salutation, last March 17, we launched over KEHE, Los Angeles, one of the Pacific Coast's largest furnishing and apparel firms on what we hope looms as its first long-term venture in radio.

For 47 years, the Eastern-Columbia stores in Los Angeles have been one of the biggest users of newspaper space. Their expert advertising staff had captured black and white awards nationally year after year. Their success as merchandisers of national brands was unquestioned. They simply couldn't see radio as a necessary media, except for an occasional dab.

An Audience Available

Frankly speaking, they expected any radio program to equal the sales, on a particular item, that was accomplished by the same amount of money in newspapers. And starting from scratch, that was a difficult challenge to meet, what with the terrific force and individual style of their ads plus the long acceptance these ads had built up throughout the years. Nevertheless, we were confident that radio could do a job of its own, not only in immediate direct sales, but from a traffic and institutional angle that could not be touched by periodical advertising.

Strangely enough, however, it was our own newspaper editorial background on the *Los Angeles Herald-Express*, that enabled us to work out the program finally accepted by the store management. We selected news broadcasts because they would build an immediate audience and not have to create one, as would a script or idea show. And, keep in mind, this client was expecting immediate sales.

In the second place, we must be on the air enough times a day, on a popular priced station, or once a day on a major station, to keep within a trial budget — and yet stand a chance of keeping up with black and white results. For the initial test, we decided upon four times daily on a popular independent station—on which we could dominate the news presentation.

We selected KEHE not only because this was possible on that station, but because of its excellent news facilities. But frankly, just presenting news broadcasts was not enough to sell the Eastern managing director, Julian Sieroty, and advertising manager, James Seyster. We anticipated this obstacle, and incorporated with the presentation the idea of broadcasting the programs direct from a special Eastern - Columbia newsroom which could be installed in a show window facing Broadway, the main street in downtown Los Angeles.

This newsroom would be complete in every detail, and the International News teletype would be installed right in the window. Even the items to be advertised as daily radio specials would be right in the window during the broadcasts. This tieup was an almost immediate clincher to the deal. In fact it was opportune. The store had just invested thousands of dollars in new windows, and an elaborate marquis. If just for the ballyhoo to attract attention to these features, the program was worth a trial to the management. The newsroom was installed as planned, and the first broadcast made on March 17.

Will Spread to Branches

Tom Frandsen, Los Angeles announcer, was signed as the exclusive Eastern Reporter, and is now on duty in the window newsroom throughout the day. Between the four daily broadcasts, he also announces late bulletins over the store's speaker system, which is also on for the crowds—in continuous attendance from early morning until 9 at night.

Most encouraging of all is that starting from scratch, the programs have stood on their own feet in producing immediate sales, beyond expectations of the sponsor, and bringing a desired flow of traffic to the big 12-story Eastern-Columbia store as well as to all ten of their branch stores throughout Southern California. And from the outlook of things, it appears that one of the longest standouts in Southern California radio has at last been converted to the use of broadcasting as both a merchandising and institutional media, the sponsor having recently signed a long term contract. Later plans call for similar sound proof news rooms in the various branch stores to develop wider activity in the communities served.



SPECTATORS watching a news broadcast direct from the display window news room of the Eastern-Columbia apparel store in downtown Los Angeles. Photo shows (left) Edward C. Stodel, president, Stodel Adv. Co., and Tom Frandsen, news commentator, at mike, during the initial broadcast on March 17. When not on KEHE Frandsen announces flash bulletins over the store's loudspeaker system.

Annual Awards, Laments Are Announced by *Stage*

ANNOUNCING its annual "palm" awards for radio, the magazine *Stage* in its June issue picks for its kudos H. V. Kaltenborn, *Information Please*, Bob Hope, Bing Crosby, *Lux Radio Theatre* and the New York Philharmonic Symphony. Honorable mentions are given Morton Gould, conductor - arranger-composer, for his stylized treatment of popular music on MBS; Orth Bell, known as "Uncle Jonathan" on WAAT, Jersey City, and the *BBC Music Hall Varieties* carried via Transatlantic relays on WOR.

Stage, having honored, adds that it also "laments" the "widely spreading tasteless technique of guest stars who spiel direct sales endorsements for their respective products"; "the loss of individuality suffered by the *Columbia Workshop*, which has become neither fish, nor fowl, nor good red herring"; "The sad fact that the air-debut of Robert Benchley — whose embarrassed charm is unable to cope with unbecoming material—was the year's greatest disappointment"; "the ill-advised War and Peace philosophizing on *The Circle*, which is generally enough of a clambake as it is."

Olympic to Add

OLYMPIC KNITWEAR of New York, on July 16 will start 10 spot announcements weekly on WMCA, New York, as the first step in a special six-month campaign for "Tish-U-Knit" sweaters. Four of the announcements will be spotted during the day, the others to follow the *Five Star Final* program each evening. Other stations will be added to the campaign during the last two weeks in July, according to Hicks Adv. Agency, New York, which handles the account.

JIMMY SCRIBNER, who plays 22 different roles on the MBS *Johnson Family* program, has opened what he calls the "largest barbecue bistro in the world" on Queens Boulevard near the New York World's Fair, and has named it "Chicazola," mythical scene of his program.

FILMLAND WRITERS BREAK FROM AFRA

LOS ANGELES and Hollywood radio writers on June 20 broke away from AFRA and formed the Western Division of Radio Writers Guild, an affiliate of Authors League of America. Meeting, held in Hollywood Athletic Club, was attended by approximately 125 Southern Cailfornia radio writers. Forrest Barnes, Hollywood freelance writer, was elected president of the Western Division, which will have jurisdiction over the 11 western States. Also elected were the following Council members: Lindsay McHarrie, John Boylan, Hector Chevigny, Bettie Stulla, Mel Williams, Don Clark, John Slot, Dave Taylor, Noreen Gamill and True Boardman.

A constitution was adopted and release was asked from membership in AFRA so they can affiliate with the new organization. Marc Connelly, president of Dramatist Guild, and Ruth Knight, representative of New York Radio Writers Guild, spoke. Boardman, who presided at the organization meeting, explained there would be a National Council of 30 members, 10 each to be elected from the Western Division, Chicago and New York. This, it was said, will replace the present total of 15 councilors-at-large. Each region will also have its own president. The Western Division will shortly either elect or appoint representatives in the major west coast radio centers to guard the interests of writers there.

KEHE Becomes KECA

THE call letters of KECA will be retained in lieu of KEHE when the latter station and its plant and facilities are turned over to Earl Anthony Inc., under a proposed FCC decision announced June 21 (see page 34), according to a statement by Harrison Holliway, general manager of KFI-KECA. The Anthony interests bought KECA for its 780 kc. channel and its building at 141 N. Vermont St., Los Angeles, where operations of both KFI and KECA will be centered. Mr. Holliway will shortly announce changes in operating and advertising policies and personnel assignments.

AFRA In Key Cities

NEGOTIATIONS between the American Federation of Radio Artists and the various local stations in New York, Chicago, San Francisco and Los Angeles are proceeding satisfactorily in most cases, according to Emily Holt, executive secretary of the union. In the transcription field, she said, no action will be taken until the coordinating committee appointed by the national board has completed its task of working out a set of scales and working standards. Members of this committee are Ned Wever, chairman, Lucille Wall, Walter Preston, Alex McKee and Sid Walton.

NORTH AMERICAN Accident Insurance Co., Newark, on June 20 started a two-week campaign of quarter-hour musical programs six times weekly on WHN, New York, and WNEW, New York, with additional five-minute news programs 12 times weekly on WNEW. Franklin Bruck Adv. Corp., New York, places the account.

in the CONTROL ROOM

ARCHIBALD E. LINGO, of Collingwood, N. J., president of John E. Lingo & Son Inc., Camden, on June 13 was granted a patent on a mast for radio broadcasting (No. 2,162,675) by the U. S. Patent Office.

NORMAN HAHN, formerly chief engineer of WTAQ-WHBY, Green Bay, has joined WIBA, Madison, Wis., as chief engineer, succeeding Merrill F. Chapin, resigned. Lloyd S. Sadler also has been added to the WIBA technical staff.

ALAN BODE, sound effects director of KFWB, Hollywood, married Emma Pickett, of the KFWB accounting department, June 23.

A. S. HAGGERTY has joined the technical staff of CBK, Watrous, Sask.

JAMES LA SHAUM, KEHE, Los Angeles, technician, is the father of a girl born June 8.

J. B. EAVES, chief engineer of KGNF, North Platte, Neb., is the father of a boy born recently.

GLEN LESH, John Woods and Dan Grey, recent graduates of Midland Television Inc., Kansas City technical school, have been appointed to the engineering staffs, respectively, of KGFW, Kearney, Neb.; WNAX, Yankton, S. D.; KWKH, Shreveport.

ED LOCKWOOD has been transferred from the transmitter of WLW, Cincinnati, to the television department in the Carew Tower in Cincinnati as a transmitter engineer.

CLARENCE PALMER, KVOE, Santa Ana, Cal., engineer, and Betty Steen were married at Gardnerville, Nev., May 22.

LEN COZINE has been transferred from the control room to the engineering staff of CJRM, Regina, Sask. Harry Dane of the production department has taken Cozine's place in the control room. Roy Henderson, new to radio, has joined the production and continuity department.

RICHARD HAYSEL, of the KNX, Hollywood, engineering department, and Dolores Blitz, secretary to Al Span, CBS Pacific Coast sound effects director, have announced their engagement. The wedding is scheduled for Aug. 12.

CLIFFORD C. HARRIS, technical supervisor of WIP, Philadelphia, recently purchased a 30-foot cabin cruiser, which has been christened "WIP". Martin N. Oebbecke, assistant to Mr. Harris, was graduated in June from the Wharton School of Commerce of the University of Pennsylvania.

WALTER STILES Jr., engineer of WABC, New York, is the father of a boy born recently.

PAUL MILLER, formerly of WTAD, Quincy, Ill., has joined the engineering staff of WOWO, Fort Wayne, Ind.

E. L. PARKHURST, engineer of KPO and KGO, San Francisco, and his wife have adopted five-month-old twin boys.

N. J. RICHARD, control room supervisor of WISN, Milwaukee, recently was elected president of the Milwaukee Radio Amateur's club, which has a membership of about 1,000.

HARVEY HAAS has joined KRKD, Los Angeles, as relief transmitter technician.

LAWRENCE RAUCH, University of Southern California engineering student, has joined KMTR, Hollywood, as operator.

RANDOLPH OGG, engineer of KGVO, Missoula, Mont., recently married Ruth Ambrose.

CARLTON NOPPER, control room supervisor of WFBR, Baltimore, is the father of a boy born in May.

Diversified Income

INDUSTRY
AGRICULTURE
SHIPPING
TOURISTS
STABLE
HISTORIC

That's

Coastal South Carolina

For Radio in This Market

It's

1,000 Watts **WCSC** **1,000 Watts**

Charleston,
S. C.

Affiliated National Broadcasting Co.

Red and Blue

Member N.A.B.

Representatives Free and Peters Inc.

tonal beauty



Network transmission of the ethereal tonal beauty of the harp . . . or the thundering majesty of the organ . . . is always an important and painstaking task in the radio industry.

Patient research and engineering skill have provided special circuits to link the radio stations of the country. Trained men supervise transmission. The most modern facilities guard the quality of sound—all the way.

And in the Bell Telephone Laboratories work goes on continuously, to improve and extend the contribution of the telephone system to radio broadcasting.

BELL SYSTEM
AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES

Don Lee Spikes Reports It Will Issue Stock for Television Operations

SPIKING reports to the contrary, Don Lee Broadcasting System, Los Angeles, operating W6XAO, through its president, Thomas S. Lee, in late June announced that the organization had no television stock for sale nor is it interested in any projected campaigns to raise money for the sale of securities of any kind. "Our television work is definitely experimental, of a non-commercial nature and we are investing our own funds in ratio commensurate with the progress of our technical staff," Mr. Lee said. "This organization is not financially interested in the manufacture, sale or installation of teleceivers. Because of the tremendous impetus given television in recent weeks, the public should be protected against questionable stock issues and unproven ventures in television developments."

RADIO AIDS TORNADO VICTIMS

Twin City Stations Help Relief Work in Area Stricken by Minnesota Storm

MINNESOTA'S Twin City radio stations again demonstrated broadcasting's vital importance during a disaster when they rushed men and equipment to the scene of the tornado which struck Anoka, Minn., 20-odd miles away, the afternoon of June 18. The storm killed at least 10 persons, injured more than 100 others and caused an estimated $1,000,000 damage.

A short time after the tornado struck, KSTP, WCCO and WTCN had announcing and technical crews in the stricken city and had arranged shortwave pickups and transcribed on-the-scene descriptions, in addition to carrying official communiques, appeals for aid and special programs extending over several days.

With extensive on-the-spot coverage, several stations claimed "firsts" in covering the disaster, which struck at 3:21 p. m. after a hot muggy day. WCCO, whose transmitter is located two miles east of Anoka, just outside the stricken zone, claimed first news of the tragedy when highway patrolmen rushed through the storm to the transmitter building and put in calls for doctors, nurses and ambulances, along with a plea for the aid of Twin City police and firemen. Immediately afterward, WCCO broadcast the first news directly concerning the storm from the transmitter, with Russ Person, transmitter engineer, at the mike. While he was handling the first flashes, other WCCO engineers went through the town and collected information concerning casualties.

Adj. Gen. Ellard Walsh, in charge of the Minnesota National Guard, was at Fort Ripley in the northern part of the State and could not be reached by telephone. WCCO broadcast a request for him to call National Guard headquarters in St. Paul, and a few minutes later, after hearing the broadcast, he called in and requested WCCO to ask all members of the 151st Field Artillery and the 206th Infantry, both of the Twin Cities, to mobilize at once. Both regiments were mobilized and on their way to the stricken area in an hour-and-a-half.

Meantime WCCO engineers, headed by Chief Engineer Hugh McCartney, had taken portable equipment into Anoka. No telephone service was available, but by tapping an auxiliary cable from the transmitter, WCCO was able to set up the only line of communication from the outside. From approximately 5 p. m. until 10:30 p. m. (CST) WCCO was on the air constantly with lists of casualties, instructions and relief pleas.

A CBS broadcast was originated by the station at 10:30 p. m., using portable equipment in the car of Engineer Bob Anderson as it cruised about the city. Max Karl, WCCO's educational director, and Eddie Gallaher, sports announcer, both went to Anoka at the first flash and handled all the WCCO broadcasts.

KSTP on the Job

Manager Stanley Hubbard of KSTP, despite the danger of being scooped, held back nearly an hour the first news flash reaching the station, in keeping with its policy of seeking to discourage a rush of curiosity seekers to the scene of an accident and at the request of National Guard officers. Mr. Hubbard also reported KSTP was the first to call National Guardsmen to report at the armory and first to send a crew to Anoka with a mobile unit and shortwave equipment, which reached the city 45 minutes after the flash.

When the shortwave pickups failed to come through, due to atmospheric disturbances, KSTP made a transcription of what it claims was the first eyewitness story. In addition to the transcribed on-the-scene pickups, which were rushed the 25 miles to the downtown studios at frequent intervals by two sets of messengers, the station also carried regular bulletins, urging sight-seers to stay away.

KSTP's 10-man crew in the stricken area included Brooks Henderson and Frank McGlogan, announcers; Al Asch, Gordon Johnson and Dick Hance, nemo engineers; Art Lodge and John Knoble, newsmen, and Bill Hoverson and Arvid Cartwright, *Minneapolis Journal* reporters working under Special Events Director Joe Meyers. The recording equipment was taken directly into town meetings and rehabilitation centers, and through selection and editing a comprehensive description was furnished.

At the request of Gov. Stassen, who participated actively in rescue operations, the KSTP mobile unit was used by rescue officers as an amplifying system to give directions to salvage workers. The unit cruised through the debris-littered streets, telling victims where to go for food and medicine treatment and giving orders to militiamen. Hour-by-hour reports and recordings were broadcast up to signoff June 20, and KSTP staff members

STATISTICALLY SPEAKING

of South Carolina in the Daytime



WIS COUNTIES* include

67.7% of S. C. RADIO HOMES
70.1% of S. C. RETAIL SALES

IT'S THE STORY OF 5 KILOWATTS ON 560 Kc.

Over the same path, and at the same distance, WIS delivers 353 microvolts per meter; a 50 kilowatt station on 1080 kc. delivers 300 microvolts. (Columbia to Charlotte 95 miles)

Jansky & Bailey Survey, Oct. 1938

	South Carolina	WIS Counties*
1935 Retail Sales	$248,206,000	$174,129,000
1938 Radio Homes	207,300	140,480

** Counties Crossed by, or wholly within, WIS ½ millivolt daytime contour*

USE WIS FOR EFFECTIVE SELLING

IN SOUTH CAROLINA

COLUMBIA, S. C.

560 Kilocycles *5,000 Watts*

NBC Red and Blue Networks *Represented by FREE & PETERS, Inc.*

returned to the studios at 3:30 a. m. and prepared a broadcast that went on the air a few hours later.

All Twin City stations cooperated with the Red Cross in raising relief funds, KSTP, WTCN and WCCO carrying special programs which raised several thousand dollars for the stricken area.

WTCN Uses Plane

WTCN used five men in strategic places over the area, including one in an airplane, to describe the tornado damage. Hal Lansing, chief announcer, started putting news bulletins on the air after the first flash, and within the next hour had broadcast more than 20, including pleas for medical aid and mobilization notices. Bob De Haven, production manager, made the airplane flight during the ensuing rainstorm and gave a 15-minute word picture of the scene on landing.

Bennett Orfield, WTCN news editor, went on special duty in the offices of the *Minneapolis Tribune* and broadcast bulletin for six hours. John Sherman, technical director, and Charles Irving, announcer, drove to the scene with shortwave equipment, but when it was found no power was available in Anoka, they viewed the wreckage and checked the situation and then drove to a nearby town, from where they shortwaved their report.

THE FCC on June 21 authorized R. E. McDonald, manager of KFQD, Anchorage, Alaska, to acquire complete control of that station and issued it a regular renewal license which had been held up due to alleged failure to comply with rules pertaining to transfers of ownership.

BUST of Maj. Edward Bowes, carved from a block of compressed evaporated salt, was presented to him recently following one of his CBS *Amateur Hour* broadcasts by Edward L. Fuller, president of International Salt Co.

Old and New

OLDEST and newest methods of communication were combined recently when the Crosley Co. facsimile station W8XUJ used carrier pigeons to speed pictures of a Cincinnati Reds-Pittsburgh Pirates baseball game to its studio for immediate transmission. Black Comet, world-record racing bird, on whose back was strapped the official harness of the Army Signal Corps, flew the negatives from the baseball park to the Crosley plant, a distance of approximately 4½ miles, in three minutes and the photos were developed and on the air 20 minutes after being taken. Six birds were used in carrying the 32 pictures snapped on the playing field. According to Wilfred Guenther, Crosley coordinator of facsimile and television, pigeons may become regular members of the WLW-W8XUJ staff to increase the speed of picture service.



THOSE gold-plated WE microphones which excited the curiosity of King George VI during his Canadian-U. S. tour last month are here shown as the King delivered one of his broadcasts. Canadian Broadcasting Corp. ordered a battery of the mikes from Northern Electric Co., and they were used whenever there was a broadcast by the royal visitors.

FCC Clearing Docket

PUSHING toward clearing of its docket prior to the "quasi-recess" over the summer, planned to start July 15, the FCC at meetings June 19-20 handled the largest agenda since its creation in 1934. All told, some 40 pages of "flimsy" or routine decisions were released, along with two-score matters requiring separate consideration. Of 16 docket cases on broadcast applications which had gone to hearing, 13 were decided. The FCC will not schedule hearings or arguments from July 15 through Sept. 5 and, while it plans to hold sessions over the summer, meetings probably will be held on an abbreviated basis, yet to be decided upon. Chairman McNinch, ill since last May, did not attend the record June meetings, and is not due to return to his office until after July 4.

PROGRAMS to be presented by the University of Kentucky through WHAS, Louisville, for the six months from July 1 through Dec. 31 are listed in a booklet that may be obtained from the University at Lexington.



FLORENCE NIGHTINGALE
1820-1910

SOME OF THESE ORIGINAL RECORDINGS MADE 50 YEARS AGO BY THOMAS A. EDISON HEAR THE ACTUAL VOICES OF . . .

Florence Nightingale
"Teddy" Roosevelt
Jas. Whitcomb Riley
Andrew Carnegie
Wm. Ewart Gladstone
P. T. Barnum
Wm. J. Bryan
Thomas A. Edison
Admiral Peary
Will Rogers
and 42 others

VOICES OF YESTERDAY

Quarter Hour Transcribed Programs Now on the Air in 31 Cities in the U. S. and Australia

• The programs consist of exciting, dramatized events in the lives of celebrities, climaxed by the presentation of their actual voices. These famous voices were recorded by yesterday's miracle — the Edison reproducing machine — and the priceless old cylinders have been modernized and amplified, to bring to the radio audience of today actual VOICES OF YESTERDAY.

"Voices of Yesterday" is not only fascinating history, it is fascinating entertainment.

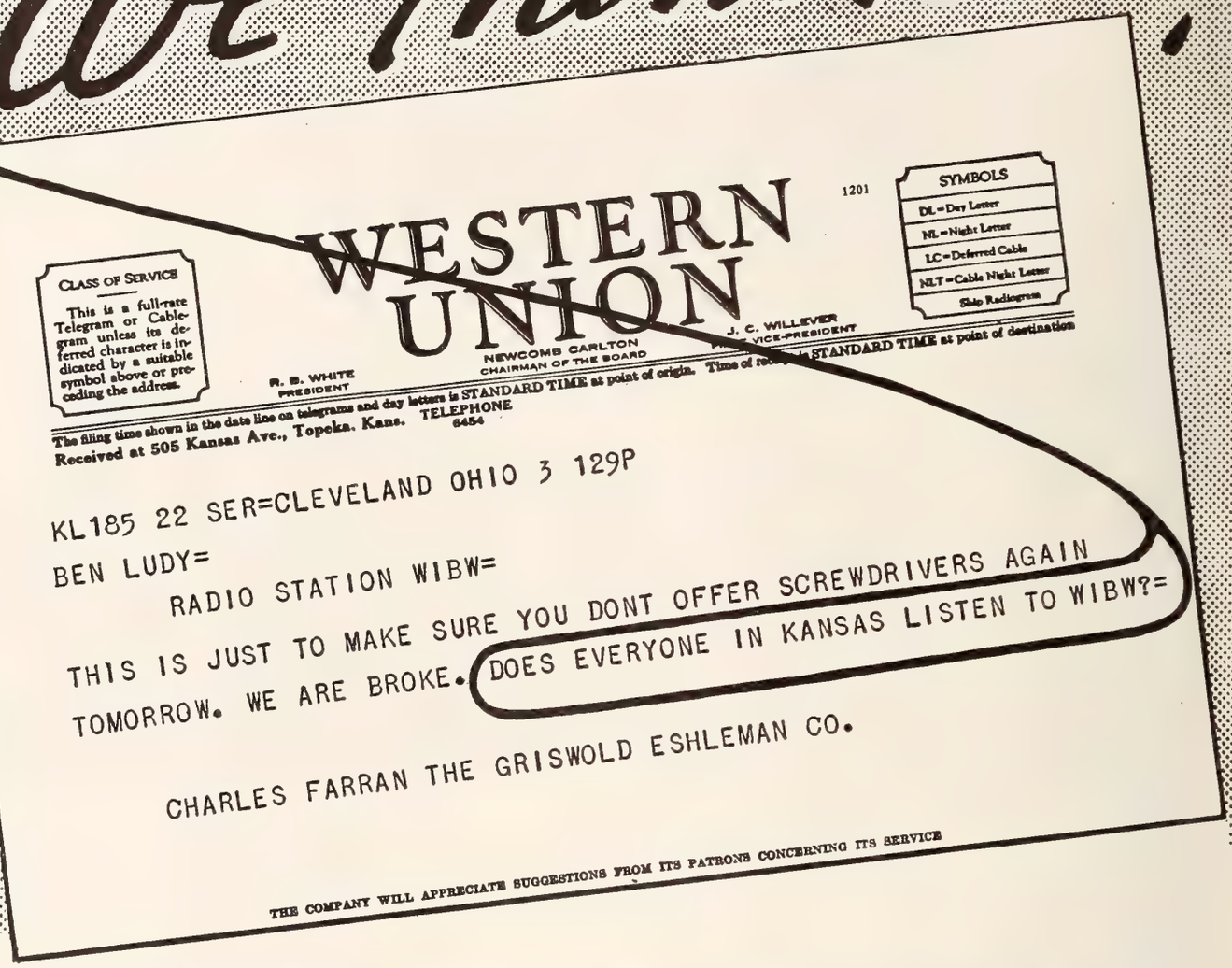
THRILLING • EDUCATIONAL
DRAMATIC • ROMANTIC

Exclusive Rights Granted. Write or Wire.

Harry S. Goodman

19 EAST 53rd STREET at Madison Avenue . . . NEW YORK CITY

We Think So!



WESTERN UNION

1201

SYMBOLS
DL = Day Letter
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

CLASS OF SERVICE
This is a full-rate Telegram or Cable-gram unless its deferred character is indicated by a suitable symbol above or preceding the address.

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

R. B. WHITE
PRESIDENT

J. C. WILLEVER
VICE-PRESIDENT

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

Received at 505 Kansas Ave., Topeka, Kans. TELEPHONE 6454

KL185 22 SER=CLEVELAND OHIO 3 129P

BEN LUDY=

RADIO STATION WIBW=

THIS IS JUST TO MAKE SURE YOU DONT OFFER SCREWDRIVERS AGAIN TOMORROW. WE ARE BROKE. DOES EVERYONE IN KANSAS LISTEN TO WIBW?=

CHARLES FARRAN THE GRISWOLD ESHLEMAN CO.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

13,772 REPLIES FROM TWO ANNOUNCEMENTS!

That's what brought this telegram from the agency of one advertiser.* Two announcements were made offering a minor premium (to farmers only) in exchange for detailed information of tremendous sales value to local dealers.

WIBW listeners responded with nearly ten times the advertiser's estimated number of replies.

We don't want to be obvious, but all this is mighty valuable to YOU . . . this absolute proof of WIBW's pulling power . . . of the way WIBW listeners respond.

Today, with our new, ultra-modern transmitter, WIBW is ready to show you some real ACTION from a ready-to-buy audience that is conservatively estimated at 361,980. Let us show you HOW.

** Name on request.*

WIBW "The Voice of Kansas"

COLUMBIA'S OUTLET *for* KANSAS

BEN LUDY, *Manager*

NEW YORK DETROIT

Represented by CAPPER PUBLICATIONS, Inc.

CHICAGO KANSAS CITY, MO. SAN FRANCISCO

IN response to a demand arising from the fact that commercial maps have not fully met radio's needs, BROADCASTING herewith presents a new form of map especially adapted to the requirements of the radio advertiser, advertising agent and station management. It combines two special features: (1) Grids or sections of equal area and uniform scale, making every section of the United States directly comparable, and (2) Urban and rural radio family breakdowns and retail sales by counties, superimposed upon the grid maps. This method of map-making was devised after frequent consultations with timebuyers, broadcasters and network research departments. We believe that these maps and data will prove to be a contribution to uniformity and convenience in evaluating and mapping radio coverage.

THE RADIO MARKET ATLAS

ARRANGEMENT OF GRIDS: Maps 1 to 26 (see index on next page) comprise a progressive series of equal area basic grids or sections, each slightly overlapping its neighbors. Neighboring grids can thus be readily assembled to form larger maps for any given area. Maps 27 to 35 are additional grids, drawn to the same standard scale and size as the basic grids. These have been added in order that certain important metropolitan broadcasting centers may be found at or near the center of a grid. Each grid map covers a span 400 x 475 miles.

PURPOSES OF THE GRID SYSTEM: Conventional maps are frequently inconvenient or impractical in broadcasting work. The maps published herewith combine the comprehensiveness of a large wall map and the convenience of standard page size. They show the detail ordinarily needed in radio work —counties outlined and named; all cities with radio stations named and number of stations indicated; all cities over 25,000 population named; all cities over 10,000 located. The county radio homes data may be used conveniently with those for total families, total radio families and percentage-of-ownership, tabulated by States and counties on pages 42-58 of the 1939 BROADCASTING Yearbook. Since the county figures are estimates, there is necessarily a certain unmeasurable degree of error in the figures for individual counties. For any group of counties, however, such as those included in the service area of a typical broadcasting station, it is believed that the sum of the estimates (urban or rural, or both) for individual counties is sufficiently accurate for practical purposes.

MAP INDEX: The index maps on the following page show the areas covered by the grids. The larger map shows the basic grids, the smaller the supplementary grids. Identifying numbers appear at or near the center of the area covered by each grid map and shown as a dotted rectangle on the index map. The identifying numbers appear in the upper right corner of the grid maps themselves which are published in subsequent pages in the order indicated by the numbers. An index by States also appears on the next page to facilitate map selection. Some of the States appear in their entirety on one or more maps, as indicated by the boldface figures in the first column of the index. Parts of the same State appear in several additional maps, as indicated in the other columns of the index. Thus it is possible to select the right map or maps to measure between points in different States. For example, to determine the distance between Muncie, in central Indiana, and Bristol, in northeastern Tennessee, consultation of the index shows that both areas appear on Grid 10.

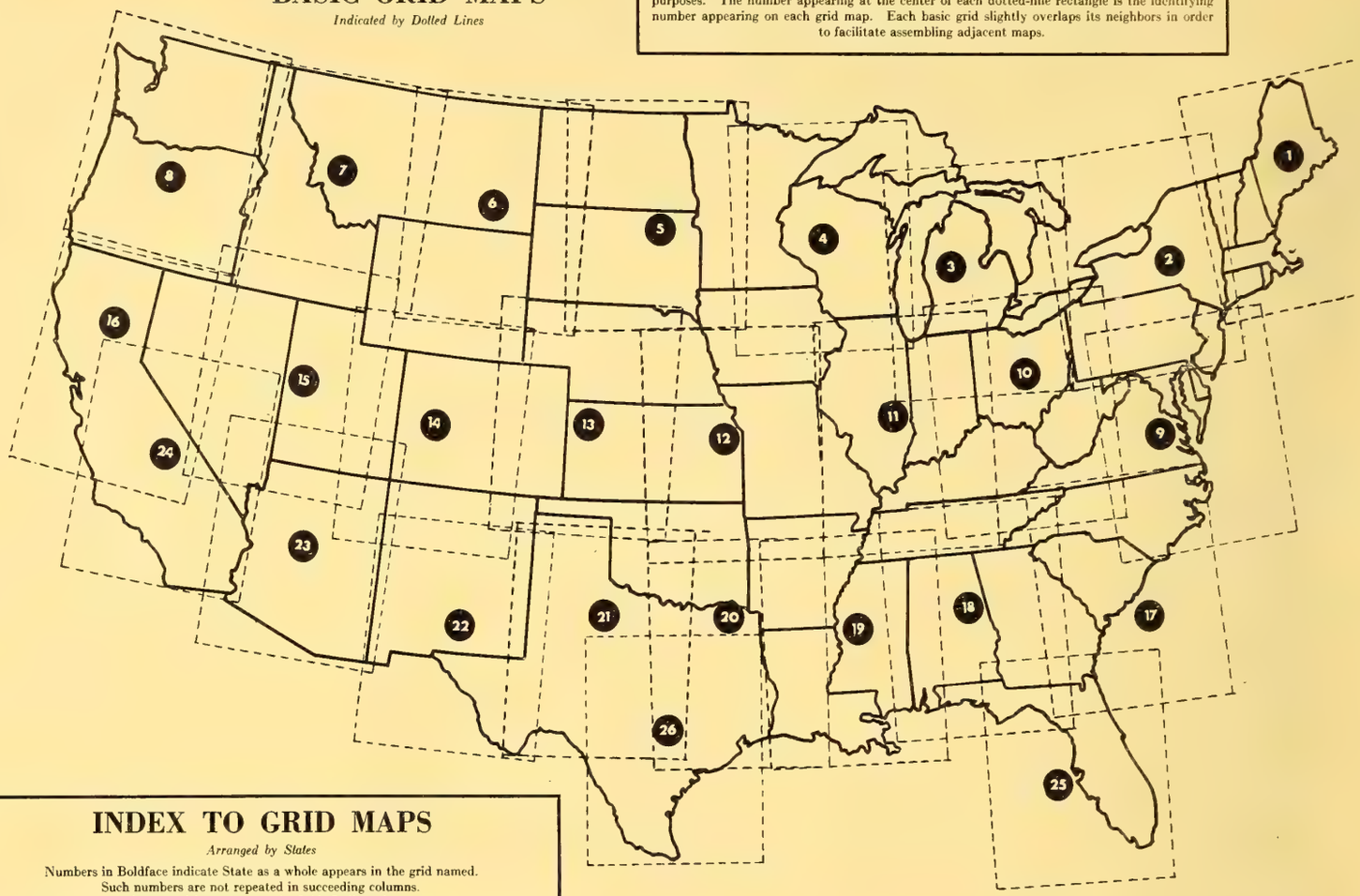
BASE MAP AND DATA: The base map used for the original map is an Albers Equal Area Projection prepared in 1937 by the Geographer of the Census. In order to permit fine work, the map was enlarged and drawn in sections which, if assembled, would form a map of the United States nearly 20 feet wide. The data on urban and rural radio families for each county, published herein for the first time, are breakdowns of the county totals compiled by the Joint Committee on Radio Research. Retail sales in thousands of dollars for 1935, also shown for each county, are from the last Census of Business; 1938 retail sales would vary in total only slightly from the 1935 figures.

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BASIC GRID MAPS

Indicated by Dotted Lines

Subdividing the United States into a series of areas of uniform and convenient size for radio purposes. The number appearing at the center of each dotted-line rectangle is the identifying number appearing on each grid map. Each basic grid slightly overlaps its neighbors in order to facilitate assembling adjacent maps.



INDEX TO GRID MAPS

Arranged by States

Numbers in Boldface indicate State as a whole appears in the grid named.
Such numbers are not repeated in succeeding columns.
Section of State Appears in Grids Indicated.

State	Central	Northeast	Northwest	Southeast	Southwest
Alabama	**18**, 33	33	19, 33, 35	25	19, 35
Arizona	**23**	14	15		24
Arkansas	19, 20	11, 34	12, 35	19	20, 35
California	16, 24	16	16	15, 24	23, 24
Colorado	13, 14	13	14	13	14
Connecticut	**1, 27**		2		2
Delaware	**9, 27**, 32			32	32
Dist. of Columbia	**9, 27, 32**				
Florida	25	17, 25	18	25	25
Georgia	18, 33	18, 33	18, 33	17, 25	18, 25
Idaho	7		8	15	8, 15
Illinois	**11**, 30, **34**	3, 4, 30	4, 30, 31	33	
Indiana	3, 10, **11**, 29, 30	3, 10, 29, 30	3, 30, 34	10, 33	33, 34
Iowa	4, 12, **31**	4, 30	5	11, 30	34
Kansas	12, 13	12, 31	13	12	13
Kentucky	10, 11, 33	10, 28, 33	11, 34	10, 33	11, 34
Louisiana	**19**, 20		20, 26		20, 26
Maine	**1**				27
Maryland	**9**, 27, **32**	27	28	27	27
Massachusetts	**1**, 27	27	2, 27		2, 27
Michigan	3, 28, 29, 30	3, 29	4	3, 10, 29	3, 10, 11, 28, 29, 30
Minnesota	4, 31	4	5	4, 31	5, 31
Mississippi	**19**	18		18	
Missouri	12, 34	31, 34	12, 31	11, 34	12
Montana	6, 7	6	7	6	7
Nebraska	13	5, 31	6, 13	12, 31	13
Nevada	15	15	16	15, 24	16, 23, 24
New Hampshire	**1**, 27			27	27
New Jersey	2, 9, **27**	2, 9	2	9	9
New Mexico	22	13, 21	14	21, 22	22
New York	**2**, 27	1	28	1, 9, 27	10, 28
North Carolina	9, **17**, 32	9, 32	10, 33	9, 32	18, 33
North Dakota	5	5	6	5, 31	6
Ohio	3, **10**, **28**, 29	2, 3, 29	3, 6, 11, 29, 30	2	6, 11, 30, 32, 33
Oklahoma	12, 20, 21, **35**	12	13	20	21
Oregon	**8**	7			
Pennsylvania	**2**, 9, 27, 28	27	10, 28, 29	9, 27	9, 10, 28, 29
Rhode Island	**1, 27**				
South Carolina	**17**, 32	9, 32	18, 33		
South Dakota	5	5, 31	6	5, 31	6
Tennessee	11, 18, 33	10, 17, 18, 33	11, 34	18, 33	19
Texas	21, 26, 35	20, 35	21, 22	26	26
Utah	15	14	15	14, 23	15, 23
Vermont	**1**		2		2
Virginia	9, 32	9, 27, 32	10, 28	9, 31, 32	10, 33
Washington	**8**	7		7	
West Virginia	10, **28**, 32	9, 32	2, 10, 29	10, 32	10, 32, 33
Wisconsin	**4**, 30	3	31	3, 30	30, 31
Wyoming	6	6	7	13, 14	14, 15

SUPPLEMENTARY GRID MAPS

Indicated by Dotted Lines

These additional special grid maps have been prepared in order that certain important broadcasting centers may appear at or near the center of a grid map.



Minute, Please!

WHEN you talk in terms of sales increases (box tops if you insist) for West Virginia, Eastern Ohio, Western Pennsylvania and Maryland, you must reckon with the thousands of JUST PLAIN FOLKS who can be effectively reached only through WWVA, Wheeling and WMMN, Fairmont, West Virginia.

BOTH 5,000 Watts—BOTH COLUMBIA—BOTH Friendly —BOTH with a grand record of success—BOTH members of NAB—BOTH doing a bang-up job in two distinct markets—BOTH represented by JOHN BLAIR & CO.

WWVA • WMMN

Wheeling, W. Va. *Fairmont, W. Va.*

Thank You!

UNITED STATES FAMILIES: A RADIO TIME BUYERS' GUIDE

Special Urban and Rural Breakdowns of Radio Census of Joint Committee on Radio Research

As Compiled by NBC

(See Maps for County Breakdowns; See 1939 BROADCASTING Yearbook for County Totals)

STATES	ALL FAMILIES					URBAN FAMILIES						RURAL FAMILIES						
	All Families*	Rank of State	All Radio Families**	Rank of State	All Radio Families Are This % of All Families	All Urban Families*	Rank of State	All Urban Families Are This % of All Families	Urban Radio Families**	Rank of State	Urban Radio Families Are This % of All Radio Families	Urban Radio Families Are This % of All Urban Families	All Rural Families*	Rank of State	All Rural Families Are This % of All Families	Rural Radio Families**	Rank of State	Rural Radio Families Are This % of All Radio Families	Rural Radio Families Are This % of All Rural Families
Alabama	670,000	18	375,200	22	56	207,000	25	31	154,600	27	41	75	463,000	10	69	220,600	19	59	48
Arizona	104,000	44	79,600	45	77	37,000	42	36	33,100	42	42	89	67,000	41	64	46,500	43	58	69
Arkansas	501,000	23	254,800	31	51	113,000	34	23	88,100	34	35	78	388,000	18	77	166,700	24	65	43
California	1,818,000	4	1,719,800	4	95	1,369,000	4	75	1,287,100	4	25	94	449,000	11	25	432,700	5	25	96
Colorado	288,000	34	233,500	32	81	152,000	31	53	138,200	31	59	91	136,000	32	47	95,300	36	41	70
Connecticut	437,000	28	402,100	20	92	306,000	14	70	281,400	14	70	92	131,000	35	30	120,700	32	30	92
Delaware	67,000	47	57,600	47	86	34,000	43	51	30,800	44	53	90	33,000	46	49	26,800	46	47	81
District of Col.	168,000	37	152,900	37	91	168,000	28	100	152,900	28	100	91	.....	..	..	.....	..	..	..
Florida	443,000	27	297,900	27	67	238,000	21	54	189,500	21	64	80	205,000	27	46	108,400	33	36	53
Georgia	716,000	14	370,800	23	52	245,000	19	34	180,500	23	49	74	471,000	8	66	190,300	20	51	40
Idaho	124,000	42	98,700	43	80	38,000	41	31	34,200	41	35	90	86,000	39	69	64,500	39	65	75
Illinois	2,063,000	3	1,857,100	3	90	1,526,000	3	74	1,426,600	3	77	93	537,000	5	26	430,500	6	23	80
Indiana	934,000	11	816,800	11	87	522,000	11	56	480,300	11	59	92	412,000	13	44	336,500	8	41	82
Iowa	680,000	17	577,800	13	85	281,000	15	41	262,500	15	45	93	399,000	15	59	315,300	9	55	79
Kansas	501,000	23	367,800	24	73	204,000	27	41	189,300	22	51	93	297,000	23	59	178,500	22	49	60
Kentucky	708,000	15	494,900	15	70	242,000	20	34	208,600	19	42	86	466,000	9	66	286,300	11	58	61
Louisiana	510,000	22	297,400	28	58	215,000	24	42	168,100	25	57	78	295,000	24	58	129,300	30	43	44
Maine	221,000	35	201,100	35	91	88,000	37	40	79,700	35	40	91	133,000	33	60	121,400	31	60	91
Maryland	410,000	30	355,100	25	87	251,000	18	61	225,100	17	63	90	159,000	30	39	130,000	29	37	82
Massachusetts	1,104,000	8	1,019,200	9	92	992,000	6	90	912,100	6	89	92	112,000	37	10	107,100	34	11	96
Michigan	1,220,000	7	1,122,200	6	92	827,000	8	68	771,100	8	69	93	393,000	17	32	351,100	7	31	89
Minnesota	652,000	19	556,900	14	85	331,000	13	51	309,300	13	56	93	321,000	21	49	247,600	14	44	77
Mississippi	494,000	25	207,000	34	42	91,000	36	18	64,600	38	31	71	403,000	14	82	142,400	26	69	35
Missouri	1,072,000	10	822,800	10	77	562,000	10	52	525,600	10	64	94	510,000	7	48	297,200	10	36	58
Montana	142,000	40	114,600	41	81	49,000	40	35	44,400	40	39	91	93,000	38	66	70,200	38	61	75
Nebraska	352,000	32	284,100	30	81	129,000	33	37	120,100	32	42	93	223,000	26	63	164,000	25	58	74
Nevada	30,000	49	28,500	49	95	12,000	49	40	11,000	49	39	91	18,000	47	60	17,500	47	61	97
New Hampshire	136,000	41	124,400	39	92	77,000	38	57	69,700	36	56	91	59,000	43	43	54,700	41	44	93
New Jersey	1,098,000	9	1,022,500	8	93	904,000	7	82	845,400	7	83	94	194,000	29	18	177,100	23	17	91
New Mexico	102,000	45	62,300	46	61	27,000	47	26	23,700	47	38	88	75,000	40	74	38,600	44	62	51
New York	3,372,000	1	3,132,300	1	93	2,806,000	1	83	2,623,300	1	84	93	566,000	3	17	509,000	3	16	90
North Carolina	736,000	12	408,600	19	55	206,000	26	28	161,900	26	40	79	530,000	6	72	246,700	15	60	47
North Dakota	156,000	39	119,600	40	77	28,000	46	18	26,200	46	22	94	128,000	36	82	93,400	37	78	73
Ohio	1,777,000	5	1,641,500	5	92	1,215,000	5	68	1,130,200	5	69	93	562,000	4	32	511,300	2	31	91
Oklahoma	619,000	20	454,300	17	73	233,000	22	38	202,500	20	45	87	386,000	19	62	251,800	12	55	65
Oregon	299,000	33	285,400	29	95	157,000	29	53	147,000	29	52	94	142,000	31	48	138,400	27	48	97
Pennsylvania	2,452,000	2	2,206,400	2	90	1,687,000	2	69	1,553,900	2	70	92	765,000	2	31	652,500	1	30	85
Rhode Island	169,000	36	155,500	36	92	155,000	30	92	142,500	30	92	92	14,000	48	8	13,000	48	8	93
South Carolina	407,000	31	207,300	33	51	99,000	35	24	69,500	37	34	70	308,000	22	76	137,800	28	66	45
South Dakota	167,000	38	132,900	38	80	34,000	43	20	31,700	43	24	93	133,000	33	80	101,200	35	76	76
Tennessee	689,000	16	459,900	16	67	259,000	17	38	211,200	18	46	82	430,000	12	62	248,700	13	54	58
Texas	1,516,000	6	1,033,500	7	68	661,000	9	44	556,200	9	54	84	855,000	1	56	477,300	4	46	56
Utah	123,000	43	111,000	42	90	68,000	39	55	61,800	39	56	91	55,000	44	45	49,200	42	44	89
Vermont	99,000	46	88,600	44	90	33,000	45	33	30,000	45	34	91	66,000	42	67	58,600	40	66	89
Virginia	613,000	21	400,200	21	65	217,000	23	35	178,800	24	45	82	396,000	16	65	221,400	18	55	56
Washington	468,000	26	443,300	18	95	271,000	16	58	254,400	16	57	94	197,000	28	42	188,900	21	43	96
West Virginia	417,000	29	348,300	26	84	130,000	32	31	111,800	33	32	86	287,000	25	69	236,500	16	68	82
Wisconsin	735,000	13	612,700	12	83	404,000	12	55	377,000	12	62	93	331,000	20	45	235,700	17	38	71
Wyoming	62,000	48	49,800	48	80	20,000	48	32	18,100	48	36	90	42,000	45	68	31,700	45	64	75
TOTAL U. S.	32,641,000	..	26,666,500	..	82	18,920,000	..	58	17,195,600	..	64	91	13,721,000	..	42	9,470,900	..	36	69

Reproduced Courtesy of National Broadcasting Co.

* Estimated as of July 1, 1937 by Joint Committee on Radio Research.

** Estimated as of January 1, 1938 by Joint Committee on Radio Research.

FOR HARTFORD COUNTY

WNBC

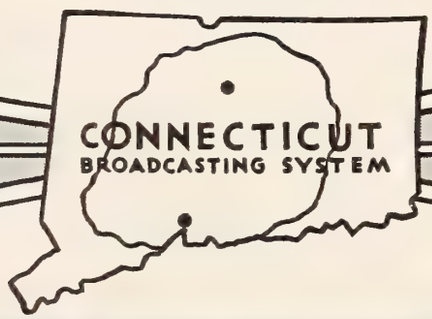
HARTFORD AND NEW BRITAIN, CONN.

1,000 WATTS DAY, 250 NIGHTS, 1380 KC.

- WNBC is DIFFERENT!
- WNBC rates are LOW!
- WNBC gets RESULTS!

LET YOUR NEXT HARTFORD CONTRACT GO WNBC
YOU'LL BE GLAD YOU DID!

- NATIONAL BROADCASTING BLUE NETWORK OUTLET FOR CENTRAL CONNECTICUT



FOR NEW HAVEN COUNTY

WELI

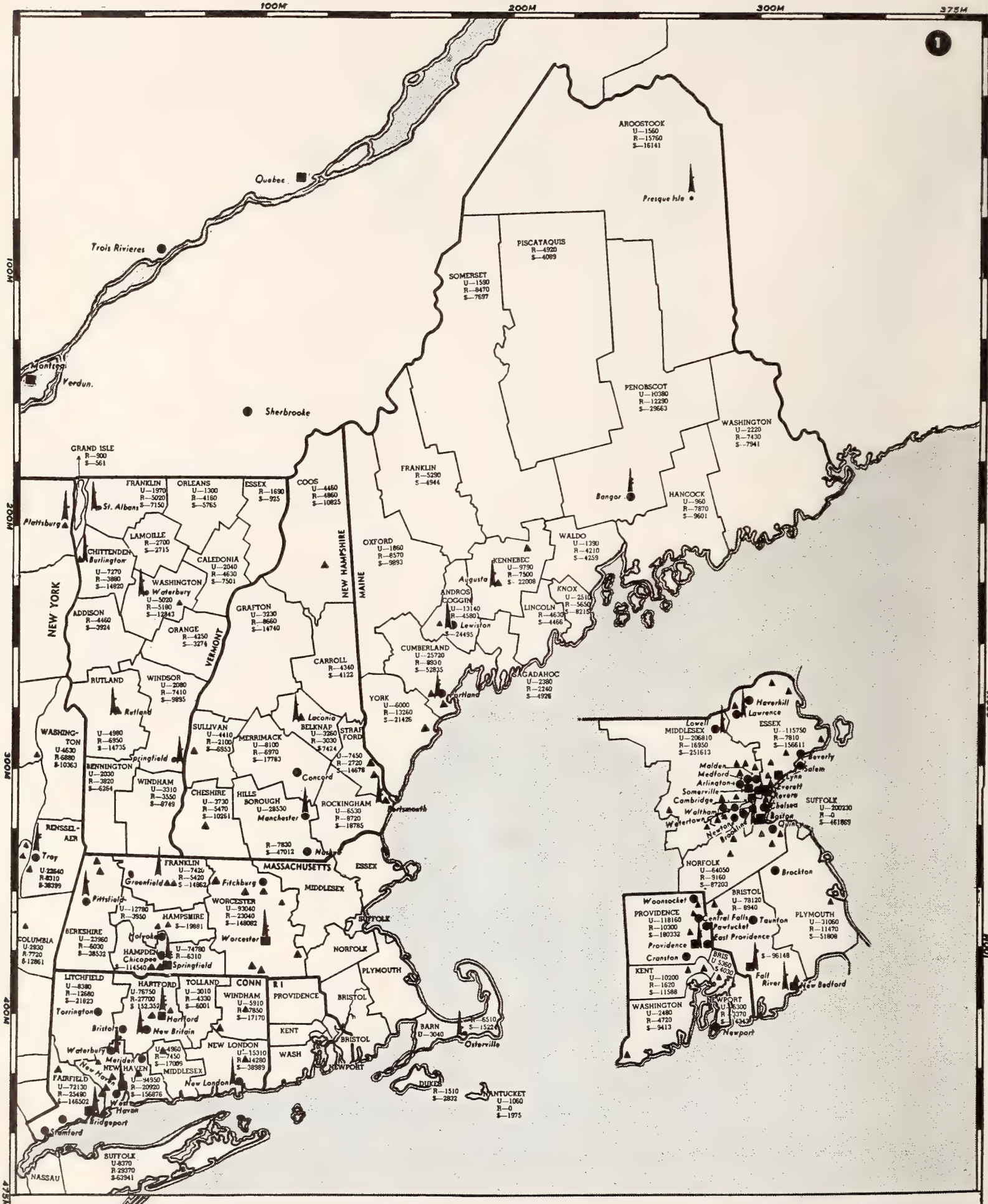
NEW HAVEN, CONNECTICUT.

NEW HAVEN'S OWN STATION

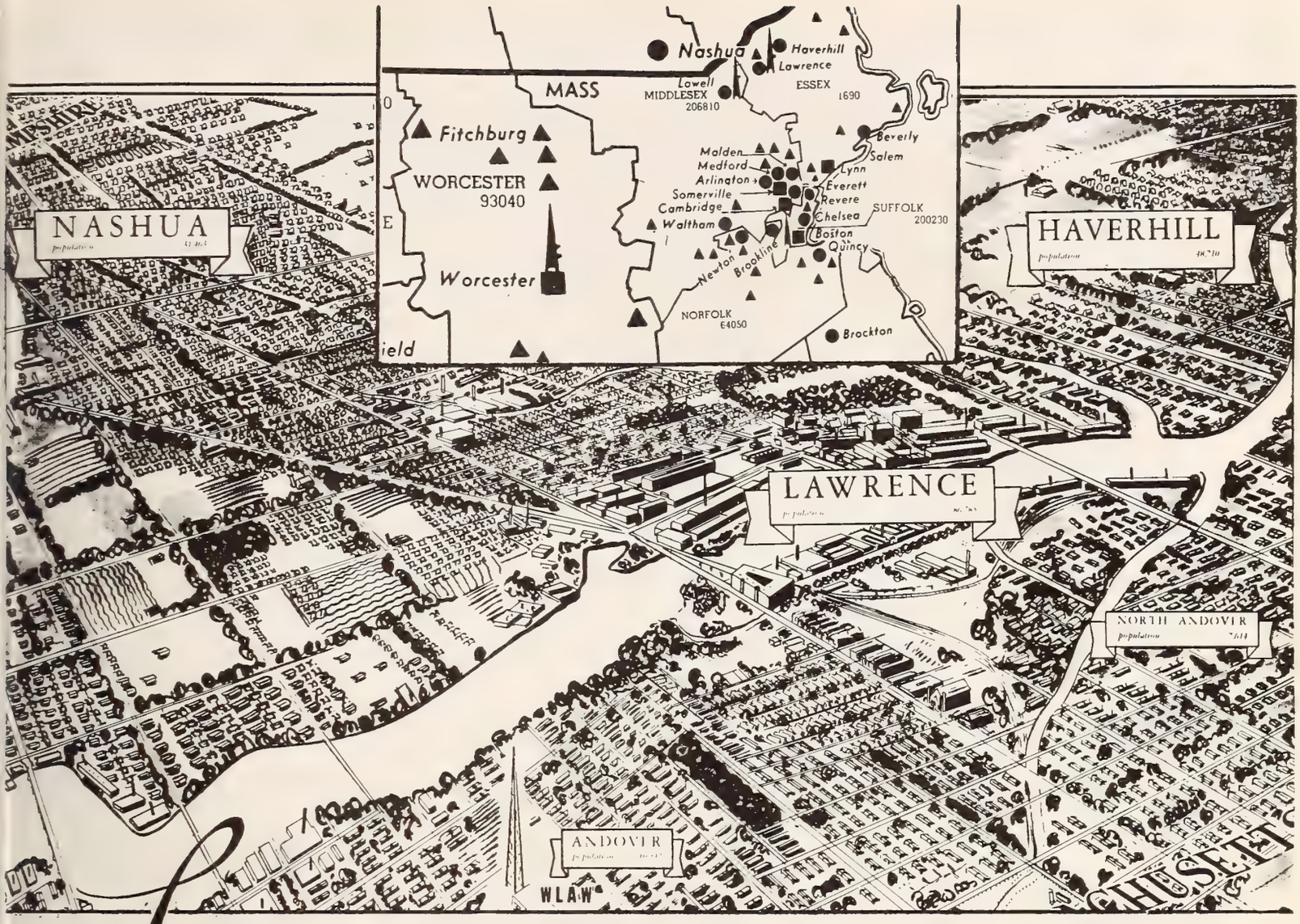
- **FULL TIME AHEAD**

ABOUT AUGUST FIRST WELI WILL BROADCAST ON 930 KC
500 WATTS DAYS, 250 WATTS NIGHTS

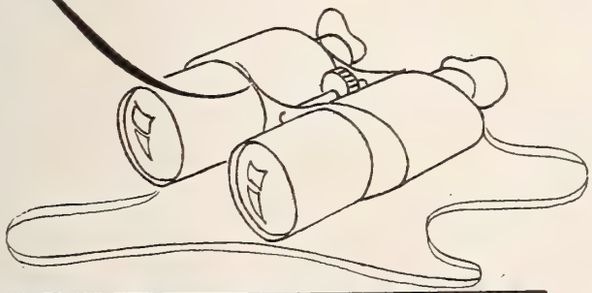
- GET ABOARD A STATION THAT IS GOING PLACES— AND CARRYING ALL NEW HAVEN WITH IT.



Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.



Let's Look a little Closer at Lawrence



RADIO STATION

WLAW

Studios & Offices: OSWALD Bldg.
Lawrence, Massachusetts

1000 WATTS 680 KC.

Lawrence, with Lowell and Haverhill, forms one continuous city of 325,000 people, for which Lawrence is one principal shopping center. As such, the area and its suburbs take rank as the twenty-fifth city of the United States.

Lawrence alone ranks as the leading city of the United States in the production of woolens and worsteds and the combined manufactures of the three cities provide payrolls of $44,000,000 a year. Retail sales exceed $86,000,000. All of this is within the 10 MV/M signal of WLAW, which provides the only primary service available at uniform high level throughout the combined cities.

WLAW delivers a large part of the Lawrence-Lowell-Haverhill audience at all times of the day. Newscasting has the aid of the full facilities of the *Lawrence Daily Eagle* and *Evening Tribune,* with the greatest circulation in Essex County. The combined station and newspaper resources provide a merchandising service that is not excelled.



Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.



THE WAY TO COVER ROCHESTER . . .

AND THE RICH WESTERN NEW YORK TRADING AREA . .

WHAM

CLEAR CHANNEL • 50,000 WATTS • FULL TIME

In the wealthy Western New York area, incomes and purchases per capita are well above the U. S. average, as revealed in Sales Management's survey. Only one radio station blankets this profitable territory . . . 50,000-watt WHAM.

An independent survey, just completed, shows that WHAM delivers more of these responsive high-buying-power listeners than are attainable through any other station.

ROCHESTER'S RICH TRADING AREA LISTENS TO WHAM by 4 to 1

A survey just completed by a Rochester advertising agency shows that, even omitting Rochester itself, WHAM's listeners in the trading area outnumber the listeners of any other radio station by 4 to 1.

Rochester's (Monroe County) effective buying income (Sales Management Survey) is $242,137,000; 11 adjoining counties, comprising only one-third of WHAM's primary coverage, have $248,404,000.

You cover the area with WHAM alone; you cannot cover it without WHAM.

WHAM

ROCHESTER, N. Y. • STROMBERG-CARLSON TELEPHONE MFG. CO. • *National Representative* . . . GEO. P. HOLLINGSBERRY CO.



BROADCASTING National Press Bldg. Washington, D. C. *Broadcast Advertising*

■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
● LESS THAN 10,000 POP. with RADIO STATION

U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS

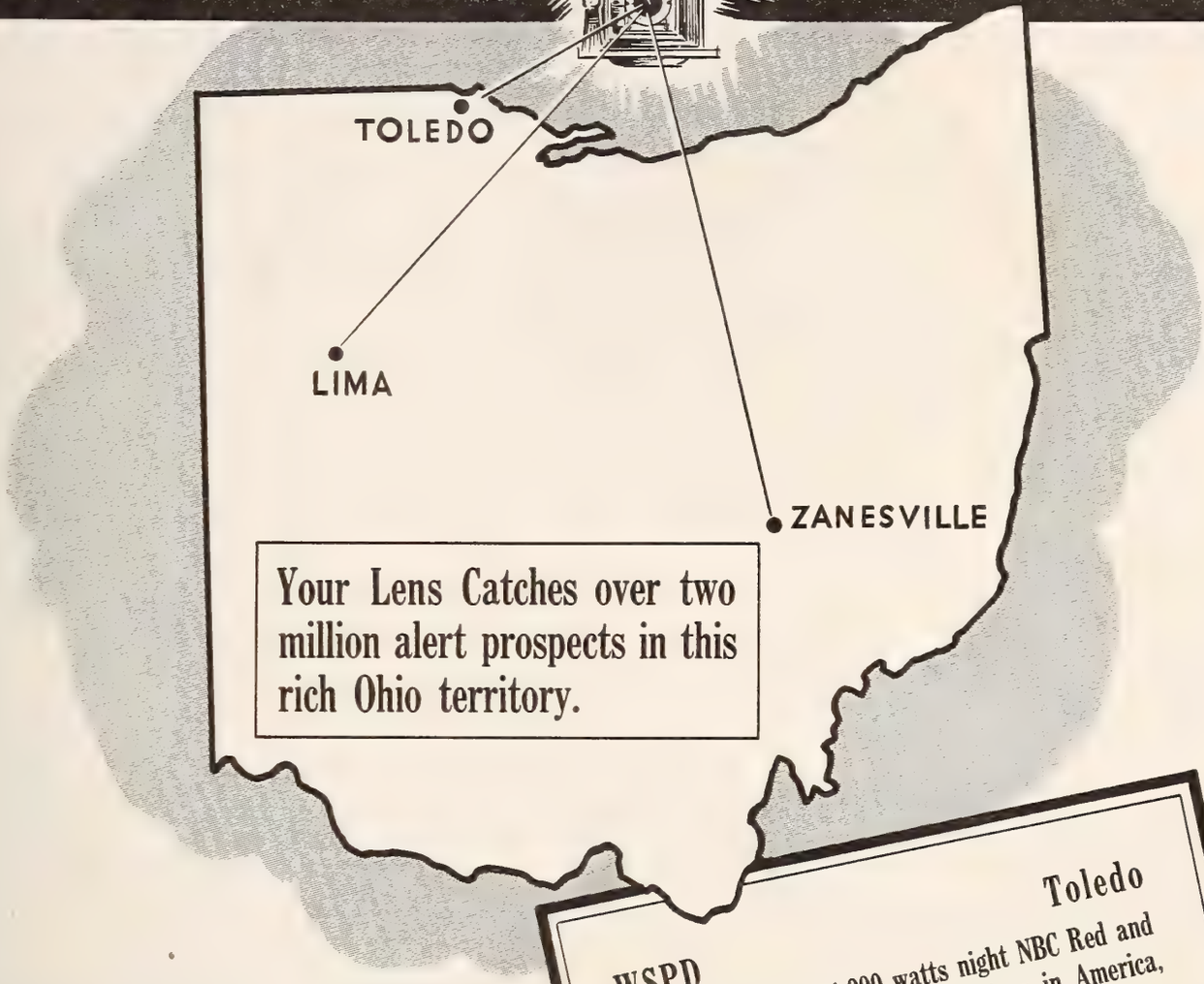
RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED

*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.

Prepared in Collaboration with WALTER P. BURN & ASSOCIATES, Inc. and EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.

Get This Ohio Picture



Your Lens Catches over two million alert prospects in this rich Ohio territory.

THREE INDIVIDUAL STATIONS
THREE INDIVIDUAL MARKETS

SERVICE is the watchword of these 3 Go-getters—SERVICE to our listeners—and SERVICE to our advertisers.

If you want your Radio Advertising to do things for you in Ohio just consider this combination—can be bought as a group or as individual markets.

Facts about coverage, audience and market data are available on each station, and the national representation is handled by John Blair & Co.

Toledo

WSPD

5,000 watts day—1,000 watts night NBC Red and Blue outlet, one of the oldest stations in America, now celebrating its 18th year.

Zanesville

WALR

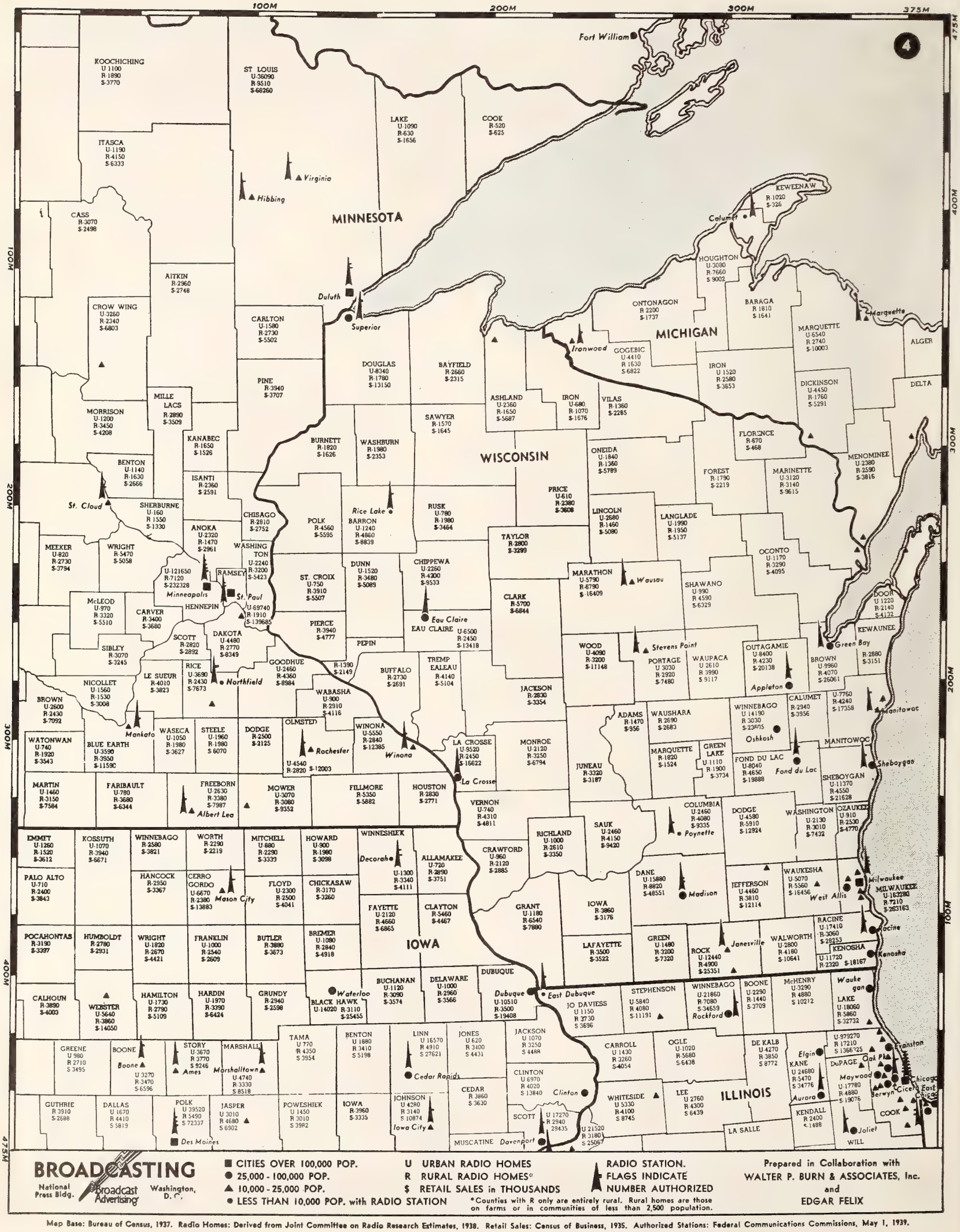
100 watts—located in a city which has been considered for years as "America's Typical Test Market." Operates on full time and noted for its particular type of local showmanship. Also carries wired Columbia shows to this area.

Lima

WLOK

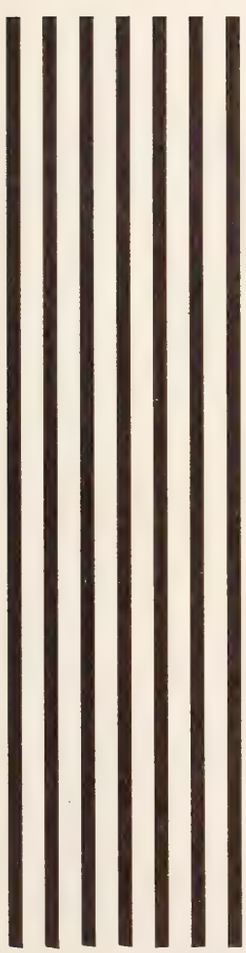
100 watts until sunset. Located in a city of 50,000, regarded by many as the "Boom Town" of Ohio. Although WLOK is young in years it has earned an enviable reputation for showmanship, and can well be proud of the character of local shows carried.

These Stations Are Members of the Fort Industry Co. Group



Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.

ARROWHEAD BROADCASTING SYSTEM



National Broadcasting Company's Station for the Head of the Lakes Region . . .

WEBC 5,000 watts, Duluth and Superior.

Columbia Broadcasting System's Stations for the Mesaba Iron Range area . . .

WMFG 250 watts, Hibbing, Minnesota

WHLB 250 watts, Virginia, Minnesota

and

on July 15th, the fastest growing, independent radio station in the Middle West . . .

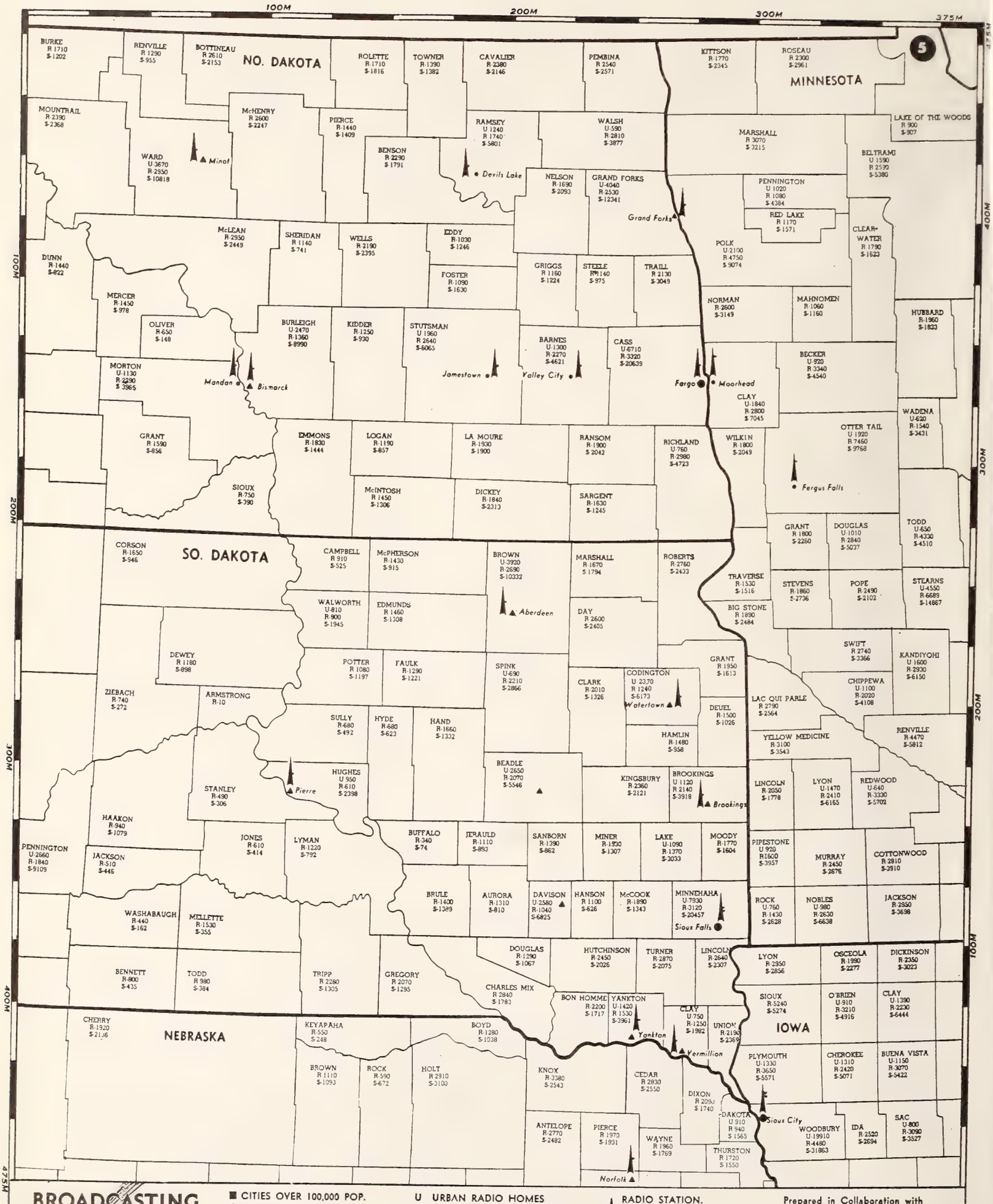
WEAU 5,000 watts, Eau Claire, Wisconsin

For complete coverage of Northern Wisconsin, Northern Minnesota and Upper Michigan, use the . . .

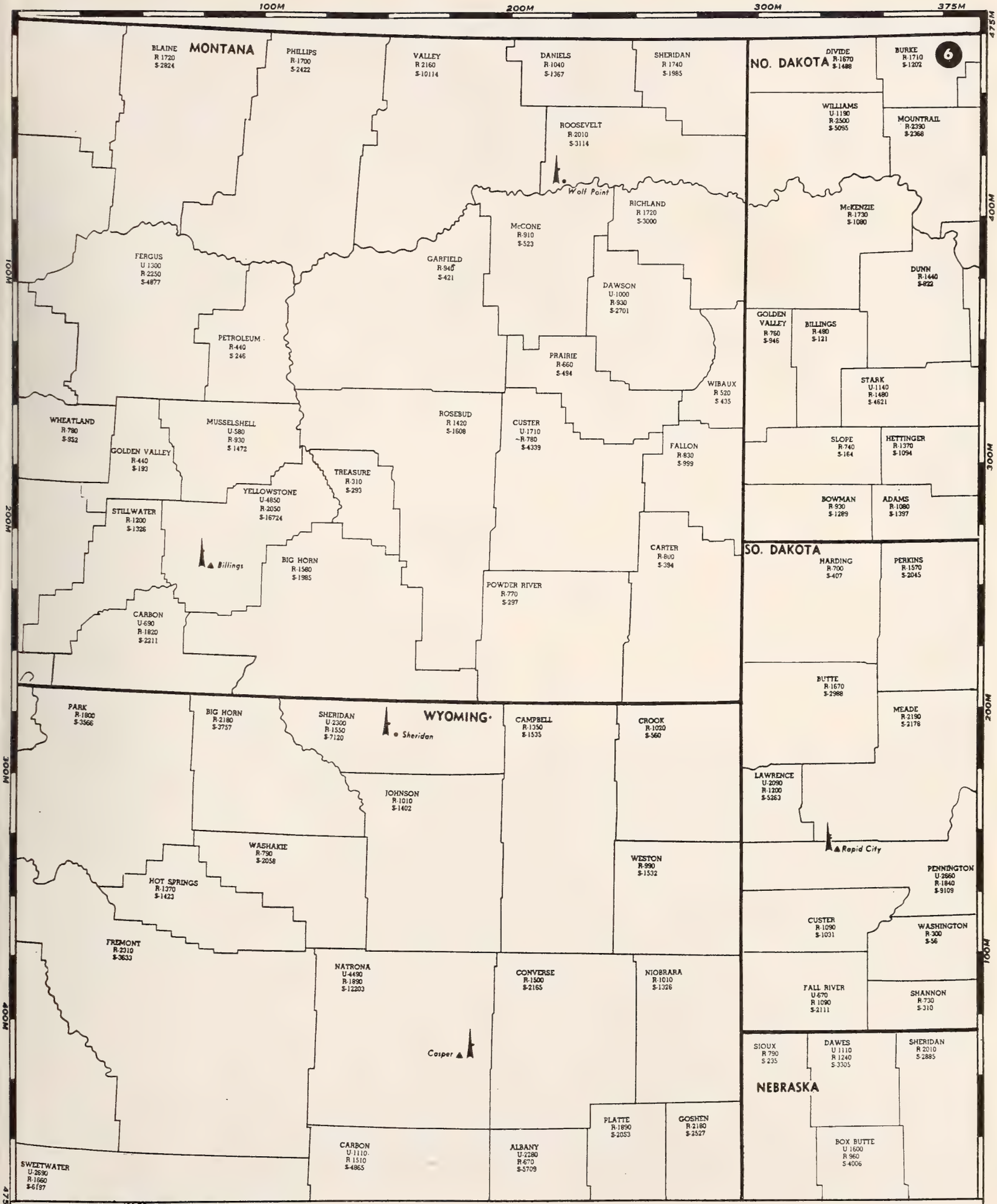
ARROWHEAD BROADCASTING SYSTEM

General Offices

WEBC Building . . . Duluth



Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.



BROADCASTING *Broadcast Advertising*
National Press Bldg. Washington, D. C.

■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
• LESS THAN 10,000 POP. with RADIO STATION

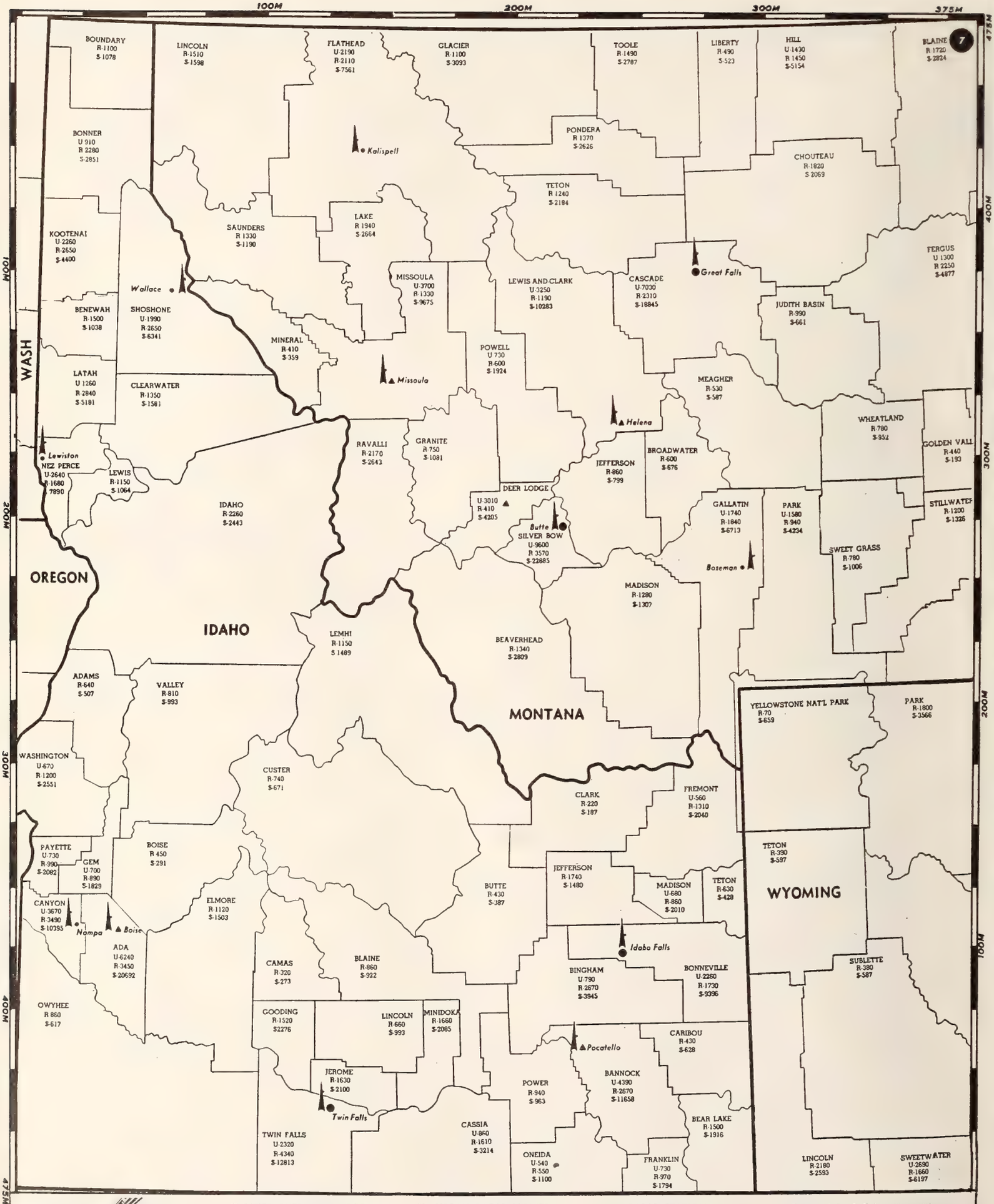
U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS

RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED

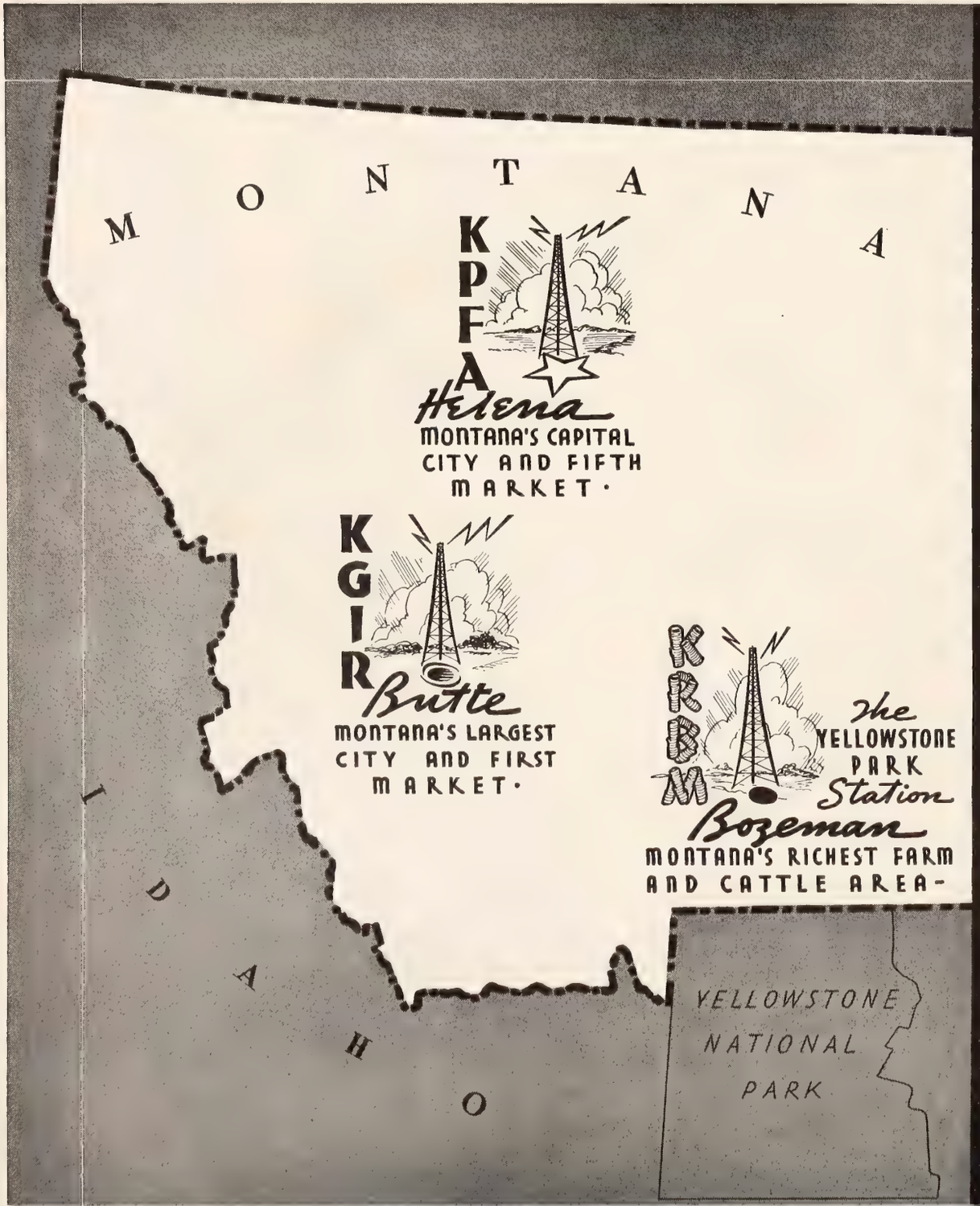
*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.

Prepared in Collaboration with
WALTER P. BURN & ASSOCIATES, Inc.
and
EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.



Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.



The great majority of Montana's listeners live in the concentrated population area served by these three stations, available under a single contract . . . *write*

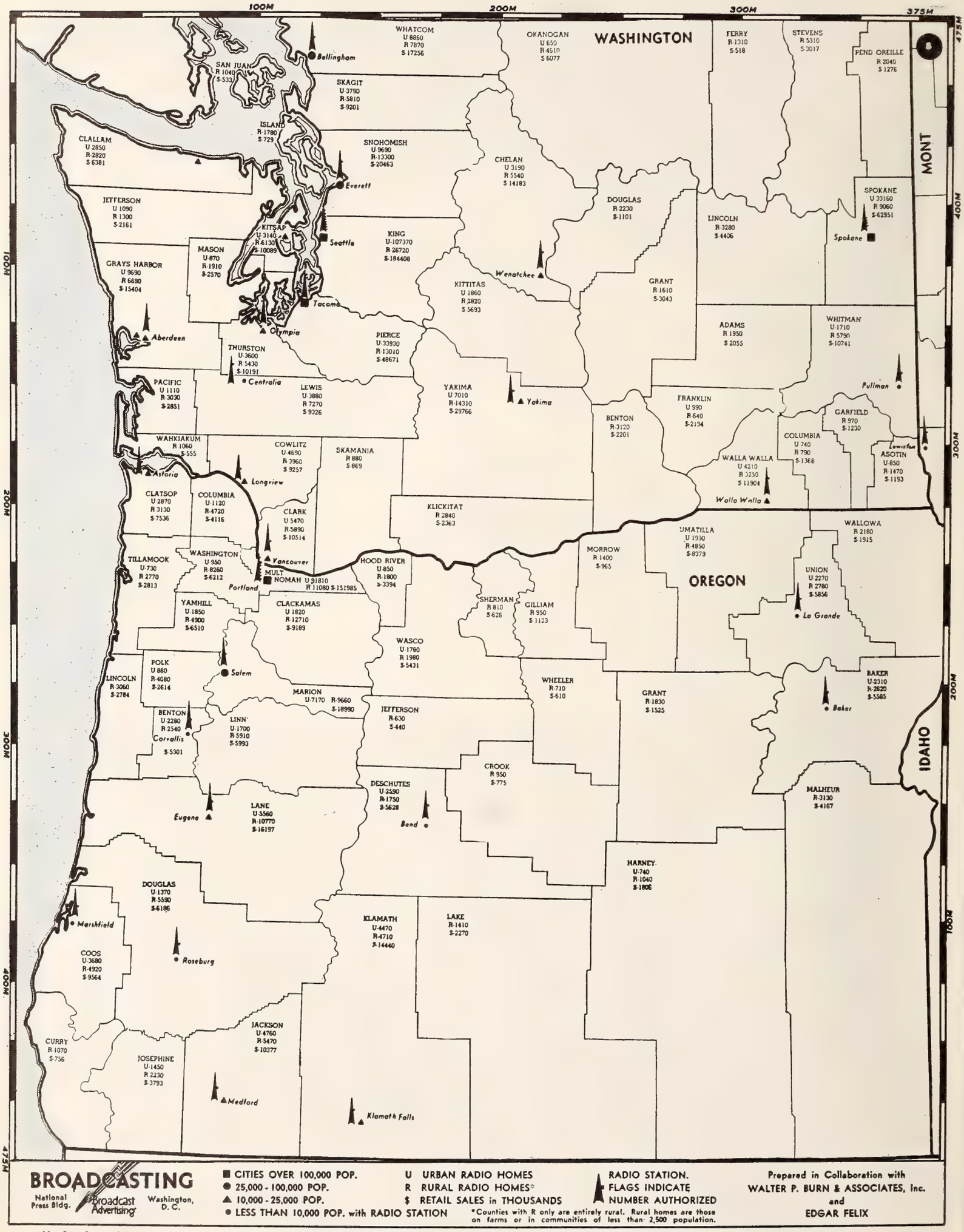
MONTANA BROADCASTERS

Butte, Montana

or call any office of

GENE FURGASON & Co.





BROADCASTING National Press Bldg. Broadcast Advertising Washington, D. C.

■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
● LESS THAN 10,000 POP. with RADIO STATION

U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS

RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED

*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.

Prepared in Collaboration with WALTER P. BURN & ASSOCIATES, Inc. and EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.

IN response to a demand arising from the fact that commercial maps have not fully met radio's needs, BROADCASTING herewith presents a new form of map especially adapted to the requirements of the radio advertiser, advertising agent and station management. It combines two special features: (1) Grids or sections of equal area and uniform scale, making every section of the United States directly comparable, and (2) Urban and rural radio family breakdowns and retail sales by counties, superimposed upon the grid maps. This method of map-making was devised after frequent consultations with timebuyers, broadcasters and network research departments. We believe that these maps and data will prove to be a contribution to uniformity and convenience in evaluating and mapping radio coverage.



ARRANGEMENT OF GRIDS: Maps 1 to 26 (see index on next page) comprise a progressive series of equal area basic grids or sections, each slightly overlapping its neighbors. Neighboring grids can thus be readily assembled to form larger maps for any given area. Maps 27 to 35 are additional grids, drawn to the same standard scale and size as the basic grids. These have been added in order that certain important metropolitan broadcasting centers may be found at or near the center of a grid. Each grid map covers a span 400 x 475 miles.

PURPOSES OF THE GRID SYSTEM: Conventional maps are frequently inconvenient or impractical in broadcasting work. The maps published herewith combine the comprehensiveness of a large wall map and the convenience of standard page size. They show the detail ordinarily needed in radio work —counties outlined and named; all cities with radio stations named and number of stations indicated; all cities over 25,000 population named; all cities over 10,000 located. The county radio homes data may be used conveniently with those for total families, total radio families and percentage-of-ownership, tabulated by States and counties on pages 42-58 of the 1939 BROADCASTING Yearbook. Since the county figures are estimates, there is necessarily a certain unmeasurable degree of error in the figures for individual counties. For any group of counties, however, such as those included in the service area of a typical broadcasting station, it is believed that the sum of the estimates (urban or rural, or both) for individual counties is sufficiently accurate for practical purposes.

MAP INDEX: The index maps on the following page show the areas covered by the grids. The larger map shows the basic grids, the smaller the supplementary grids. Identifying numbers appear at or near the center of the area covered by each grid map and shown as a dotted rectangle on the index map. The identifying numbers appear in the upper right corner of the grid maps themselves which are published in subsequent pages in the order indicated by the numbers. An index by States also appears on the next page to facilitate map selection. Some of the States appear in their entirety on one or more maps, as indicated by the boldface figures in the first column of the index. Parts of the same State appear in several additional maps, as indicated in the other columns of the index. Thus it is possible to select the right map or maps to measure between points in different States. For example, to determine the distance between Muncie, in central Indiana, and Bristol, in northeastern Tennessee, consultation of the index shows that both areas appear on Grid 10.

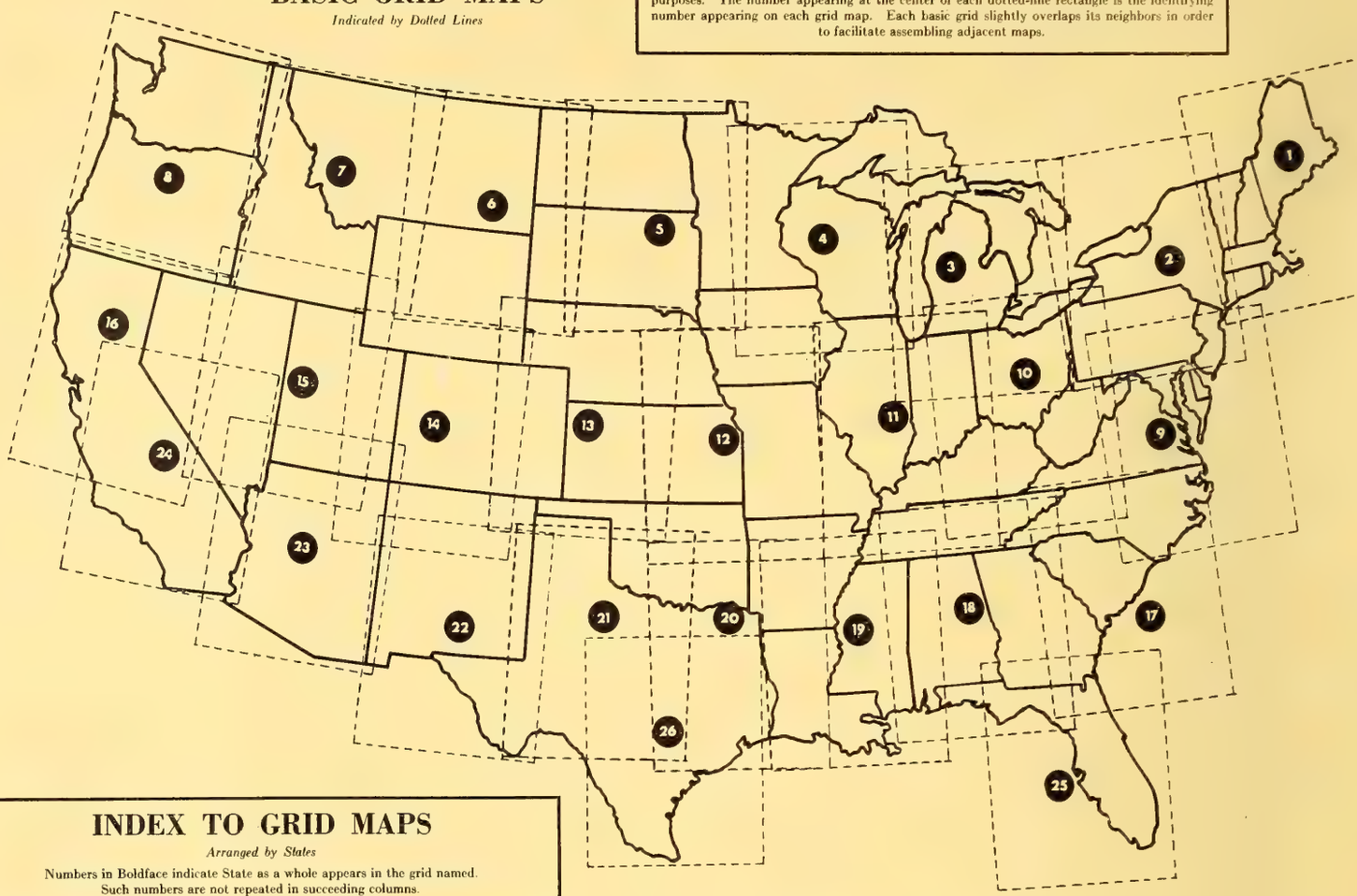
BASE MAP AND DATA: The base map used for the original map is an Albers Equal Area Projection prepared in 1937 by the Geographer of the Census. In order to permit fine work, the map was enlarged and drawn in sections which, if assembled, would form a map of the United States nearly 20 feet wide. The data on urban and rural radio families for each county, published herein for the first time, are breakdowns of the county totals compiled by the Joint Committee on Radio Research. Retail sales in thousands of dollars for 1935, also shown for each county, are from the last Census of Business; 1938 retail sales would vary in total only slightly from the 1935 figures.

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BASIC GRID MAPS

Indicated by Dotted Lines

Subdividing the United States into a series of areas of uniform and convenient size for radio purposes. The number appearing at the center of each dotted-line rectangle is the identifying number appearing on each grid map. Each basic grid slightly overlaps its neighbors in order to facilitate assembling adjacent maps.



INDEX TO GRID MAPS

Arranged by States

Numbers in Boldface indicate State as a whole appears in the grid named. Such numbers are not repeated in succeeding columns. Section of State Appears in Grids Indicated.

State	Central	Northeast	Northwest	Southeast	Southwest
Alabama	**18**, 33	33	19, 33, 35	25	19, 35
Arizona	**23**	14	15		24
Arkansas	19, 20	11, 34	12, 35	19	20, 35
California	16, 24	16	16	15, 24	23, 24
Colorado	13, 14	13	14	13	14
Connecticut	**1, 27**		2		2
Delaware	**9, 27,** 32			32	32
Dist. of Columbia	**9, 27, 32**				
Florida	25	17, 25	18	25	25
Georgia	18, 33	18, 33	18, 33	17, 25	18, 25
Idaho	**7**		8	15	8, 15
Illinois	**11, 30, 34**	3, 4, 30	4, 30, 31	33	
Indiana	3, 10, **11**, 29, 30	3, 10, 29, 30	3, 30, 34	10, 33	33, 34
Iowa	4, 12, **31**	4, 30	5	11, 30	34
Kansas	12, 13	12, 31	13	12	13
Kentucky	10, 11, 33	10, 28, 33	11, 34	10, 33	11, 34
Louisiana	**19**, 20		20, 26		20, 26
Maine	**1**				27
Maryland	**9**, 27, **32**	27	28	27	27
Massachusetts	**1**, 27	27	2, 27		2, 27
Michigan	3, 28, 29, 30	3, 29	4	3, 10, 29	3, 10, 11, 28, 29, 30
Minnesota	4, 31	4	5	4, 31	5, 31
Mississippi	**19**	18		18	
Missouri	12, 34	31, 34	12, 31	11, 34	12
Montana	6, 7	6	7	6	7
Nebraska	13	5, 31	6, 13	12, 31	13
Nevada	15	15	16	15, 24	16, 23, 24
New Hampshire	**1**, 27			27	27
New Jersey	2, 9, **27**	2, 9	2	9	9
New Mexico	22	13, 21	14	21, 22	22
New York	**2**, 27	1	28	1, 9, 27	10, 28
North Carolina	9, 17, 32	9, 32	10, 33	9, 32	18, 33
North Dakota	5	5	6	5, 31	6
Ohio	3, **10**, **28**, 29	2, 3, 29	3, 6, 11, 29, 30	2	6, 11, 30, 32, 33
Oklahoma	12, 20, 21, **35**	12	13	20	21
Oregon	**8**	7			
Pennsylvania	**2**, 9, 27, 28	27	10, 28, 29	9, 27	9, 10, 28, 29
Rhode Island	**1, 27**				
South Carolina	**17**, 32	9, 32	18, 33		
South Dakota	5	5, 31	6	5, 31	6
Tennessee	11, 18, 33	10, 17, 18, 33	11, 34	18, 33	19
Texas	21, 26, 35	20, 35	21, 22	26	26
Utah	15	14	15	14, 23	15, 23
Vermont	**1**		2		2
Virginia	9, 32	9, 27, 32	10, 28	9, 31, 32	10, 33
Washington	**8**	7		7	
West Virginia	10, **28**, 32	9, 32	2, 10, 29	10, 32	10, 32, 33
Wisconsin	**4**, 30	3	31	3, 30	30, 31
Wyoming	6	6	7	13, 14	14, 15

SUPPLEMENTARY GRID MAPS

Indicated by Dotted Lines

These additional special grid maps have been prepared in order that certain important broadcasting centers may appear at or near the center of a grid map.



Minute, Please!

WHEN you talk in terms of sales increases (box tops if you insist) for West Virginia, Eastern Ohio, Western Pennsylvania and Maryland, you must reckon with the thousands of JUST PLAIN FOLKS who can be effectively reached only through WWVA, Wheeling and WMMN, Fairmont, West Virginia.

BOTH 5,000 Watts—BOTH COLUMBIA—BOTH Friendly —BOTH with a grand record of success—BOTH members of NAB—BOTH doing a bang-up job in two distinct markets—BOTH represented by JOHN BLAIR & CO.

WWVA • WMMN

Wheeling, W. Va. *Fairmont, W. Va.*

Thank You!

UNITED STATES FAMILIES: A RADIO TIME BUYERS' GUIDE

Special Urban and Rural Breakdowns of Radio Census of Joint Committee on Radio Research

As Compiled by NBC

(See Maps for County Breakdowns; See 1939 BROADCASTING Yearbook for County Totals)

STATES	ALL FAMILIES					URBAN FAMILIES							RURAL FAMILIES						
	All Families*	Rank of State	All Radio Families**	Rank of State	All Radio Families Are This % of All Families	All Urban Families*	Rank of State	All Urban Families Are This % of All Families	Urban Radio Families**	Rank of State	Urban Radio Families Are This % of All Radio Families	Urban Radio Families Are This % of All Urban Families	All Rural Families*	Rank of State	All Rural Families Are This % of All Families	Rural Radio Families**	Rank of State	Rural Radio Families Are This % of All Radio Families	Rural Radio Families Are This % of All Rural Families
Alabama	670,000	18	375,200	22	56	207,000	25	31	154,600	27	41	75	463,000	10	69	220,600	19	59	48
Arizona	104,000	44	79,600	45	77	37,000	42	36	33,100	42	42	89	67,000	41	64	46,500	43	58	69
Arkansas	501,000	23	254,800	31	51	113,000	34	23	88,100	34	35	78	388,000	18	77	166,700	24	65	43
California	1,818,000	4	1,719,800	4	95	1,369,000	4	75	1,287,100	4	25	94	449,000	11	25	432,700	5	25	96
Colorado	288,000	34	233,500	32	81	152,000	31	53	138,200	31	59	91	136,000	32	47	95,300	36	41	70
Connecticut	437,000	28	402,100	20	92	306,000	14	70	281,400	14	70	92	131,000	35	30	120,700	32	30	92
Delaware	67,000	47	57,600	47	86	34,000	43	51	30,800	44	53	90	33,000	46	49	26,800	46	47	81
District of Col.	168,000	37	152,900	37	91	168,000	28	100	152,900	28	100	91	.....	..	..	.....	..	..	..
Florida	443,000	27	297,900	27	67	238,000	21	54	189,500	21	64	80	205,000	27	46	108,400	33	36	53
Georgia	716,000	14	370,800	23	52	245,000	19	34	180,500	23	49	74	471,000	8	66	190,300	20	51	40
Idaho	124,000	42	98,700	43	80	38,000	41	31	34,200	41	35	90	86,000	39	69	64,500	39	65	75
Illinois	2,063,000	3	1,857,100	3	90	1,526,000	3	74	1,426,600	3	77	93	537,000	5	26	430,500	6	23	80
Indiana	934,000	11	816,800	11	87	522,000	11	56	480,300	11	59	92	412,000	13	44	336,500	8	41	82
Iowa	680,000	17	577,800	13	85	281,000	15	41	262,500	15	45	93	399,000	15	59	315,300	9	55	79
Kansas	501,000	23	367,800	24	73	204,000	27	41	189,300	22	51	93	297,000	23	59	178,500	22	49	60
Kentucky	708,000	15	494,900	15	70	242,000	20	34	208,600	19	42	86	466,000	9	66	286,300	11	58	61
Louisiana	510,000	22	297,400	28	58	215,000	24	42	168,100	25	57	78	295,000	24	58	129,300	30	43	44
Maine	221,000	35	201,100	35	91	88,000	37	40	79,700	35	40	91	133,000	33	60	121,400	31	60	91
Maryland	410,000	30	355,100	25	87	251,000	18	61	225,100	17	63	90	159,000	30	39	130,000	29	37	82
Massachusetts	1,104,000	8	1,019,200	9	92	992,000	6	90	912,100	6	89	92	112,000	37	10	107,100	34	11	96
Michigan	1,220,000	7	1,122,200	6	92	827,000	8	68	771,100	8	69	93	393,000	17	32	351,100	7	31	89
Minnesota	652,000	19	556,900	14	85	331,000	13	51	309,300	13	56	93	321,000	21	49	247,600	14	44	77
Mississippi	494,000	25	207,000	34	42	91,000	36	18	64,600	38	31	71	403,000	14	82	142,400	26	69	35
Missouri	1,072,000	10	822,800	10	77	562,000	10	52	525,600	10	64	94	510,000	7	48	297,200	10	36	58
Montana	142,000	40	114,600	41	81	49,000	40	35	44,400	40	39	91	93,000	38	66	70,200	38	61	75
Nebraska	352,000	32	284,100	30	81	129,000	33	37	120,100	32	42	93	223,000	26	63	164,000	25	58	74
Nevada	30,000	49	28,500	49	95	12,000	49	40	11,000	49	39	91	18,000	47	60	17,500	47	61	97
New Hampshire	136,000	41	124,400	39	92	77,000	38	57	69,700	36	56	91	59,000	43	43	54,700	41	44	93
New Jersey	1,098,000	9	1,022,500	8	93	904,000	7	82	845,400	7	83	94	194,000	29	18	177,100	23	17	91
New Mexico	102,000	45	62,300	46	61	27,000	47	26	23,700	47	38	88	75,000	40	74	38,600	44	62	51
New York	3,372,000	1	3,132,300	1	93	2,806,000	1	83	2,623,300	1	84	93	566,000	3	17	509,000	3	16	90
North Carolina	736,000	12	408,600	19	55	206,000	26	28	161,900	26	40	79	530,000	6	72	246,700	15	60	47
North Dakota	156,000	39	119,600	40	77	28,000	46	18	26,200	46	22	94	128,000	36	82	93,400	37	78	73
Ohio	1,777,000	5	1,641,500	5	92	1,215,000	5	68	1,130,200	5	69	93	562,000	4	32	511,300	2	31	91
Oklahoma	619,000	20	454,300	17	73	233,000	22	38	202,500	20	45	87	386,000	19	62	251,800	12	55	65
Oregon	299,000	33	285,400	29	95	157,000	29	53	147,000	29	52	94	142,000	31	48	138,400	27	48	97
Pennsylvania	2,452,000	2	2,206,400	2	90	1,687,000	2	69	1,553,900	2	70	92	765,000	2	31	652,500	1	30	85
Rhode Island	169,000	36	155,500	36	92	155,000	30	92	142,500	30	92	92	14,000	48	8	13,000	48	8	93
South Carolina	407,000	31	207,300	33	51	99,000	35	24	69,500	37	34	70	308,000	22	76	137,800	28	66	45
South Dakota	167,000	38	132,900	38	80	34,000	43	20	31,700	43	24	93	133,000	33	80	101,200	35	76	76
Tennessee	689,000	16	459,900	16	67	259,000	17	38	211,200	18	46	82	430,000	12	62	248,700	13	54	58
Texas	1,516,000	6	1,033,500	7	68	661,000	9	44	556,200	9	54	84	855,000	1	56	477,300	4	46	56
Utah	123,000	43	111,000	42	90	68,000	39	55	61,800	39	56	91	55,000	44	45	49,200	42	44	89
Vermont	99,000	46	88,600	44	90	33,000	45	33	30,000	45	34	91	66,000	42	67	58,600	40	66	89
Virginia	613,000	21	400,200	21	65	217,000	23	35	178,800	24	45	82	396,000	16	65	221,400	18	55	56
Washington	468,000	26	443,300	18	95	271,000	16	58	254,400	16	57	94	197,000	28	42	188,900	21	43	96
West Virginia	417,000	29	348,300	26	84	130,000	32	31	111,800	33	32	86	287,000	25	69	236,500	16	68	82
Wisconsin	735,000	13	612,700	12	83	404,000	12	55	377,000	12	62	93	331,000	20	45	235,700	17	38	71
Wyoming	62,000	48	49,800	48	80	20,000	48	32	18,100	48	36	90	42,000	45	68	31,700	45	64	75
TOTAL U. S.	32,641,000	..	26,666,500	..	82	18,920,000	..	58	17,195,600	..	64	91	13,721,000	..	42	9,470,900	..	36	69

Reproduced Courtesy of National Broadcasting Co.

* Estimated as of July 1, 1937 by Joint Committee on Radio Research.

** Estimated as of January 1, 1938 by Joint Committee on Radio Research.

FOR HARTFORD COUNTY

WNBC

HARTFORD AND NEW BRITAIN, CONN.

1,000 WATTS DAY, 250 NIGHTS, 1380 KC.

- WNBC is DIFFERENT!
- WNBC rates are LOW!
- WNBC gets RESULTS!

LET YOUR NEXT HARTFORD CONTRACT GO WNBC
YOU'LL BE GLAD YOU DID!

- NATIONAL BROADCASTING BLUE NETWORK OUTLET FOR CENTRAL CONNECTICUT



FOR NEW HAVEN COUNTY

WELI

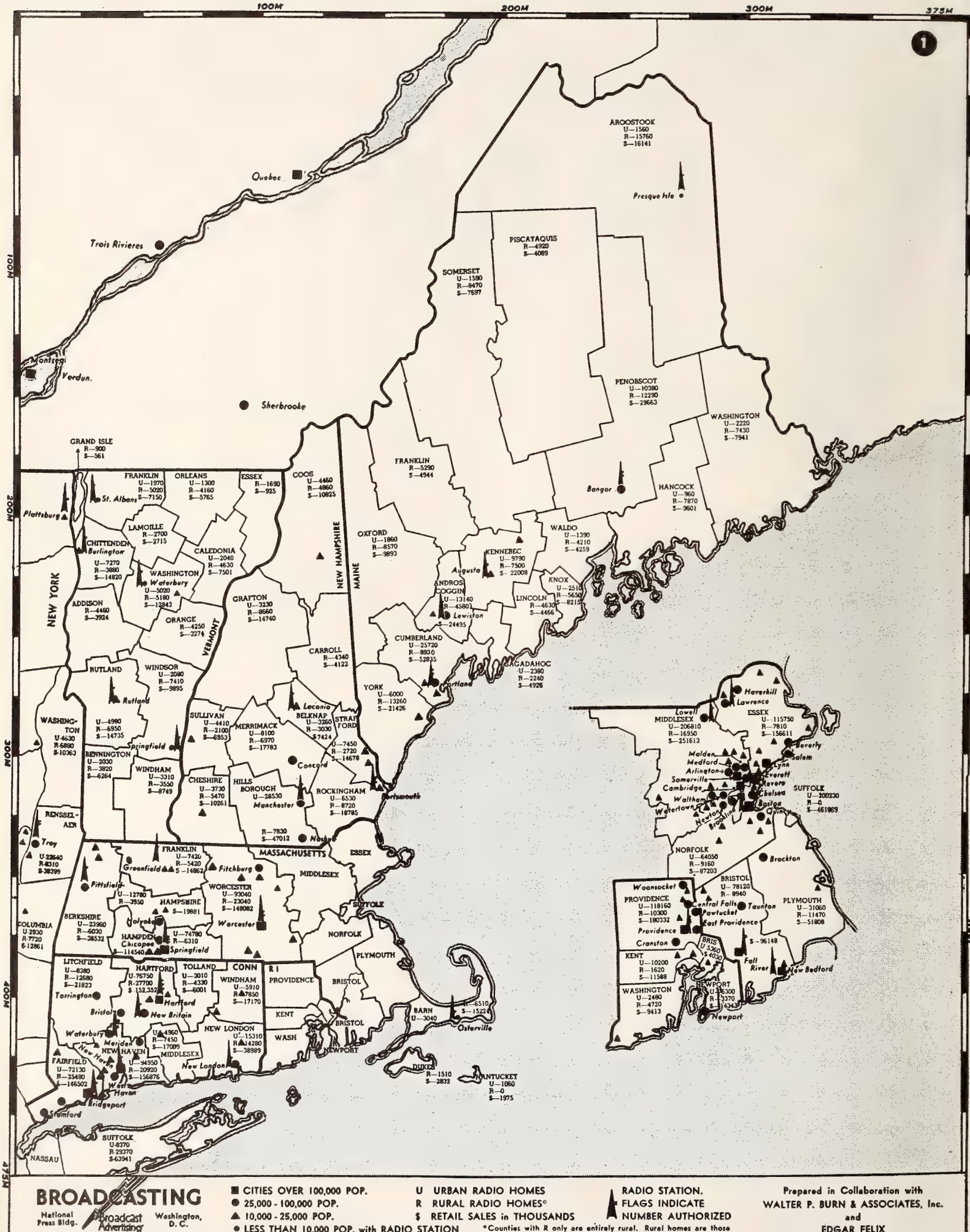
NEW HAVEN, CONNECTICUT.

NEW HAVEN'S OWN STATION

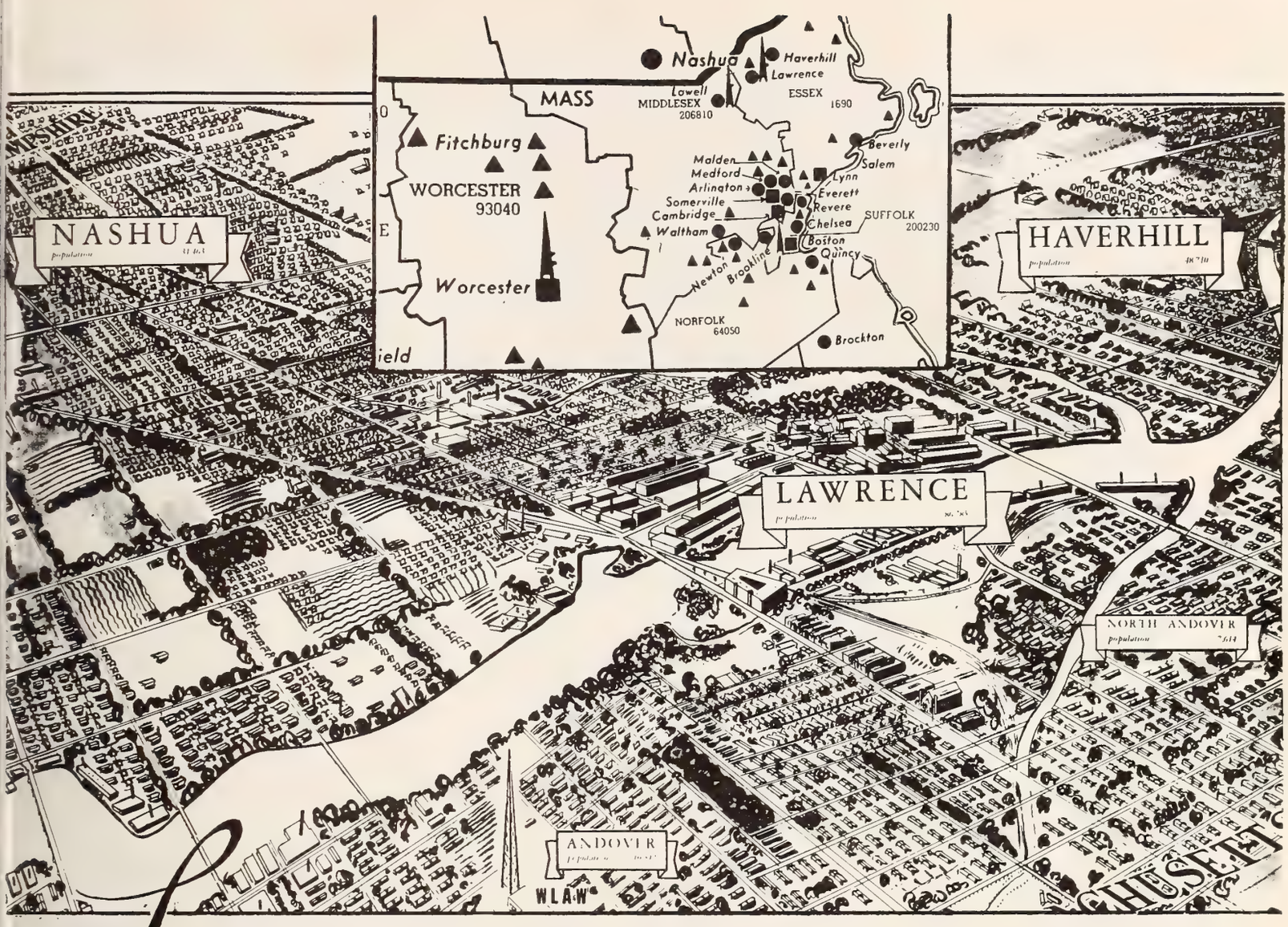
• FULL TIME AHEAD

ABOUT AUGUST FIRST WELI WILL BROADCAST ON 930 KC
500 WATTS DAYS, 250 WATTS NIGHTS

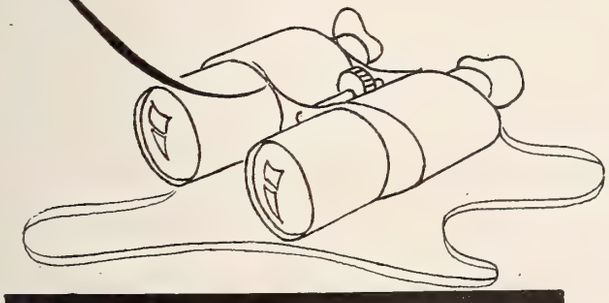
- GET ABOARD A STATION THAT IS GOING PLACES— AND CARRYING ALL NEW HAVEN WITH IT.



Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.



Let's Look a little Closer at Lawrence



RADIO STATION

WLAW

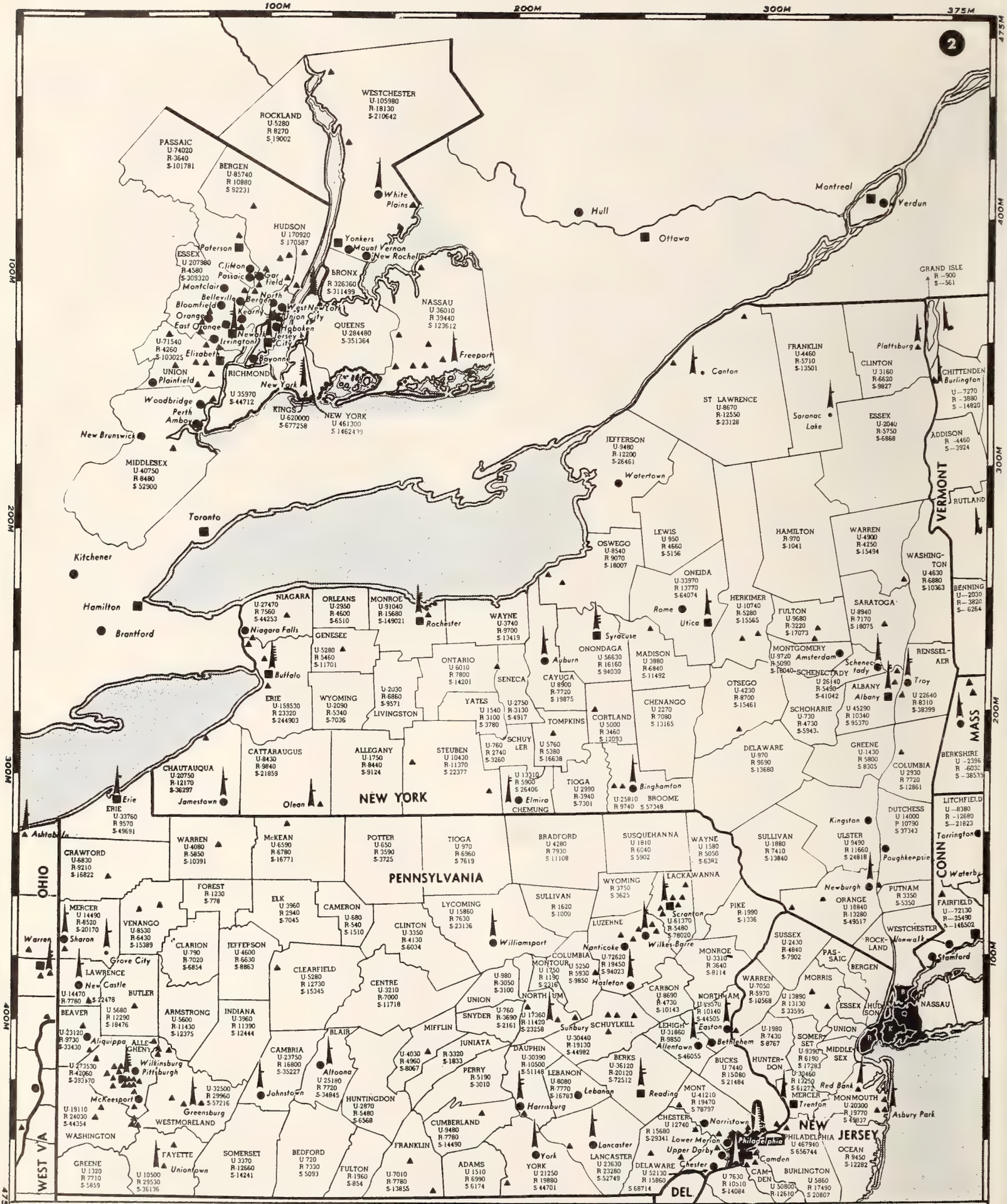
Studios & Offices: OSWALD Bldg.
Lawrence, Massachusetts

1000 WATTS 680 KC.

Lawrence, with Lowell and Haverhill, forms one continuous city of 325,000 people, for which Lawrence is one principal shopping center. As such, the area and its suburbs take rank as the twenty-fifth city of the United States.

Lawrence alone ranks as the leading city of the United States in the production of woolens and worsteds and the combined manufactures of the three cities provide payrolls of $44,000,000 a year. Retail sales exceed $86,000,000. All of this is within the 10 MV/M signal of WLAW, which provides the only primary service available at uniform high level throughout the combined cities.

WLAW delivers a large part of the Lawrence-Lowell-Haverhill audience at all times of the day. Newscasting has the aid of the full facilities of the *Lawrence Daily Eagle* and *Evening Tribune*, with the greatest circulation in Essex County. The combined station and newspaper resources provide a merchandising service that is not excelled.



BROADCASTING National Press Bldg. *Broadcast Advertising* Washington, D. C.

■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
• LESS THAN 10,000 POP. with RADIO STATION

U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS

RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED

*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.

Prepared in Collaboration with WALTER P. BURN & ASSOCIATES, Inc. and EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.



THE WAY TO COVER ROCHESTER . . .

AND THE RICH WESTERN NEW YORK TRADING AREA . .

WHAM

CLEAR CHANNEL • 50,000 WATTS • FULL TIME

In the wealthy Western New York area, incomes and purchases per capita are well above the U. S. average, as revealed in Sales Management's survey. Only one radio station blankets this profitable territory . . . 50,000-watt WHAM.

An independent survey, just completed, shows that WHAM delivers more of these responsive high-buying-power listeners than are attainable through any other station.

ROCHESTER'S RICH TRADING AREA LISTENS TO WHAM by 4 to 1

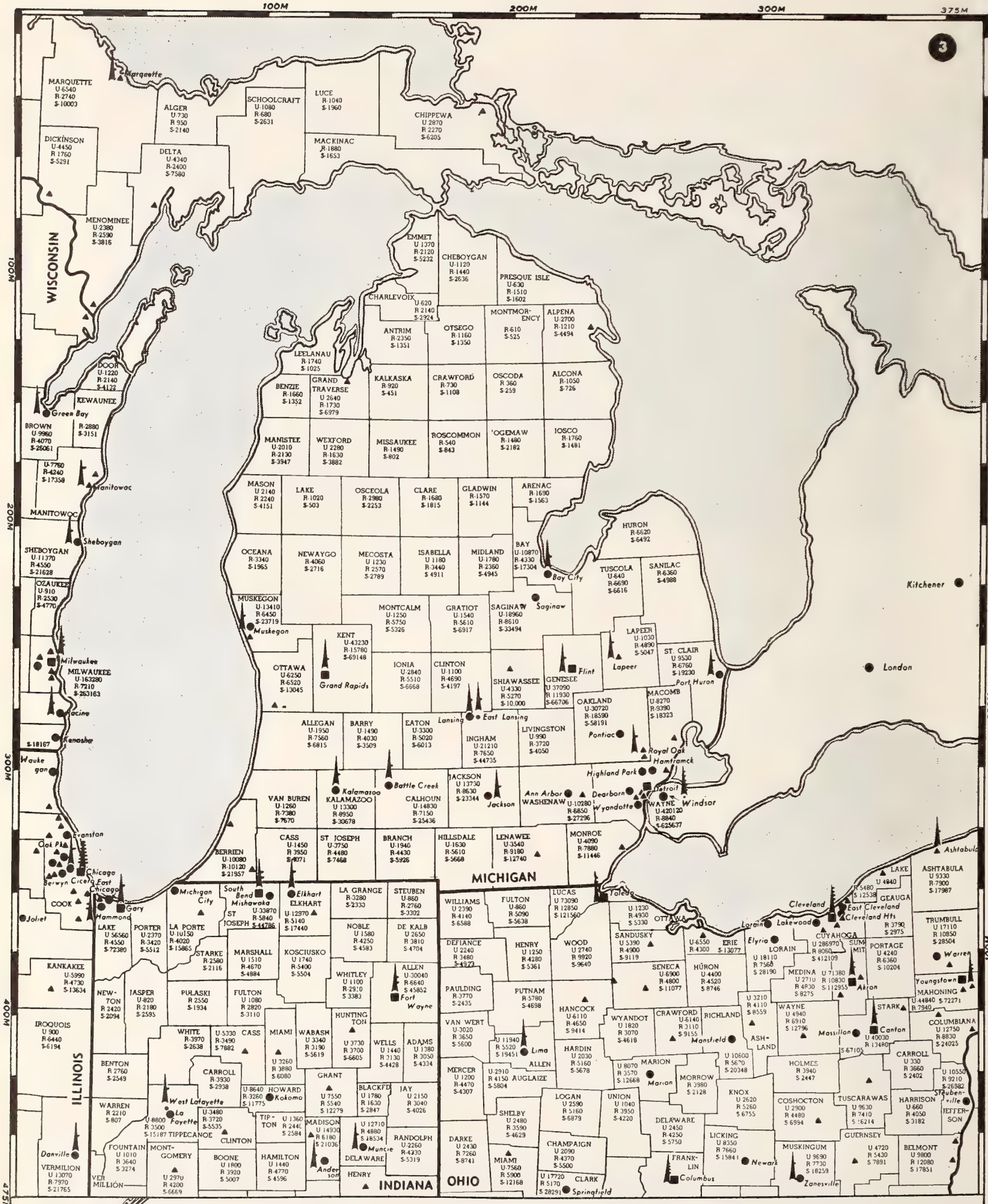
A survey just completed by a Rochester advertising agency shows that, even omitting Rochester itself, WHAM's listeners in the trading area outnumber the listeners of any other radio station by 4 to 1.

Rochester's (Monroe County) effective buying income (Sales Management Survey) is $242,137,000; 11 adjoining counties, comprising only one-third of WHAM's primary coverage, have $248,404,000.

You cover the area with WHAM alone; you cannot cover it without WHAM.

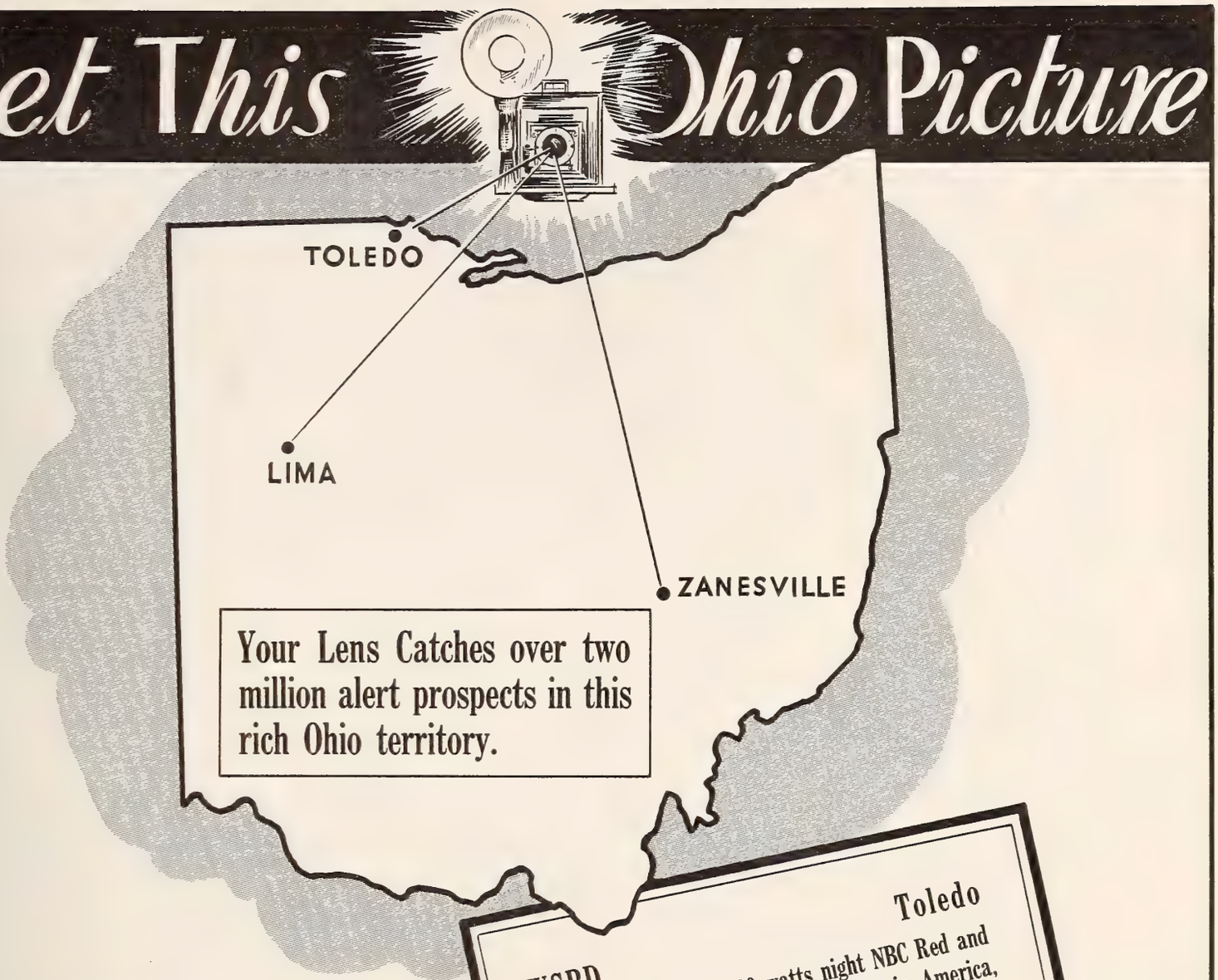
WHAM

ROCHESTER, N. Y. • STROMBERG-CARLSON TELEPHONE MFG. CO. • *National Representative* . . . GEO. P. HOLLINGSBERRY CO.



Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.

Get This Ohio Picture



Your Lens Catches over two million alert prospects in this rich Ohio territory.

THREE INDIVIDUAL STATIONS
THREE INDIVIDUAL MARKETS

SERVICE is the watchword of these 3 Go-getters—SERVICE to our listeners—and SERVICE to our advertisers.

If you want your Radio Advertising to do things for you in Ohio just consider this combination—can be bought as a group or as individual markets.

Facts about coverage, audience and market data are available on each station, and the national representation is handled by John Blair & Co.

Toledo

WSPD

5,000 watts day—1,000 watts night NBC Red and Blue outlet, one of the oldest stations in America, now celebrating its 18th year.

Zanesville

WALR

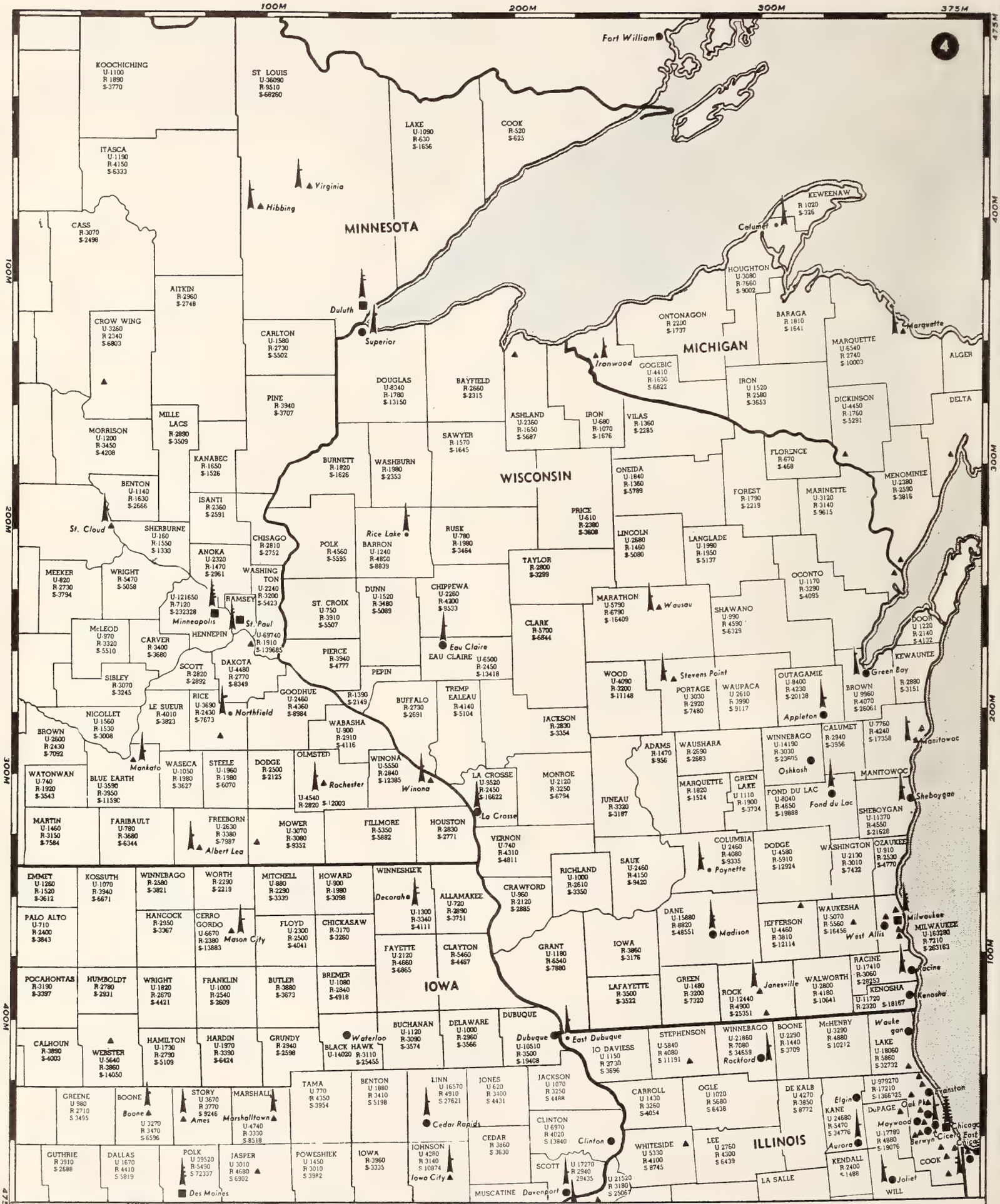
100 watts—located in a city which has been considered for years as "America's Typical Test Market." Operates on full time and noted for its particular type of local showmanship. Also carries wired Columbia shows to this area.

Lima

WLOK

100 watts until sunset. Located in a city of 50,000, regarded by many as the "Boom Town" of Ohio. Although WLOK is young in years it has earned an enviable reputation for showmanship, and can well be proud of the character of local shows carried.

These Stations Are Members of the Fort Industry Co. Group



BROADCASTING Broadcast Advertising
National Press Bldg. Washington, D. C.

■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
• LESS THAN 10,000 POP. with RADIO STATION

U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS

RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED

*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.

Prepared in Collaboration with
WALTER P. BURN & ASSOCIATES, Inc.
and
EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.

ARROWHEAD BROADCASTING SYSTEM



National Broadcasting Company's Station for the Head of the Lakes Region . . .

WEBC 5,000 watts, Duluth and Superior.

Columbia Broadcasting System's Stations for the Mesaba Iron Range area . . .

WMFG 250 watts, Hibbing, Minnesota

WHLB 250 watts, Virginia, Minnesota

and

on July 15th, the fastest growing, independent radio station in the Middle West . . .

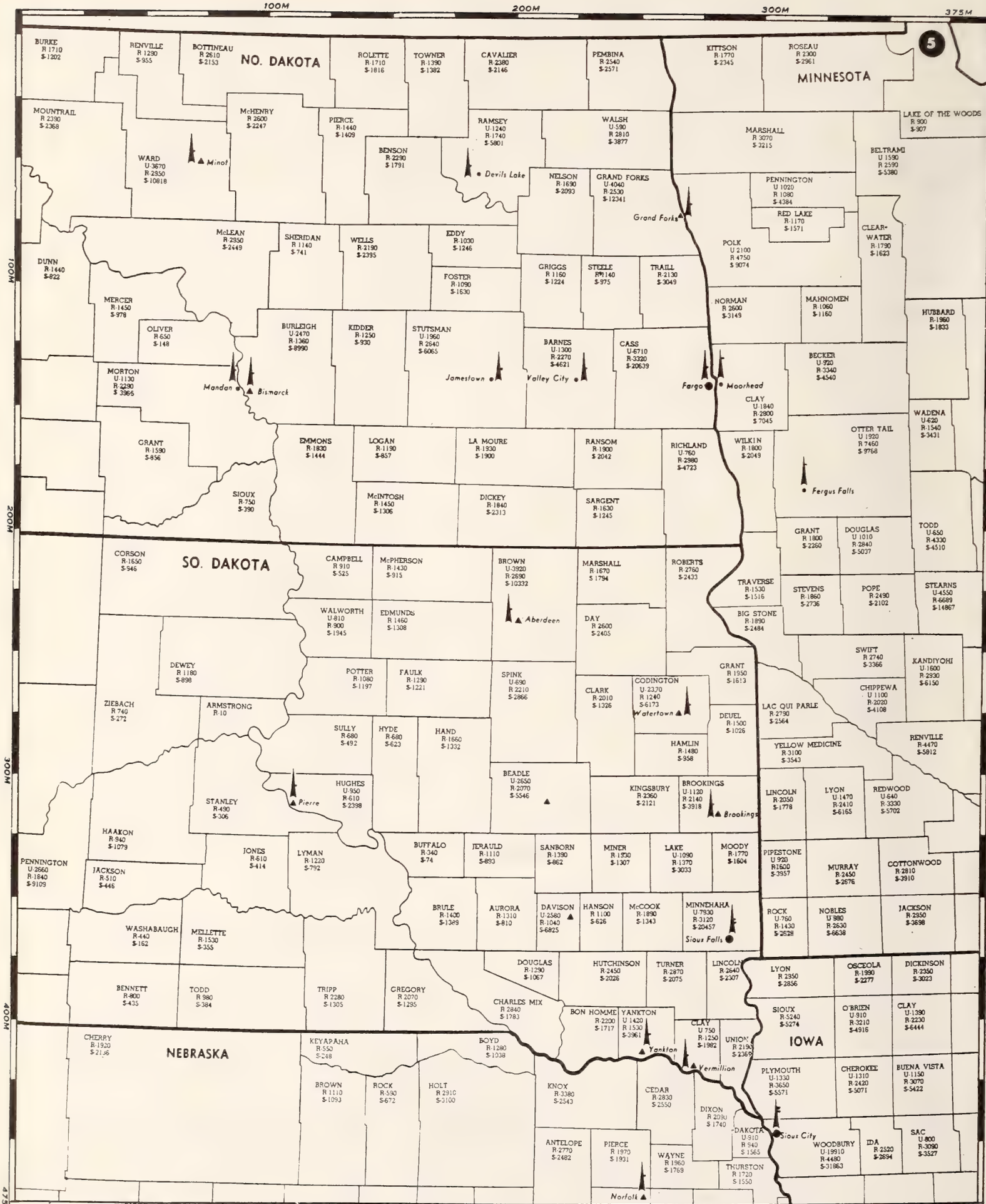
WEAU 5,000 watts, Eau Claire, Wisconsin

For complete coverage of Northern Wisconsin, Northern Minnesota and Upper Michigan, use the . . .

ARROWHEAD BROADCASTING SYSTEM

General Offices

WEBC Building . . . Duluth



BROADCASTING
National Press Bldg. Broadcast Advertising Washington, D. C.

■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
• LESS THAN 10,000 POP. with RADIO STATION

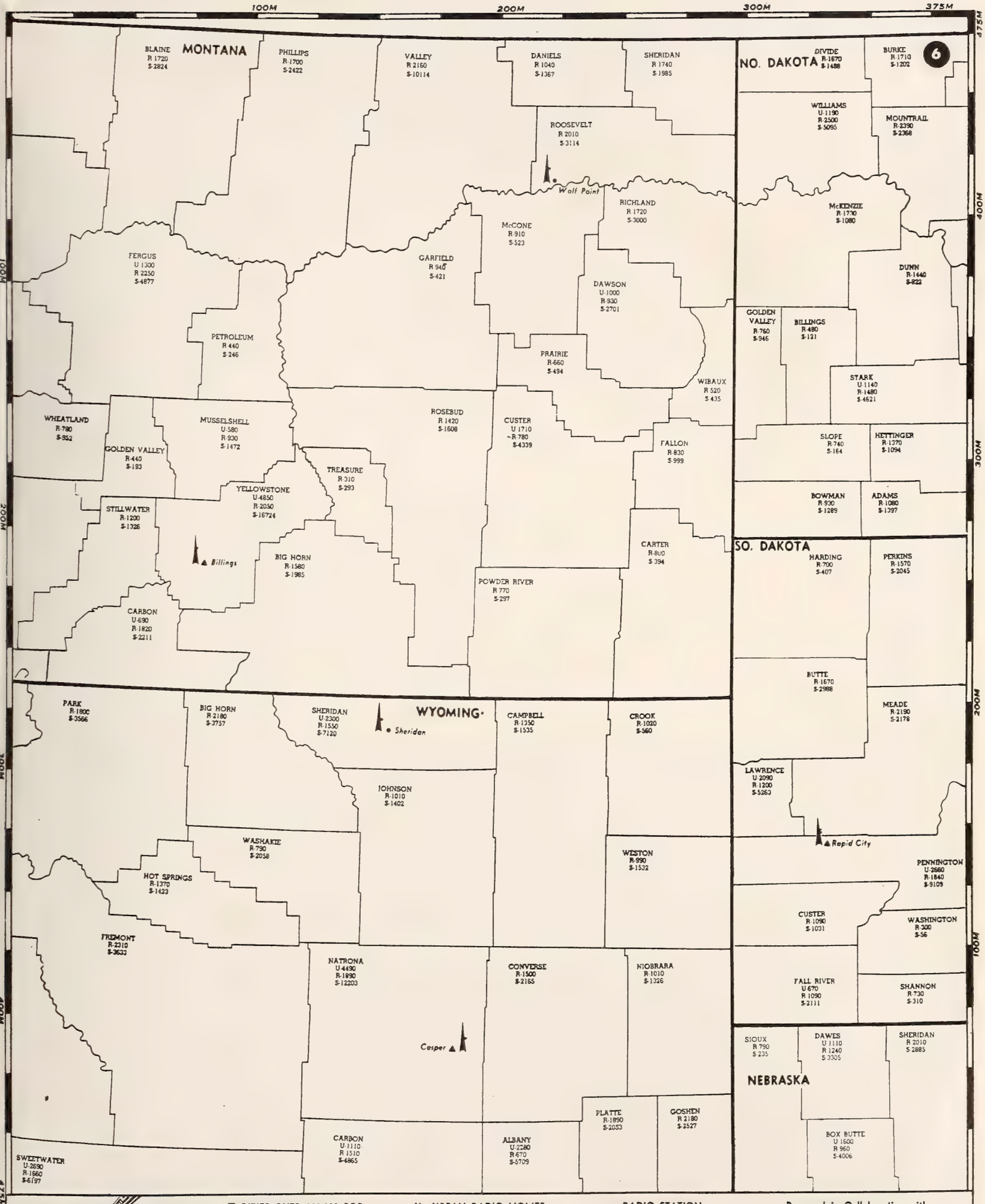
U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS

RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED

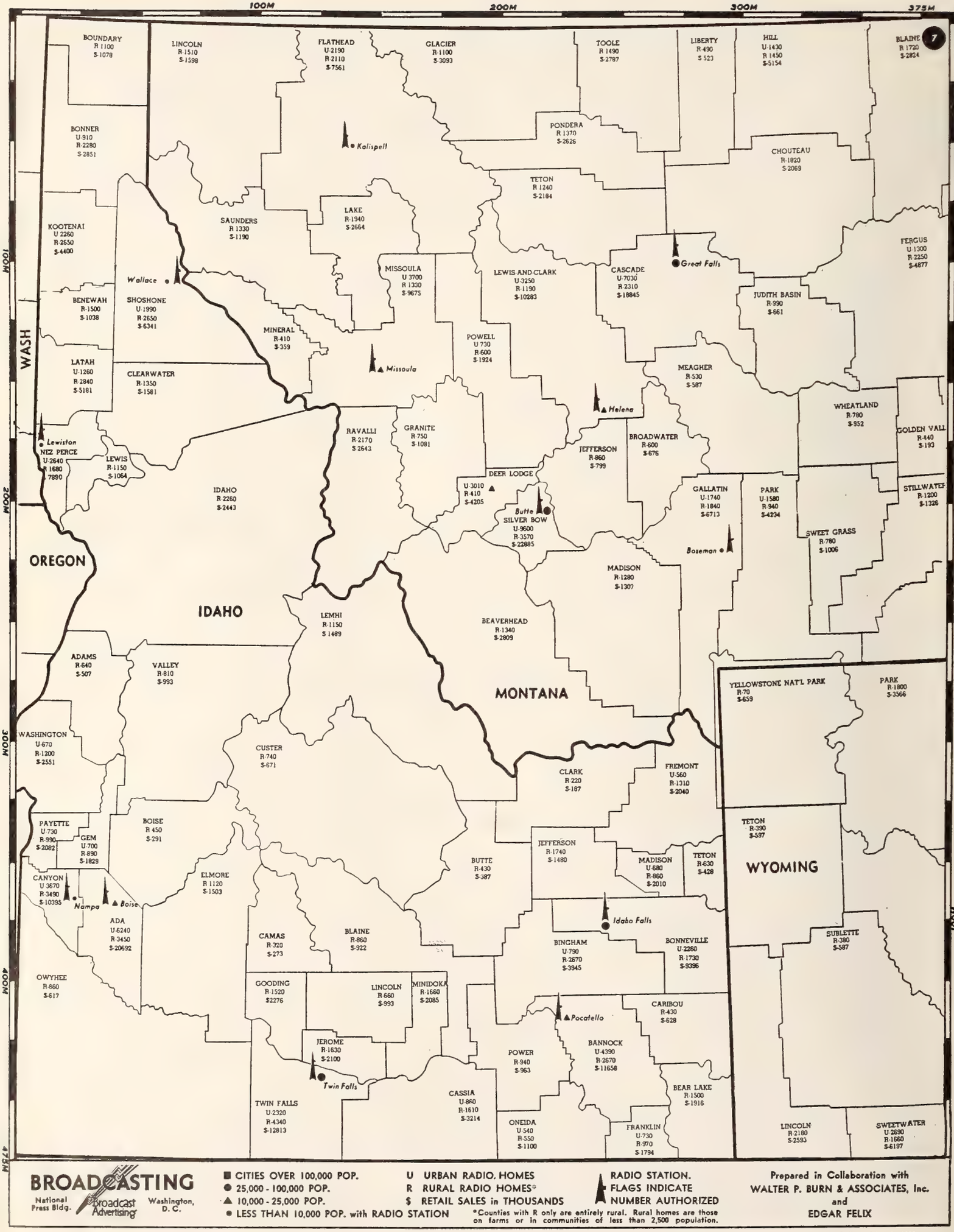
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EDGAR FELIX

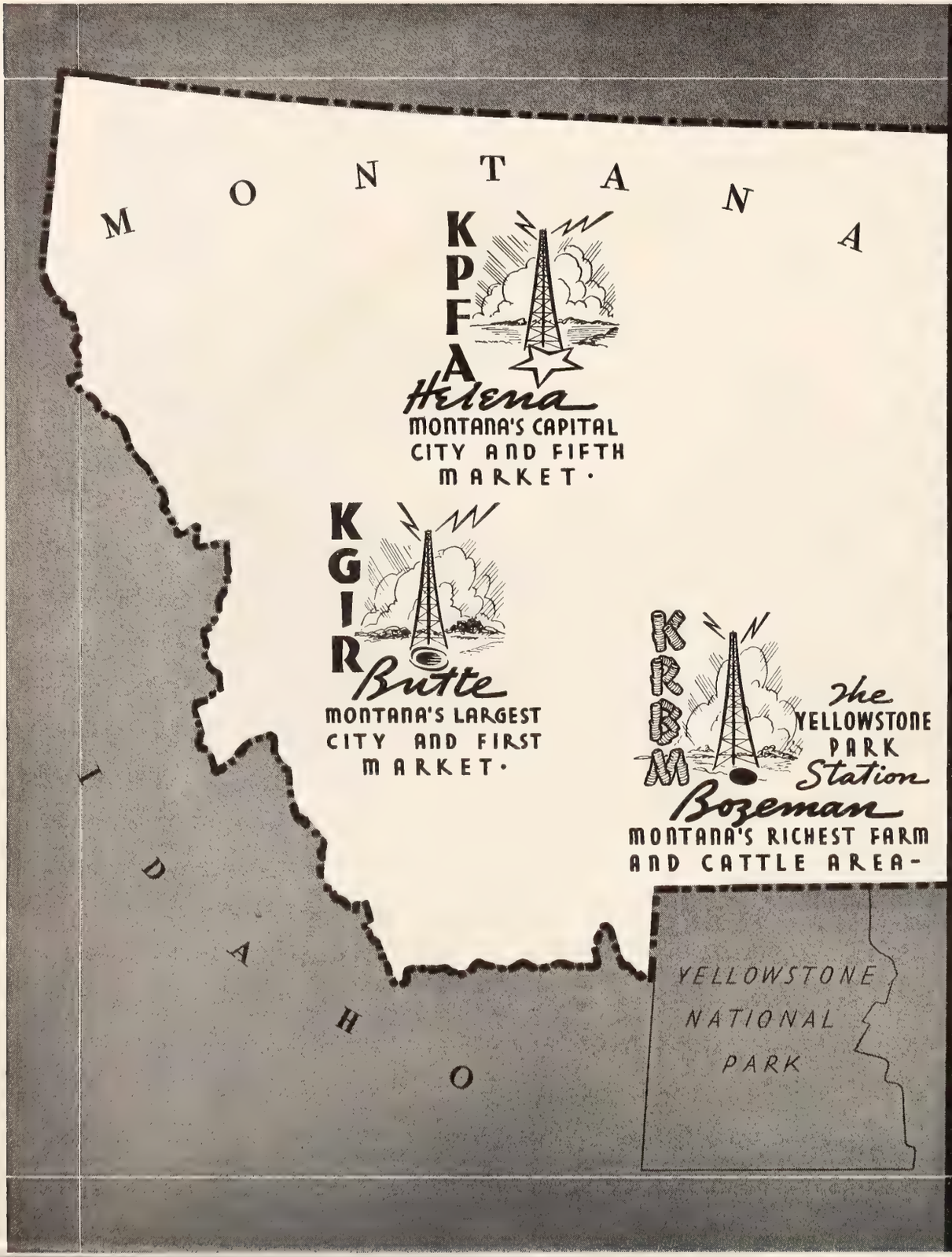
Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.



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The great majority of Montana's listeners live in the concentrated population area served by these three stations, available under a single contract . . . *write*

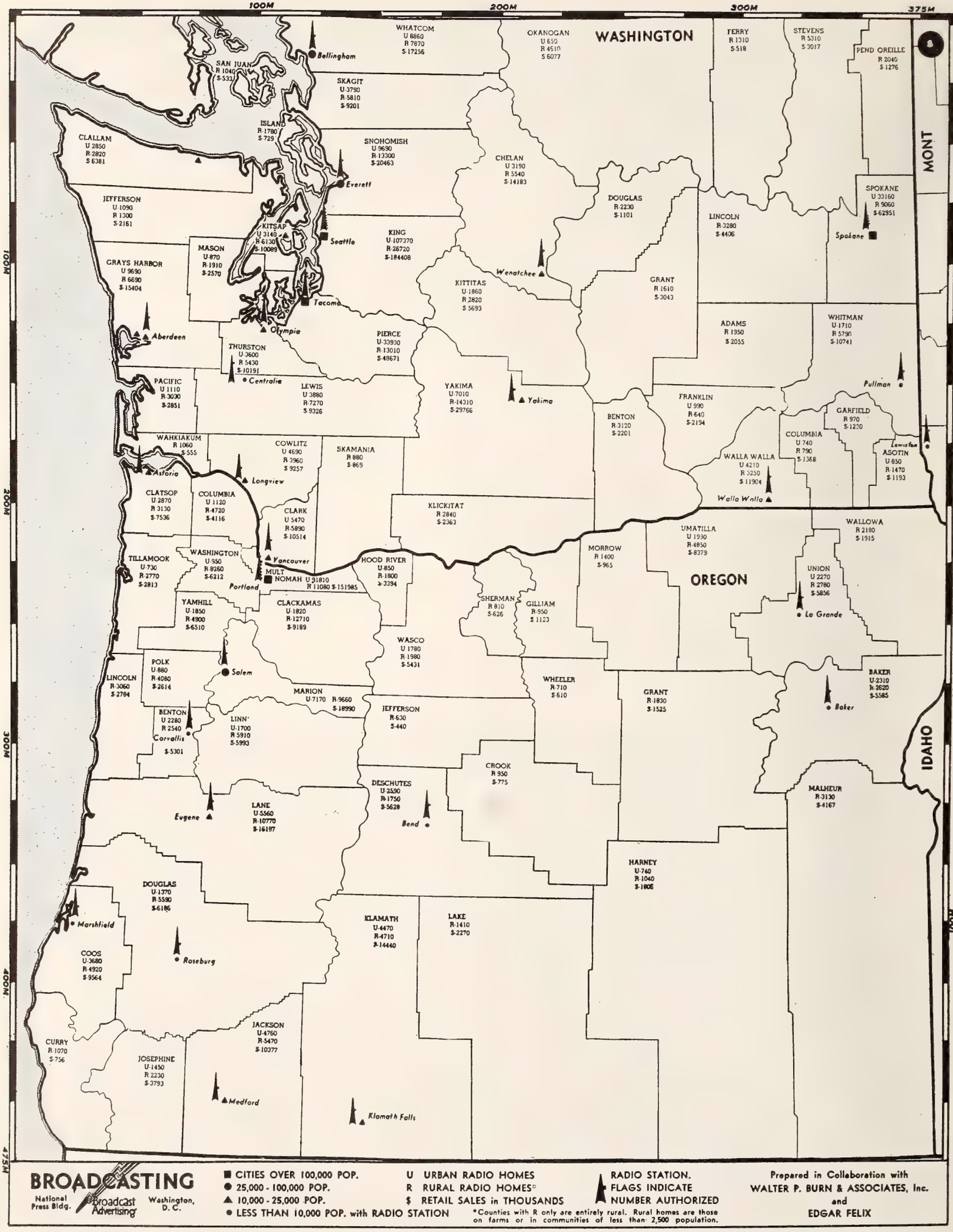
MONTANA BROADCASTERS

Butte, Montana

or call any office of

GENE FURGASON & Co.





BROADCASTING National Press Bldg. *Broadcast Advertising* Washington, D. C.

■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
● LESS THAN 10,000 POP. with RADIO STATION

U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS

RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED

*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.

Prepared in Collaboration with WALTER P. BURN & ASSOCIATES, Inc. and EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.

Reprinted from Oregon Journal - May 31

May Trade Increases

Clearings, Building Shipping All Advance

Portlanders wrote a greater dollar volume in checks by a wider margin in May than in the same month a year ago and also started a materially larger amount of construction, major trade indices for the month revealed today.

Bank clearings rose sharply. In May they totaled $128,360,243, a gain of 7 per cent. over the $112,-691,916 of May a year ago. In the first five months of 1939 clearings totaled $627,490,177 and the like five months of last year, $592,273,-532.

May clearings also were well above the total of $123,145,307 recorded for April of this year.

Building permits totaled 434 and amounted in value to $646,545 which included 85 residences. In May, 1938, they amounted to 3[illegible] permits of a value of $541,430, which included 69 residences.

In April of this year the total value was $737,880 for 437 permits.

Wheat exports from Portland to foreign countries for May were well above those of last month and a year ago. Foreign countries, chiefly China and the United Kingdom, took approximately 2,332,434 bushels of wheat from Portland as compared to 1,911,888 bushels last month and 227,068 bushels in May, 1938.

Portland's wheat shipments for May, coupled with those from Columbia river ports, should bring the month's total for the river to 4,500,000 bushels and put the cereal year's figures close to 52,000,000 bushels to date for the district, the greatest movement since the 1931-32 season. This cereal year began July 1, 1938.

Customs receipts also showed a substantial gain. The total for this month should touch $194,000, as compared to $163,066 for last month. Total value of all goods shipped from Portland to foreign countries this month, according to Merchants exchange figures, is $1,-772,666, not counting what left the port Tuesday and today.

. . . And the largest gain of all . . . KOIN sales volume

UP 21.1%

over May, 1938

There are GREEN PASTURES out West in OREGON for all SPOT RADIO ADVERTISERS!

- Where 96% OF ALL HOMES HAVE RADIOS . . (Top figure for the U. S. and 15% above national average.)
- Where business is sound and gaining consistently.
- Where diversified farming without droughts, floods, etc., keeps the big RURAL MARKET always productive.
- Where there is one of the country's outstanding radio stations to give you top value in audience . . . coverage . . . prestige . . . consistent merchandising co-operation . . . and program production . . . .

PORTLAND'S FIRST CHOICE STATION

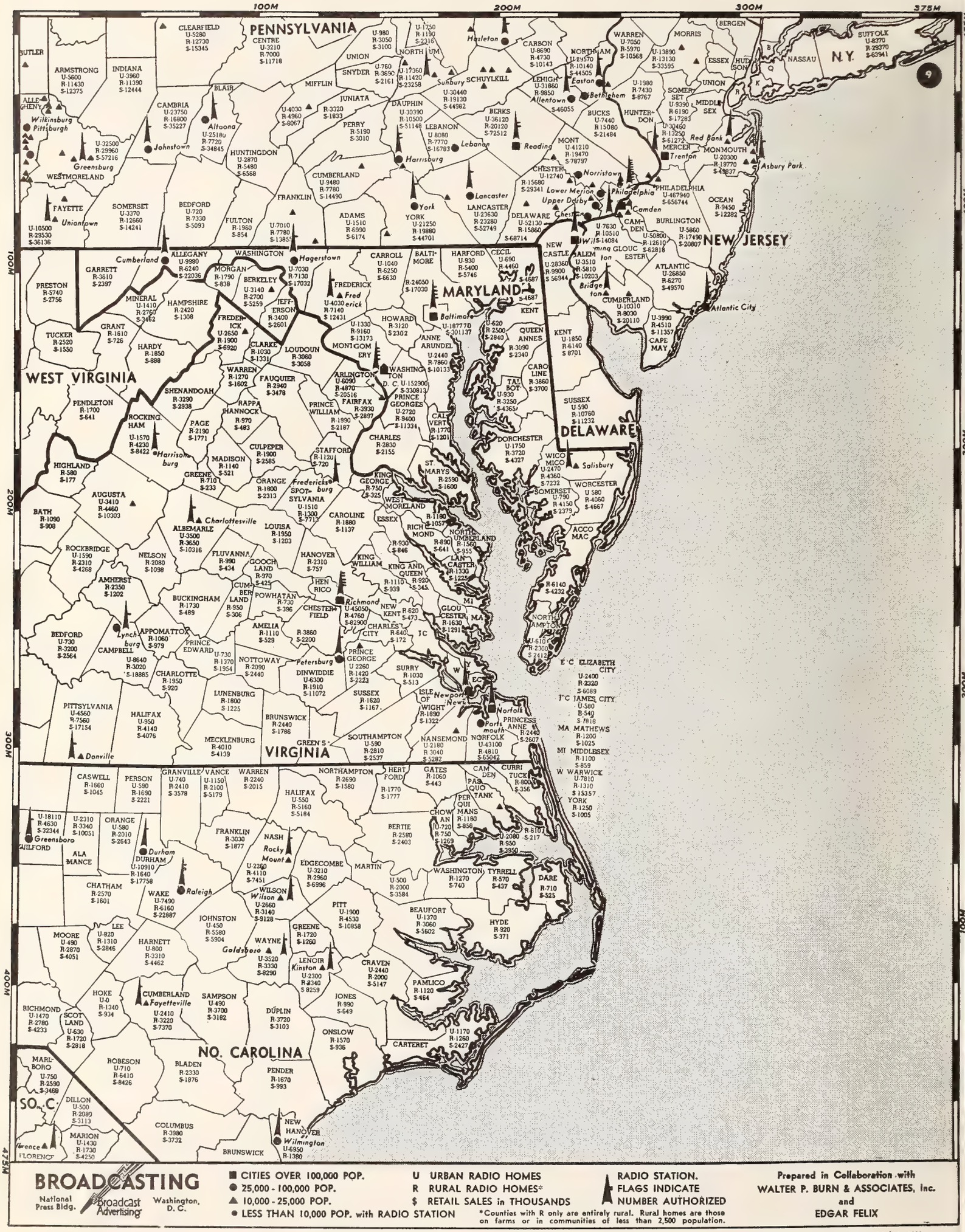
KOIN

THE JOURNAL

- Only CBS outlet in Oregon and Southern Washington
- The station that thru public relations activities has made 60,000 Personal Contacts with listeners

National Representatives

FREE and PETERS . . . . . World Broadcasting System



Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.

NEW WFBR STUDIOS *mean a* BONUS *to advertisers!*

Increased power
(giving greater coverage and more listeners)

plus

unequaled facilities for large studio audiences

AT

NO INCREASE IN RATES

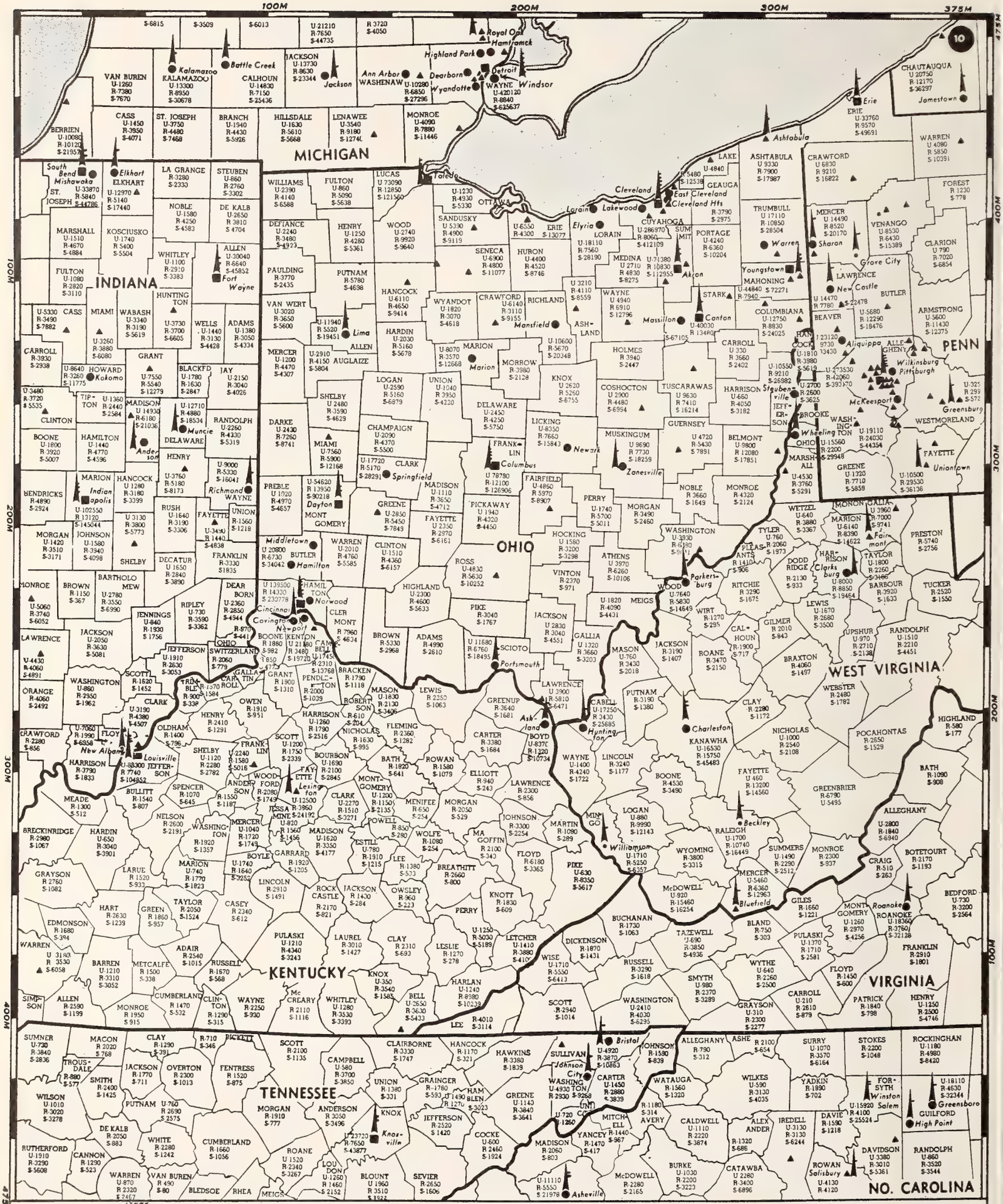


WFBR--Baltimore's FIRST CHOICE station

MEMBER BASIC NBC RED NETWORK

Maryland's Pioneer Broadcast Station

NATIONAL REPRESENTATIVE: EDWARD PETRY & CO.



BROADCASTING Broadcast Advertising
National Press Bldg. Washington, D. C.

■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
• LESS THAN 10,000 POP. with RADIO STATION

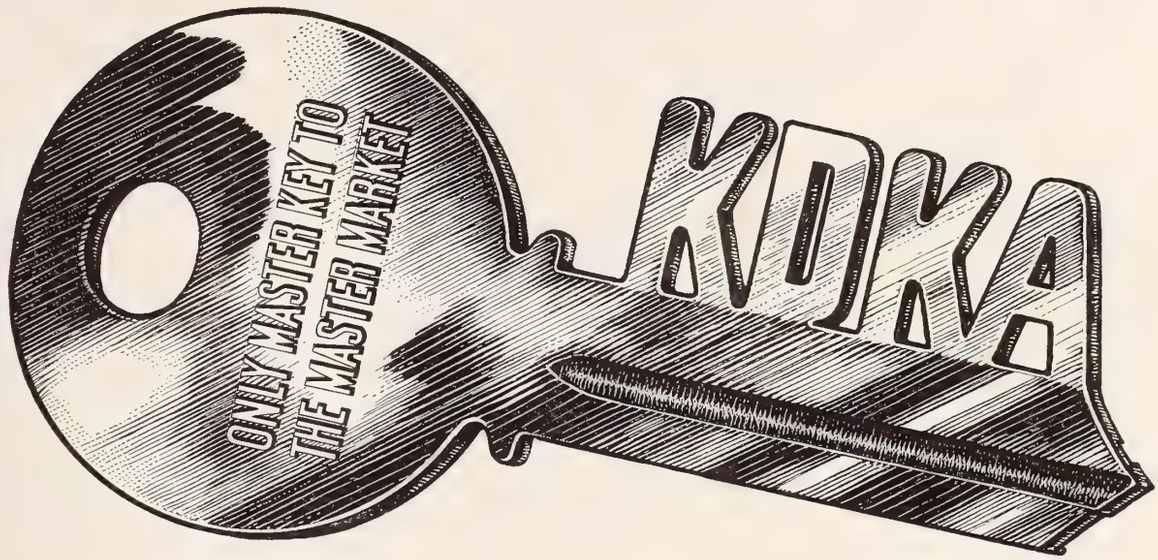
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Prepared in Collaboration with
WALTER P. BURN & ASSOCIATES, Inc.
and
EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates. 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.



. . . Only Master Key To The Master Market . . .

KDKA is THE MASTER KEY that unlocks the doors to distribution —and sales—in Pittsburgh, Allegheny County, The Tri-State Airea—and far beyond—throughout the entire Master Market!

THE MASTER MARKET is KDKA's 544 County Coverage in twelve great states—an airea wherein there are more than 2,000,000 URBAN radio sets *and* more than 2,000,000 RURAL radio sets.

PITTSBURGH, with Allegheny County, is the heart of the MASTER MARKET. Outside Allegheny County is an adjacent ring of sixty cities and towns—each of 10,000 population or over—clustered in Pennsylvania, Ohio and West Virginia . . .

BEYOND is KDKA's *plus* audience—extra coverage in nine other states—at no extra cost.

MAY—1939
Time Sales on KDKA reached an all-time high!

MARCH—1939
51,000 pieces of program mail arrived at KDKA—in one month!

MARCH—1939
One announcement, on an evening Blue Network program, flooded KDKA with 12,000 requests for photograph!

MARCH—1939
Almost twice as many hours of National Spot Advertising on KDKA as on all other Pittsburgh Stations combined!

MARCH—1939
6 time offer on 7 A.M. broadcast brought 7,945 replies. Average per announcement, 1,324!

ANNUALLY—
100,000 persons visit KDKA's modern studios.

WESTINGHOUSE

KDKA

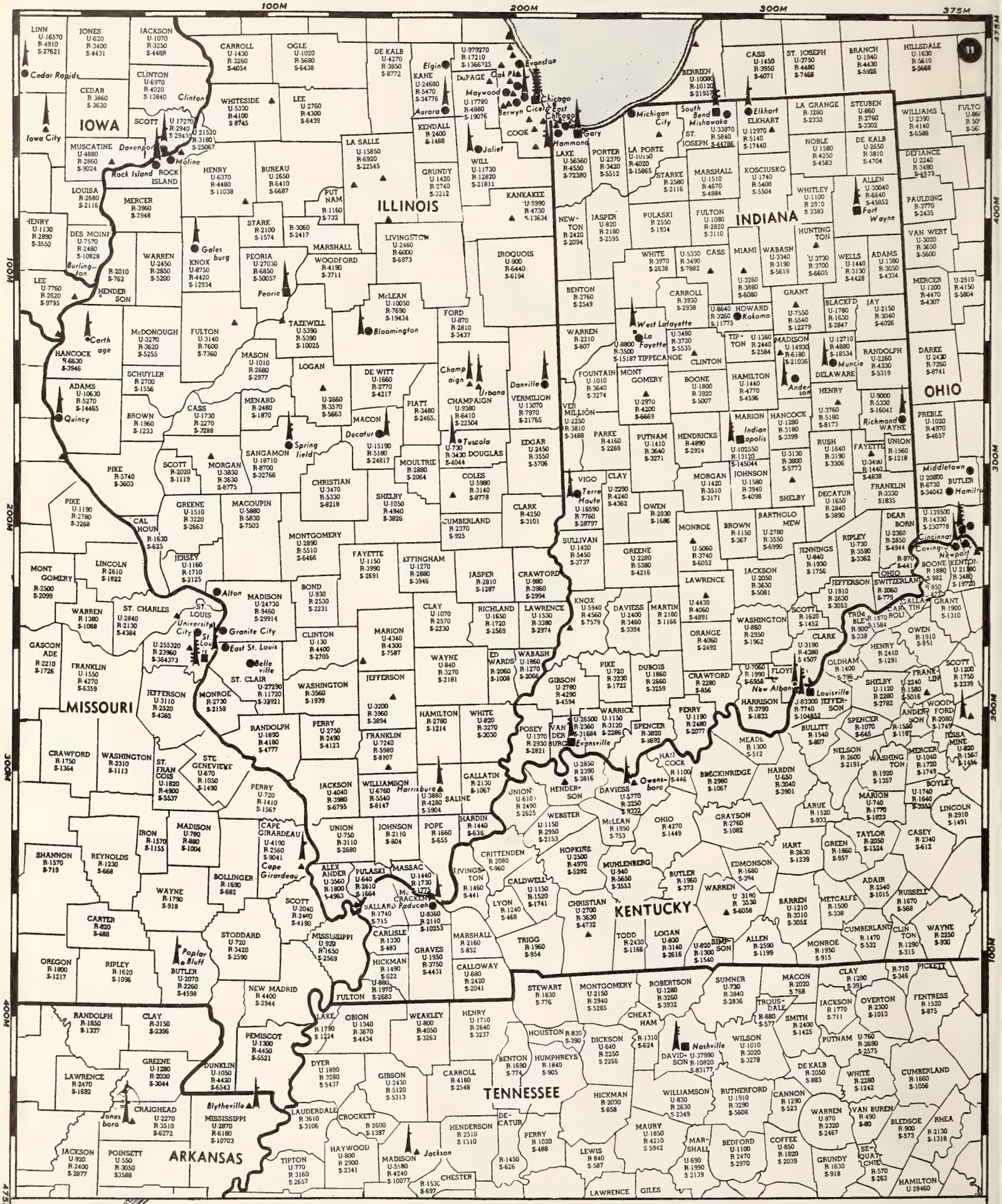
50,000 WATTS

980 KILOCYCLES · PROGRAMMED AND REPRESENTED EXCLUSIVELY BY

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

WORLD'S GREATEST BROADCASTING SYSTEM


100M
200M
300M
375M
475M
400M
300M
200M
100M
IOWA
ILLINOIS
INDIANA
OHIO
MISSOURI
KENTUCKY
TENNESSEE
ARKANSAS
Cedar Rapids
Iowa City
Davenport
Moline
Rock Island
Clinton
Gales burg
Burling ton
Peoria
Bloomington
Champ aign
Urbana
Danville
Decatur
Springfield
Quincy
Carth age
Alton
St. Louis
University City
Granite City
East St. Louis
Belle ville
Harrisburg
Poplar Bluff
Cape Girardeau
Paducah
Jones boro
Blytheville
Evansville
Terre Haute
Michigan City
South Bend
Mishawaka
Elkhart
Gary
Hammond
Chicago
Evanston
Oak Park
Berwyn
Cicero
East Chicago
Joliet
Aurora
Elgin
Waukegan
Fort Wayne
Kokomo
Anderson
Muncie
Richmond
Indian apolis
West Lafayette
La Fayette
Tippecanoe
Owens boro
New Albany
Louisville
Cincinnati
Covington
Newport
Middletown
Hamilton
Nashville
DAVID SON
Jackson
Columbia
Lawrenceburg
Giles
Chester
Jackson
Lawrence
Monroe
Fulton
Lake
Obion
Dyer
Gibson
Carroll
Benton
Humphreys
Houston
Stewart
Montgomery
Robertson
Sumner
Macon
Clay
Pickett
Fentress
Overton
Putnam
Jackson
Smith
Trousdale
Wilson
Cheatham
Dickson
Williamson
Rutherford
Cannon
De Kalb
Cumberland
White
Van Buren
Warren
Bledsoe
Rhea
Sequatchie
Grundy
Hamilton
Marion
Franklin
Coffee
Bedford
Marshall
Maury
Lewis
Perry
Hardin
Wayne
Lauderdale
Crockett
Haywood
Madison
Tipton
Henderson
Decatur
Chester
Jackson
Poinsett
Craighead
Greene
Clay
Randolph
Pemiscot
Dunklin
Mississippi
Scott
Stoddard
Butler
Ripley
Oregon
Carter
Shannon
Reynolds
Wayne
Iron
Madison
Bollinger
Cape Girardeau
Alexander
Pulaski
Massac
Ballard
Carlisle
Hickman
Graves
Calloway
Marshall
Trigg
Lyon
Caldwell
Crittenden
Livingston
Union
Webster
Hopkins
Muhlenberg
Christian
Todd
Logan
Simpson
Allen
Monroe
Barren
Metcalfe
Cumberland
Clinton
Wayne
Adair
Russell
Casey
Taylor
Green
Hart
Edmonson
Grayson
Ohio
McLean
Butler
Warren
Breckinridge
Meade
Hardin
Larue
Marion
Washington
Nelson
Spencer
Bullitt
Jefferson
Shelby
Oldham
Henry
Trimble
Carroll
Gallatin
Owen
Grant
Boone
Kenton
Campbell
Switzerland
Ohio
Dearborn
Ripley
Jefferson
Scott
Clark
Floyd
Harrison
Crawford
Washington
Orange
Lawrence
Martin
Daviess
Knox
Gibson
Pike
Dubois
Perry
Warrick
Posey
Vanderburgh
Henderson
Union
Hamilton
White
Gallatin
Saline
Williamson
Franklin
Jefferson
Perry
Randolph
Monroe
St. Clair
Washington
Clinton
Bond
Madison
Jersey
Calhoun
Greene
Macoupin
Montgomery
Christian
Shelby
Cumberland
Clark
Edgar
Douglas
Coles
Moultrie
Macon
Piatt
Champaign
Vermilion
Ford
Iroquois
Kankakee
Will
Grundy
Kendall
Kane
DuPage
Cook
Lake
Porter
La Porte
Starke
Pulaski
Fulton
Marshall
Kosciusko
Jasper
Newton
Benton
White
Carroll
Cass
Miami
Wabash
Howard
Tipton
Hamilton
Boone
Clinton
Montgomery
Fountain
Warren
Tippecanoe
Vermillion
Parke
Putnam
Hendricks
Morgan
Johnson
Shelby
Decatur
Franklin
Union
Fayette
Rush
Henry
Delaware
Randolph
Jay
Blackford
Grant
Madison
Hancock
Wells
Adams
Whitley
Noble
De Kalb
Steuben
Lagrange
Allen
Huntington
Wabash
Miami
Cass
Berrien
Branch
St. Joseph
Elkhart
Hillsdale
Williams
Fulton
Defiance
Paulding
Van Wert
Mercer
Preble
Darke
Butler
Hamilton
Cincinnati

WHAT'LL YOU GIVE FOR DAISY (KY.)?

When you use WAVE, you pay *nothing* for covering Daisy (Kentucky)—because we don't *reach* Daisy! In fact, we don't reach *hundreds* of hamlets and whistle stops in this section—and you save the difference! . . . . But WAVE does give you *complete* coverage of the Louisville Trading Area, and that Area does more business than all the other 93 counties in Kentucky, *combined!* Mayn't we send you the whole amazing story?

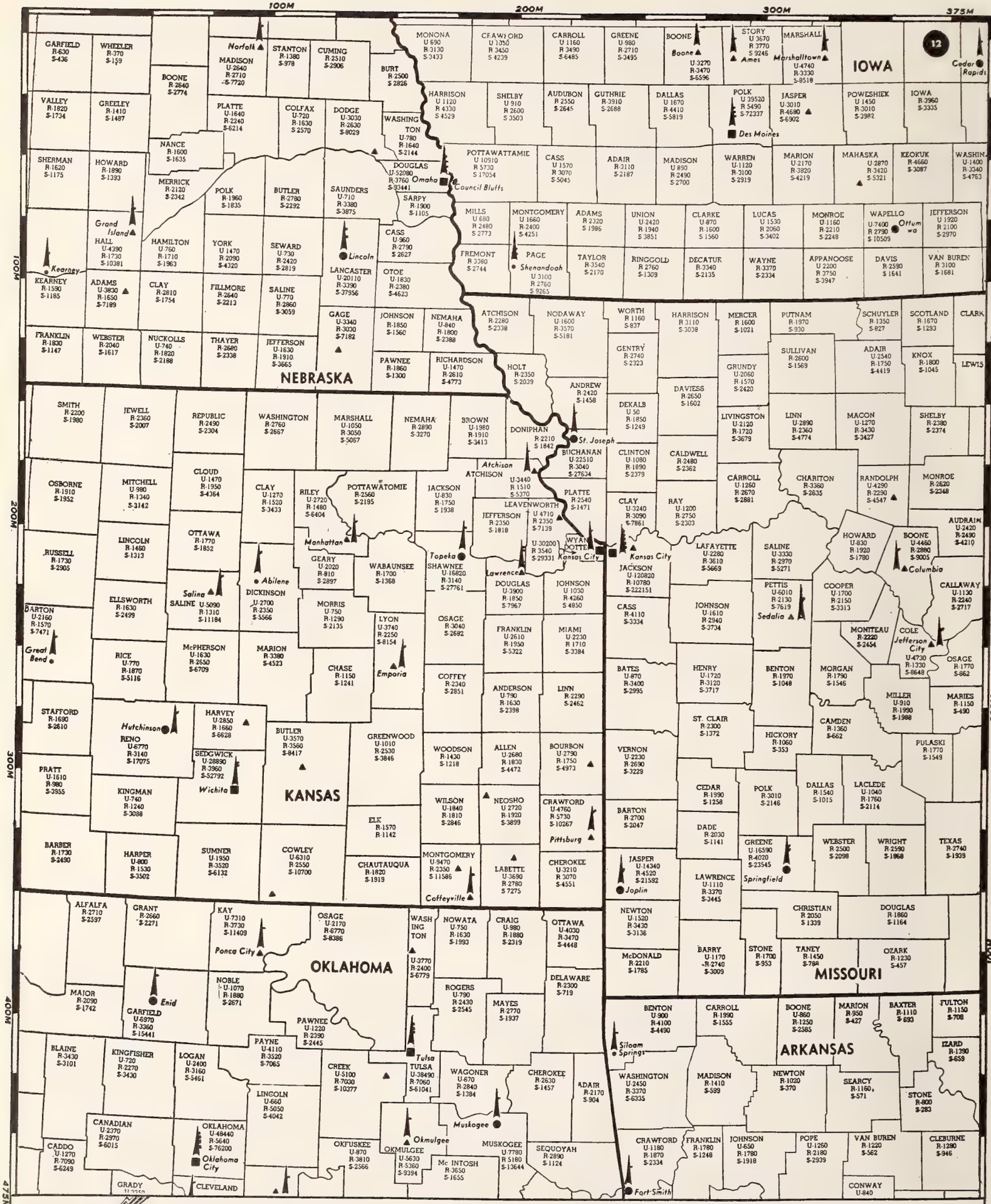
An N. B. C. Outlet . . . FREE & PETERS, INC., National Representatives

Station WAVE Louisville

INCORPORATED

1000 WATTS

940 K. C.



Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.

KMBC's Caroline Ellis Debuts On NBC-Red

Hollywood Calls KMBC's Texas Rangers



TEXAS RANGERS, 100 station favorite on CBS Saturday afternoons at 2:30 EDST. Now on location in Hollywood for Republic Studios feature production. Above, Gene Autry, Republic star, guesting on Rangers coast-to-coast show.



MARGARET AND GORDON MUNRO, "Across The Breakfast Table," domestic zanies whose early morning antics wrap up one of the greatest natural-selling programs on the air for food products. Available now for network or spot.



LIFE ON RED HORSE RANCH—sure-fire children's audience program that comes complete with package of sure-fire merchandising appeals. Sixty-five exciting episodes available for spot sponsorship in nation's best markets.



PHENOMENON "Electrifying History" starring Claude Rains, Hugh Conrad, and sparkling cast of Hollywood and Broadway all-stars. 65 episodes available, nationally syndicated.

Program Showmanship Adds To List of Local Acts Now In Big Time

By ARTHUR B. CHURCH

"COMING events cast their shadows before." Six years ago Caroline Ellis made her first broadcast on KMBC as Joanne Taylor. That first program sold the merchandise it advertised! And the Joanne Taylor program since has made merchandising history in this country. In 1937, Caroline Ellis added new laurels with "The Travels of Mary Ward" for Montgomery Ward. Now radio's "First Lady of Merchandising" takes an important place in the General Mills Hour with "Caroline's Golden Store" broadcast at 1:30 EDST, Monday thru Friday, for Gold Medal Flour.

Nearly eight years ago The Texas Rangers were knit into a musical ensemble on KMBC. For more than two years they have been featured on CBS coast-to-coast, and now Hollywood's nod is an indication of their popularity.

"Life on Red Horse Ranch," featuring The Texas Rangers, was written by Gomer Cool, one of the group, and the program was a winner for Socony-Vacuum and Pie Bakeries, Inc. Jane and Goodman Ace first aired their domestic nonsense over KMBC; nationally sponsored first by Lavoris, now by Anacin, "Easy Aces" became famous. Louise Massey and "The Westerners" originated at KMBC; later did a job for General Foods and Axton-Fisher Tobacco Co. Ted Malone's "Between The Book Ends" first was heard on KMBC, later sponsored by Hind's Honey and Almond Cream on CBS. Hugh Studebaker . . . featured on "Bachelor's Children" and "Road of Life." Lew Marcelle . . . playing the lead role in "The Shadow of Fu Manchu." And so the list grows . . .

Probably no other radio station in the country can point to so many nationally known headliners, originated locally. It's program showmanship that pays dividends for advertisers—in listeners, and sales!



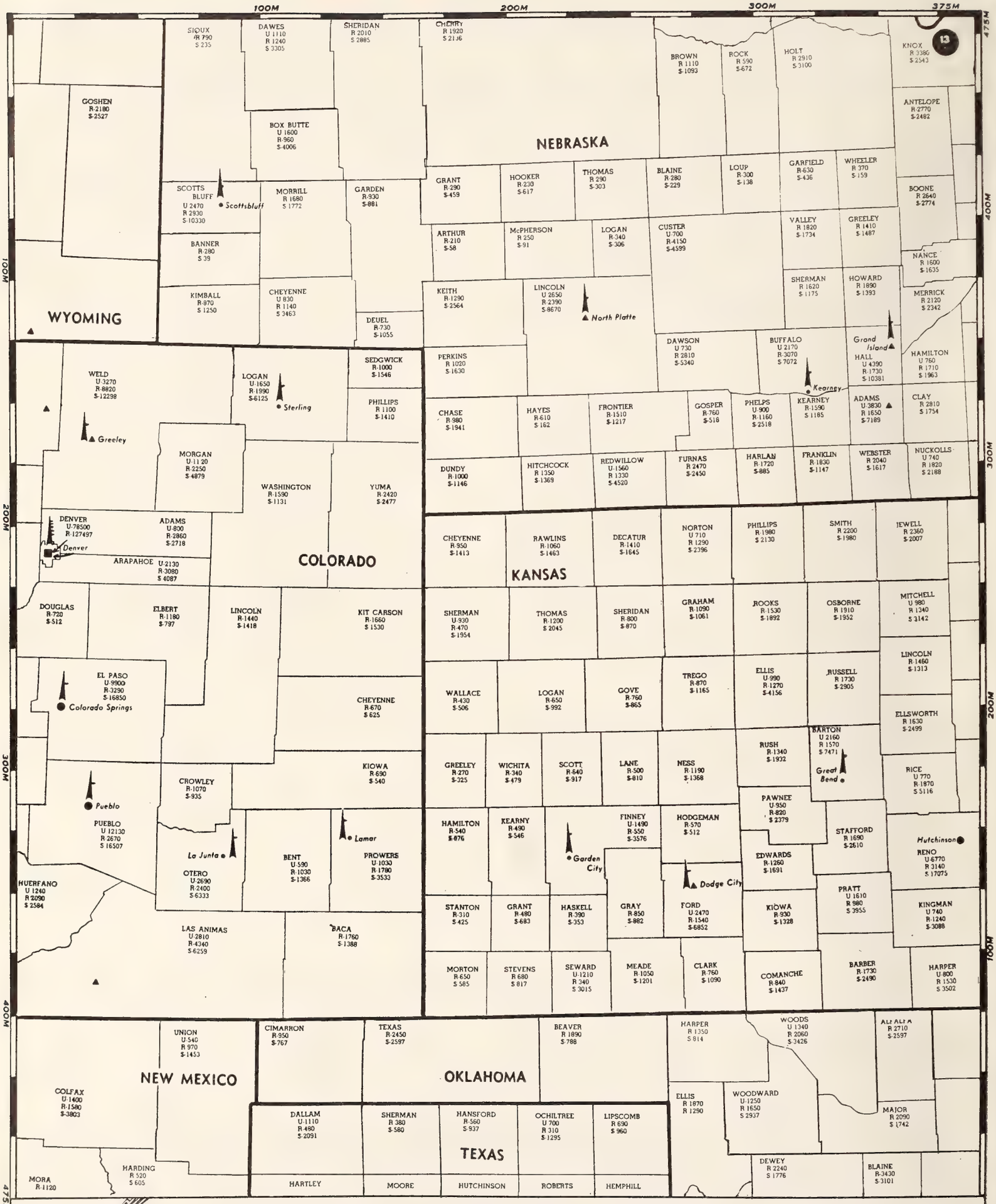
CAROLINE ELLIS, radio's "First Lady of Merchandising" writer and principal character of "Caroline's Golden Store" for General Mills on NBC-Red.



FRAN HEYSER, director of "Caroline's Golden Store" on NBC-Red. Veteran director KMBC-CBS shows; also PHENOMENON, nationally syndicated feature.

KMBC
OF KANSAS CITY

Free & Peters, Inc., National Representatives • National Program Sales: Columbia Artists, 485 Madison, New York; Columbia Square, Hollywood; Geo. E. Halley, 400 Deming Pl., Chicago



BROADCASTING
National Press Bldg. Broadcast Advertising Washington, D. C.

■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
● LESS THAN 10,000 POP. with RADIO STATION

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R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS

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WESTERN CHAMPS!



Riding High for Winning Results

When your advertising messages ride the ether waves from mile-high KOA you're among championship result-producing winners. There are many reasons why. Among these reasons, remember that 50,000-watt KOA advertisers ride a power impulse almost double the combined night-time power of all other radio stations in this immediate tier of states between Canada and Mexico. Also, it is the only 50,000-watt station between Des Moines (NE), Dallas (SE), and Salt Lake City (WEST).

Some Examples of KOA Result-Producing Power

33 Programs: 85,713 Replies

Responses to 33 summer and fall KOA evening programs of two sponsors show beautiful coverage, along with results. Of the 85,713 replies, 81,706 came from 207 Colorado communities; from 20 other states and Canada came the other 4,007 responses.

6 Labels or 10c Brought 4,602

Although requiring 6 labels, or 10c and one label, another KOA advertiser pulled 4,602 replies from 39 states. From Colorado, Nebraska, Wyoming and Kansas came 94.7% of the 4,602 responses.

In 10 Days 21,333 Responses

Into KOA poured 21,333 box tops and dimes on a contest offer lasting 10 days. Denver 31.5%; other Colorado communities 48.5%; Wyoming 7.3%; Nebraska 8.4%; Kansas 3.4%; the other 0.9% came from 11 other states.

A 4-Week 36,787 Result

A series of afternoon bread company programs brought 36,787 memberships in a boy's flying club. From Denver came 17,304, and 18,479 from other Colorado communities. 28 states replied with the balance.

Both COVERAGE and RESPONSIVENESS best pictured by RESULTS

The great KOA audience does go into action promptly for its advertisers. Out of many splendid KOA result figures, we have listed only a few above. Both COVERAGE and CONCENTRATION are illustrated by an example week's mere routine mail of 9,607 letters. From Colorado alone 86% of the total came; the remaining 14% came from 32 states and 4 Canadian provinces.

Join this satisfied result-getting family of KOA broadcasters. With these Western Winners you ride high and are sure of these three important elements — COVERAGE, CONCENTRATION, and RESPONSIVENESS.

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

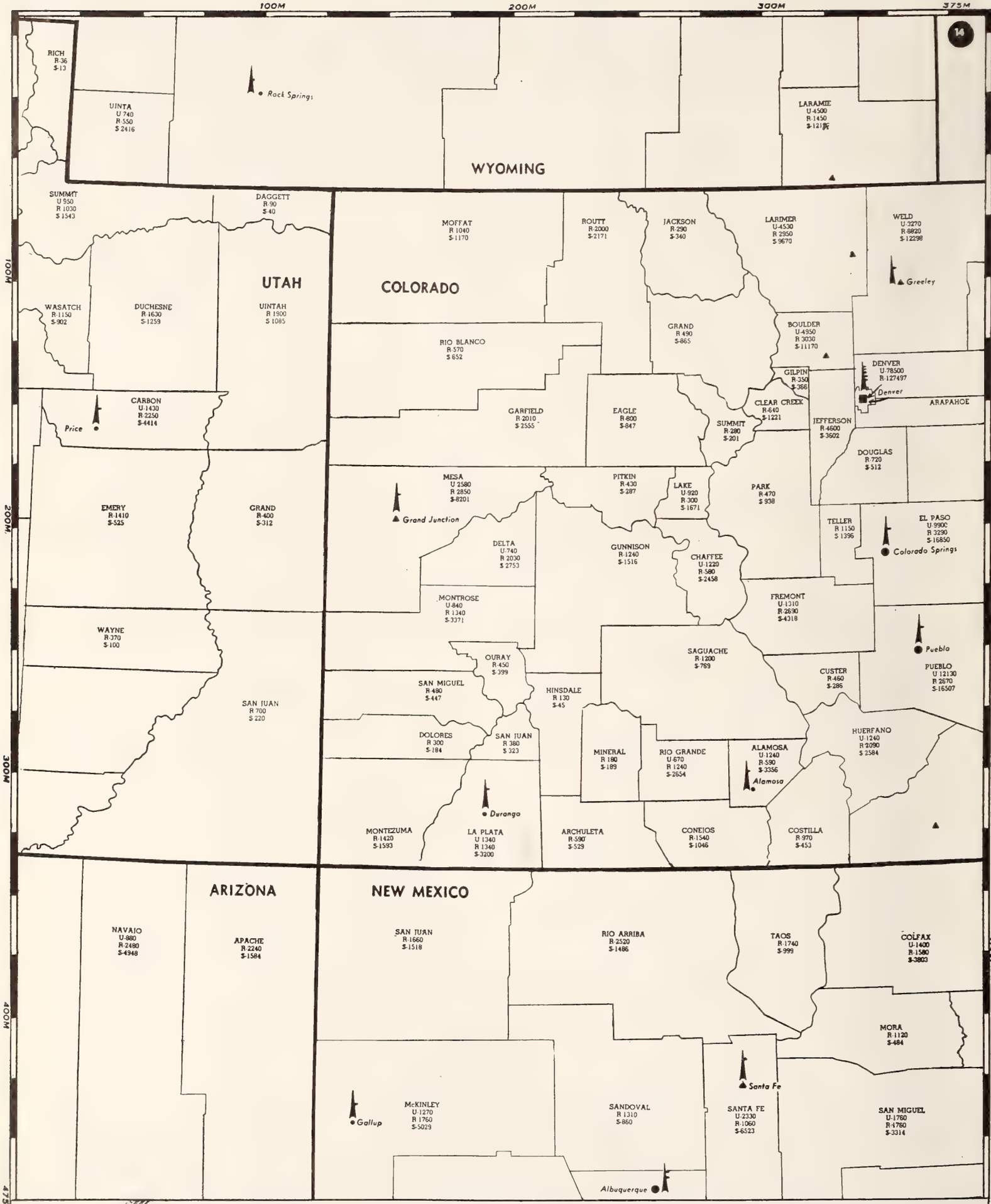
World's Greatest Broadcasting System

830 KC — 50,000 WATTS

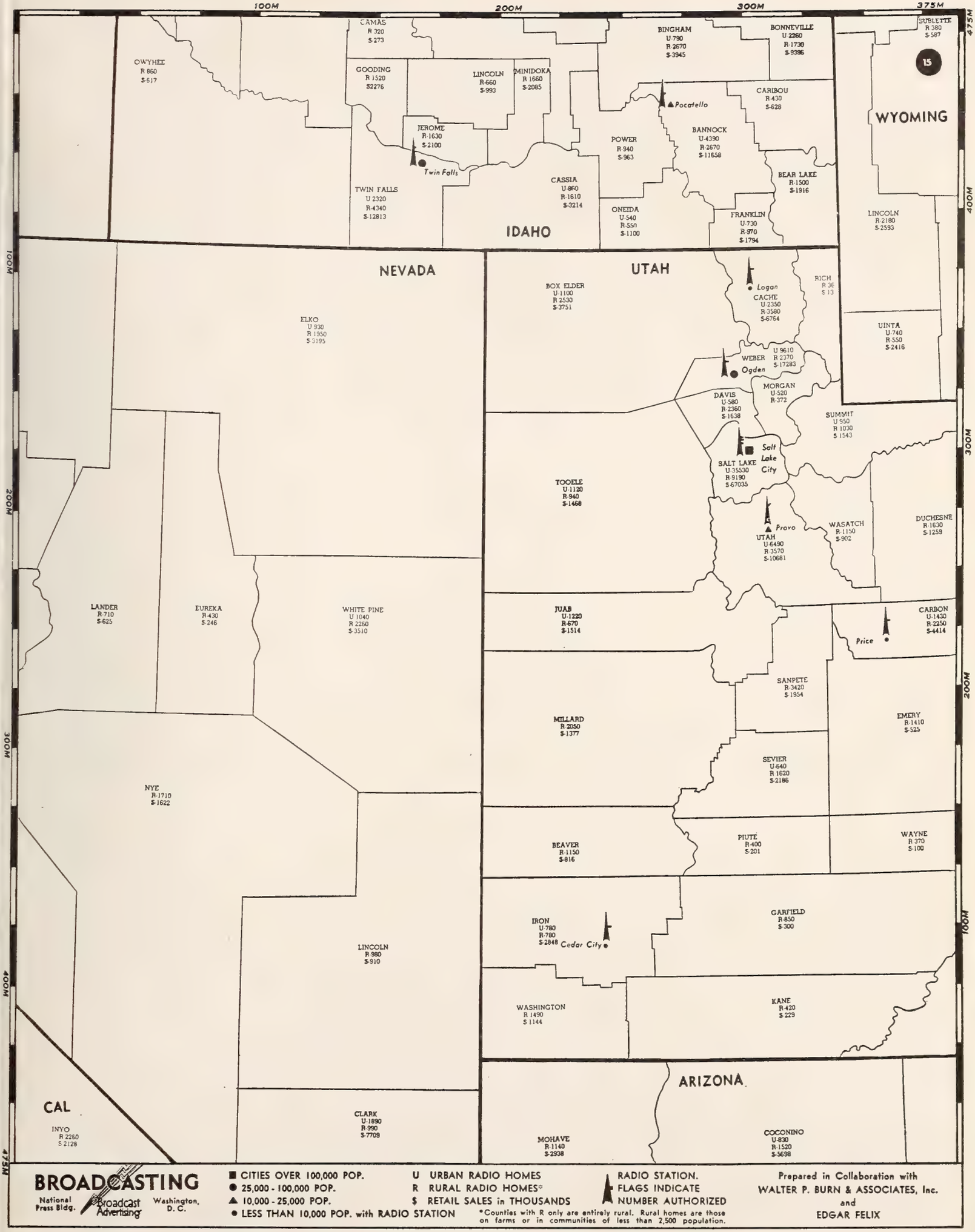
KOA

1625 CALIFORNIA STREET

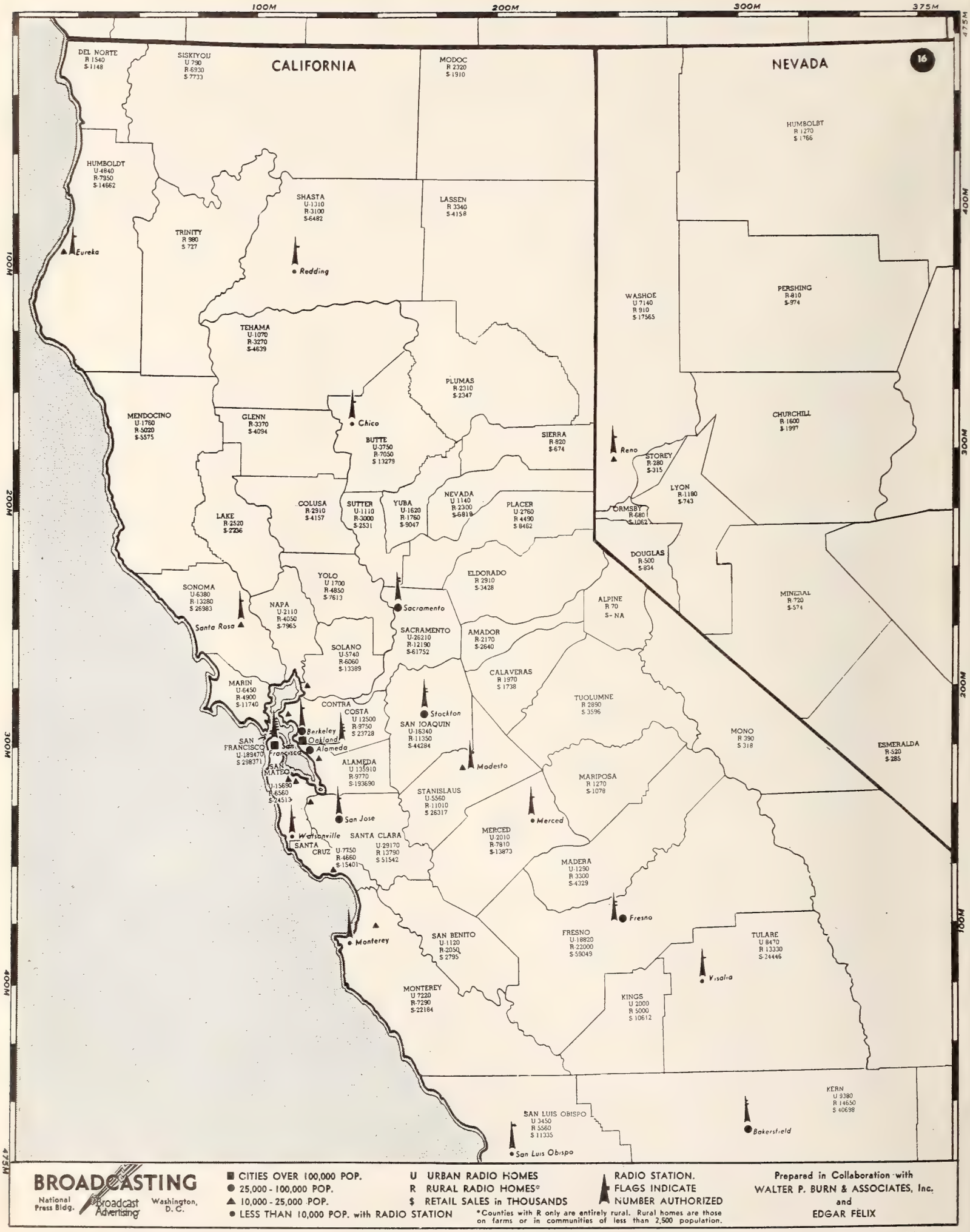
D E N V E R



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BROADCASTING National Press Bldg. Broadcast Advertising Washington, D. C.

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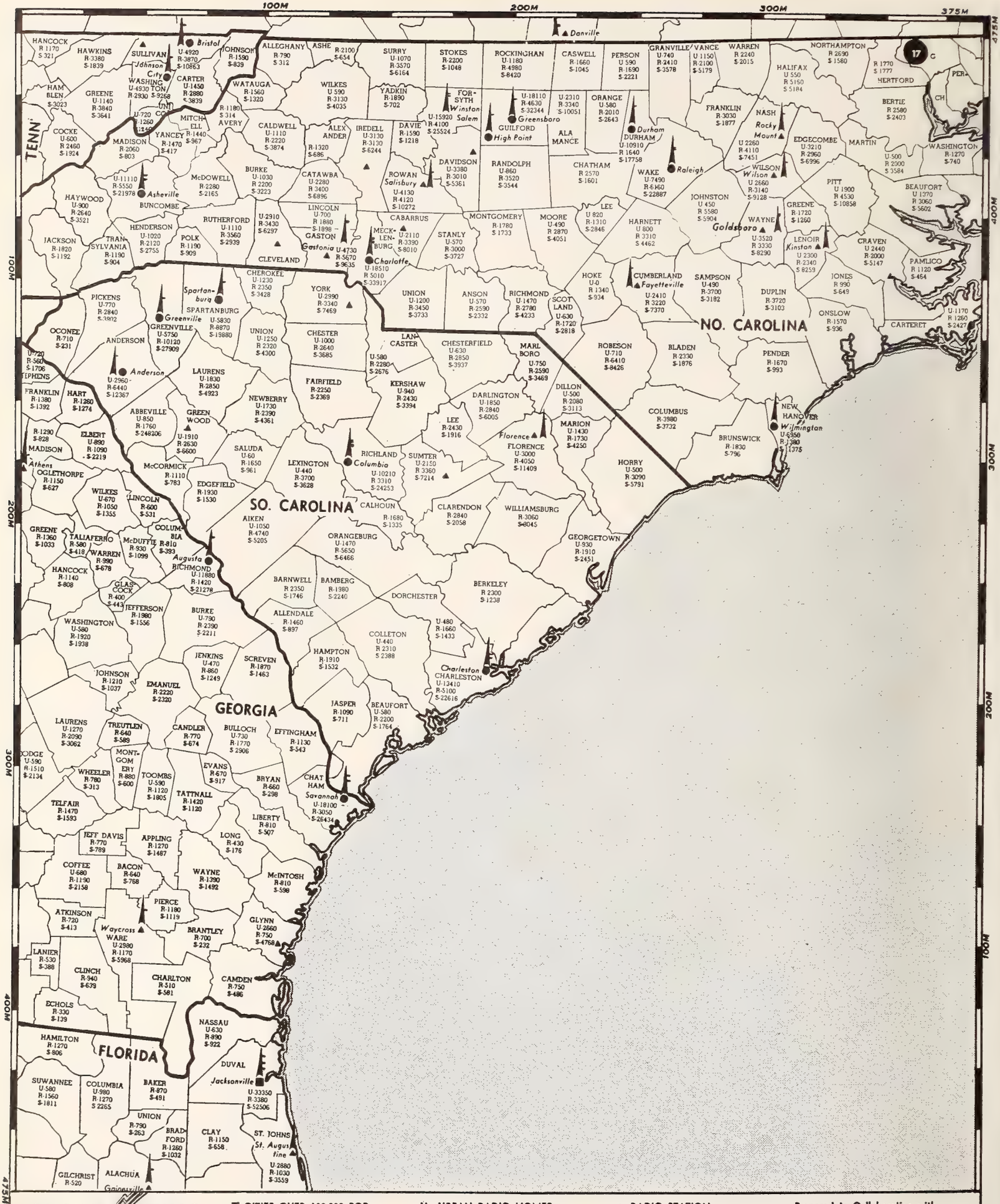
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MR. AND MRS. RADIO ARE PLEASED TO ANNOUNCE . . .
On May Tenth, at their home
in the Golden West, the marriage of their three
Amazon Daughters
KHSL Chico, California,
KVCV Redding, California,
and KWLK Longview, Washington
to Don Lee
The Nation's Greatest Regional Network.
The Don Lees are now at home in the thirty-
one Primary Pacific Coast Markets and are
throwing the goldarndest selling and merchandising
branniqans for any and all advertisers who accept
their hospitality. You are cordially invited to step
into the patio and enjoy the only kind of coverage
that pays 100% sales dividends . . . Don Lee cov-
erage with more than 9 out of every 10 Pacific
Coast radio homes within 25 miles of a Don Lee
transmitter. A contract is your ticket of admission.
C'mon, Pal, sign one!
To the Perspicacious
Time Buyer
DON LEE BROADCASTING SYSTEM
THOMAS LEE, President
LEWIS ALLEN WEISS, Vice Pres. and Gen'l Mgr.
1076 West Seventh St., Los Angeles
AFFILIATED WITH MUTUAL
REPRESENTED BY BLAIR

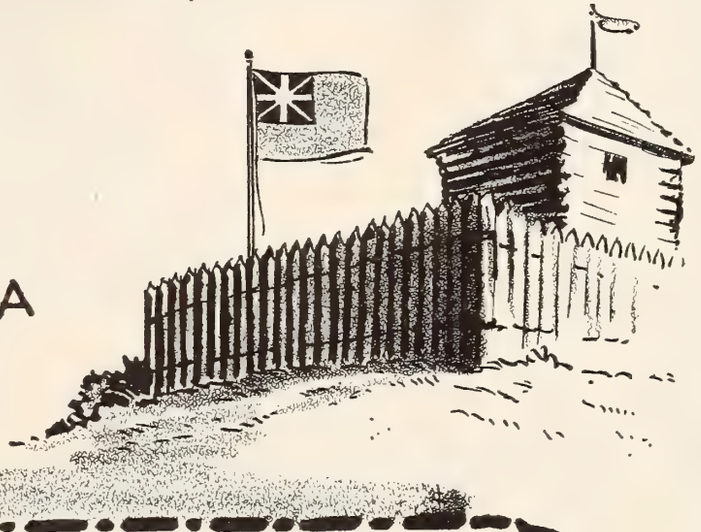


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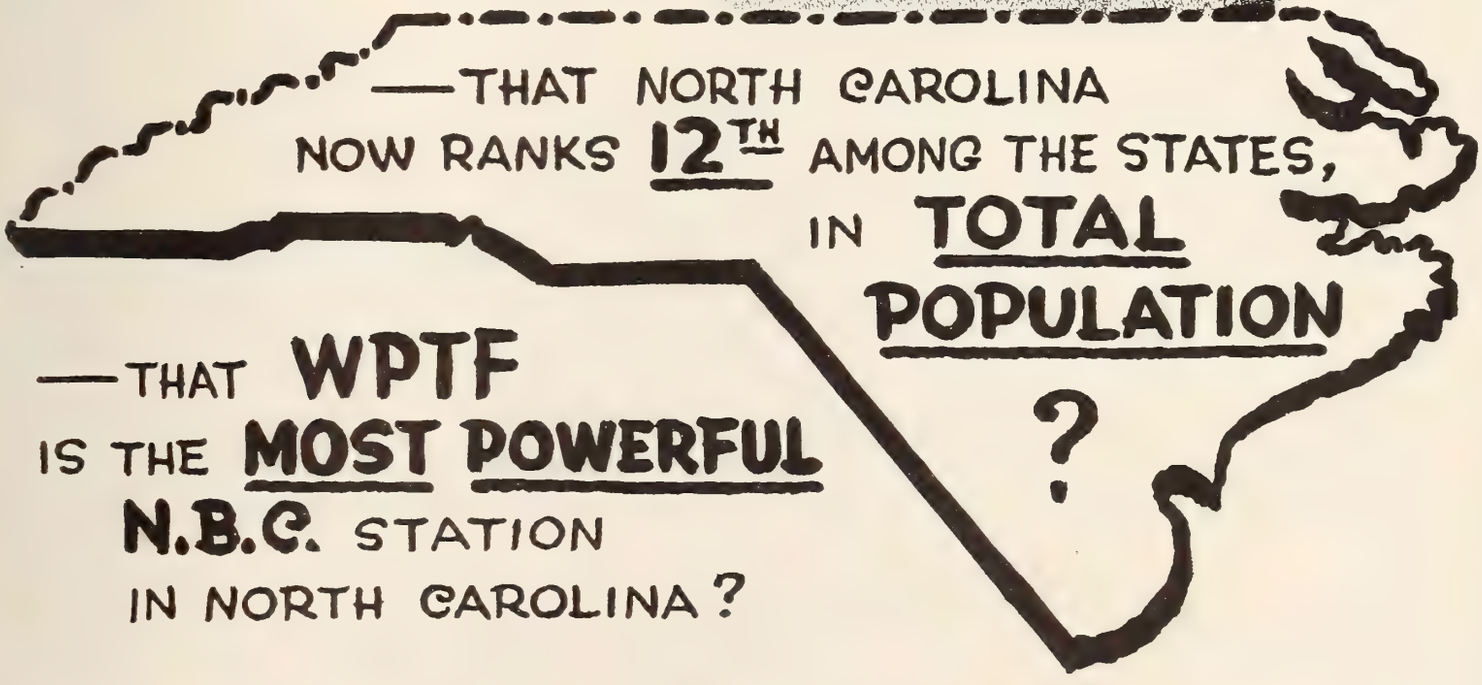
DO YOU KNOW?—



—THAT POLAR BEARS DO NOT SUFFER FROM **HEAT** IN WARM CLIMATES?



—THAT THE **FIRST** ENGLISH COLONY IN AMERICA WAS IN NORTH CAROLINA?



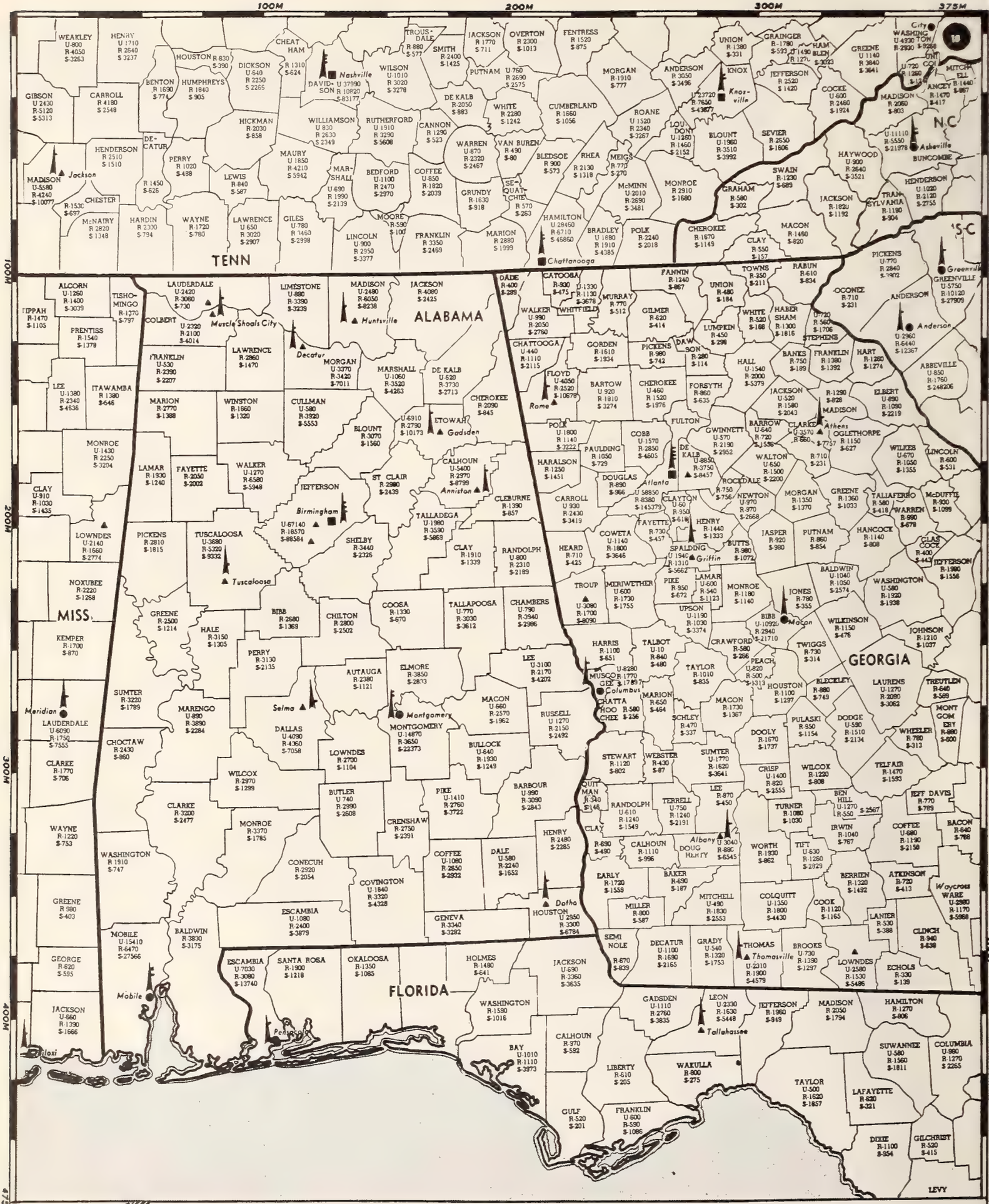
—THAT NORTH CAROLINA NOW RANKS **12TH** AMONG THE STATES, IN **TOTAL POPULATION**?

—THAT **WPTF** IS THE **MOST POWERFUL** **N.B.C.** STATION IN NORTH CAROLINA?

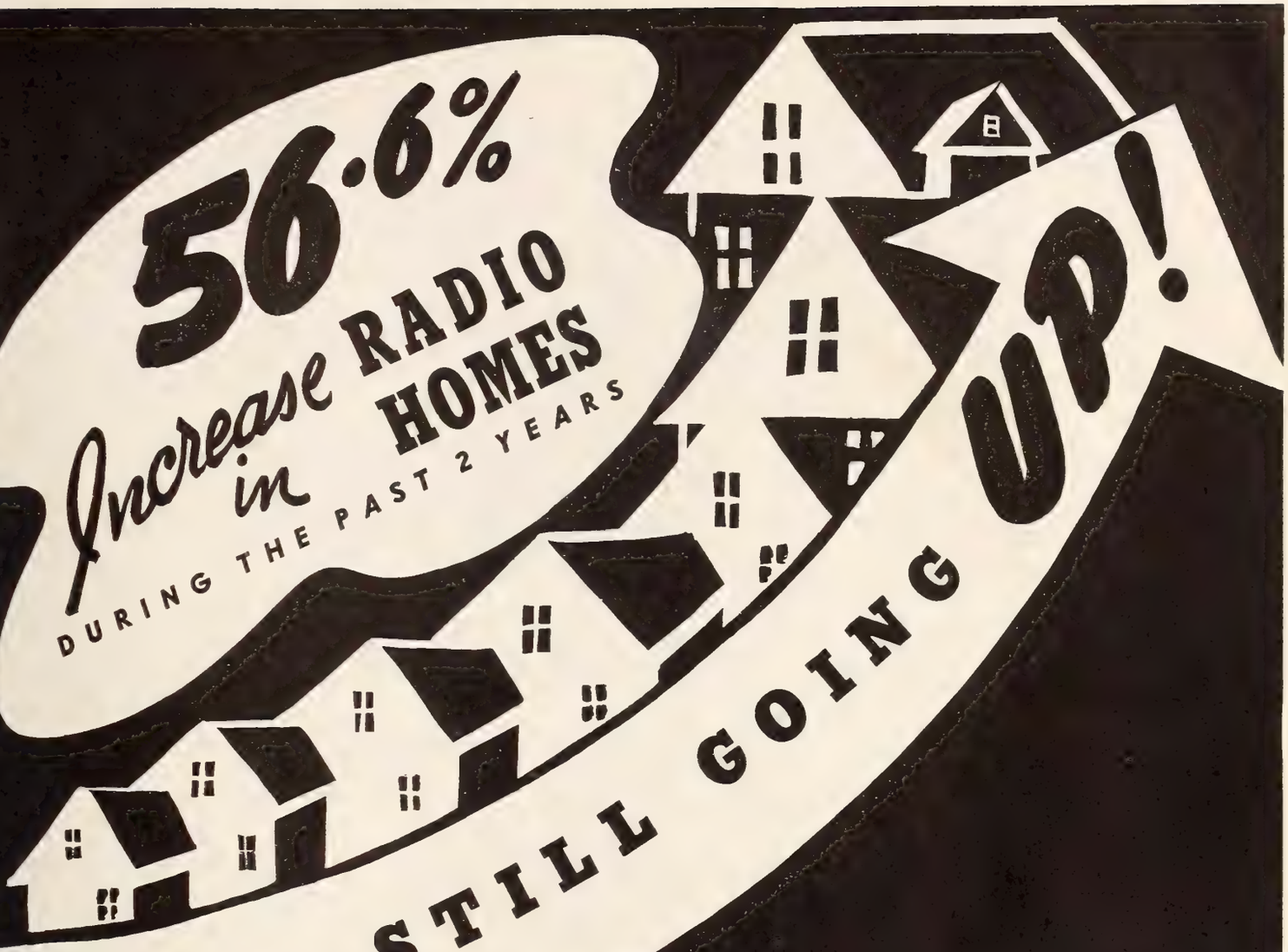
WPTF RALEIGH, N.C.

5,000 WATTS—CLEAR CHANNEL

FREE & PETERS, INC., NAT'L REPRESENTATIVES


100M
200M
300M
375M
TENN
ALABAMA
MISS.
GEORGIA
FLORIDA
N.C
S.C
Nashville
Knoxville
Asheville
Chattanooga
Greenville
Anderson
Jackson
Muscle Shoals City
Huntsville
Decatur
Rome
Gadsden
Athens
Atlanta
Anniston
Birmingham
Tuscaloosa
Columbus
Macon
Griffin
Albany
Valdosta
Thomasville
Tallahassee
Meridian
Selma
Montgomery
Dothan
Mobile
Pensacola
Biloxi
Waycross
Lafayette
Suwannee
Columbia
Hamilton
Madison
Jefferson
Leon
Wakulla
Taylor
Dixie
Gilchrist
Levy
Gulf
Franklin
Liberty
Calhoun
Bay
Holmes
Washington
Jackson
Escambia
Santa Rosa
Okaloosa
Walton
Geneva
Houston
Henry
Barbour
Pike
Crenshaw
Butler
Conecuh
Covington
Monroe
Clarke
Wilcox
Dallas
Lowndes
Choctaw
Marengo
Sumter
Greene
Hale
Perry
Bibb
Chilton
Coosa
Tallapoosa
Chambers
Lee
Russell
Macon
Elmore
Autauga
Shelby
Talladega
Clay
Randolph
Cleburne
Calhoun
St Clair
Etowah
Blount
Cullman
Winston
Marion
Lamar
Fayette
Walker
Jefferson
Pickens
Tuscaloosa
Lowndes
Noxubee
Kemper
Lauderdale
Clarke
Wayne
Washington
Mobile
Baldwin
Escambia
Greene
George
Jackson
Franklin
Lawrence
Morgan
Marshall
De Kalb
Cherokee
Etowah
Calhoun
Cleburne
Talladega
Clay
Randolph
Chambers
Lee
Russell
Macon
Elmore
Autauga
Shelby
Coosa
Tallapoosa
Chilton
Bibb
Hale
Perry
Marengo
Sumter
Greene
Pickens
Tuscaloosa
Lamar
Fayette
Walker
Jefferson
Blount
Cullman
Winston
Marion

56.6% Increase RADIO HOMES in DURING THE PAST 2 YEARS



...AND STILL GOING UP!

WNOX, with concentrated audiences in Tennessee, Kentucky, Virginia and North Carolina, has enjoyed a 56.6% increase in Radio Homes during the past two years. This is due to increased electrification under the TVA, whose headquarters are located in Knoxville. So NOW is the time to place your Advertising campaigns in this constantly *growing* and *profitable* Sales market!

Represented by
The Branham Company

Owned and Operated by
SCRIPPS-HOWARD RADIO, INC.

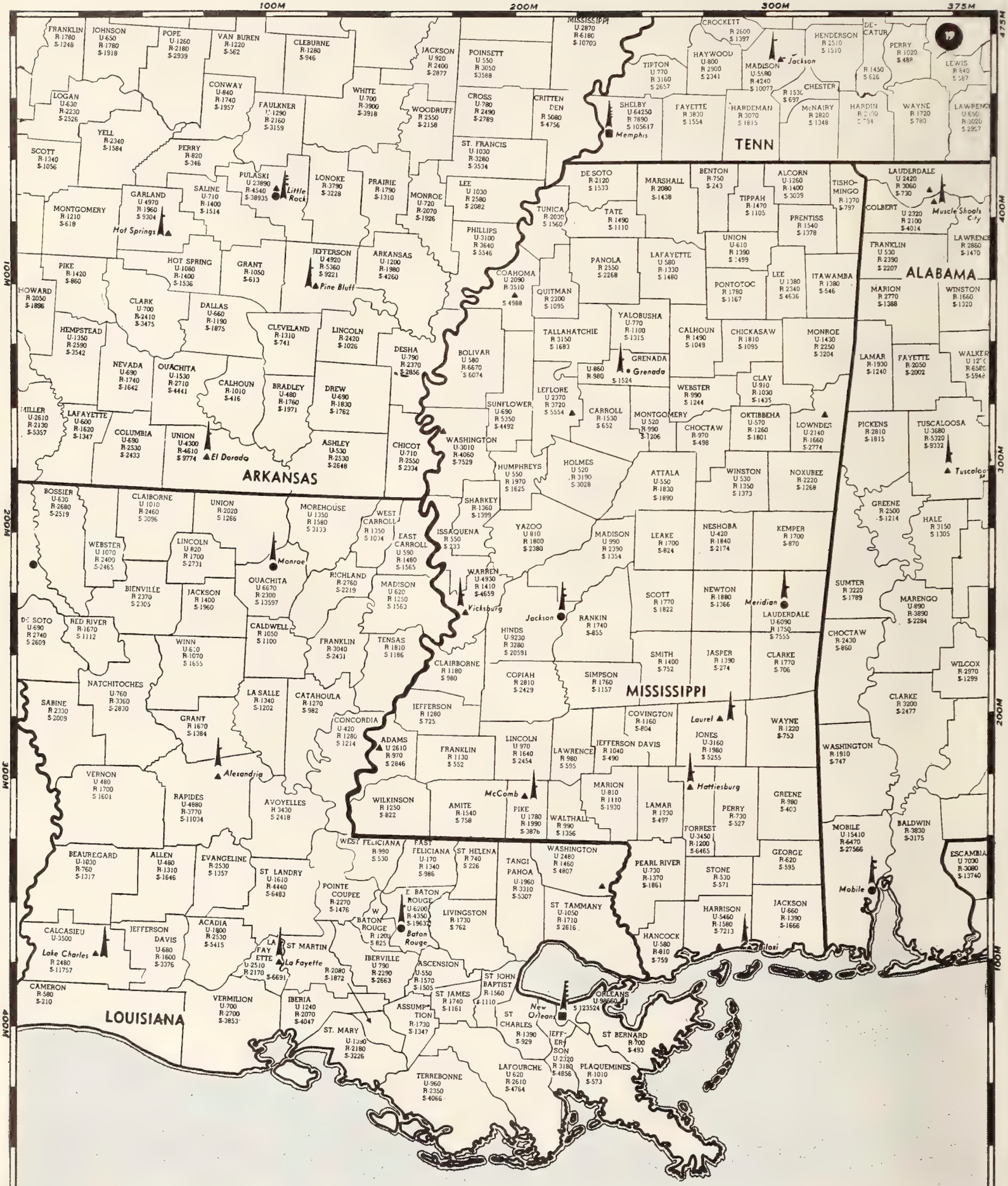
5 Kw. Day
1 Kw. Night
1010 Kc.

WNOX

Columbia Broadcasting System

KNOXVILLE, TENN.

"The Selling Station in a Buying Area"



BROADCASTING *Broadcast Advertising*
National Press Bldg. Washington, D. C.

■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
• LESS THAN 10,000 POP. with RADIO STATION

U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS

RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED

*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.

Prepared in Collaboration with
WALTER P. BURN & ASSOCIATES, Inc.
and
EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.

The greatest number of *leading programs* attracts the greatest *listening audience*

and **WMC** *Memphis*

Broadcasts Commercially

more **NETWORK** (NBC-RED)

more **NATIONAL SPOT**

AND

more **LOCAL PROGRAMS**

than any other station in the Mid-South

5,000 WATTS DAY
1,000 WATTS NIGHT **WMC** MEMPHIS

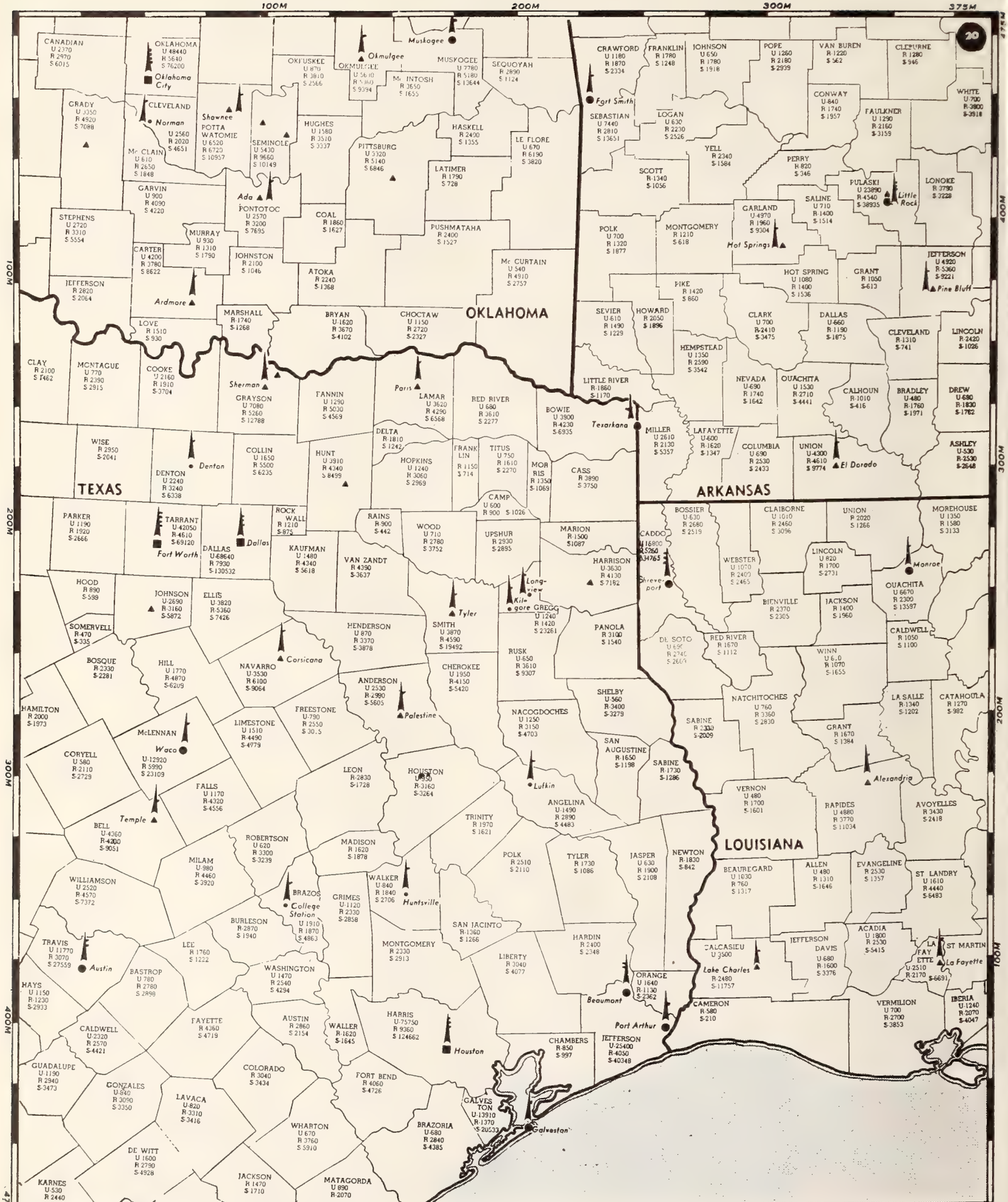
owned and operated by

THE COMMERCIAL APPEAL

"The South's Greatest Newspaper"

NATIONAL REPRESENTATIVE: THE BRANHAM COMPANY

FOR AUDIENCE, RESPONSE *and* **RESULTS . . .** *it's* **WMC**



Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.

Just Another SKYSCRAPER in SHREVEPORT LOUISIANA



New 17 Story Bank Building Construction To Start Soon

No wonder everybody's working in Shreveport. Building permits this year will greatly exceed the record breaking 1938.

Construction will soon start on the 17 story air-conditioned Commercial Bank building shown in illustration. All available office space has already been leased.

Night and day shifts are now at work on a seven story air-conditioned office building for the United Gas and Union Producing Company. 300 new families will be moved to Shreveport from HOUSTON, TEXAS, upon completion of this new building.

KWKH reaches this rich, able-to-buy AND RECEPTIVE MARKET from 6 A. M. to 12 P. M. Make Shreveport your test campaign city and watch sales grow.

KWKH

SHREVEPORT LOUISIANA

50,000 WATTS

APPROXIMATELY AUG. 15th

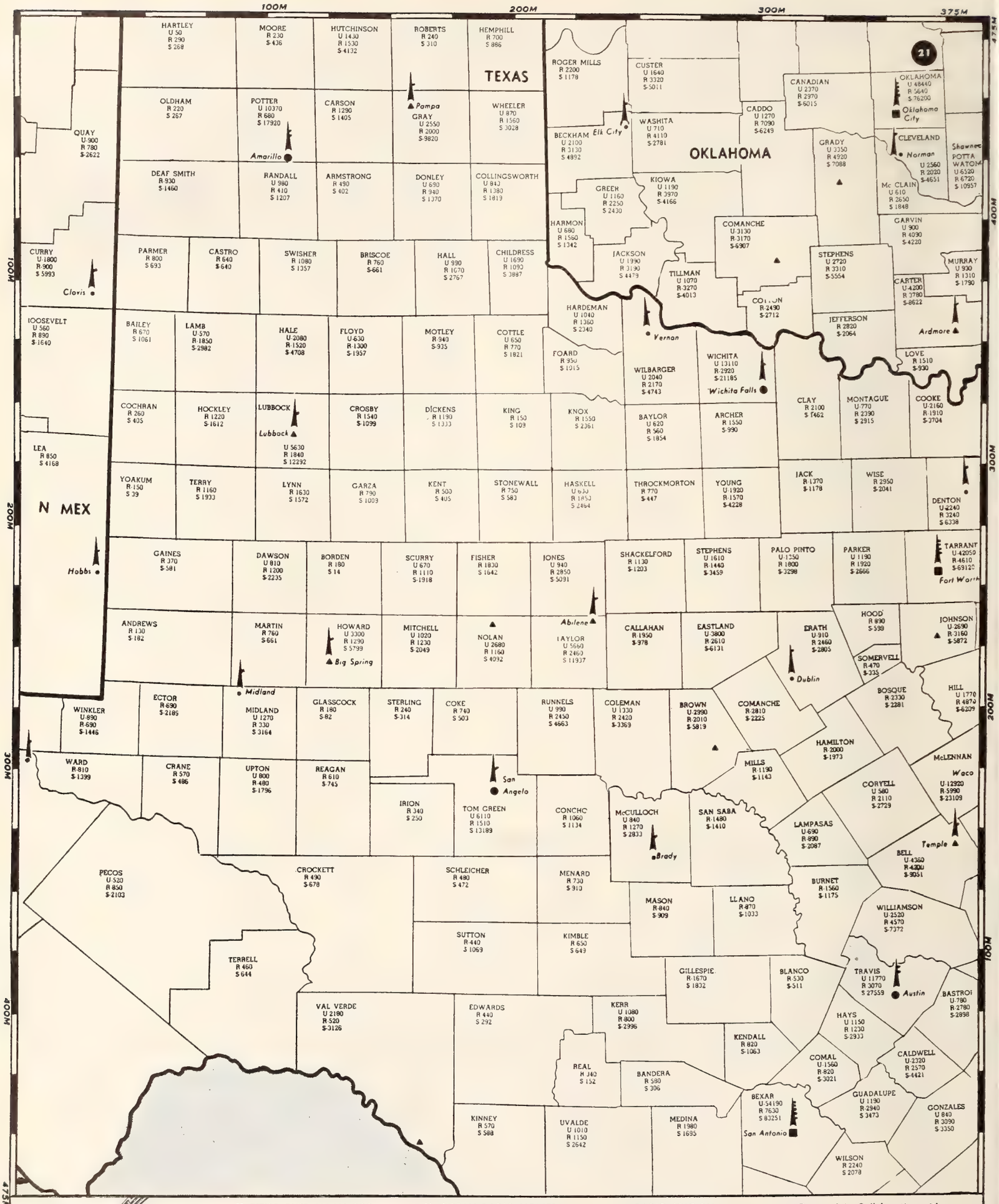
A SHREVEPORT TIMES STATION

. . . . in the heart of the world's greatest oil and gas area . . . . . .

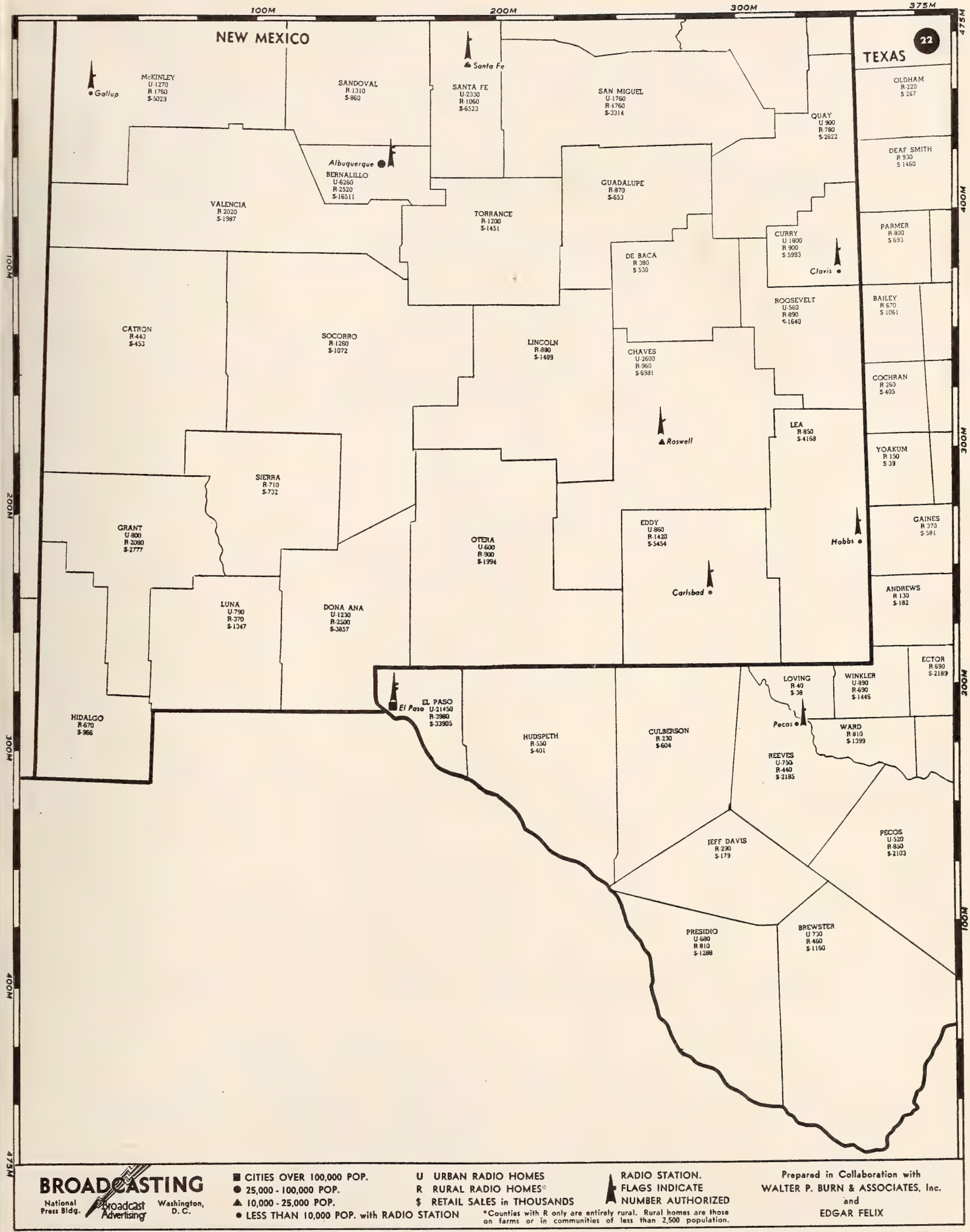
CBS

Represented by

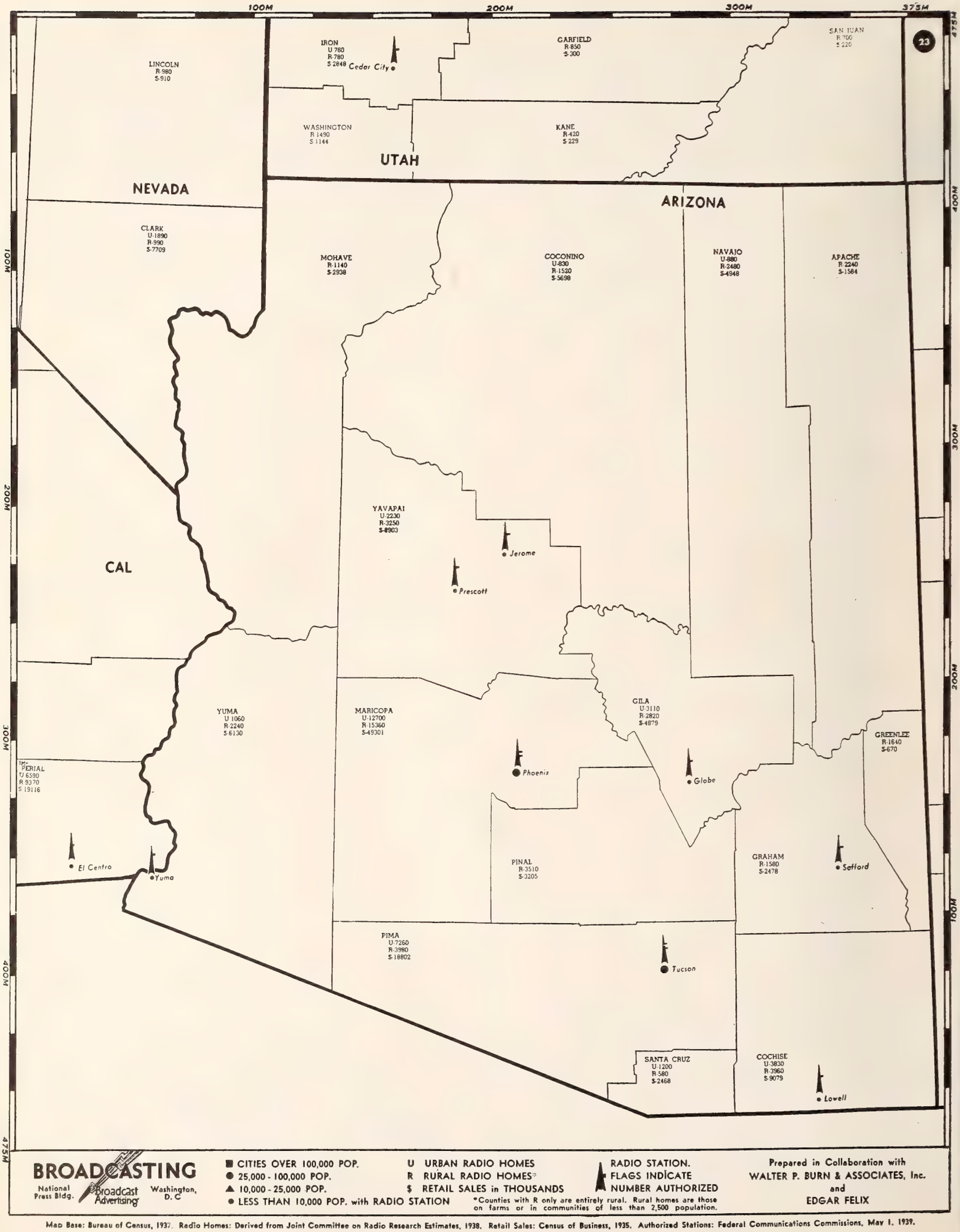
THE BRANHAM CO.



Map Base: Bureau of Census, 1937. Radio Homes: Deriyed from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.



Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.



Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.



Hoot Mon, here's the Thrifty Phoenix Plan*

for Merchandising Radio Advertising!

it was done thus for Scotch Soap:

1. Lassies in kilts roamed streets acquainting folks with the new show.
2. Teaser ads placed in local classified sections regarding Scotch lassies.
3. Cardboard announcement posters prepared and placed in dealers' windows.
4. Announcement folders printed and mailed to leading grocers.
5. Special Scotch Soap contest conducted by KOY.
6. Scotch Soap program listing in local radio columns shown in BOLD-FACE type.
7. Skilled merchandiser arranged Scotch Soap displays in over 100 grocery stores.
8. Short transcribed announcements invited listeners to tune in.
9. Live teaser announcements broadcast a week in advance of program.

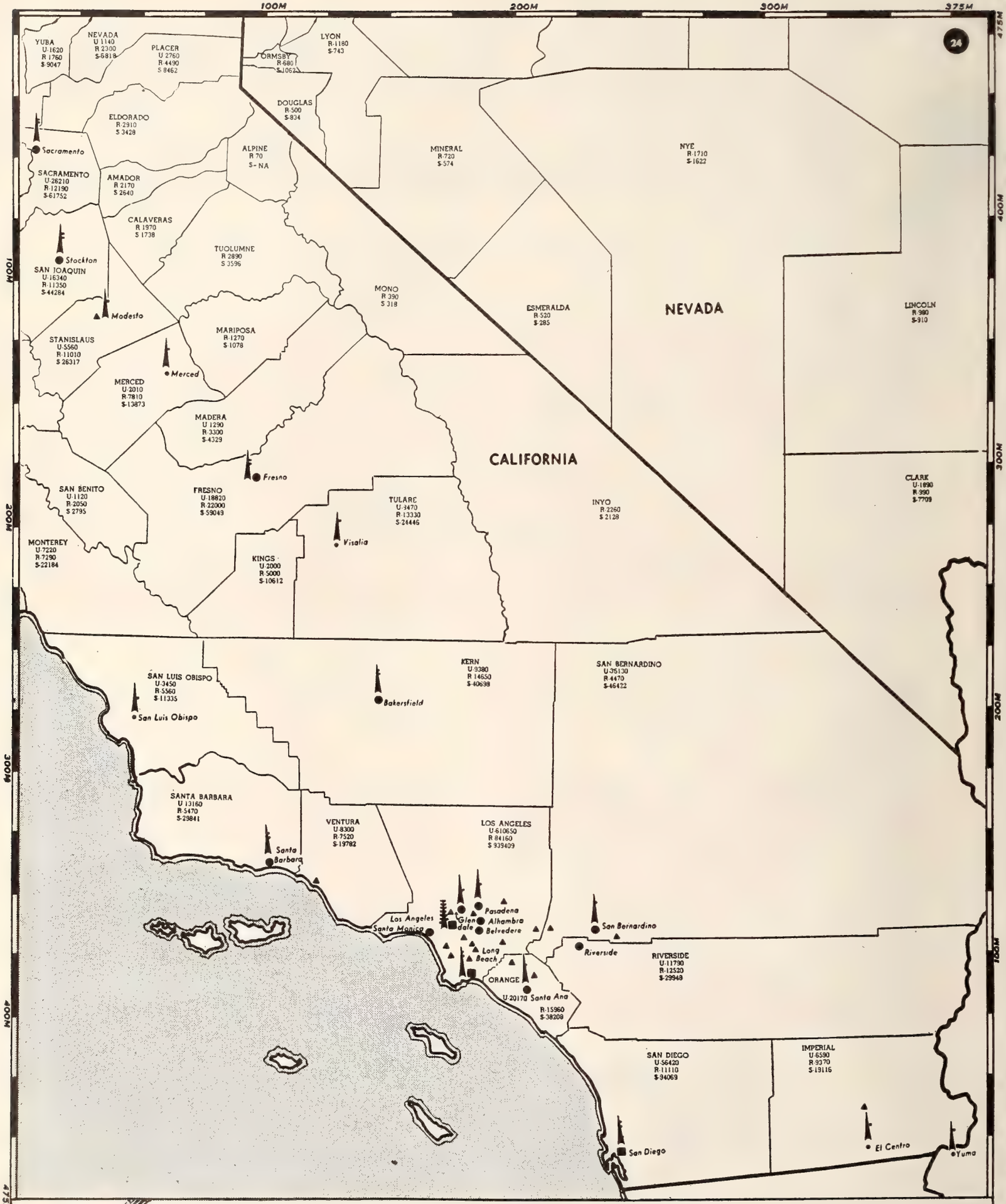
ask Borden Co.
ask Richfield Oil Co.
ask Alka-Seltzer
ask John Blair
ask KOY

Phoenix* KOY Arizona

CBS
1,000 WATTS

BURRIDGE D. BUTLER
Chairman
FRED PALMER
Manager

It got results for others, too—KOY will do it for you!



Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.

Two views of the *Potent* Interior California Market—*The third market in the West*

Note the length and breadth of this mighty land—note the lofty mountains which encircle it, and resolve that to cover this area you MUST use the powerful McClatchy Stations.

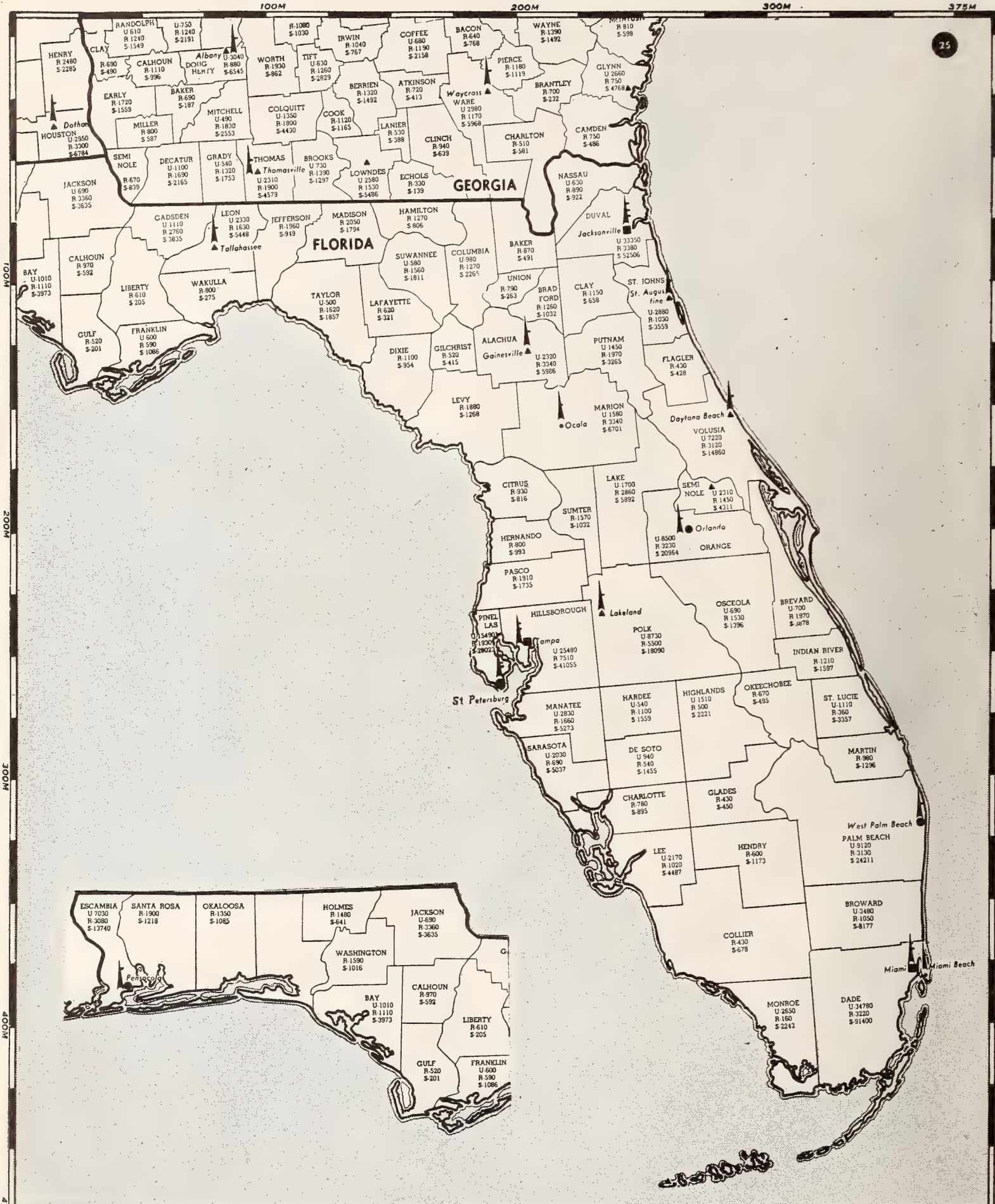


Radio Stations

KFBK at Sacramento
KWG at Stockton
KMJ at Fresno
KERN at Bakersfield

McClatchy Broadcasting Co.

SACRAMENTO, CALIFORNIA



BROADCASTING National Press Bldg. Broadcast Advertising Washington, D. C.

■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
• LESS THAN 10,000 POP. with RADIO STATION

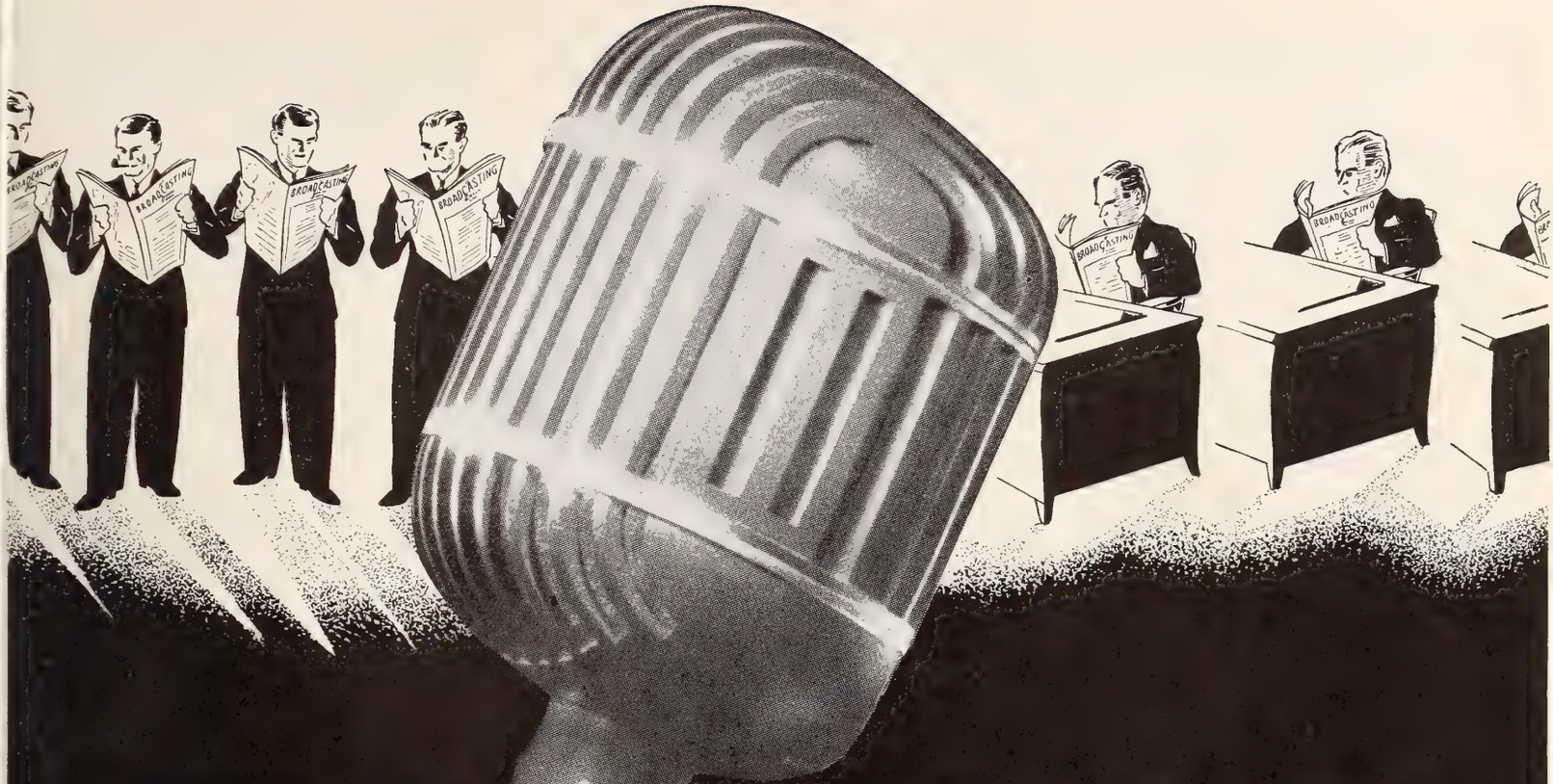
U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS

RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED

*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.

Prepared in Collaboration with WALTER P. BURN & ASSOCIATES, Inc. and EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.



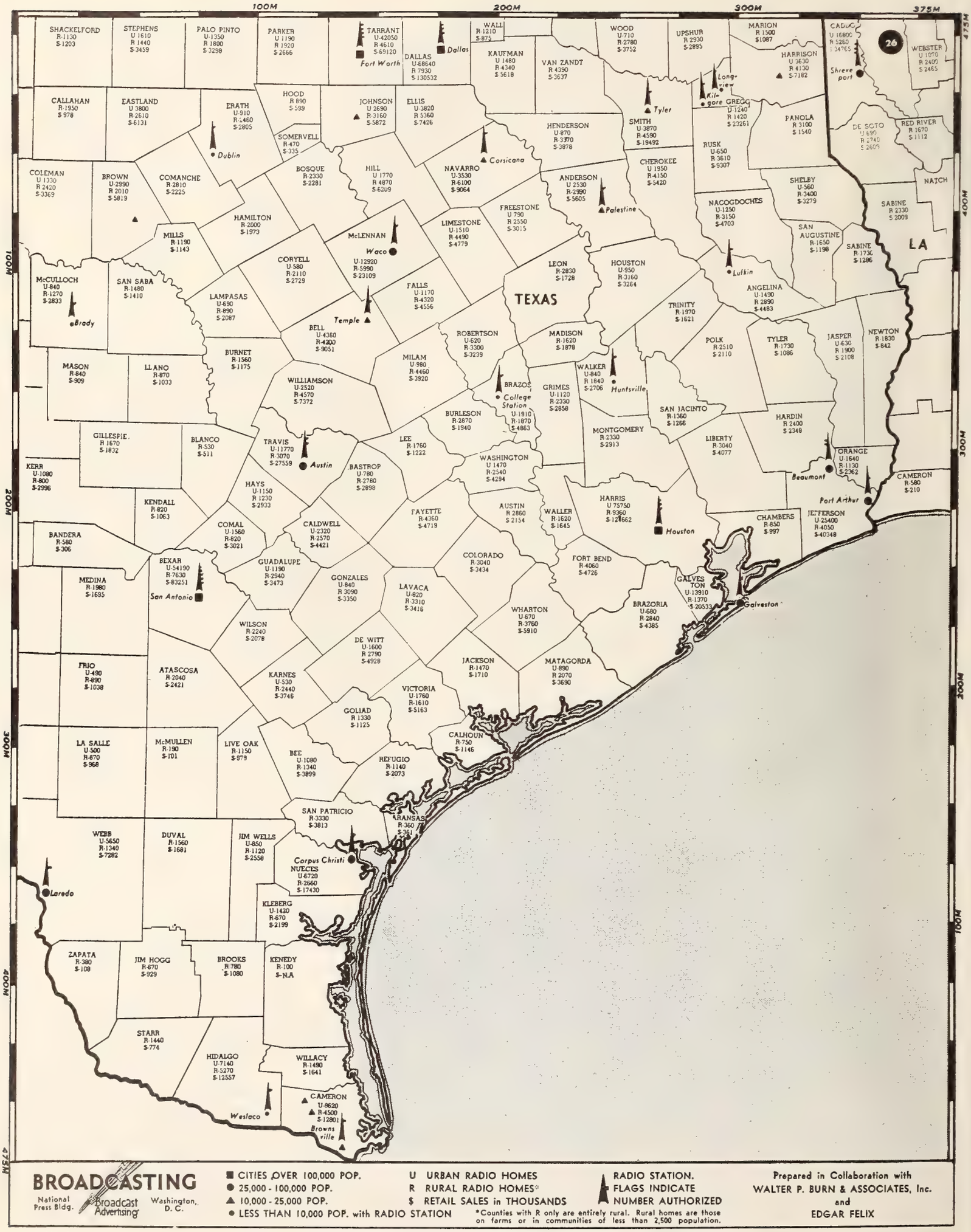
WHO ARE THE MEN BEHIND THE MIKE

. . . and what are they reading?*

Behind the announcers, artists, producers and engineers surrounding the mike stand other men. ¶ These men are timebuyers . . . advertising managers, top executives of firms interested in radio advertising, account executives, radio directors. ¶ You'll find them in New York, Chicago, Detroit, San Francisco, Los Angeles . . . in fact, wherever time is bought. ¶ Few of them visit your studio. Fewer speak into your mikes. But all of them are interested in you, your station, your market. ¶ If you could see these men at home and office, you would find them spending an appreciable amount of time studying and digesting information about radio advertising.

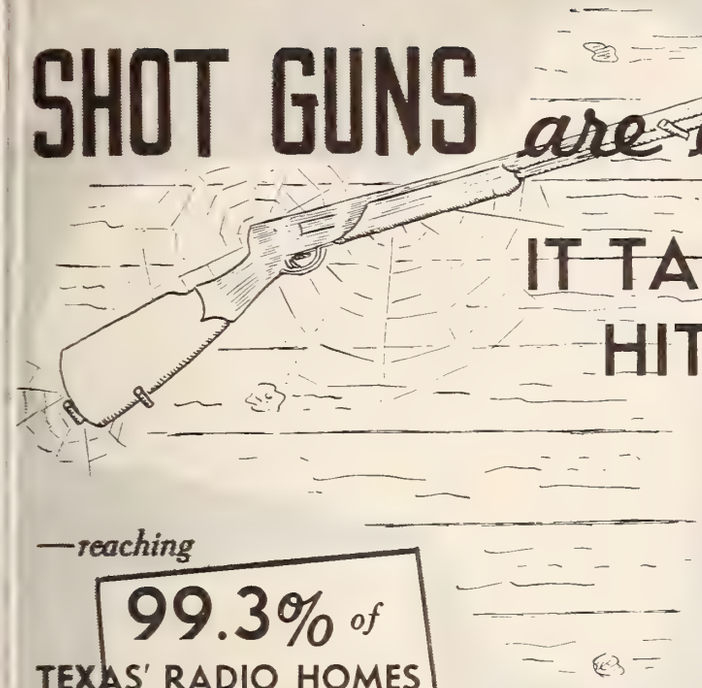
¶ And what are they reading?

BROADCASTING* Broadcast Advertising



Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.

SHOT GUNS *are out of date in Texas*



IT TAKES RIFLE ACCURACY TO HIT EACH MARKET NOW!

SCATTERATION shotgun sales effort was good when coveys of customers were waiting to be bagged and few hunters were in the field. It was good even in Texas where distances are so great. But it takes a rifle for each market now that competition is stiff.

A direct "rifle" hit can be scored in the 23 major markets of Texas ONLY by using TSN. We give you both network production and Class A lines, both powerful bullets, but most important is the way we help adjust your sales sights.

You're a "Home-towner" to Texans on TSN, and, equally important, you're a "local product" to the merchants because you're on the local station. We're producing shows for some of the biggest accounts in the country. They've gone "local" and liked it! Because the sales-figures show we're more than a network, we're a "Natural".

—reaching

99.3% *of*
TEXAS' RADIO HOMES

To Sell
MORE
Merchandise—
"LOCALIZE"!

Local dealer identification announcements and merchandising work by local men in each market—that is the formula for forcing up lagging sales. Perhaps we can help solve *YOUR* sales problem in Texas. Investigate NOW!

Outstanding
Results in 9 Months

Sales of a popular beverage are up 28.4% for the first 10 weeks. A Cereal Company drew over 50,000 votes in one week—"Box-Top" votes, too. A Shortening company upped their sales 21% in 26 weeks! . . . . Do you want to know more? Write or wire.

THE TEXAS STATE NETWORK
ELLIOTT ROOSEVELT, President

"Test it in Texas— **TSN** *then sell America"*

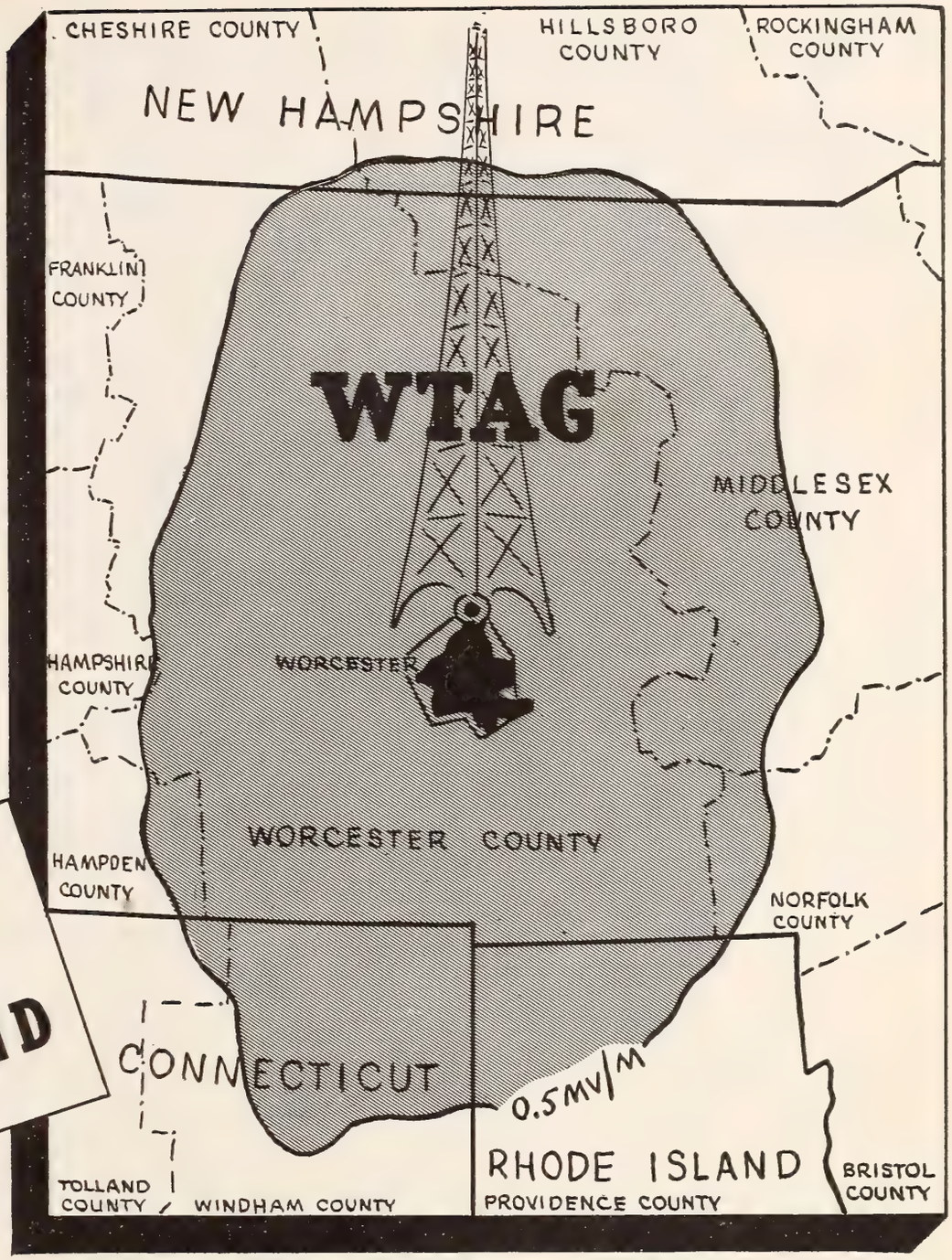
Rockefeller Center **NEW YORK** ★ *General Offices* **FORT WORTH** ★ *Wrigley Building* **CHICAGO**



Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.

NBC RED AND YANKEE NETWORKS

EDWARD PETRY & CO.
INCORPORATED
National Representative

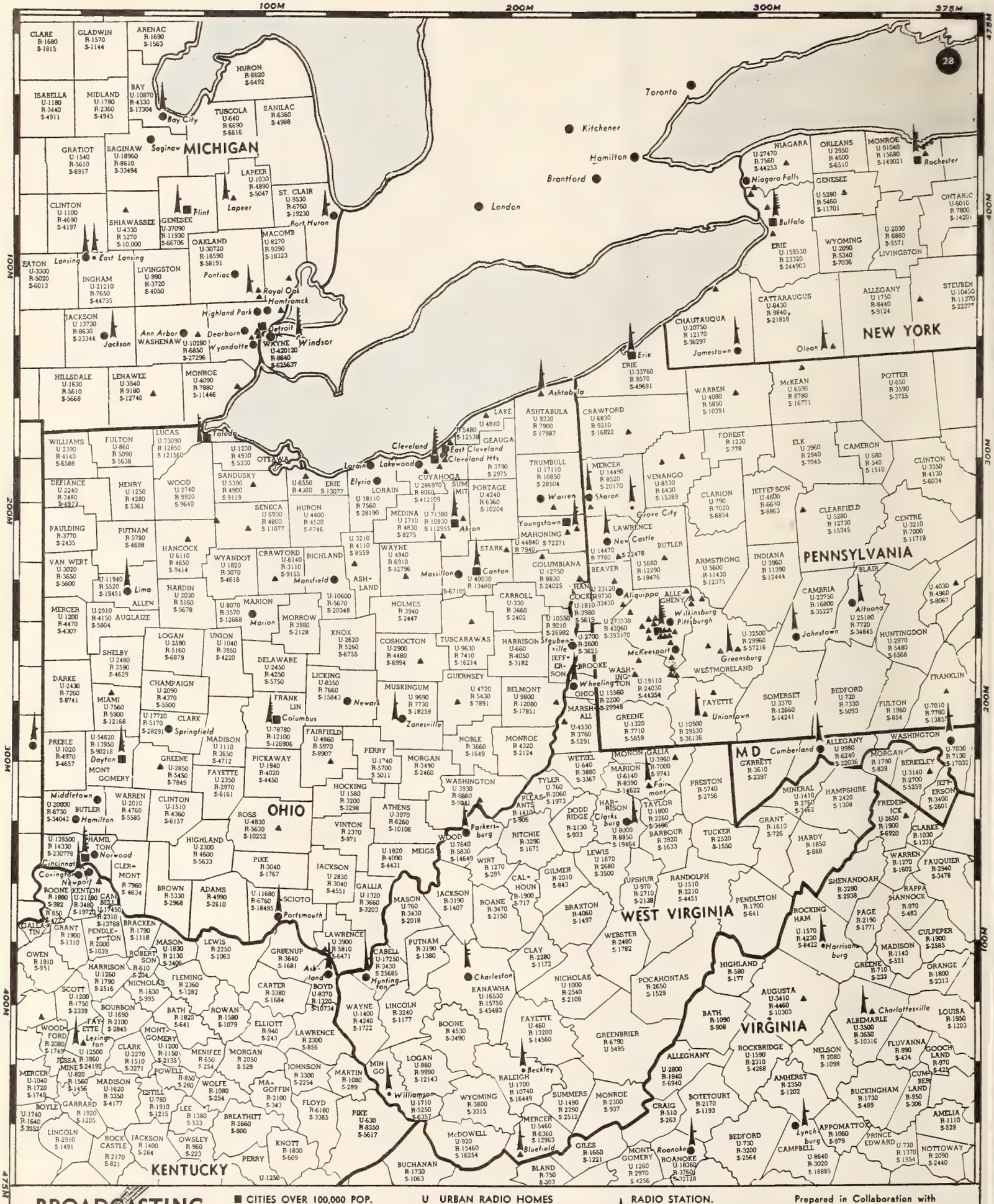


In the center of *rich, populous* **NEW ENGLAND**

WTAG of WORCESTER *leads*

in
- COVERAGE
- POWER
- LOCAL ADVERTISING
- REGIONAL ADVERTISING
- NATIONAL ADVERTISING
- LISTENERS
- RESULTS

The only station which gives primary coverage to ALL of Worcester County.


100M
200M
300M
375M
475M
400M
300M
200M
100M
MICHIGAN
NEW YORK
PENNSYLVANIA
OHIO
WEST VIRGINIA
VIRGINIA
KENTUCKY
MD
Toronto
Kitchener
Hamilton
Brantford
London
Buffalo
Niagara Falls
Rochester
Erie
Ashtabula
Cleveland
East Cleveland
Cleveland Hts
Lakewood
Lorain
Elyria
Akron
Canton
Massillon
Youngstown
Warren
Sharon
New Castle
Grove City
Toledo
Bay City
Saginaw
Flint
Lapeer
Port Huron
Lansing
East Lansing
Pontiac
Royal Oak
Hamtramck
Highland Park
Detroit
Dearborn
Ann Arbor
Wyandotte
Windsor
Jackson
Columbus
Springfield
Dayton
Hamilton
Middletown
Norwood
Cincinnati
Covington
Newport
Portsmouth
Ashland
Huntington
Charleston
Parkersburg
Clarksburg
Fairmont
Wheeling
Steubenville
Weirton
Wilkinsburg
Pittsburgh
Aliquippa
McKeesport
Greensburg
Johnstown
Altoona
Uniontown
Cumberland
Harrisonburg
Charlottesville
Lynchburg
Roanoke
Bluefield
Beckley
Williamson
Lima
Marion
Mansfield
Newark
Zanesville
Findlay
Sandusky
Norwalk
Fremont
Tiffin
Bucyrus
Galion
Delaware
Marysville
Circleville
Chillicothe
Ironton
Lancaster
Logan
Athens
Gallipolis
Point Pleasant
Middleport
Pomeroy
Ripley
Maysville
Ashland
Grayson
Morehead
Paintsville
Prestonsburg
Pikeville
Hazard
Jenkins
Whitesburg
Harlan
Middlesboro
Pineville
Barbourville
Corbin
London
Somerset
Monticello
Williamsburg
Jellico
Oneida
Huntsville
Lafollette
Clinton
Knoxville
Maryville
Sevierville
Newport
Morristown
Greeneville
Johnson City
Kingsport
Bristol
Abingdon
Wise
Norton
Big Stone Gap
Gate City
Jonesboro
Tazewell
Pulaski
Wytheville
Radford
Christiansburg
Blacksburg
Roanoke
Salem
Lynchburg
Appomattox
Farmville
Crewe
Petersburg
Hopewell
Colonial Heights
Richmond
Ashland
Fredericksburg
Culpeper
Warrenton
Front Royal
Winchester
Martinsburg
Charles Town
Shepherdstown
Keyser
Cumberland
Frostburg
Oakland
Grantsville
Hancock
Williamsport
Hagerstown
Chambersburg
Gettysburg
Carlisle
Harrisburg
Lebanon
Lancaster
Reading
Pottsville
Shamokin
Sunbury
Lewisburg
Bloomsburg
Berwick
Hazleton
Wilkes-Barre
Scranton
Carbondale
Honesdale
Stroudsburg
Easton
Bethlehem
Allentown
Pottstown
Norristown
Doylestown
Media
Chester
Wilmington
Dover
Salisbury
Ocean City
Cambridge
Easton
Annapolis
Baltimore
Towson
Bel Air
Havre de Grace
Elkton
Newark
Dover
Georgetown
Seaford
Milford
Rehoboth Beach
Laurel
Delmar
Salisbury
Pocomoke City
Crisfield
Princess Anne
Virginia Beach
Norfolk
Portsmouth
Chesapeake
Suffolk
Franklin
Emporia
South Hill
Clarksville
Danville
Martinsville
Rocky Mount
Roanoke Rapids
Weldon
Halifax
Scotland Neck
Tarboro
Greenville
Washington
New Bern
Morehead City
Beaufort
Jacksonville
Wilmington
Whiteville
Lumberton
Fayetteville
Laurinburg
Rockingham
Hamlet
Southern Pines
Pinehurst
Aberdeen
Sanford
Dunn
Smithfield
Clayton
Zebulon
Wake Forest
Louisburg
Henderson
Oxford
Roxboro
Yanceyville
Reidsville
Eden
Madison
Mayodan
Leaksville
Spray
Draper
Stuart
Martinsville
Henry
Patrick
Floyd
Carroll
Grayson
Galax
Hillsville
Wytheville
Marion
Saltville
Chatham
Gretna
Rustburg
Amherst
Lovingston
Scottsville
Charlottesville
Orange
Culpeper
Warrenton
Fauquier
Rappahannock
Madison
Greene
Albemarle
Louisa
Fluvanna
Goochland
Powhatan
Cumberland
Buckingham
Amelia
Nottoway
Prince Edward
Appomattox
Campbell
Bedford
Botetourt
Craig
Alleghany
Bath
Highland
Augusta
Rockbridge
Nelson
Amherst
Buckingham
Cumberland
Powhatan
Chesterfield
Henrico
Hanover
Caroline
King George
Stafford
Prince William
Fairfax
Loudoun
Arlington
Alexandria
Fredericksburg
Spotsylvania
Orange
Madison
Rappahannock
Page
Shenandoah
Frederick
Clarke
Warren
Jefferson
Berkeley
Morgan
Hampshire
Mineral
Grant
Hardy
Pendleton
Randolph
Tucker
Barbour
Taylor
Upshur
Lewis
Gilmer
Braxton
Webster
Pocahontas
Greenbrier
Monroe
Summers
Mercer
McDowell
Wyoming
Raleigh
Fayette
Nicholas
Clay
Kanawha
Putnam
Mason
Jackson
Roane
Calhoun
Gilmer
Wirt
Wood
Ritchie
Doddridge
Harrison
Marion
Monongalia
Preston
Tyler
Pleasants
Marshall
Ohio
Brooke
Hancock
Jefferson
Berkeley
Morgan
Garrett
Allegany
Washington
Frederick
Carroll
Baltimore
Harford
Cecil
Kent
Queen Anne's
Talbot
Caroline
Dorchester
Wicomico
Somerset
Worcester
Anne Arundel
Howard
Montgomery
Prince George's
Calvert
Charles
St. Mary's
Talbot
Queen Anne's
Kent
New Castle
Sussex
Delaware
Chester
Lancaster
York
Adams
Cumberland
Perry
Dauphin
Lebanon
Berks
Lehigh
Northampton
Monroe
Pike
Wayne
Lackawanna
Luzerne
Columbia
Montour
Northumberland
Snyder
Union
Centre
Clinton
Lycoming
Tioga
Potter
McKean
Elk
Cameron
Clearfield
Jefferson
Indiana
Armstrong
Butler
Beaver
Lawrence
Mercer
Venango
Forest
Warren
Crawford
Erie
Chautauqua
Cattaraugus
Allegany
Steuben
Livingston
Ontario
Monroe
Orleans
Genesee
Wyoming
Niagara
Erie
Chautauqua
Cattaraugus
Allegany
Steuben
Livingston
Ontario
Yates
Schuyler
Chemung
Tompkins
Seneca
Cayuga
Wayne

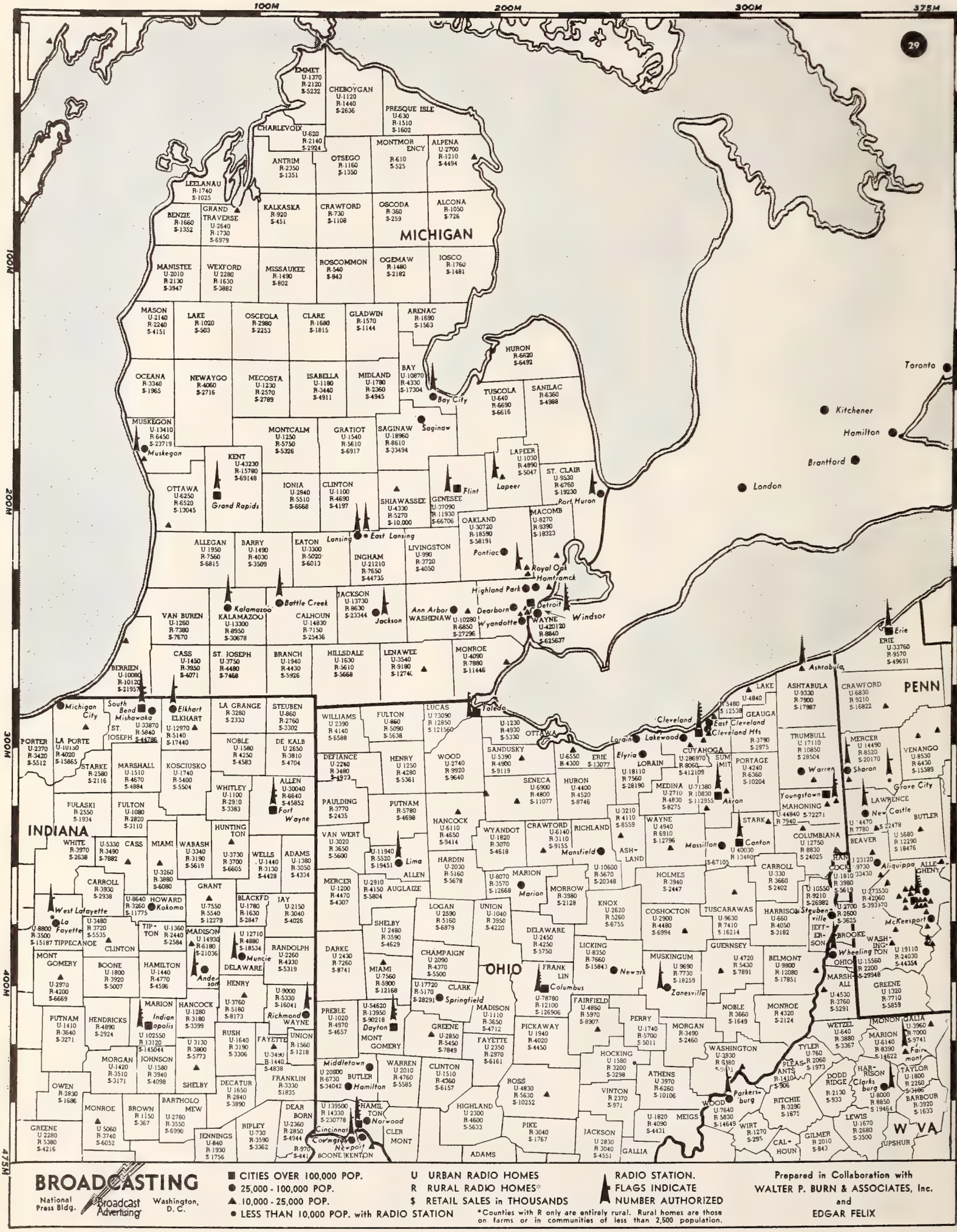
THE WHOLE STORY:

WHEC

ROCHESTER

HAS THE LISTENERS!

Representatives: Paul H. Raymer Co.; New York, Chicago, Detroit, San Francisco



BROADCASTING *Broadcast Advertising*
National Press Bldg. Washington, D. C.

■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
• LESS THAN 10,000 POP. with RADIO STATION

U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS

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Prepared in Collaboration with
WALTER P. BURN & ASSOCIATES, Inc.
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EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.

Now 1000 WATTS DAYTIME
500 WATTS NIGHT
570 K. C.
NEW STUDIOS • EQUIPMENT
TRANSMISSION PLANT
360 ft. Vertical Radiator

GREATER SALES POWER

● DOMINATING THE RICH MAHONING VALLEY MARKET OF 2,000,000 LISTENERS WITH STRONG, CLEAR RECEPTION.

These Figures are . . . DYNAMITE!

● If you're not interested in our sending power —*you are* interested in our sales power—our market—whom we reach and what they spend. In our Market Data Folder showing our Evening Listening Area—as compared to seven other rich markets in cities with double the population of our own—are figures showing WKBN's market superiority—a comparison so powerful we choose to call this folder "Dynamite." Send for it today!

These Figures are . . . TNT!

● For the same reason, we call our Daytime Listening Area Market Data Folder "TNT." In it we compare Youngstown with the same seven rich markets and here again we find we are FIRST in 10 out of 12 classifications that represent ability to buy. Send for it, too!

NEW SOUVENIR ALBUM

● In celebration of our new power and greater ability to *sell and serve* we have released a Souvenir Album—32 pages filled with photographs and facts on the New WKBN. Write also for your copy of this beautiful and useful album today!

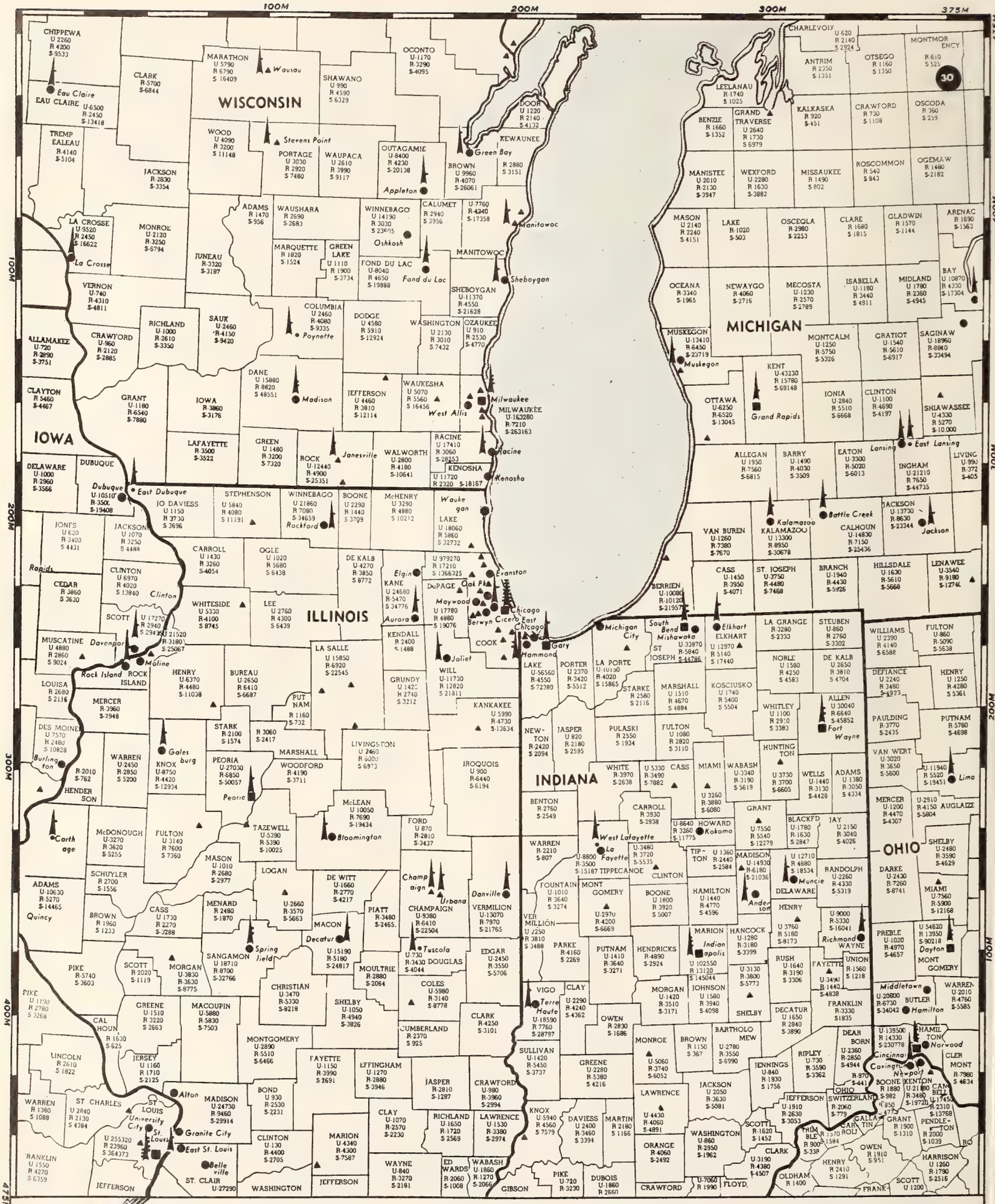
the new WKBN



WKBN BROADCASTING CORPORATION

17 NORTH CHAMPION STREET • YOUNGSTOWN · OHIO

MEMBER OF THE COLUMBIA BROADCASTING SYSTEM


100M
200M
300M
375M
WISCONSIN
ILLINOIS
IOWA
MICHIGAN
INDIANA
OHIO
Eau Claire
EAU CLAIRE
La Crosse
Wausau
Stevens Point
Green Bay
Appleton
Oshkosh
Fond du Lac
Manitowoc
Sheboygan
Milwaukee
West Allis
MILWAUKEE
Racine
Kenosha
Janesville
Madison
Poynette
Dubuque
East Dubuque
Rockford
Elgin
Evanston
Chicago
Oak Park
Aurora
Joliet
Gary
Hammond
Davenport
Rock Island
Moline
Clinton
Rapids
Galesburg
Burlington
Peoria
Bloomington
Champaign
Urbana
Danville
Decatur
Springfield
Tuscola
Terre Haute
Alton
East St. Louis
Belleville
Granite City
St. Louis
University City
Quincy
Carthage
Muskegon
Grand Rapids
Kalamazoo
Battle Creek
Jackson
Lansing
East Lansing
Saginaw
Bay City
Michigan City
South Bend
Mishawaka
Elkhart
Fort Wayne
Kokomo
West Lafayette
Muncie
Anderson
Indianapolis
Richmond
Lima
Dayton
Middletown
Hamilton
Cincinnati
Norwood
Covington
Newport
Boone
Kenton
Campbell
Switzerland
Jefferson
Scott
Clark
Floyd
Crawford
Harrison
Oldham
Henry
Owen
Gibson
Pike
Dubois
Wayne
Jasper
Lawrence
Orange
Washington
Jefferson
St. Clair
Clinton
Madison
Bond
Montgomery
Fayette
Effingham
Crawford
Richland
Clay
Wabash
Edwards
Knox
Daviess
Martin
Greene
Sullivan
Vigo
Clay
Owen
Morgan
Monroe
Brown
Johnson
Shelby
Decatur
Jennings
Ripley
Dearborn
Franklin
Union
Fayette
Rush
Henry
Hancock
Marion
Hendricks
Putnam
Montgomery
Boone
Clinton
Tippecanoe
Carroll
Howard
Cass
Miami
Wabash
Grant
Blackford
Jay
Madison
Delaware
Randolph
Darke
Preble
Shelby
Miami
Auglaize
Mercer
Van Wert
Allen
Hunting ton
Wells
Adams
Whitley
Paulding
Putnam
Defiance
Henry
Williams
Fulton
Lucas
Wood
Ottawa
Sandusky
Seneca
Huron
Erie
Lorain
Cuyahoga
Lake
Geauga
Ashtabula
Trumbull
Mahoning
Columbiana
Carroll
Harrison
Jefferson
Belmont
Monroe
Noble
Washington
Morgan
Perry
Hocking
Athens
Meigs
Gallia
Lawrence
Scioto
Pike
Ross
Vinton
Jackson
Pickaway
Fairfield
Hocking
Perry
Muskingum
Guernsey
Noble
Monroe
Washington
Morgan

The Nation's Largest INDEPENDENT Station

WJJD

20,000 WATTS

CHICAGO

Provides large audiences through the presentation of Chicago's most popular local shows, such as . . .

● **THE SAFETY COURT**—Daily—Exclusive

CHECK YOUR OWN SURVEYS FOR POPULARITY

● **Chicago's Authoritative Baseball Broadcasts**

Featuring:

CHARLIE GRIMM – former Cubs manager
LOU FONSECA – former Sox manager

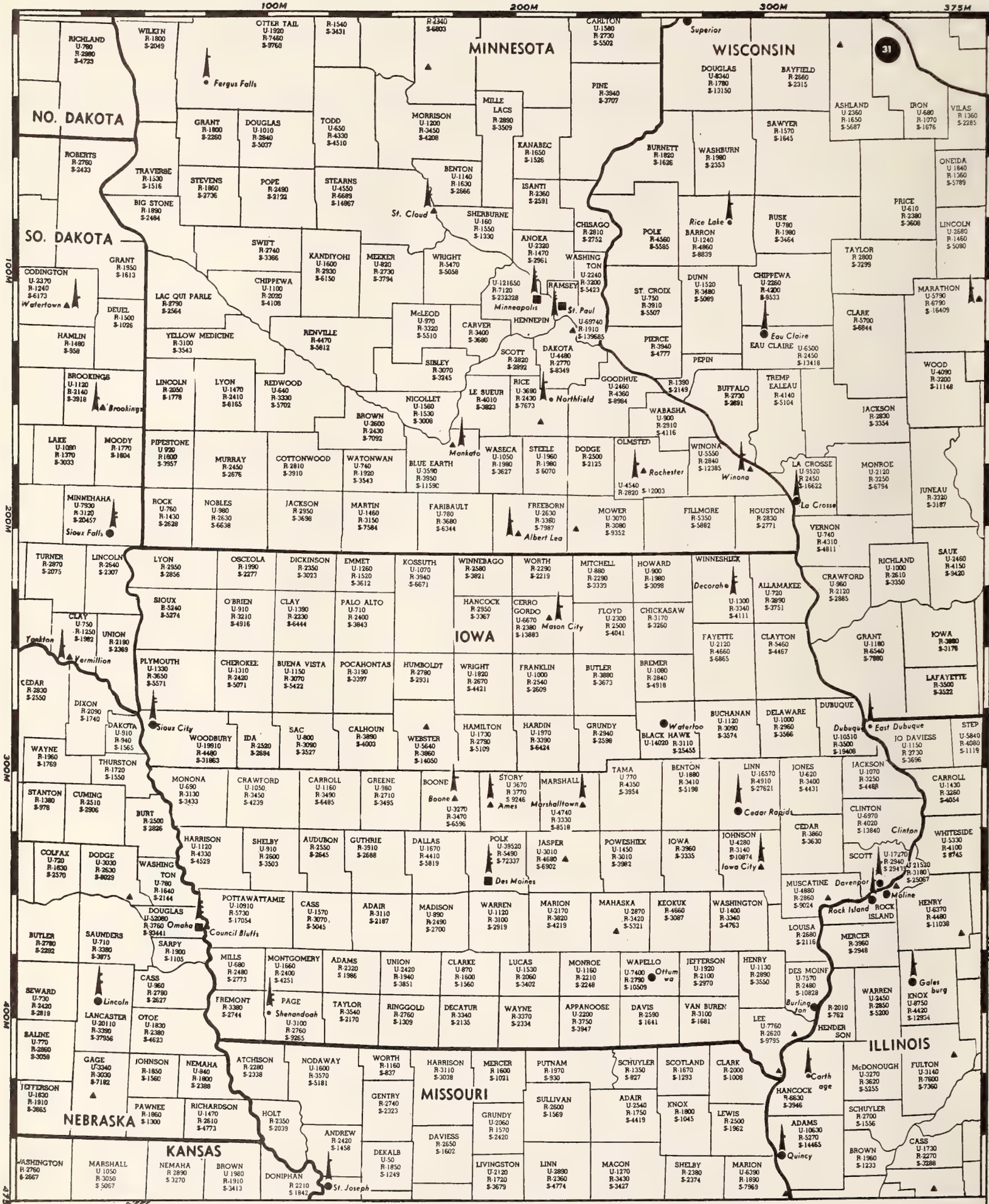
●

201 North Wells Street • CHICAGO

REPRESENTATIVES

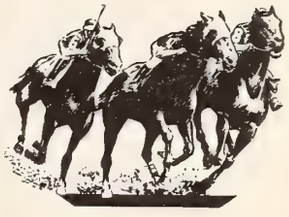
New York • Detroit • Paul H. Raymer Company

West Coast • WALTER BIDDICK COMPANY



Map Base: Bureau of Census, 1937 Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.

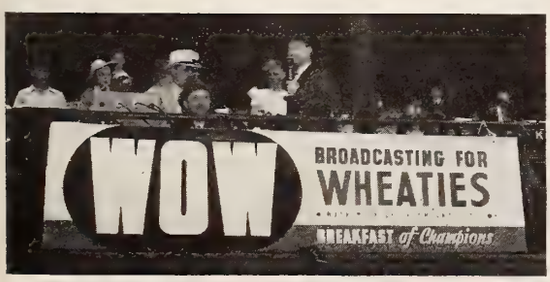




Jockey F. Scheihing, leading rider at the Ak-Sar-Ben track in Omaha, is interviewed by John J. Gillin, Jr., WOW manager and chief narrator of the race meeting for WHEATIES, "Breakfast of Champions," a product of General Mills, Inc.

WOW 'em and WIN!

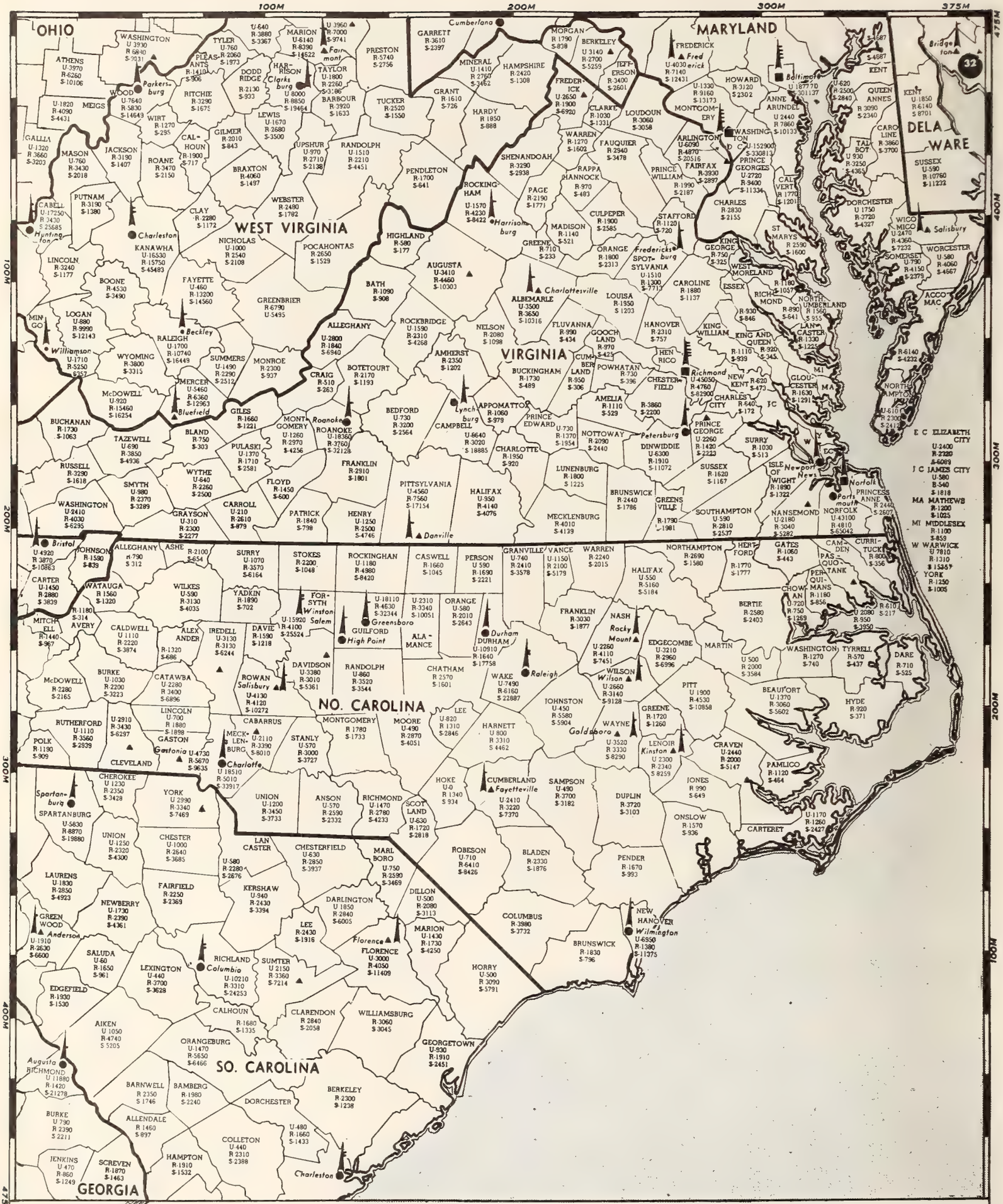
*Another advertiser comes in a winner. WOW took No. 1 radio position in the Omaha market years ago—still shows its heels to the field. No other station covers the rich Omaha trade territory so well. WOW gives COVERAGE WHERE IT COUNTS. WOW 'em and WIN!



WOW

Omaha, Nebraska

590 KC • John J. Gillin, Jr., Mgr.
JOHN BLAIR CO., Representatives
On the N. B. C. Red Network
Owned and Operated by the Woodmen of the World Life Insurance Society.



BROADCASTING Broadcast Advertising
National Press Bldg. Washington, D. C.

■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
• LESS THAN 10,000 POP. with RADIO STATION

U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS

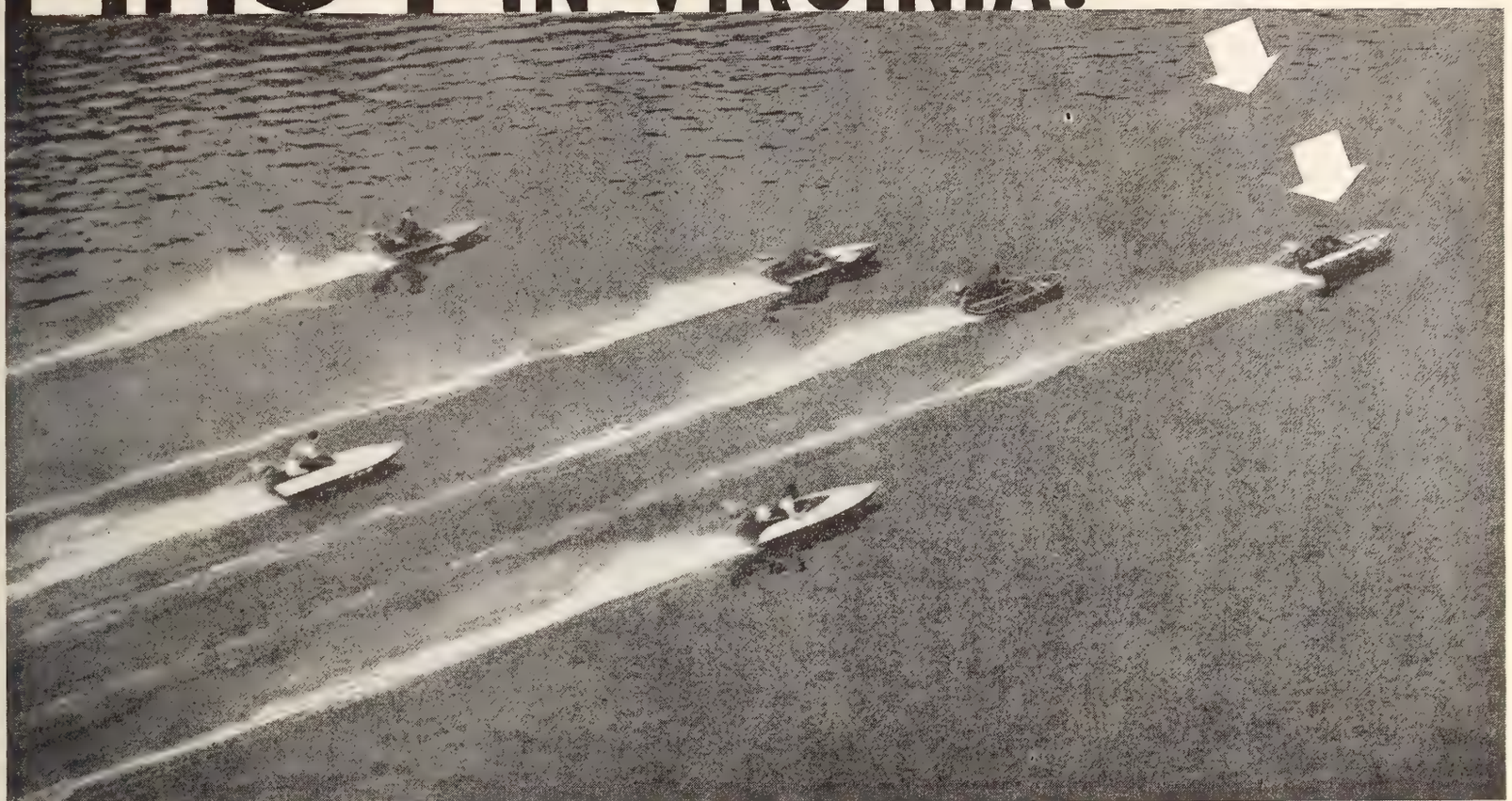
RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED

*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.

Prepared in Collaboration with
WALTER P. BURN & ASSOCIATES, Inc.
and
EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.

FIRST IN VIRGINIA!



WRVA VIRGINIA'S ONLY 50,000 WATT RADIO STATION

First in power — **first** in coverage — and **first** in the hearts of its listeners! That is why WRVA is also the **first** choice of advertisers and advertising agencies who want real results in this rich market. Sales moral: Why follow the leaders when you can lead the followers? Let us give you **all** the facts about Virginia's **first** radio station, located near Richmond.

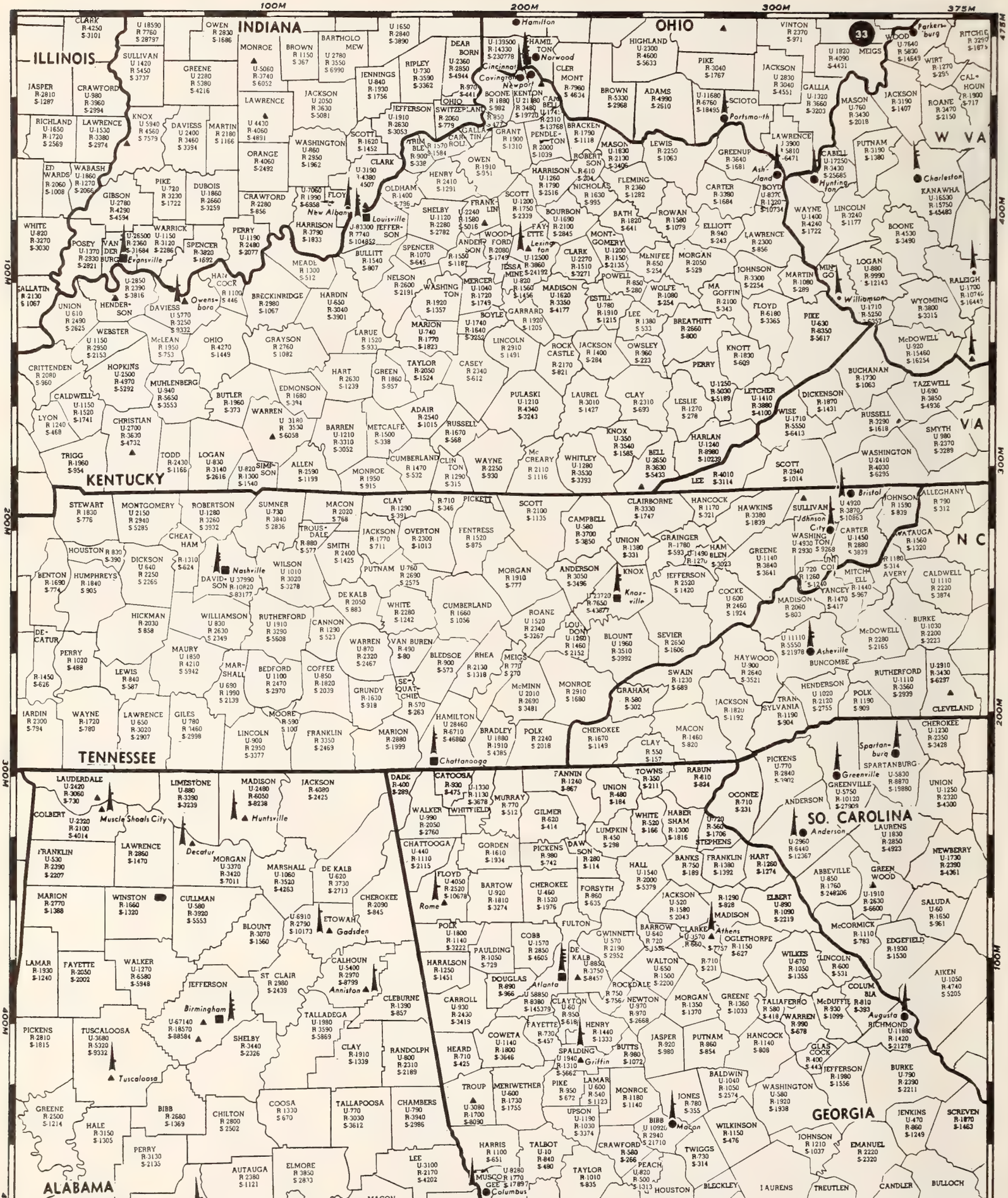
SELLING VIRGINIA'S MAJOR MARKETS:

RICHMOND	NORFOLK
PETERSBURG	PORTSMOUTH
NEWPORT NEWS	SUFFOLK
WILLIAMSBURG	CHARLOTTESVILLE
FREDERICKSBURG	HOPEWELL

PAUL H. RAYMER CO., *National Representative*

NEW YORK CHICAGO DETROIT SAN FRANCISCO

CBS WRVA **WRVA 50,000 WATTS** MBS WRVA



BROADCASTING
National Press Bldg. Broadcast Advertising Washington, D. C.

■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
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EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.

"Clinch" A TESTED SPOT BEFORE THE "kick off"—



GEORGE WALSH . . . . . WHAS again is able to offer George Walsh as sportscaster during the 1939 football season. Walsh has covered an average of 12 games each season for the past five years. His sportscasts have won the attention and sponsorship of numerous successful firms with nation-wide reputations, and have resulted in outstanding recognition of Walsh, as one of the nation's best qualified sportscasters.

Football OFFERS BLANKET COVERAGE

From Labor Day to New Year's . . . . . America Crowns Football King! Young and old alike, know, play, watch and LISTEN to the KING of Collegiate Sports! And in Kentuckiana those who listen to sports set their dials for WHAS, Louisville's up-to-the-minute 50,000 Watt Station.

Big 10, Big 6 and Big 13 Schedules Available

Nebraska vs. Indiana
Vanderbilt vs. Kentucky
Wisconsin vs. Indiana
Georgia vs. Kentucky
University of Louisville vs. Centre
Ohio State vs. Indiana
Georgia Tech vs. Kentucky
West Virginia vs. Kentucky
Purdue vs. Indiana
Tennessee vs. Kentucky

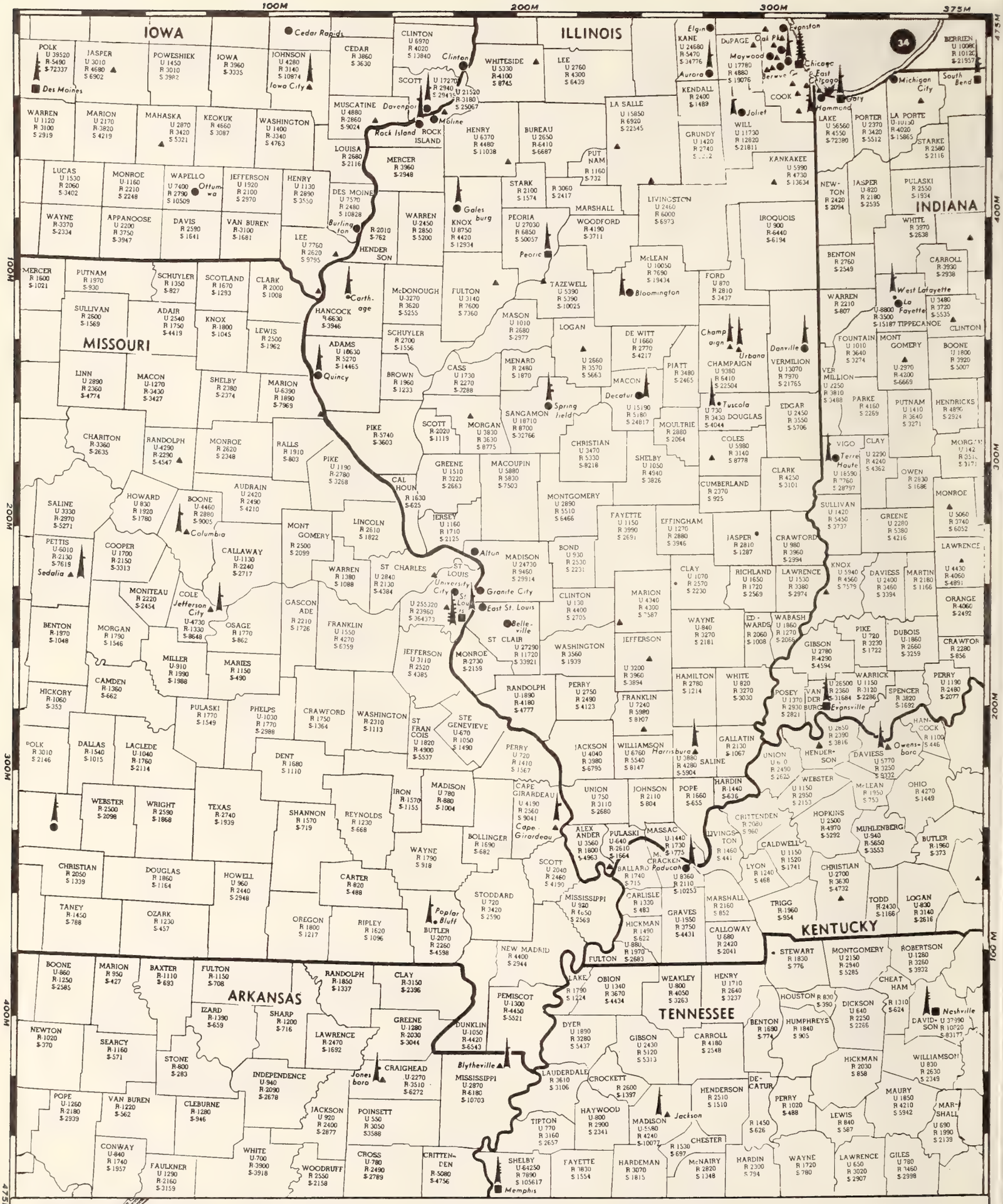
WHAS

820 KILOCYCLES

50,000 WATTS

WHAS is owned and operated by the Courier-Journal and the Louisville Times

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY



BROADCASTING Broadcast Advertising
National Press Bldg. Washington, D. C.

■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
▲ 10,000 - 25,000 POP.
● LESS THAN 10,000 POP. with RADIO STATION

U URBAN RADIO HOMES
R RURAL RADIO HOMES*
$ RETAIL SALES in THOUSANDS

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Prepared in Collaboration with
WALTER P. BURN & ASSOCIATES, Inc.
and
EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.

KWK-

1ST IN FOOD IN ST. LOUIS

KWK now carries a majority of the Food Commercial quarter hours, other than network, on the three St. Louis Network Stations.

A typical week in May reveals the percentage for KWK at 49.1% with the next station carrying 46% and the third 4.9%. During this same week KWK carried 38.8% of the total commercial quarter hours, other than network, on the three stations.

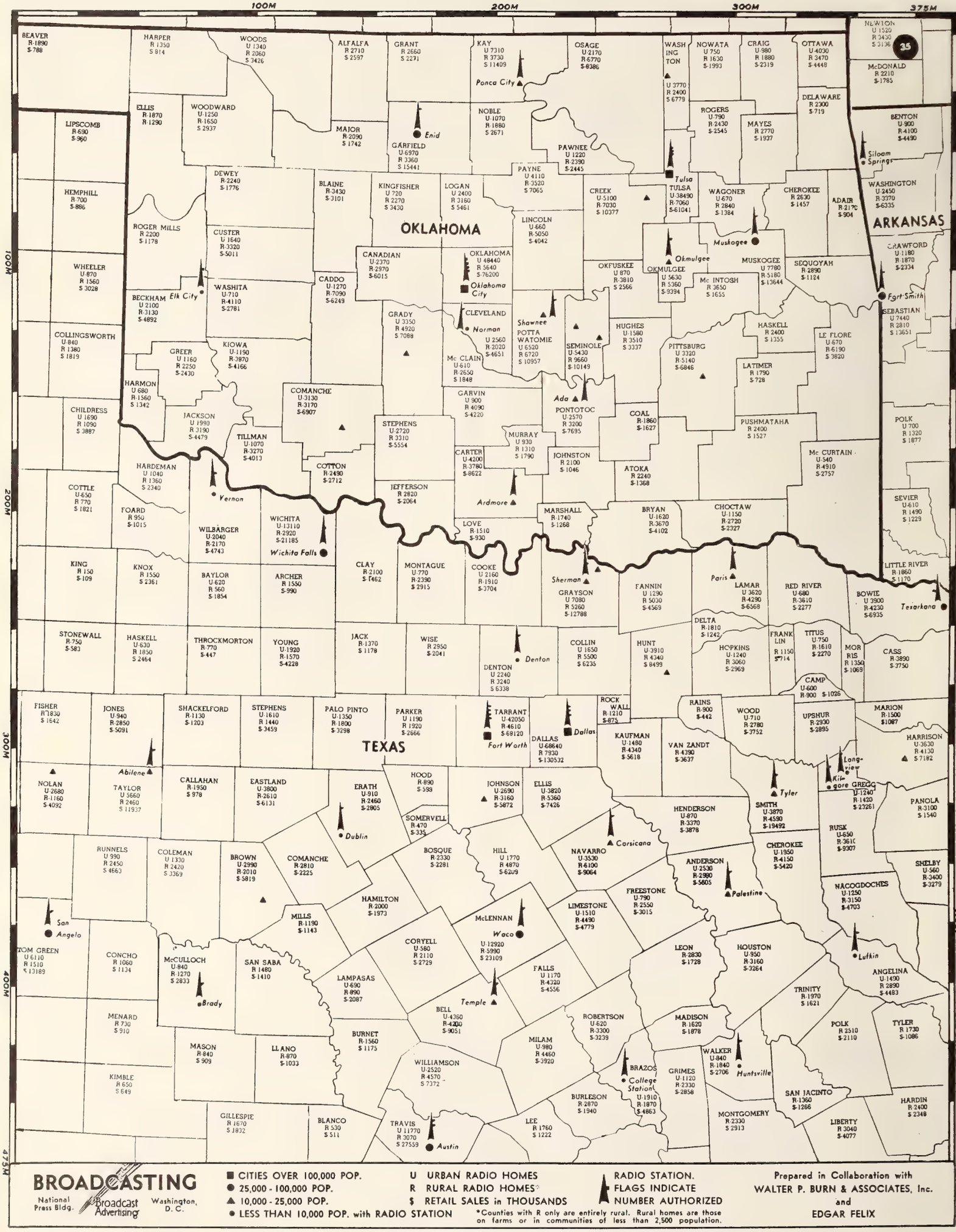
Mere leadership is not, in itself, a standard for the selection of station facilities. It is the facts behind it which are important. Get these facts from any one of the Raymer offices.

ST. LOUIS
KWK

Thomas Patrick, Incorporated
HOTEL CHASE ST. LOUIS

Representative

PAUL H. RAYMER COMPANY
New York - Chicago - San Francisco



BROADCASTING Broadcast Advertising
National Press Bldg. Washington, D. C.

■ CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
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• LESS THAN 10,000 POP. with RADIO STATION

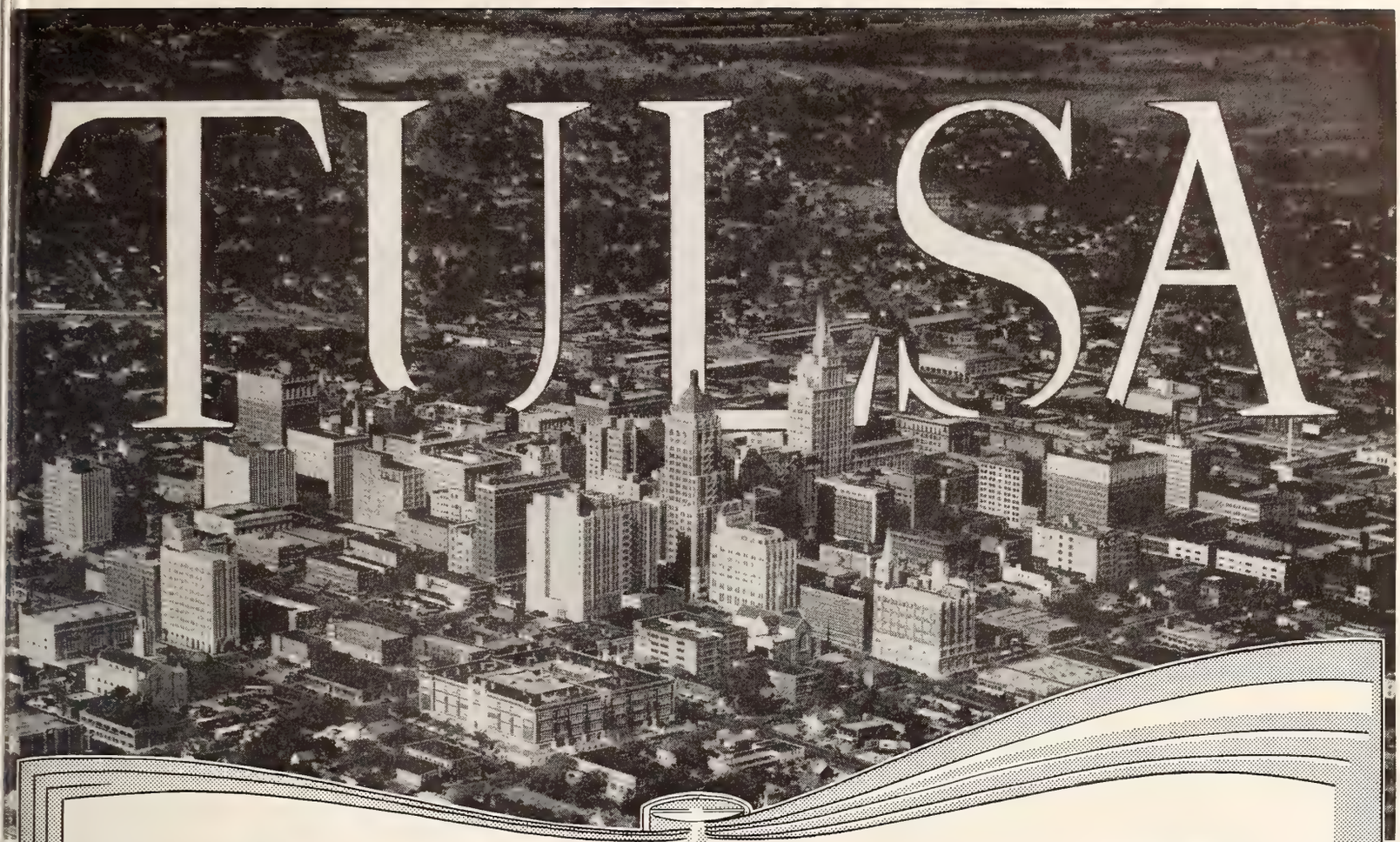
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OIL CAPITAL of the WORLD

CENTER OF OKLAHOMA'S RICHEST MARKET AREA

TULSA, Oil Capital of the World! Home of 546 Oil Companies and Operators, 400 Purchasing Agents, 119 Manufacturing Plants, 183 Supply Houses and Representatives of 1,028 American Oil Equipment Manufacturers. Tulsa is the clearing point for billions of dollars of oil money! Home of the International Petroleum Exposition, world's largest single-industry show!

Within 75 miles radius of Tulsa lie 28% of Oklahoma's area, 40% of Oklahoma's population, furnishing 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales! KVOO *alone* covers this area effectively and in addition has *primary coverage* counties in Kansas, Missouri and Arkansas!



25,000 WATTS
BOTH N.B.C. NETWORKS

EDWARD PETRY & COMPANY
National Representatives

DIRECTORY OF U. S. BROADCASTING STATIONS BY CALL LETTERS

** Denotes new station authorized but not yet in operation as of June 15, 1939. (†) Indicates a footnote.*

K

KABC—San Antonio, Tex.
KABR—Aberdeen, S. D.
KADA—Ada, Okla.
KALB—Alexandria, La.
KALE—Portland, Ore.
KAND—Corsicana, Tex.
KANS—Wichita, Kan.
KARK—Little Rock, Ark.
KARM—Fresno, Cal.
KASA—Elk City, Okla.
KAST—Astoria, Ore.
KATE—Albert Lea, Minn.
KAWM—Gallup, N. M.
KBIX—Muskogee, Okla.
KBPS—Portland, Ore.
KBND—Bend, Ore.
*KBKR—Baker, Ore.
KBST—Big Spring, Tex.
KBTM—Jonesboro, Ark.
KCKN—Kansas City, Kan.
KCMC Texarkana, Tex.-Ark.
KCMO—Kansas City, Mo.
KCRC—Enid, Okla.
KCRJ—Jerome, Ariz.
KDAL—Duluth, Minn.
KDB Santa Barbara, Calif.
KDFN—Casper, Wyo.
KDKA—Pittsburgh
KDLR—Devils Lake, N. D.
KDNT—Denton, Tex.
KDON—Monterey, Calif.
*KDRO—Sedalia, Mo.
*KDTH—Dubuque, Ia.
KDYL Salt Lake City, Utah
KECA—Los Angeles
KEEN—Seattle, Wash.
KEHE—Los Angeles
KELA—Centralia, Wash.
KELD—El Dorado, Ark.
KELO—Sioux Falls, S. D.
KERN—Bakersfield, Calif.
KEUB—Price, Utah
KEX—Portland, Ore.
KFAB—Lincoln, Nebr.
KFAC—Los Angeles
KFAM—St. Cloud, Minn.
*KFAR—Fairbanks, Alaska
KFBB—Great Falls, Mont.
†KFBI—Abilene, Kan.
KFBK—Sacramento, Calif.

† *Authorized to move to Wichita, Kan.*

*KFDA—Amarillo, Tex.
KFDM—Beaumont, Tex.
KFDY—Brookings, S. D.
KFEL—Denver
KFEQ—St. Joseph, Mo.
KFGQ—Boone, Ia.
KFH—Wichita, Kan.
KFI—Los Angeles
KFIO—Spokane, Wash.
KFIZ—Fond du Lac, Wis.
KFJB—Marshalltown, Ia.
KFJI—Klamath Falls, Ore.
KFJM—Grand Forks, N. D.
KFJZ—Fort Worth, Tex.
KFKA—Greeley, Colo.
KFKU—Lawrence, Kan.
KFNF—Shenandoah, Ia.
KFOR—Lincoln, Nebr.
KFOX—Long Beach, Calif.
KFPL—Dublin, Tex.
KFPW—Fort Smith, Ark.
KFPY—Spokane, Wash.
KFQD—Anchorage, Alaska
KFRC—San Francisco
KFRO—Longview, Tex.
KFRU—Columbia, Mo.
KFSD—San Diego, Calif.
KFSG—Los Angeles
KFUO—St. Louis
KFVD—Los Angeles
KFVS—Cape Girardeau, Mo.
KFWB—Hollywood, Calif.
KFXD—Nampa, Idaho
KFXJ Grand Junction, Colo.
KFXM San Bernardino, Calif.
KFYO—Lubbock, Tex.
KFYR—Bismarck, N. D.
KGA—Spokane, Wash.
KGB—San Diego, Calif.
KGBU—Ketchikan, Alaska
KGBX—Springfield, Mo.
KGCA—Decorah, Ia.
KGCU—Mandan, N. D.
KGCX—Wolf Point, Mont.
KGDE—Fergus Falls, Minn.
KGDM—Stockton, Calif.
KGEK—Sterling, Colo.
KGER—Long Beach, Calif.
KGEZ—Kalispell, Mont.
KGFF—Shawnee, Okla.
KGFI—Brownsville, Tex.
KGFJ—Los Angeles
KGFL—Roswell, N. M.
KGFW—Kearney, Nebr.
KGFX—Pierre, S. D.

KGGF—Coffeyville, Kan.
KGGM—Albuquerque, N. M.
KGHF—Pueblo, Colo.
KGHI—Little Rock, Ark.
KGHL—Billings, Mont.
KGIR—Butte, Mont.
KGIW—Alamosa, Colo.
KGKB—Tyler, Tex.
KGKL—San Angelo, Tex.
KGKO—Fort Worth, Tex.
KGKY—Scottsbluff, Nebr.
KGLO—Mason City, Ia.
KGLU—Safford, Ariz.
KGMB—Honolulu, Hawaii
KGNC—Amarillo, Tex.
KGNF—N. Platte, Nebr.
KGNO—Dodge City, Kan.
KGO—San Francisco
KGU—Honolulu, Hawaii
KGVO—Missoula, Mont.
KGW—Portland, Ore.
KGY—Olympia, Wash.
KHBC—Hilo, Hawaii
KHBG—Okmulgee, Okla.
KHJ—Los Angeles
KHQ—Spokane, Wash.
KHSL—Chico, Calif.
KHUB—Watsonville, Calif.
KICA—Clovis, N. M.
KID—Idaho Falls, Idaho
KIDO—Boise, Idaho
KIDW—Lamar, Colo.
KIEM—Eureka, Calif.
KIEV—Glendale, Calif.
KINY—Juneau, Alaska
KIRO—Seattle, Wash.
KIT—Yakima, Wash.
KITE—Kansas City, Mo.
KIUL—Garden City, Kans.
KIUN—Pecos, Tex.
KIUP—Durango, Colo.
KJBS—San Francisco, Calif.
KJR—Seattle, Wash.
KLAH—Carlsbad, N. M.
KLBM—LaGrande, Ore.
KLCN—Blytheville, Ark.
KLO—Ogden, Utah
KLPM—Minot, N. D.
KLRA—Little Rock, Ark.
KLS—Oakland, Calif.
KLUF—Galveston, Texas
KLX—Oakland, Calif.
KLZ—Denver
KMA—Shenandoah, Ia.
KMAC—San Antonio, Tex.

KMBC—Kansas City
KMED—Medford, Ore.
KMJ—Fresno, Calif.
KMLB—Monroe, La.
KMMJ—Grand Island, Nebr.
KMO—Tacoma, Wash.
KMOX—St. Louis
KMPC—Beverly Hills, Calif.
KMTR—Hollywood, Calif.
KNEL—Brady, Tex.
KNET—Palestine, Tex.
KNOW—Austin, Tex.
KNX—Los Angeles
KOA—Denver
KOAC—Corvallis, Ore.
KOAM—Pittsburg, Kan.
KOB—Albuquerque, N. M.
KOBH—Rapid City, S. Dak.
KOCA—Kilgore, Tex.
KOCY—Oklahoma City
KOH—Reno, Nev.
KOIL—Omaha, Nebr.
KOIN—Portland, Ore.
KOKO—La Junta, Colo.
KOL—Seattle, Wash.
KOMA—Oklahoma City
KOME—Tulsa, Okla.
KOMO—Seattle, Wash.
KONO—San Antonio, Tex.
KOOS—Marshfield, Ore.
KORE—Eugene, Ore.
KOTN—Pine Bluff, Ark.
KOVC Valley City, N. Dak.
*KOVO—Provo, Utah
KOWH—Omaha, Nebr.
KOY—Phoenix, Ariz.
KPAB—Laredo, Tex.
KPAC—Port Arthur, Tex.
KPDN—Pampa, Tex.
KPFA—Helena, Mont.
KPLC—Lake Charles, La.
KPLT—Paris, Tex.
KPMC—Bakersfield, Cal.
KPO—San Francisco
KPOF—Denver
KPPC—Pasadena, Calif.
KPQ—Wenatchee, Wash.
KPRC—Houston, Tex.
KQV—Pittsburgh
KQW—San Jose, Calif.
KRBA—Lufkin, Tex.
KRBC—Abilene, Tex.
*KRBM—Bozeman, Mont.
KRE—Berkeley, Calif.
KRGV—Weslaco, Tex.

KRIC—Beaumont, Tex.
KRIS Corpus Christi, Tex.
KRKD—Los Angeles
KRKO—Everett, Wash.
KRLC—Lewiston, Idaho
KRLD—Dallas, Tex.
KRLH—Midland, Tex.
KRMC Jamestown, N. Dak.
KRMD—Shreveport, La.
KRNR—Roseburg, Ore.
KRNT—Des Moines, Ia.
KROC—Rochester, Minn.
*KROD—El Paso, Tex.
KROW—Oakland, Calif.
KROY—Sacramento, Calif.
KRQA—Santa Fe, N. M.
KRRV—Sherman, Tex.
KRSC—Seattle, Wash.
KSAC—Manhattan, Kan.
KSAL—Salina, Kan.
KSAM—Huntsville, Tex.
KSAN—San Francisco
KSCJ—Sioux City, Ia.
KSD—St. Louis
KSEI—Pocatello, Idaho
KSFO San Francisco, Calif.
KSL—Salt Lake City, Utah
KSLM—Salem, Ore.
KSO—Des Moines, Ia.
KSOO—Sioux Falls, S. D.
KSRO—Santa Rosa, Calif.
KSTP—Minneapolis-St. Paul
KSUB—Cedar City, Utah
KSUN—Lowell, Ariz.
KTAR—Phoenix, Ariz.
KTAT—Fort Worth, Tex.
*KTBC—Austin, Tex.
KTBS—Shreveport, La.
KTEM—Temple, Tex.
KTFI—Twin Falls, Idaho
KTHS—Hot Springs, Ark.
KTKC—Visalia, Cal.
KTMS—Santa Barbara, Cal.
*KTOH—Lihue, Hawaii
KTOK—Oklahoma City
KTRB—Modesto, Calif.
KTRH—Houston, Tex.
KTRI—Sioux City, Ia.
KTSA—San Antonio, Tex.
KTSM—El Paso, Tex.
KTSW—Emporia, Kan.
KTUC—Tucson, Ariz.
KTUL—Tulsa, Okla.
KTW—Seattle, Wash.
KUJ—Walla Walla, Wash.

KUMA—Yuma, Ariz.
KUOA Siloam Springs, Ark.
KUSD—Vermillion, S. D.
KUTA—Salt Lake City
*KVAK—Atchison, Kan.
*KVAN—Vancouver, Wash.
KVCV—Redding, Calif.
KVEC San Luis Obispo, Cal.
KVGB—Great Bend, Kan.
KVI—Tacoma, Wash.
KVNU—Logan, Utah
KVOA—Tucson, Ariz.
KVOD—Denver, Colo.
KVOE—Santa Ana, Calif.
KVOL—Lafayette, La.
KVOO—Tulsa, Okla.
KVOR—Colo. Springs, Colo.
KVOS—Bellingham, Wash.
KVOX—Moorhead, Minn.
KVRS—Rock Springs, Wyo.
KVSO—Ardmore, Okla.
KVWC—Vernon, Tex.
*KWAL—Wallace, Idaho
KWBG—Hutchinson, Kan.
KWEW—Hobbs, N. M.
*KWFT—Wichita Falls, Tex.
KWG—Stockton, Calif.
KWJB—Globe, Ariz.
KWJJ—Portland, Ore.
KWK—St. Louis
KWKH—Shreveport, La.
KWLC—Decorah, Ia.
KWLK—Longview, Wash.
KWNO—Winona, Minn.
KWOC—Poplar Bluff, Mo.
KWOS—Jefferson City, Mo.
KWSC—Pullman, Wash.
KWTN—Watertown, S. D.
KWTO—Springfield, Mo.
KWYO—Sheridan, Wyo.
KXA—Seattle, Wash.
KXL—Portland, Ore.
KXO—El Centro, Calif.
KXOK—St. Louis, Mo.
*KXOX—Sweetwater, Tex.
KXRO—Aberdeen, Wash.
KXYZ—Houston, Tex.
KYA—San Francisco
*KYCA—Prescott, Ariz.
KYOS—Merced, Cal.
KYSM—Mankato, Minn.
KYW—Philadelphia

(*Con. on Page 170*)





WHEREVER important events occur in KMA's rich four-state market of 2,200,000 city and farm people, KMA's mobile transmitter is on the job.
AND WHEREVER there's a selling job to be done in this BILLION DOLLAR Market, KMA is THERE!

RESULTS ARE IN THE PICTURE, TOO!

1. KMA sold $25,000 worth of farm machinery in one week.
2. KMA pulled 70,000 soap wrappers for one sponsor.
3. KMA sold 3,000,000 baby chicks this season for one hatchery.
4. KMA pulled 14,000 requests for a sponsor's product.

YOU BELONG IN THE KMA PICTURE!

KMA sells to a 3-WAY MARKET: 800,000 farm listeners in 110 of the Farm Belt's richest counties, PLUS 400,000 metropolitan listeners in Omaha, Lincoln, and St. Joseph, Missouri, PLUS another MILLION listeners in cities and towns under 50,000.

KMA

Shenandoah, Iowa
930 kilocycles
5,000 watts

KMA is the only NBC Blue Network station in this entire market, affiliated with MBS, direct line to Iowa Broadcasting System in Des Moines, Cedar Rapids, and Waterloo; direct line to Omaha.

(Program listings appear every day in Des Moines Register-Tribune)
Station Representatives: Howard H. Wilson & Co.
New York—Chicago—Kansas City—San Francisco

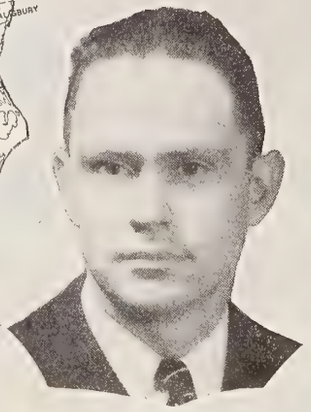
"THE NUMBER ONE FARM STATION IN THE NATION'S RICHEST FARM MARKET"

WE COVER THE UNITED STATES



LEGEND

• LOCATION OF OUR CLIENTS



WILLIAM E. PLUMMER



GLENN D. GILLETT



MARCY EAGER

GLENN D. GILLETT & ASSOCIATES

Consulting Radio Engineers

WASHINGTON, D. C.



CLYDE H. BOND

DIRECTORY OF U. S. BROADCASTING STATIONS BY CALL LETTERS

** Denotes new station authorized but not yet in operation as of June 15, 1939.* (†) *Indicates a footnote.*

(Continued from page 168)

W

WAAB ---------- Boston
WAAF ---------- Chicago
WAAT ---- Jersey City, N. J.
WABC ---------- New York
WABI ---------- Bangor, Me.
WABY ---- Albany, N. Y.
WACO ---------- Waco, Tex.
WADC ---------- Akron, O.
WAGA ---------- Atlanta
WAGF ---------- Dothan, Ala.
WAGM ---- Presque Isle, Me.
WAIM ---- Anderson, S. C.
WAIR Winston-Salem, N. C.
WALA ---------- Mobile, Ala.
WALR ---------- Zanesville, O.
WAML ---------- Laurel, Miss.
WAPI ---- Birmingham, Ala.
WAPO ---- Chattanooga, Tenn.
WARD ---------- Brooklyn
WASH Grand Rapids, Mich.
WATL ---------- Atlanta, Ga.
WATR ---- Waterbury, Conn.
WAVE ---- Louisville, Ky.
WAWZ ---- Zarephath, N. J.
WAYX ---- Waycross, Ga.
WAZL ---- Hazleton, Pa.
WBAA ---- W. Lafayette, Ind.
*WBAB Atlantic City, N. J.
WBAL ---------- Baltimore
WBAP ---- Fort Worth, Tex.
WBAX ---- Wilkes-Barre, Pa.
WBBC ---------- Brooklyn
WBBL ---- Richmond, Va.
WBBM ---------- Chicago
WBBR ---------- Brooklyn
WBBZ ---- Ponca City, Okla.
WBCM ---- Bay City, Mich.
WBEN ---- Buffalo, N. Y.
WBEO ---- Marquette, Mich.
WBHP ---- Huntsville, Ala.
WBIG ---- Greensboro, N. C.
WBIL ---- New York City
WBLK ---- Clarksburg, W. Va.
WBNO ---------- New Orleans
WBNS ---------- Columbus, O.
WBNX ---------- New York
WBNY ---- Buffalo, N. Y.
WBOW ---- Terre Haute, Ind.
WBRB ---- Red Bank, N. J.
WBRC ---- Birmingham, Ala.
WBRE ---- Wilkes-Barre, Pa.
WBRK ---- Pittsfield, Mass.
WBRY ---- Waterbury, Conn.
WBT ---------- Charlotte, N. C.
WBTH ---- Williamson, W. Va.
WBTM ---------- Danville, Va.
WBZ ---------- Boston
WBZA ---- Springfield, Mass.
WCAD ---- Canton, N. Y.
WCAE ---------- Pittsburgh
WCAL ---- Northfield, Minn.
WCAM ---- Camden, N. J.
WCAO ---------- Baltimore
WCAP ---- Asbury Park, N. J.
WCAT ---- Rapid City, S. D.
WCAU ---------- Philadelphia
WCAX ---- Burlington, Vt.
WCAZ ---- Carthage, Ill.
WCBA ---- Allentown, Pa.
WCBD ---------- Chicago, Ill.
WCBM ---------- Baltimore
WCBS ---- Springfield, Ill.
WCCO ---------- Minneapolis
WCFL ---------- Chicago
WCHS ---- Charleston, W. Va.
WCHV ---- Charlottesville, Va.
WCKY ---------- Cincinnati
WCLE ---------- Cleveland
WCLO ---- Janesville, Wis.
WCLS ---------- Joliet, Ill.
WCMI ---------- Ashland, Ky.
WCNW ---------- Brooklyn
WCOA ---- Pensacola, Fla.
WCOC ---- Meridian, Miss.
WCOL ---------- Columbus, O.
WCOP ---------- Boston
*WCOS ---- Columbia, S. C.
WCOU ---- Lewiston, Me.
WCOV ---- Montgomery, Ala.
WCPO ---------- Cincinnati
WCRW ---------- Chicago, Ill.
WCSC ---- Charleston, S. C.
WCSH ---------- Portland, Me.
WDAE ---------- Tampa, Fla.
WDAF ---- Kansas City, Mo.
WDAH ---- El Paso, Tex.
WDAN ---------- Danville, Ill.
WDAS ---------- Philadelphia
WDAY ---------- Fargo, N. D.
WDBJ ---------- Roanoke, Va.
WDBO ---------- Orlando, Fla.
WDEL ---- Wilmington, Del.
WDEV ---- Waterbury, Vt.
WDGY ---------- Minneapolis
WDNC ---- Durham, N. C.
WDOD ---- Chattanooga, Tenn.
WDRC ---- Hartford, Conn.
*WDSM ---- Superior, Wis.
WDSU ---------- New Orleans
WDWS ---- Champaign, Ill.
WDZ ---------- Tuscola, Ill.
WEAF ---------- New York
WEAN ---- Providence, R. I.
WEAU ---- Eau Claire, Wis.
WEBC ---------- Duluth, Minn.
WEBQ ---- Harrisburg, Ill.
WEBR ---- Buffalo, N. Y.
WEDC ---------- Chicago
WEED ---- Rocky Mount, N. C.
WEEI ---------- Boston
WEEU ---------- Reading, Pa.
WELI ---- New Haven, Conn.
WELL ---- Battle Creek, Mich.
WEMP ---------- Milwaukee
WENR ---------- Chicago
*WENY ---- Elmira, N. Y.
WEOA ---- Evansville, Ind.
WESG ---- Elmira, N. Y.
WEST ---------- Easton, Pa.
WEVD ---------- New York
WEW ---------- St. Louis
WEXL ---- Royal Oak, Mich.
WFAA ---------- Dallas, Tex.
WFAM ---------- South Bend, Ind.
WFAS ---- White Plains, N. Y.
WFBC ---- Greenville, S. C.
WFBG ---- Altoona, Pa.
WFBL ---- Syracuse, N. Y.
WFBM ---------- Indianapolis
WFBR ---------- Baltimore
WFDF ---------- Flint, Mich.
WFEA ---- Manchester, N. H.
WFIL ---------- Philadelphia
WFLA ---------- Tampa, Fla.
WFMD ---- Frederick, Md.
*WFMJ ---- Youngstown, O.
*WFNC ---- Fayetteville, N. C.
WFOR ---- Hattiesburg, Miss.
WFOY ---- St. Augustine, Fla.
WFTC ---- Kinston, N. C.
*WFVA ---- Fredericksburg, Va.
WGAL ---- Lancaster, Pa.
WGAN ---- Portland, Me.
WGAR ---------- Cleveland
WGAU ---------- Athens, Ga.
WGBB ---- Freeport, N. Y.
WGBF ---- Evansville, Ind.
WGBI ---- Scranton, Pa.
WGCM ---- Gulfport, Miss.
*WGBR ---- Goldsboro, N. C.
WGES ---------- Chicago
WGH ---- Newport News, Va.
WGIL ---------- Galesburg, Ill.
*WGKV ---- Charleston, W. Va.
WGL ---- Fort Wayne, Ind.
WGN ---------- Chicago
WGNC ---- Gastonia, N. C.
WGNY ---- Newburgh, N. Y.
WGPC ---------- Albany, Ga.
WGR ---------- Buffalo, N. Y.
WGRC ---- New Albany, Ind.
†WGRM ---- Grenada, Miss.
WGST ---------- Atlanta
WGTM ---- Wilson, N. C.
WGY ---- Schenectady, N. Y.
WHA ---------- Madison, Wis.
WHAI ---- Greenfield, Mass.
WHAM ---- Rochester, N. Y.
WHAS ---- Louisville, Ky.
WHAT ---------- Philadelphia
WHAZ ---- Troy, N. Y.
WHB ---- Kansas City, Mo.
WHBB ---------- Selma, Ala.
WHBC ---------- Canton, O.
WHBF ---- Rock Island, Ill.
WHBI ---- Newark, N. J.
WHBL ---- Sheboygan, Wis.
WHBQ ---------- Memphis
WHBU ---- Anderson, Ind.
‡WHBY ---- Green Bay, Wis.
WHDF ---- Calumet, Mich.
WHDH ---------- Boston
WHDL ---- Olean, N. Y.
WHEB ---- Portsmouth, N. H.
WHEC ---- Rochester, N. Y.
WHFC ---------- Cicero, Ill.
WHIO ---------- Dayton, O.
WHIP ---- Hammond, Ind.
WHIS ---- Bluefield, W. Va.
WHJB ---- Greensburg, Pa.
WHK ---------- Cleveland
WHKC ---- Columbus, O.
WHLB ---- Virginia, Minn.
WHLS ---- Port Huron, Mich.
WHMA ---- Anniston, Ala.
WHN ---------- New York
WHO ---- Des Moines, Ia.
WHOM ---- Jersey City, N. J.
WHP ---- Harrisburg, Pa.
WIBA ---- Madison, Wis.
WIBC ---- Indianapolis, Ind.
WIBG ---- Glenside, Pa.
WIBM ---- Jackson, Mich.
WIBU ---- Poynette, Wis.
WIBW ---- Topeka, Kan.
WIBX ---- Utica, N. Y.
WICA ---- Ashtabula, O.
WICC ---- Bridgeport, Conn.
WIL ---------- St. Louis
WILL ---------- Urbana, Ill.

† *Authorized to move to Greenwood, Miss.*

‡ *Authorized to move to Appleton, Wis.*

WILM ---- Wilmington, Del.
WIND ---------- Gary, Ind.
*WINN ---- Louisville, Ky.
WINS ---------- New York
WIOD ---------- Miami
WIP ---------- Philadelphia
WIRE ---------- Indianapolis
WIS ---------- Columbia, S. C.
*WISE ---- Asheville, N. C.
WISN ---------- Milwaukee
WJAC ---- Johnstown, Pa.
WJAG ---- Norfolk, Nebr.
WJAR ---- Providence, R. I.
WJAS ---------- Pittsburgh
WJAX ---- Jacksonville, Fla.
WJBC ---- Bloomington, Ill.
WJBK ---------- Detroit
WJBL ---------- Decatur, Ill.
WJBO ---- Baton Rouge, La.
WJBW ---------- New Orleans
WJBY ---------- Gadsden, Ala.
WJDX ---- Jackson, Miss.
WJEJ ---- Hagerstown, Md.
WJHL Johnson City, Tenn.
*WJHP ---- Jacksonville, Fla.
WJIM ---- Lansing, Mich.
WJJD ---------- Chicago
WJLS ---- Beckley, W. Va.
WJMC ---- Rice Lake, Wis.
WJMS ---- Ironwood, Mich.
WJNO W. Palm Beach, Fla.
WJR ---------- Detroit
WJRD ---- Tuscaloosa, Ala.
WJSV ---- Washington, D. C.
WJTN ---- Jamestown, N. Y.
WJW ---------- Akron, O.
WJZ ---------- New York
WKAQ ---- San Juan, P. R.
WKAR ---- E. Lansing, Mich.
WKAT ---- Miami Beach, Fla.
WKBB ---------- Dubuque, Ia.
WKBH ---- La Crosse, Wis.
WKBN ---- Youngstown, O.
WKBO ---- Harrisburg, Pa.
WKBV ---- Richmond, Ind.
WKBW ---------- Buffalo
WKBZ ---- Muskegon, Mich.
WKEU ---------- Griffin, Ga.
WKOK ---------- Sunbury, Pa.
WKRC ---------- Cincinnati
WKST ---- New Castle, Pa.
WKY ---------- Oklahoma City
WKZO ---- Kalamazoo, Mich.
WLAC ---- Nashville, Tenn.
WLAK ---- Lakeland, Fla.
WLAP ---- Lexington, Ky.
WLAW ---- Lawrence, Mass.
WLB ---------- Minneapolis
WLBC ---------- Muncie, Ind.
WLBL ---- Stevens Point, Wis.
WLBZ ---------- Bangor, Me.
WLEU ---------- Erie, Pa.
WLLH ---- Lowell, Mass.
WLNH ---- Laconia, N. H.
WLOK ---------- Lima, Ohio
WLS ---------- Chicago
WLTH ---------- New York
WLVA ---- Lynchburg, Va.
WLW ---------- Cincinnati
WMAL ---- Washington, D. C.
WMAQ ---------- Chicago
WMAS ---- Springfield, Mass.
WMAZ ---------- Macon, Ga.
WMBC ---------- Detroit
WMBD ---------- Peoria, Ill.
WMBG ---- Richmond, Va.
WMBH ---------- Joplin, Mo.
WMBI ---------- Chicago
WMBO ---- Auburn, N. Y.
WMBR ---- Jacksonville, Fla.
WMBS ---- Uniontown, Pa.
WMC ---------- Memphis
WMCA ---------- New York
WMEX ---- Boston, Mass.
WMFD ---- Wilmington, N. C.
WMFF ---- Plattsburg, N. Y.
WMFG ---- Hibbing, Minn.
WMFJ Daytona Beach, Fla.
WMFO ---- Decatur, Ala.
WMFR ---- High Point, N. C.
WMIN ---- St. Paul, Minn.
WMMN ---- Fairmont, W. Va.
*WMOB ---- Mobile, Ala.
WMPC ---- Lapeer, Mich.
WMPS ---- Memphis, Tenn.
WMRO ---------- Aurora, Ill.
WMSD ---------- Muscle Shoals City, Ala.
WMT ---- Cedar Rapids, Ia.
WNAC ---------- Boston
WNAD ---- Norman, Okla.
WNAX ---- Yankton, S. D.
WNBC New Britain, Conn.
WNBF Binghamton, N. Y.
WNBH New Bedford, Mass.
WNBX ---- Springfield, Vt.
WNBZ Saranac Lake, N. Y.
WNEL ---- San Juan, P. R.
WNEW ---------- New York
WNLC ---- New London, Conn.
WNOX ---- Knoxville, Tenn.
WNYC ---------- New York
WOAI ---- San Antonio, Tex.
WOC ---- Davenport, Ia.
*WOCB ---- Osterville, Mass.
WOI ---------- Ames, Ia.
WOKO ---- Albany, N. Y.
WOL ---- Washington, D. C.
WOLS ---- Florence, S. C.
WOMI ---- Owensboro, Ky.
WOMT ---- Manitowoc, Wis.
WOOD Grand Rapids, Mich.
WOPI ---------- Bristol, Tenn.
WOR ---------- Newark, N. J.
WORC ---- Worcester, Mass.
WORK ---------- York, Pa.
WORL ---------- Boston, Mass.
WOSU ---------- Columbus, O.
WOV ---------- New York
WOW ---------- Omaha, Nebr.
WOWO ---- Fort Wayne, Ind.
WPAD ---------- Paducah, Ky.
WPAR Parkersburg, W. Va.
WPAX ---- Thomasville, Ga.
WPAY ---- Portsmouth, O.
WPEN ---------- Philadelphia
WPG ---- Atlantic City, N. J.
WPIC ---------- Sharon, Pa.
*WPIV ---- Petersburg, Va.
WPRA ---- Mayaguez, P. R.
WPRO ---- Providence, R. I.
WPRP ---- Ponce, P. R.
WPTF ---- Raleigh, N. C.
WQAM ---------- Miami
WQAN ---------- Scranton, Pa.
WQBC ---- Vicksburg, Miss.
WQDM ---- St. Albans, Vt.
WQXR ---------- New York
WRAK ---- Williamsport, Pa.
WRAL ---- Raleigh, N. C.
WRAW ---------- Reading, Pa.
WRBL ---------- Columbus, Ga.
WRC ---- Washington, D. C.
WRDO ---------- Augusta, Me.
WRDW ---- Augusta, Ga.
WREC ---------- Memphis
WREN ---- Lawrence, Kan.
WRGA ---------- Rome, Ga.
WRJN ---------- Racine, Wis.
WRNL ---- Richmond, Va.
WROK ---------- Rockford, Ill.
WROL ---- Knoxville, Tenn.
WRR ---------- Dallas, Tex.
WRTD ---- Richmond, Va.
WRUF ---- Gainsville, Fla.
WRVA ---- Richmond, Va.
WSAI ---------- Cincinnati
WSAJ ---- Grove City, Pa.
WSAL ---- Salisbury, Md.
WSAN ---- Allentown, Pa.
WSAR ---- Fall River, Mass.
WSAU ---- Wausau, Wis.
*WSAV ---- Savannah, Ga.
WSAY ---- Rochester, N. Y.
WSAZ ---- Huntington, W. Va.
WSB ---------- Atlanta
WSBC ---------- Chicago
WSBT ---- South Bend, Ind.
WSFA ---- Montgomery, Ala.
WSGN ---------- Birmingham
WSIX ---- Nashville, Tenn.
WSJS Winston-Salem, N. C.
*WSKB ---- McComb, Miss.
WSLI ---- Jackson, Miss.
WSM ---- Nashville, Tenn.
WSMB ---- New Orleans
WSMK ---- Dayton, O.
WSNJ ---- Bridgeton, N. J.
WSOC ---- Charlotte, N. C.
WSPA ---- Spartanburg, S. C.
WSPD ---------- Toledo, O.
WSPR ---- Springfield, Mass.
WSTP ---- Salisbury, N. C.
WSUI ---- Iowa City, Ia.
WSUN ---- St. Petersburg, Fla.
WSVA ---- Harrisonburg, Va.
WSVS ---- Buffalo, N. Y.
WSYB ---------- Rutland, Vt.
WSYR-WSYU Syracuse, N.Y.
WTAD ---------- Quincy, Ill.
WTAG ---- Worcester, Mass.
WTAL ---- Tallahassee, Fla.
WTAM ---------- Cleveland
WTAQ ---- Green Bay, Wis.
WTAR ---------- Norfolk, Va.
WTAW College Station, Tex.
WTAX ---- Springfield, Ill.
WTBO ---- Cumberland, Md.
WTCN ---------- Minneapolis
WTEL ---------- Philadelphia
WTHT ---- Hartford, Conn.
WTIC ---- Hartford, Conn.
WTJS ---- Jackson, Tenn.
*WTMA ---- Charleston, S. C.
*WTMC ---- Ocala, Fla.
WTMJ ---------- Milwaukee
WTMV ---- East St. Louis, Ill.
WTNJ ---- Trenton, N. J.
WTOC ---- Savannah, Ga.
WTOL ---------- Toledo
WTRC ---- Elkhart, Ind.
*WTRY ---- Troy, N. Y.
*WTSP ---- St. Petersburg, Fla.
WVFW ---------- Brooklyn
WWAE ---- Hammond, Ind.
WWJ ---------- Detroit
WWL ---------- New Orleans
WWNC ---- Asheville, N. C.
WWRL ---- Woodside, N. Y.
WWSW ---------- Pittsburgh
WWVA ---- Wheeling, W. Va.
WXYZ ---------- Detroit

Paul F. Godley

Consulting Radio Engineer

Phone

Montclair (N. J.) 2-7859

CLARK CRAFTMANSHIP SPELLS

Q-U-A-L-I-T-Y

T-R-A-N-S-C-R-I-P-T-I-O-N

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Broadcast Stations of the United States

(Revised to June 15, 1939)

Explanation: The first column of figures indicates the frequency in kilocycles, the second the day power in watts, the third the night power in watts. Dagger (†) indicates construction permit granted for new station. An asterisk (*) preceding the figures indicates a construction permit for an increase in power or a frequency change. A double asterisk (**) indicates a footnote. A double dagger (‡) preceding the figure indicates that the station is operating on the frequency or power shown by special authorization. *Italics* indicate that the station has reported that it does not sell time. D—Station operates daytime only. L—Limited time; operates night hours only when dominant station is not operating.

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
ALABAMA			
Anniston			
WHMA	1420—D	100	----
Birmingham			
WAPI	1140	5,000	5,000
WBRC	930	5,000	1,000
WSGN	1310	250	100
Decatur			
WMFO	1370—D	100	----
Dothan			
WAGF	1370—D	250	----
Gadsden			
WJBY	1210	250	100
Huntsville			
WBHP	1200	100	100
Mobile			
WALA	1380	1,000	500
†WMOB	1200—D	100	----
Montgomery			
WCOV	1210—D	100	----
WSFA	1410	1,000	500
Muscle Shoals City			
WMSD	1420	100	100
Selma			
WHBB	1500	100	100
Tuscaloosa			
WJRD	1200—D	250	----
ARIZONA			
Globe			
KWJB	1210	250	100
Jerome			
KCRJ	1310	250	100
Lowell			
KSUN	1200	250	100
Phoenix			
KOY	1390	1,000	1,000
KTAR	620	1,000	1,000
Prescott			
†KYCA	1500	250	100
Safford			
KGLU	1420	250	100
Tucson			
KTUC	1370	250	100
KVOA	1260	1,000	1,000
Yuma			
KUMA	1420	100	100
ARKANSAS			
Blytheville			
KLCN	1290—D	100	----
El Dorado			
KELD	1370	100	100
Fort Smith			
KFPW	1210	100	100
Hot Springs			
KTHS	1040 ‡1060	10,000	10,000
Jonesboro			
KBTM	1200—D	100	----
Little Rock			
KARK	890	1,000	1,000
KGHI	1200	250	100
KLRA	1390	5,000	1,000
Pine Bluff			
KOTN	1500	100	100
Siloam Springs			
KUOA	1260—D	5,000	----
CALIFORNIA			
Bakersfield			
KERN	1370	100	100
KPMC	1550	1,000	1,000
Berkeley			
KRE	1370	250	100
Chico			
KHSL	1260	250	250
El Centro			
KXO	1500	100	100
Eureka			
KIEM	1450	1,000	500
Fresno			
KARM	1310	100	100
KMJ	580	1,000	1,000
Glendale			
KIEV	850—D	250	----
Long Beach			
KFOX	1250	1,000 *5,000	1,000 1,000
KGER	1360	1,000	1,000
Los Angeles			
KECA	1430	5,000	1,000
KEHE	780	5,000	1,000
KFAC	1300	1,000	1,000
KFI	640	50,000	50,000
KFSG	*1120*	*2,500*	*500*
KFVD	1000	1,000	L-1,000
KFWB	950	5,000	1,000
KGFJ	1200	100	100
KHJ	900	5,000	1,000
KMPC	710	500	L-500
KMTR	570	1,000	1,000
KNX	1050	50,000	50,000
KRKD	1120	2,500	500
Merced			
KYOS	1040—D	250	----
Modesto			
KTRB	740—D	250	----
Monterey			
KDON	1210	100	100
Oakland			
KLS	1280	250	250
KLX	880	1,000	1,000
KROW	930	1,000	1,000
Pasadena			
KPPC	*1210*	*100*	*100*
Redding			
KVCV	1200	100	100
Sacramento			
KFBK	1490	10,000	10,000
KROY	1210—D	100	----
San Bernardino			
KFXM	1210	100	100
San Diego			
KFSD	600	1,000	1,000
KGB	1330	1,000	1,000
San Francisco			
KFRC	610	5,000	1,000
KGO	790	7,500	7,500
KJBS	1070	500	L-500
KPO	680	50,000	50,000
KSAN	1420	100	100
KSFO	560	5,000	1,000
KYA	1230	5,000	1,000
San Jose			
KQW	1010	1,000 *5,000	1,000 1,000
San Luis Obispo			
KVEC	1200	250	100
Santa Ana			
KVOE	1500	100	100
Santa Barbara			
KDB	1500	250	100
KTMS	1220	500	500
Santa Rosa			
KSRO	1310	250	100
Stockton			
KGDM	1100—D	1,000	----
KWG	1200	100	100
Visalia			
KTKC	1190—D *890	250 *1,000	---- *1,000
Watsonville			
KHUB	1310—D	250	----
COLORADO			
Alamosa			
KGIW	1420	100	100
Colorado Springs			
KVOR	1270	1,000	1,000
Denver			
KFEL	920	500 *1,000	500 *1,000
KLZ	560	5,000	1,000
KOA	830	50,000	50,000
KPOF	*880*	*1,000*	*1,000*
KVOD	920 *630	500 *1,000	500 *1,000
Durango			
KIUP	1370	100	100
COLORADO (Cont'd)			
Grand Junction			
KFXJ	1200	250	100
Greeley			
KFKA	880	1,000	500
La Junta			
KOKO	1370	100	100
Lamar			
KIDW	1420	100	100
Pueblo			
KGHF	1320	500	500
Sterling			
KGEK	1200	100	100
CONNECTICUT			
Bridgeport			
WICC	600	1,000	500
Hartford			
WDRC	1330	5,000	1,000
WTHT	1200	100	100
WTIC	1060 ‡1040	50,000	50,000
New Britain			
WNBC	1380	1,000	250
New Haven			
WELI	930	500	250
New London			
WNLC	1500	100	100
Waterbury			
WATR	1290	250	250
WBRY	1530	1,000	1,000
DELAWARE			
Wilmington			
WDEL	1120	1,000	250
WILM	1420	100	100
DISTRICT OF COLUMBIA			
Washington			
WJSV	1460	10,000 *50,000	10,000 *50,000
WMAL	630	500	250
WOL	1230	1,000	1,000
WRC	950	5,000	1,000
FLORIDA			
Daytona Beach			
WMFJ	1420	100	100
Gainesville			
WRUF	830	5,000	L-5,000
Jacksonville			
WJAX	900	5,000	1,000
†WJHP	1290	250	250
WMBR	1370	250	100
Lakeland			
WLAK	1310	250	100
Miami			
WIOD	610	1,000	1,000
WQAM	560	1,000	1,000
Miami Beach			
WKAT	1500	250	100
Ocala			
†WTMC	1500	100	100
Orlando			
WDBO	580	5,000	1,000
Pensacola			
WCOA	1340	1,000	500
St. Augustine			
WFOY	1210	250	100
St. Petersburg			
WSUN	620	5,000	1,000
†WTSP	1370	250	100
Tallahassee			
WTAL	1310	250	100
Tampa			
WDAE	1220	5,000	1,000
WFLA	620	5,000	1,000
West Palm Beach			
WJNO	1200	250	100
GEORGIA			
Albany			
WGPC	1420	100	100
Athens			
WGAU	1310	250	100
Atlanta			
WAGA	1450	1,000	500
WATL	1370	250	100
WGST	890	5,000	1,000
WSB	740	50,000	50,000
Augusta			
WRDW	1500	250	100
Columbus			
WRBL	1200	250	100
Griffin			
WKEU	1500—D	100	----
Macon			
WMAZ	1180	5,000	L-1,000
Rome			
WRGA	1500	250	100
Savannah			
†WSAV	1310	100	100
WTOC	1260	1,000 *5,000	1,000 1,000
Thomasville			
WPAX	1210	250	100
Waycross			
WAYX	1200	250	100
IDAHO			
Boise			
KIDO	1350	2,500	1,000
Idaho Falls			
KID	1320	5,000	500
Lewiston			
KRLC	1390	250	250
Nampa			
KFXD	1200	250	100
Pocatello			
KSEI	900	1,000	250
Twin Falls			
KTFI	1240	1,000	1,000
Wallace			
†KWAL	1420	250	100
ILLINOIS			
Aurora			
WMRO	1250—D	250	----
Bloomington			
WJBC	1200	250	100
Carthage			
WCAZ	1070—D	100	----
Champaign			
WDWS	1370	250	100
Chicago			
WAAF	920—D	1,000	----
WBBM	770	50,000	50,000
WCBD	1080	5,000	L-5,000
WCFL	970	5,000	5,000
WCRW	1210	100	100
WEDC	1210	100	100
WENR	870	50,000	50,000
WGES	1360	500 1,000-Sunday	500
WGN	720	50,000	50,000
WJJD	1130	20,000	L-20,000
WLS	870	50,000	50,000
WMAQ	670	50,000	50,000
WMBI	*1080*	*5,000*	*L-5,000*
WSBC	1210	250	100
Cicero			
WHFC	1420	250	100
Danville			
WDAN	1500	250	100
Decatur			
WJBL	1200	100	100
East Dubuque			
WKBB	1500	250	100
East St. Louis			
WTMV	1500	250	100
Galesburg			
WGIL	1500—D	250	----
Harrisburg			
WEBQ	1210	250	100
Joliet			
WCLS	1310	100	100
Peoria			
WMBD	1440	5,000	1,000
Quincy			
WTAD	900—D	1,000	----
Rockford			
WROK	1410	1,000	500
Rock Island			
WHBF	1240	1,000	1,000
Springfield			
WCBS	1420	250	100
WTAX	1210	100	100
Tuscola			
WDZ	1020—D	250 *1,000	---- ----
Urbana			
WILL	*580—D*	*5,000*	----

(*Continued on Page 174*)

AS GOOD AS THEY LOOK

Blaw-Knox Vertical Radiators are clean cut in appearance and performance. They are in keeping with the high standards set by the broadcasting industry for other equipment.

Stations take pride in Blaw-Knox Radiators which are associated by the public with the best in broadcasting.

The self supporting type of Blaw-Knox Radiator has uniform taper and is recommended by radio engineers for either shunt or series excitation.

They give greater coverage with long life and low maintenance cost.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Bldg. · PITTSBURGH, PA.

. . . Blaw-Knox Directional Radio Beacons are used exclusively to guide all air transport service in the United States and Canada. What greater proof of efficiency in the broadest use of the term, can be desired?



BLAW-KNOX
VERTICAL
RADIATORS

BROADCAST STATIONS OF THE UNITED STATES BY STATES

(Continued from page 172)

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
INDIANA			
Anderson			
WHBU	1210	250	100
Elkhart			
WTRC	1310	250	100
Evansville			
WEOA	1370	250	100
WGBF	630	1,000	500
Fort Wayne			
WGL	1370	250	100
WOWO	1160	10,000	10,000
Gary			
WIND	560	5,000	1,000
Hammond			
WHIP	1480—D	5,000	----
WWAE	1200	100	100
Indianapolis			
WFBM	1230	5,000	1,000
WIBC	1050—D	1,000	----
WIRE	1400	5,000	1,000
Muncie			
WLBC	1310	250	100
New Albany			
WGRC	1370—D	250	----
Richmond			
WKBV	1500	100	100
South Bend			
WFAM	1200	100	100
WSBT	1360	500	500
Terre Haute			
WBOW	1310	250	100
West Lafayette			
WBAA	*890*	*1,000*	*500*
IOWA			
Ames			
WOI	*640—D*	*5,000*	----
Boone			
KFGQ	*1370—D*	*100*	----
Cedar Rapids			
WMT	600	5,000	1,000
Davenport			
WOC	1370	250	100
Decorah			
KGCA	*1270—D*	*100*	----
KWLC	*1270—D*	*100*	----
Des Moines			
KRNT	1320	5,000	1,000
KSO	1430	5,000	1,000
WHO	1000	50,000	50,000
Dubuque			
†KDTH	1340—D	500	----
WKBB	1500	250	100
Iowa City			
WSUI	*880*	*1,000*	*500*
Marshalltown			
KFJB	1200	250	100
Mason City			
KGLO	1210	250	100
Shenandoah			
KFNF	890	1,000	500
		*5,000	*1,000
KMA	930	5,000	1,000
Sioux City			
KSCJ	1330	5,000	1,000
KTRI	1420	250	100
KANSAS			
Abilene			
**KFBI	1050	5,000	L-5,000
Atchison			
†KVAK	1420—D	100	----
Coffeyville			
KGGF	1010	1,000	1,000
Dodge City			
KGNO	1340	250	250
Emporia			
KTSW	1370—D	100	----
Garden City			
KIUL	1210	100	100
Great Bend			
KVGB	1370	100	100
Hutchinson			
KWBG	1420	100	100
Kansas City			
KCKN	1310	100	100
Lawrence			
KFKU	*1220*	*5,000*	*1,000*
WREN	1220	5,000	1,000
Manhattan			
KSAC	*580*	*1,000*	*500*
Pittsburg			
KOAM	790—D	1,000	----
Salina			
KSAL	1500	250	100
Topeka			
WIBW	580	5,000	1,000
Wichita			
KANS	1210	100	100
KFH	1300	5,000	1,000

*(**CP authorizing move to Wichita, Kan.)*

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
KENTUCKY			
Ashland			
WCMI	1310	250	100
Covington			
WCKY	1490	10,000	10,000
		*50,000	*50,000
Lexington			
WLAP	1420	250	100
Louisville			
WAVE	940	1,000	1,000
WHAS	820	50,000	50,000
†WINN	1210	250	100
Owensboro			
WOMI	1500	250	100
Paducah			
WPAD	1420	250	100
LOUISIANA			
Alexandria			
KALB	1210	250	100
Baton Rouge			
WJBO	1120	500	500
Lafayette			
KVOL	1310	250	100
Lake Charles			
KPLC	1500	250	100
Monroe			
KMLB	1200	250	100
New Orleans			
WBNO	1420	250	100
WDSU	1250	1,000	1,000
WJBW	1200	100	100
WSMB	1320	5,000	1,000
WWL	850	50,000	50,000
Shreveport			
KRMD	1310	250	100
KTBS	1450	1,000	1,000
KWKH	‡1100	10,000	10,000
		*50,000	*50,000
MAINE			
Augusta			
WRDO	1370	100	100
Bangor			
WABI	1200	250	100
WLBZ	620	1,000	500
Lewiston			
WCOU	1210	100	100
Portland			
WCSH	940	2,500	1,000
WGAN	640	500	L-500
Presque Isle			
WAGM	1420	100	100
MARYLAND			
Baltimore			
WBAL	1060	10,000	10,000
	‡760		‡2,500
WCAO	600	1,000	500
WCBM	1370	250	100
WFBR	1270	1,000	500
		*5,000	*1,000
Cumberland			
WTBO	800—D	250	----
Frederick			
WFMD	900—D	500	----
Hagerstown			
WJEJ	1210	100	100
Salisbury			
WSAL	1200—D	250	----
MASSACHUSETTS			
Boston			
WAAB	1410	1,000	1,000
WBZ	990	50,000	50,000
WCOP	1120—D	500	----
WEEI	590	5,000	1,000
WHDH	830—D	1,000	----
WMEX	1500	250	100
	*1470	*5,000	*5,000
WNAC	1230	5,000	1,000
WORL	920—D	500	----
Fall River			
WSAR	1450	1,000	1,000
Greenfield			
WHAI	1210	250	100
Lawrence			
WLAW	680—D	1,000	----
Lowell			
WLLH	1370	250	100
New Bedford			
WNBH	1310	250	100
Osterville			
†WOCB	1210	250	100
Pittsfield			
WBRK	1310	250	100
Springfield			
WBZA	990	1,000	1,000
WMAS	1420	250	100
WSPR	1140	500	L-500
Worcester			
WORC	1280	500	500
WTAG	580	1,000	1,000

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
MICHIGAN			
Battle Creek			
WELL	1420	100	100
Bay City			
WBCM	1410	1,000	500
Calumet			
WHDF	1370	250	100
Detroit			
WJBK	1500	250	100
WJR	750	50,000	50,000
WMBC	1420	250	100
WWJ	920	5,000	1,000
WXYZ	1240	1,000	1,000
CKLW	1030	5,000	5,000
East Lansing			
WKAR	*850—D*	*1,000*	----
		5,000	
Flint			
WFDF	1310	100	100
Grand Rapids			
WOOD-WASH	1270	500	500
Ironwood			
WJMS	1420	100	100
Jackson			
WIBM	1370	250	100
Kalamazoo			
WKZO	590	1,000	*250
Lansing			
WJIM	1210	250	100
Lapeer			
WMPC	*1200*	*250*	*100*
Marquette			
WBEO	1310	250	100
Muskegon			
WKBZ	1500	250	100
Port Huron			
WHLS	1370—D	250	----
Royal Oak			
WEXL	1310	50	50
MINNESOTA			
Albert Lea			
KATE	1420	250	100
Duluth			
KDAL	1500	250	100
WEBC	1290	5,000	1,000
Fergus Falls			
KGDE	1200	250	100
Hibbing			
WMFG	1210	250	100
Mankato			
KYSM	1500	250	100
Minneapolis-St. Paul			
KSTP	1460	25,000	10,000
		*50,000	*50,000
WCCO	810	50,000	50,000
WDGY	1180	5,000	L-1,000
WLB	*760*	*5,000*	----
WMIN	1370	250	100
WTCN	1250	5,000	1,000
Moorhead			
KVOX	1310	250	100
Northfield			
WCAL	*760—D*	*5,000*	----
Rochester			
KROC	1310	250	100
St. Cloud			
KFAM	1420	250	100
Virginia			
WHLB	1370	250	100
Winona			
KWNO	1200	250	100
MISSISSIPPI			
Grenada			
**WGRM	1210	250	100
Gulfport-Biloxi			
WGCM	1210	250	100
Hattiesburg			
WFOR	1370	250	100
Jackson			
WJDX	1270	5,000	1,000
WSLI	1420	250	100
Laurel			
WAML	1310	250	100
McComb			
†WSKB	1200—D	100	----
Meridian			
WCOC	880	1,000	1,000
Vicksburg			
WQBC	1360—D	1,000	----

*(**CP authorizing move to Greenwood, Miss.)*

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
MISSOURI			
Cape Girardeau			
KFVS	1210	250	100
Columbia			
KFRU	630	1,000	500
Jefferson City			
KWOS	1310	250	100
Joplin			
WMBH	1420	250	100
MISSOURI (Cont'd)			
Kansas City			
KCMO	1370	100	100
	*1450	*1,000	*1,000
KITE	1530	1,000	1,000
KMBC	950	5,000	1,000
WDAF	610	5,000	1,000
WHB	860—D	1,000	----
WREN	1220	5,000	1,000
Poplar Bluff			
KWOC	1310—D	100	----
Sedalia			
†KDRO	1500	250	100
Springfield			
KGBX	1230	500	500
KWTO	560—D	5,000	----
St. Joseph			
KFEQ	680	2,500	L-500
St. Louis			
KFUO	*550*	*1,000*	*500*
KMOX	1090	50,000	50,000
KSD	550	5,000	1,000
KWK	1350	5,000	1,000
KXOK	1250	1,000	1,000
WEW	760—D	1,000	
WIL	1200	250	100
WTMV	1500	250	100
MONTANA			
Billings			
KGHL	780	5,000	1,000
Bozeman			
†KRBM	1420	250	100
Butte			
KGIR	1340	5,000	1,000
Great Falls			
KFBB	1280	5,000	1,000
Helena			
KPFA	1210	250	100
Kalispell			
KGEZ	1310	100	100
Missoula			
KGVO	1260	5,000	1,000
Wolf Point			
KGCX	1450	1,000	1,000
NEBRASKA			
Grand Island			
KMMJ	740	1,000	L-1,000
Kearney			
KGFW	1310	250	100
Lincoln			
KFAB	770	10,000	10,000
KFOR	1210	250	100
Norfolk			
WJAG	1060	1,000	L-1,000
North Platte			
KGNF	1430—D	1,000	----
Omaha			
KOIL	1260	5,000	1,000
KOWH	660—D	500	----
WOW	590	5,000	1,000
Scottsbluff			
KGKY	1500	250	100
NEVADA			
Reno			
KOH	1380	500	500
NEW HAMPSHIRE			
Laconia			
WLNH	1310	100	100
Manchester			
WFEA	1340	1,000	500
Portsmouth			
WHEB	740—D	250	----
NEW JERSEY			
Asbury Park			
WCAP	1280	500	500
Atlantic City			
†WBAB	1200	250	100
WPG	1100	5,000	5,000
Bridgeton			
WSNJ	1210—D	100	----
		*250	*100
Camden			
WCAM	1280	500	500
Jersey City			
WAAT	940—D	500	----
WHOM	1450	250	250
Newark			
WHBI	1250	2,500	1,000
WOR	710	50,000	50,000
Red Bank			
WBRB	1210	100	100
Trenton			
WTNJ	1280	500	500
Zarephath			
WAWZ	*1350*	*1,000*	*1,000*

(Continued on Page 176)

Stations that Can Afford the Best Choose I. N. S.

☆

News as Soon as It Happens

High-Speed (*60-words-a-minute*) Teletype Equipment

The World's Finest Reportorial and Writing Talent

Exclusive News Features

Personalized Service

Sales Promotion Cooperation

☆

More than 200 radio stations in the United States are giving their listeners and advertisers the advantages of International News Service. These are stations that place a high value on news, both as an audience service feature and for sponsorship to produce the best advertising results.

Full Details and Rates Will be Given Upon Request

INTERNATIONAL NEWS SERVICE

BROADCAST STATIONS OF THE UNITED STATES BY STATES

(Continued from page 174)

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
NEW MEXICO			
Albuquerque			
KGGM	1230	1,000	1,000
KOB	1180	10,000	10,000
Carlsbad			
KLAH	1210	250	100
Clovis			
KICA	1370	100	100
Gallup			
KAWM	1500	250	100
Hobbs			
KWEW	1500—D	100	----
Roswell			
KGFL	1370	100	100
Santa Fe			
KVSF	1310	100	100
NEW YORK			
Albany			
WABY	1370	250	100
WOKO	1430	1,000	500
Auburn			
WMBO	1310	250	100
Binghamton			
WNBF	1500	250	100
Brooklyn			
WARD	1400	500	500
WBBC	1400	500	500
WBBR	*1300*	*1,000*	*1,000*
WCNW	1500	250	100
WLTH	1400	500	500
WVFW	1400	500	500
Buffalo			
WBEN	900	5,000	1,000
WBNY	1370	250	100
WEBR	1310	250	100
WGR	550	5,000	1,000
WKBW	1480	5,000	5,000
WSVS	*1370*	*50*	*50*
Canton			
WCAD	*1220—D*	*500*	----
Elmira			
†WENY	1200—D	250	----
WESG	‡850—D	1,000	----
Freeport			
WGBB	1210	100	100
Jamestown			
WJTN	1210	250	100
Newburgh			
WGNY	1220	250	---
New York			
WABC	860	50,000	50,000
WBIL	1100	5,000	5,000
WBNX	1350	1,000	1,000
WEAF	660	50,000	50,000
WEVD	1300	1,000	1,000
WHN	1010	5,000	1,000
WINS	1180	1,000	L-1,000
WJZ	760	50,000	50,000
WMCA	570	1,000	1,000
WNEW	1250	5,000	1,000
WNYC	*810—D*	*1,000*	----
WOR	710	50,000	50,000
WOV	1130	1,000	L-1,000
WQXR	1550	1,000	1,000
WWRL	1500	250	100
Olean			
WHDL	1400—D	250	----
Plattsburg			
WMFF	1310	250	100
Rochester			
WHAM	1150	50,000	50,000
WHEC	1430	1,000	500
WSAY	1210	250	100
Saranac Lake			
WNBZ	1290—D	100	----
Schenectady			
WGY	790	50,000	50,000
Syracuse			
WFBL	1360	5,000	1,000
WSYR-WSYU	570	1,000	1,000
Troy			
WHAZ	1300	1,000	1,000
†WTRY	950—D	1,000	----
Utica			
WIBX	1200	250	100
White Plains			
WFAS	1210	100	100
NORTH CAROLINA			
Asheville			
†WISE	1370	100	100
WWNC	570	1,000	1,000
Charlotte			
WBT	1080	50,000	50,000
WSOC	1210	250	100
Durham			
WDNC	1500	250	100
Fayetteville			
†WFNC	1340—D	250	----
Gastonia			
WGNC	1420	250	100
Goldsboro			
†WGBR	1370	100	100
Greensboro			
WBIG	1440	5,000	1,000
High Point			
WMFR	1200	100	100
Kinston			
WFTC	1200	250	100
Raleigh			
WPTF	680	5,000	5,000
WRAL	1210	250	100
Rocky Mount			
WEED	1420	250	100
Salisbury			
WSTP	1500	250	100
Wilmington			
WMFD	1370	100	100
Wilson			
WGTM	1310—D	100	----
Winston-Salem			
WAIR	1250—D	250	----
WSJS	1310	250	100
NORTH DAKOTA			
Bismarck			
KFYR	550	5,000	1,000
Devils Lake			
KDLR	1210	250	100
Fargo			
WDAY	940	5,000	1,000
Grand Forks			
KFJM	1410	1,000	500
Jamestown			
KRMC	1370	250	100
Mandan			
KGCU	1240	250	250
Minot			
KLPM	1360	1,000	500
Valley City			
KOVC	1500	250	100
OHIO			
Akron			
WADC	1320	5,000	1,000
WJW	1210	250	100
Ashtabula			
WICA	940—D	250	----
Canton			
WHBC	1200	100	100
		*250	100
Cincinnati			
WCKY	1490	10,000	10,000
		*50,000	*50,000
WCPO	1200	250	100
WKRC	550	5,000	5,000
WLW	700	50,000	50,000
WSAI	1330	5,000	1,000
Cleveland			
WCLE	610—D	500	----
WGAR	1450	5,000	1,000
WHK	1390	2,500	1,000
WTAM	1070	50,000	50,000
Columbus			
WBNS	1430	5,000	1,000
WCOL	1210	100	100
WHKC	640	500	L-500
WOSU	*570*	*1,000*	*1,000*
Dayton			
WHIO	1260	5,000	1,000
WSMK	1380	200	200
		*500	*250
Lima			
WLOK	1210—D	100	----
Portsmouth			
WPAY	1370	100	100
Toledo			
WSPD	1340	5,000	1,000
WTOL	1200	100	100
Youngstown			
†WFMJ	1420—D	100	
WKBN	570	1,000	500
Zanesville			
WALR	1210	100	100
OKLAHOMA			
Ada			
KADA	1200	100	100
Ardmore			
KVSO	1210	250	100
Elk City			
KASA	1210	100	100
Enid			
KCRC	1360	250	250
Muskogee			
KBIX	1500	100	100
Norman			
WNAD	*1010*	*1,000*	*1,000*
Oklahoma City			
KOCY	1310	250	100
KOMA	1480	5,000	5,000
KTOK	1370	250	100
WKY	900	5,000	1,000
Okmulgee			
KHBG	1210—D	100	----
Ponca City			
WBBZ	1200	250	100
Shawnee			
KGFF	1420	250	100
Tulsa			
KOME	1310—D	250	
KTUL	1400	5,000	1,000
KVOO	1140	25,000	25,000
OREGON			
Astoria			
KAST	1200	250	100
Baker			
†KBKR	1500	250	100
Bend			
KBND	1310	250	100
Corvallis			
KOAC	*550*	*1,000*	*1,000*
Eugene			
KORE	1420	100	100
Klamath Falls			
KFJI	1210	100	100
La Grande			
KLBM	1420	250	100
Marshfield			
KOOS	1200	250	100
Medford			
KMED	1410	250	250
		*1,000	250
Portland			
KALE	1300	1,000	1,000
KBPS	*1420*	*100*	*100*
KEX	1180	5,000	5,000
KGW	620	5,000	1,000
KOIN	940	5,000	1,000
KWJJ	‡1040	500	L-500
KXL	1420	250	100
Roseburg			
KRNR	1500	250	100
Salem			
KSLM	1360	500	500
PENNSYLVANIA			
Allentown			
WCBA-WSAN	1440	500	500
Altoona			
WFBG	1310	100	100
Easton			
WEST	1200	250	100
Erie			
WLEU	1420	250	100
Greensburg			
WHJB	620—D	250	----
Grove City			
WSAJ	*1310*	*100*	*100*
Harrisburg			
WHP	1430	1,000	500
		*5,000	*1,000
WKBO	1200	250	100
Hazleton			
WAZL	1420	100	100
Johnstown			
WJAC	1310	250	100
Lancaster			
WGAL	1500	250	100
New Castle			
WKST	1250—D	250	----
Philadelphia			
KYW	1020	10,000	10,000
WCAU	1170	50,000	50,000
WDAS	1370	250	100
WFIL	560	1,000	1,000
WHAT	1310	100	100
WIBG	970—D	100	----
WIP	610	1,000	1,000
WPEN	920	1,000	1,000
WTEL	1310	100	100
Pittsburgh			
KDKA	980	50,000	50,000
KQV	1380	1,000	500
WCAE	1220	5,000	1,000
WJAS	1290	5,000	1,000
WWSW	1500	250	100
Reading			
WEEU	830—D	1,000	----
WRAW	1310	100	100
Scranton			
WGBI	880	1,000	500
WQAN	*880*	*1,000*	*500*
Sharon			
WPIC	780—D	250	----
PENNSYLVANIA (Cont'd)			
Sunbury			
WKOK	1210	100	100
Uniontown			
WMBS	1420	250	100
Wilkes-Barre			
WBAX	1210	100	100
WBRE	1310	250	100
Williamsport			
WRAK	1370	250	100
York			
WORK	1320	1,000	1,000
RHODE ISLAND			
Providence			
WEAN	780	5,000	1,000
WJAR	890	5,000	1,000
WPRO	630	1,000	500
		*5,000	*1,000
SOUTH CAROLINA			
Anderson			
WAIM	1200	100	100
Charleston			
WCSC	1360	1,000	500
†WTMA	1210	250	100
Columbia			
†WCOS	1370	250	100
WIS	560	5,000	1,000
Florence			
WOLS	1200—D	100	----
Greenville			
WFBC	1300	5,000	1,000
Spartanburg			
WSPA	920—D	1,000	----
SOUTH DAKOTA			
Aberdeen			
KABR	1390	1,000	500
Brookings			
KFDY	*780—D*	*1,000*	----
Pierre			
KGFX	630—D	200	----
Rapid City			
KOBH	1370	250	100
WCAT	*1200—D*	*100*	----
Sioux Falls			
KELO	1200	250	100
KSOO	1110	5,000	L-5,000
Vermillion			
KUSD	*890*	*500*	*500*
Watertown			
KWTN	1210	100	100
Yankton			
WNAX	570	5,000	1,000
TENNESSEE			
Bristol			
WOPI	1500	100	100
Chattanooga			
WAPO	1420	250	100
WDOD	1280	5,000	1,000
Jackson			
WTJS	1310	250	100
Johnson City			
WJHL	1200	250	100
Knoxville			
WNOX	1010	5,000	1,000
WROL	1310	250	100
Memphis			
WHBQ	1370	100	100
WMC	780	5,000	1,000
WMPS	1430	1,000	500
WREC	600	5,000	1,000
Nashville			
WLAC	1470	5,000	5,000
WSIX	1210	250	100
WSM	650	50,000	50,000
TEXAS			
Abilene			
KRBC	1420	250	100
Amarillo			
†KFDA	1500	100	100
KGNC	1410	2,500	1,000
Austin			
KNOW	1500	250	100
†KTBC	1120—D	1,000	----
Beaumont			
KFDM	560	1,000	500
KRIC	1420	250	100
Big Spring			
KBST	1500	100	100

(*Continued on Page 178*)

Maps and other things Broadcasters need

You can get from us exactly the map you need. A simple, neat map with just the necessary detail to show what lies within the signal strength contours; an economic map, such as we make for Printers' Ink Market Explorations, that pictures a condition; a decorative map that can be suitably used for framing; a picture map that entertains and is instructive, too.

Your map, if made by us, will be both artistic and accurate. We go to original government sources, use the latest data for all map detail. We carry out each step with a thorough understanding of the eventual use to be made of the map by broadcaster, engineer and agency.

And your map is FREE OF COPYRIGHT restrictions. You may use the map we furnish you in any way you wish.

Market Data

There is available today a very large amount of information about your market—that is to say, about its people, how they live and work and spend their money. We can relate any or all of this factual matter to your coverage, sift out the best selling points, dramatize them in chart or map form.

No matter how large or small the market you serve, no matter what the competitive situation, remember this: the market facts come first - then your relationship to that market.

Smart Promotion

You can profitably delegate us to carry out your promotion plan completely. The material we furnish you will not only be accurate and complete to every necessary detail—it will also be smart, attractive and thoroughly modern in appearance.

Reasonable Cost

We sincerely believe that the growing success of our service to the radio industry is based on furnishing a good product at a reasonable cost. Whatever the nature of your problem, you will find our charges moderate for the work and material. We invite your further inquiry.

WALTER P. BURN & ASSOCIATES *Inc.*

7 WEST 44th STREET • NEW YORK

Affiliated: MARKET DATA SERVICE, INC., *Bridgeport, Conn.*

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TALENT-PROGRAM BOOKS	REFERENCE MANUALS	EASEL PRESENTATIONS	ECONOMIC MAPS
MARKET DATA FOLDERS	SALES MANUALS	PHOTOGRAPHIC AND	DISTORT MAPS
SPECIAL FOLDERS	QUOTA STUDIES	ART SERVICES	PICTORIAL MAPS
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COMPLETE MAIL CAMPAIGNS			LISTENING AREA MAPS



Those who make an art of living depend on this world famed hotel as the very embodiment of gracious service, true refinement and dignified hospitality.

Under the Same Management as
The Gotham NEW YORK CITY · The Drake CHICAGO
The Evanshire EVANSTON, ILL. · The Town House LOS ANGELES
A. S. Kirkeby, Managing Director

The Blackstone
MICHIGAN AVENUE · CHICAGO



EVERYTHING about The Gotham bespeaks gracious living—its spacious rooms, its atmosphere of good taste, its superb cuisine. Elegance is apparent..economy not forgotten.

Under the Same Management as
The Drake CHICAGO · The Blackstone CHICAGO
The Evanshire EVANSTON, ILL. · The Town House LOS ANGELES
A. S. Kirkeby, Managing Director

The Gotham
5th Ave. at 55th St. NEW YORK CITY

BROADCAST STATIONS OF UNITED STATES

(Continued from page 176)

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
TEXAS (Cont'd)			
Brady			
KNEL	1500—D	250	----
Brownsville			
KGFI	1500	250	100
College Station			
WTAW	*1120*	*500*	*500*
Corpus Christi			
KRIS	1330	500	500
Corsicana			
KAND	1310—D	100	----
Dallas			
KRLD	1040	10,000	10,000
		*50,000	*50,000
WFAA	800	50,000	50,000
WRR	1280	500	500
Denton			
KDNT	1420—D	100	----
Dublin			
KFPL	1310	250	100
El Paso			
†KROD	1500	100	100
KTSM-WDAH	1310	250	100
Fort Worth			
KFJZ	1370	250	100
KGKO	570	5,000	1,000
KTAT	1240	1,000	1,000
WBAP	800	50,000	50,000
Galveston			
KLUF	1370	250	100
Houston			
KPRC	920	5,000	1,000
KTRH	1290	5,000	1,000
KXYZ	1440	1,000	1,000
Huntsville			
KSAM	1500—D	100	----
Kilgore			
KOCA	1210	250	100
Laredo			
KPAB	1500	250	100
Longview			
KFRO	1370—D	250	----
	*1340	*1,000	*1,000
Lubbock			
KFYO	1310	250	100
Lufkin			
KRBA	1310—D	100	----
Midland			
KRLH	1420—D	100	----
Palestine			
KNET	1420—D	100	----
Pampa			
KPDN	1310—D	100	----
Paris			
KPLT	1500—D	250	----
Pecos			
KIUN	1370	100	100
Port Arthur			
KPAC	1220	500	500
San Angelo			
KGKL	1370	250	100
San Antonio			
KABC	1420	250	100
KMAC	1370	250	100
KONO	1370	250	100
KTSA	550	5,000	1,000
WOAI	1190	50,000	50,000
Sherman			
KRRV	1310—D	250	----
Sweetwater			
†KXOX	1210—D	250	----
Temple			
KTEM	1370—D	250	----
Texarkana			
KCMC	1420	250	100
Tyler			
KGKB	1500	250	100
Vernon			
KVWC	1500	250	100
Waco			
WACO	1420	250	100
Weslaco			
KRGV	1260	1,000	1,000
Wichita Falls			
†KWFT	620	1,000	250
UTAH			
Cedar City			
KSUB	1310	100	100
Logan			
KVNU	1200	100	100
Ogden			
KLO	1400	500	500
		*5,000	*1,000
Price			
KEUB	1420	100	100

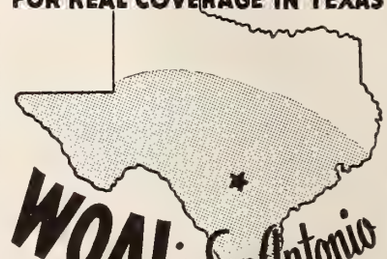
City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
UTAH (Cont'd)			
Provo			
†KOVO	1210	250	100
Salt Lake City			
KDYL	1290	5,000	1,000
KSL	1130	50,000	50,000
KUTA	1500	100	100
VERMONT			
Burlington			
WCAX	1200	250	100
Rutland			
WSYB	1500	100	100
Springfield			
WNBX	1260	1,000	1,000
St. Albans			
WQDM	1390—D	1,000	----
Waterbury			
WDEV	550—D	500	----
VIRGINIA			
Charlottesville			
WCHV	1420	250	100
Danville			
WBTM	1370	250	100
Fredericksburg			
†WFVA	1260—D	250	----
Harrisonburg			
WSVA	550—D	500	----
Lynchburg			
WLVA	1200	250	100
Newport News			
WGH	1310	250	100
Norfolk			
WTAR	780	5,000	1,000
Petersburg			
†WPIV	1210	250	100
Richmond			
WBBL	*1210*	*100*	*100*
WMBG	1350	500	500
WRNL	880—D	500	----
		*1,000	*1,000
WRTD	1500	100	100
WRVA	1110	50,000	50,000
Roanoke			
WDBJ	930	5,000	1,000
WASHINGTON			
Aberdeen			
KXRO	1310	250	100
Bellingham			
KVOS	1200	100	100
Centralia			
KELA	1440	1,000	1,000
Everett			
KRKO	1370	50	50
Longview			
KWLK	780—D	250	----
Olympia			
KGY	1210	100	100
Pullman			
KWSC	*1220*	*5,000*	*1,000*
Seattle			
KEEN	1370	100	100
KIRO	650	250	L-250
	‡710	‡1,000	‡1,000
KJR	970	5,000	5,000
KOL	1270	5,000	1,000
KOMO	920	5,000	1,000
KRSC	1120	250	250
KTW	*1220*	*1,000*	*1,000*
KXA	760	500	L-250
		*1,000	*L-1,000
Spokane			
KFIO	1120—D	100	----
KFPY	890	5,000	1,000
KGA	1470	5,000	5,000
KHQ	590	5,000	1,000
Tacoma			
KMO	1330	1,000	1,000
KVI	570	5,000	1,000
Vancouver			
†KVAN	880—D	250	----
Walla Walla			
KUJ	1370	100	100
Wenatchee			
KPQ	1500	250	100
Yakima			
KIT	1250	1,000	500
WEST VIRGINIA			
Beckley			
WJLS	1210	250	100
Bluefield			
WHIS	1410	1,000	500
Charleston			
WCHS	580	1,000	500
†WGKV	1500	100	100
Clarksburg			
WBLK	1370	250	100
Fairmont			
WMMN	890	5,000	1,000

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
WEST VIRGINIA (Cont'd)			
Huntington			
WSAZ	1190	1,000	L-1,000
Parkersburg			
WPAR	1420	100	100
Wheeling			
WWVA	1160	5,000	5,000
Williamson			
WBTH	1370—D	100	----
WISCONSIN			
Eau Claire			
WEAU	1050	1,000	L-1,000
		*5,000	L-1,000
Fond du Lac			
KFIZ	1420	100	100
Green Bay			
**WHBY	1200	250	100
WTAQ	1330	5,000	1,000
Janesville			
WCLO	1200	250	100
La Crosse			
WKBH	1380	1,000	1,000
Madison			
WHA	*940—D*	*5,000*	----
WIBA	1280	5,000	1,000
Manitowoc			
WOMT	1210	100	100
Milwaukee			
WEMP	1310	250	100
WISN	1120	1,000	250
WTMJ	620	5,000	1,000
Poynette			
WIBU	1210	250	100
Racine			
WRJN	1370	250	100
Rice Lake			
WJMC	1210—D	250	----
Sheboygan			
WHBL	1300	1,000	250
Stevens Point			
WLBL	*900—D*	*5,000*	----
Superior			
†WDSM	1200	100	100
WEBC	1290	5,000	1,000
Wausau			
WSAU	1370	250	100
*(**CP authorizing move to Appleton, Wisc.)*			
WYOMING			
Casper			
KDFN	1440	500	500
Rock Springs			
KVRS	1370	250	100
Sheridan			
KWYO	1370	250	100

U. S. Possessions

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
ALASKA			
Anchorage			
KFQD	780	250	250
Fairbanks			
†KFAR	610	1,000	1,000
Juneau			
KINY	1430	250	250
Ketchikan			
KGBU	900	500	500
HAWAII			
Hilo			
KHBC	1400	250	250
Honolulu			
KGMB	1320	1,000	1,000
KGU	750	2,500	L-2,500
Lihue			
†KTOH	1500	250	100
PUERTO RICO			
Mayaguez			
WPRA	1370	250	100
	*780	*2,500	*1,000
Ponce			
WPRP	1420	250	100
San Juan			
WKAQ	1240	1,000	1,000
WNEL	1290	2,500	1,000

IT TAKES 50,000 WATTS FOR REAL COVERAGE IN TEXAS



WOAI in San Antonio
NBC TQN
REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.

BROADCAST STATIONS OF CANADA

(Revised to June 15, 1939; † Indicates station not yet in operation)

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
ALBERTA			
Calgary			
CFAC	930	1,000	1,000
CFCN	1030	10,000	10,000
CJCJ	690	100	100
Edmonton			
CFRN	960	100	100
CJCA	730	1,000	1,000
CKUA	*580*	*500*	*500*
Grande Prairie			
CFGP	1200	100	100
Lethbridge			
CJOC	1210	100	100
BRITISH COLUMBIA			
Chilliwack			
CHWK	780	100	100
Kamloops			
CFJC	880	1,000	1,000
Kelowna			
CKOV	630	1,000	1,000
Nelson			
†CKLN	1420	100	100
Prince Rupert			
CFPR	580	50	50
Trail			
CJAT	910	1,000	1,000
Vancouver			
CBR	1100	5,000	5,000
CJOR	600	500	500
CKCD	1010	100	100
CKFC	1410	50	50
CKMO	1410	100	100
CKWX	1010	100	100
Victoria			
CFCT	1450	500	500
MANITOBA			
Brandon			
CKX	1120	1,000	1,000
Flin Flon			
CFAR	1370	100	100
Winnipeg			
CJRC	630	1,000	1,000
CKY	910	15,000	15,000
NEW BRUNSWICK			
Fredericton			
CFNB	550	1,000	1,000
Moncton			
CKCW	1370	100	100
Sackville			
CBA	1050	50,000	50,000
Saint John			
CHSJ	1120	100	100
NOVA SCOTIA			
Halifax			
CHNS	930	1,000	1,000
†CJHC	1290	1,000	1,000
Sydney			
CJCB	1240	1,000	1,000
Wolfville			
CKIC	*1010*	*50*	*50*
Yarmouth			
CJLS	1310	100	100
ONTARIO			
Brantford			
CKPC	930	100	100
Chatham			
CFCO	630	100	100
Cobalt			
CKMC	*1210*	*50*	*50*
Fort William-Port Arthur			
CKPR	580	1,000	1,000
Hamilton			
CHML	1010	100	100
CKOC	1120	1,000	500
Kenora			
CKCA	1420	250	100
Kingston			
CFRC	1510	100	100
Kirkland Lake			
CJKL	1310	100	100
	*560	*1,000	*1,000
London			
CFPL	730	100	100
North Bay			
CFCH	930	100	100
Ottawa			
CBO	880	1,000	1,000
CKCO	1010	100	100
Owen Sound			
†CFOS	1370	100	100
ONTARIO (Cont'd)			
Prescott			
CFLC	930	100	100
St. Catharines			
CKTB	1200	100	100
Sault Ste. Marie			
CJIC	1500	100	100
Stratford			
CJCS	1210	50	50
Sudbury			
CKSO	780	1,000	1,000
Timmins			
CKGB	1440	100	100
	*960	*1,000	*1,000
Toronto			
CBL	840	50,000	50,000
CBY	1420	100	100
CFRB	690	10,000	10,000
CKCL	580	100	100
Waterloo-Kitchener			
CKCR	1510	100	100
Windsor			
CKLW	1030	5,000	5,000
Wingham			
CKNX	1200	100	100
PRINCE EDWARD ISLAND			
Charlottetown			
CFCY	630	1,000	1,000
CHCK	1310	50	50
Summerside			
CHGS	1450	50	50
QUEBEC			
Chicoutimi			
CBJ	1120	100	100
Hull			
CKCH	1210	100	100
Montreal			
CBF	910	50,000	50,000
CBM	960	5,000	5,000
CFCF	600	500	500
CHLP	1120	100	100
CKAC	730	5,000	5,000
New Carlisle			
CHNC	610	1,000	1,000
Quebec			
CBV	950	1,000	1,000
CHRC	580	100	100
CKCV	1310	100	100
Rimouski			
CJBR	1030	1,000	1,000
Rouyn			
CKRN	1370	100	100
Ste. Anne de la Pocatiere			
CHGB	1200	100	100
Sherbrooke			
CHLT	1210	100	100
Three Rivers			
CHLN	1420	100	100
SASKATCHEWAN			
Moose Jaw			
CHAB	1200	250	100
North Battleford			
†CHNB	1420	100	100
Prince Albert			
CKBI	1210	100	100
Regina			
CJRM	950	1,000	1,000
CKCK	1010	1,000	1,000
Saskatoon			
†CBK	540	50,000	50,000
CFQC	600	1,000	1,000
Yorkton			
CJGX	1430	1,000	1,000

HIGHLIGHTS

on the Map of Canadian Radio

- CKCK REGINA, SASK.
- CHAB MOOSE JAW, SASK.
- CJOC LETHBRIDGE, ALTA.
- CFAC CALGARY, ALTA.
- CJCA EDMONTON, ALTA.
- CJAT TRAIL, B. C.

All basic C.B.C. stations which means the cream of the network commercials.

Representatives

U. S. A.—WEED & CO.

Canada: ALL CANADA RADIO FACILITIES, LTD.

When you see the Above Coat of Arms You Think of Nova Scotia

—

When You Think of Nova Scotia You Must Think of

CHNS

The Key Station of the Maritimes at Halifax

CFCF

MONTREAL



first IN CANADA'S RICHEST MARKET

Put your sales message over quickly, economically and successfully by using CFCF, the Voice of Canada's Metropolitan market. Over ONE MILLION people in Greater Montreal are either English or Bilingual and regularly tune to CFCF for the best in radio entertainment and the latest news.

CFCF will build sales for you.

CFCF and Short Wave CFCX

owned and operated by

CANADIAN MARCONI COMPANY

Representatives:

CANADA

All Canada Radio Facilities

U. S. A.

Weed & Company

NBC Affiliate

CFCF *dominates a* BI-LINGUAL AUDIENCE *of over* 1,000,000

UNITED STATES BROADCASTING STATIONS BY FREQUENCIES

(Licensed or Authorized by FCC as of June 15, 1939)

**CP granted for increase in power. †Construction permit for new station. ‡Special authorization for power or frequency. CP—Construction permit for frequency.*
L- Limited time; operates night hours only when dominant station is not operating

Call Letters	City	Day Power in Watts	Night Power in Watts
550 KC. REGIONAL			
KFUO	St. Louis	1,000	500
KFYR	Bismarck, N. D.	5,000	1,000
KOAC	Corvallis, Ore.	1,000	1,000
KSD	St. Louis	5,000	1,000
KTSA	San Antonio	5,000	1,000
WDEV	Waterbury, Vt.	500	---
WGR	Buffalo, N. Y.	5,000	1,000
WKRC	Cincinnati	5,000	5,000
WSVA	Harrisonburg, Va.	500	-----
560 KC. REGIONAL			
KFDM	Beaumont, Tex.	1,000	500
KLZ	Denver	5,000	1,000
KSFO	San Francisco	5,000	1,000
KWTO	Springfield, Mo.	5,000	-----
WFIL	Philadelphia	1,000	1,000
WIND	Gary, Ind.	5,000	1,000
WIS	Columbia, S. C.	5,000	1,000
WQAM	Miami, Fla.	1,000	1,000
570 KC. REGIONAL			
KGKO	Fort Worth, Tex.	5,000	1,000
KMTR	Los Angeles	1,000	1,000
KVI	Tacoma, Wash.	5,000	1,000
WKBN	Youngstown, O.	1,000	500
†WMAM	Marinette, Wis.	250	-----
WMCA	New York	1,000	1,000
WNAX	Yankton, S. D.	5,000	1,000
WOSU	Columbus, O.	1,000	1,000
WSYR	Syracuse, N. Y.	1,000	1,000
WWNC	Asheville, N. C.	1,000	1,000
580 KC. REGIONAL—CANADIAN SHARED			
KMJ	Fresno, Calif.	1,000	1,000
KSAC	Manhattan, Kan.	1,000	500
WCHS	Charleston, W. Va.	1,000	500
WDBO	Orlando, Fla.	5,000	1,000
WILL	Urbana, Ill.	5,000	-----
WIBW	Topeka, Kan.	5,000	1,000
WTAG	Worcester, Mass.	1,000	1,000
590 KC. REGIONAL			
KHQ	Spokane, Wash.	5,000	1,000
WEEI	Boston	5,000	1,000
WKZO	Kalamazoo, Mich.	1,000	250
WOW	Omaha, Nebr.	5,000	1,000
600 KC. REGIONAL—CANADIAN SHARED			
KFSD	San Diego, Calif	1,000	1,000
WCAO	Baltimore	1,000	500
WICC	Bridgeport, Conn.	1,000	500
WMT	Cedar Rapids, Ia.	5,000	1,000
WREC	Memphis	5,000	1,000
610 KC. REGIONAL			
†KFAR	Fairbanks, Alaska	1,000	1,000
KFRC	San Francisco	5,000	1,000
WDAF	Kansas City	5,000	1,000
WIOD	Miami	1,000	1,000
WIP	Philadelphia	1,000	1,000
WCLE	Cleveland	500	-----
620 KC. REGIONAL			
KGW	Portland, Ore.	5,000	1,000
KTAR	Phoenix, Ariz.	1,000	1,000
†KWFT	Wichita Falls, Tex.	1,000	250
WFLA	Tampa, Fla.	5,000	1,000
WSUN	St. Petersburg, Fla.	5,000	1,000
WHJB	Greensburg, Pa.	250	---
WLBZ	Bangor, Me.	1,000	500
WTMJ	Milwaukee	5,000	1,000
630 KC. REGIONAL—CANADIAN SHARED			
KFRU	Columbia, Mo.	1,000	500
KGFX	Pierre, S. D.	200	-----
KVOD	(CP) Denver, Colo.	*1,000	*1,000
WGBF	Evansville, Ind.	1,000	500
WMAL	Washington, D.C.	500	250
WPRO	Providence, R. I.	1,000	500
		*5,000	*1,000
640 KC. CLEAR			
KFI	Los Angeles	50,000	50,000
WHKC	Columbus, O.	500	500
WOI	Ames, Ia.	5,000	--
WGAN	Portland, Me.	500	500
650 KC. CLEAR			
KIRO	Seattle	250	L-250
	(‡710 kc.)	‡1,000	‡1,000
WSM	Nashville, Tenn.	50,000	50,000
660 KC. CLEAR			
KOWH	Omaha, Nebr.	500	-----
WEAF	New York	50,000	50,000
670 KC. CLEAR			
WMAQ	Chicago	50,000	50,000
680 KC. CLEAR			
KFEQ	St. Joseph, Mo.	2,500	L-500
KPO	San Francisco	50,000	50,000
WLAW	Lawrence, Mass.	1,000	----
WPTF	Raleigh, N. C.	5,000	5,000
690 KC. CANADIAN EXCLUSIVE			
700 KC. CLEAR			
WLW	Cincinnati	50,000	50,000
710 KC. CLEAR			
KIRO	Seattle	‡1,000	‡1,000
KMPC	Beverly Hills, Calif.	500	L-500
WOR	Newark, N. J.	50,000	50,000
720 KC. CLEAR			
WGN	Chicago	50,000	50,000
730 KC. CANADIAN EXCLUSIVE			
740 KC. CLEAR			
KMMJ	Grand Island, Neb.	1,000	L-1,000
KTRB	Modesto, Calif	250	-----
WHEB	Portsmouth, N. H.	250	---
WSB	Atlanta	50,000	50,000
750 KC. CLEAR			
KGU	Honolulu, Hawaii	2,500	2,500
WJR	Detroit	50,000	50,000
760 KC. CLEAR			
KXA	Seattle	500	250
		*1,000	*L-1,000
WEW	St. Louis	1,000	
WJZ	New York	50,000	50,000
‡WBAL	Baltimore		‡2,500
WCAL	Northfield, Minn.	5,000	-----
WLB	Minneapolis	5,000	-----
770 KC. CLEAR			
KFAB	Lincoln, Nebr.	10,000	10,000
WBBM	Chicago	50,000	50,000
780 KC. REGIONAL—CANADIAN SHARED			
KEHE	Los Angeles	5,000	1,000
KFDY	Brookings, S. D.	1,000	---
KFQD	Anchorage, Alaska	250	250
KGHL	Billings, Mont.	5,000	1,000
KWLK	Longview, Wash.	250	--
WEAN	Providence, R. I.	5,000	1,000
WMC	Memphis	5,000	1,000
WPIC	Sharon, Pa.	250	-----
WPRA	(CP) Mayaguez, P. R.	2,500	*1,000
WTAR	Norfolk, Va.	5,000	1,000
790 KC. CLEAR			
KGO	San Francisco	7,500	7,500
WGY	Schenectady, N. Y.	50,000	50,000
KOAM	Pittsburg, Kan.	1,000	-----
800 KC. CLEAR			
WBAP	Fort Worth, Tex.	50,000	50,000
WFAA	Dallas, Tex.	50,000	50,000
WTBO	Cumberland, Md.	250	-----
810 KC. CLEAR			
WCCO	Minneapolis	50,000	50,000
WNYC	New York	1,000	-----
820 KC. CLEAR			
WHAS	Louisville	50,000	50,000
830 KC. CLEAR			
KOA	Denver	50,000	50,000
WEEU	Reading, Pa.	1,000	-----
WHDH	Boston	1,000	---
WRUF	Gainesville, Fla.	5,000	L-5,000
840 KC. CANADIAN EXCLUSIVE			
850 KC. CLEAR			
KIEV	Glendale, Calif.	250	-----
KWKH	Shreveport, La. (‡1100 kc.)	10,000	10,000
‡WESG	Elmira, N. Y.	1,000	-----
WWL	New Orleans	50,000	50,000
WKAR	E. Lansing, Mich.	1,000	-----
		*5,000	-----
860 KC. CLEAR			
WABC	New York	50,000	50,000
WHB	Kansas City	1,000	-----
870 KC. CLEAR			
WENR	Chicago	50,000	50,000
WLS	Chicago	50,000	50,000
WNOX	Knoxville, Tenn.	5,000	1,000
880 KC. REGIONAL—CANADIAN SHARED			
KFKA	Greeley, Colo.	1,000	500
KLX	Oakland, Calif.	1,000	1,000
KPOF	Denver	1,000	1,000
WCOC	Meridian, Miss.	1,000	1,000
WGBI	Scranton, Pa.	1,000	500
WRNL	Richmond, Va.	500	---
		*1,000	*1,000
WQAN	Scranton, Pa.	1,000	500
WSUI	Iowa City, Ia.	1,000	500
†KVAN	Vancouver, Wash.	250	-----
890 KC. REGIONAL			
KARK	Little Rock, Ark.	1,000	1,000
KFNF	Shenandoah, Ia.	1,000	500
		*5,000	*1,000
KFPY	Spokane, Wash.	5000	1,000
KTKC	(CP) Visalia, Calif.	*1,000	*1,000
KUSD	Vermillion, S. D.	500	500
WBAA	West Lafayette, Ind.	1,000	500
WGST	Atlanta	5,000	1,000
WJAR	Providence, R. I.	5,000	1,000
WMMN	Fairmont, W. Va.	5,000	1,000
900 KC. REGIONAL			
KGBU	Ketchikan, Alaska	500	500
KHJ	Los Angeles	5,000	1,000
KSEI	Pocatello, Idaho	1,000	250
WBEN	Buffalo, N. Y.	5,000	1,000
WFMD	Frederick, Md.	500	-----
WJAX	Jacksonville, Fla.	5,000	1,000
WKY	Oklahoma City	5,000	1,000
WLBL	Stevens Point, Wis.	5,000	----
WTAD	Quincy, Ill	1,000	-----
910 KC. CANADIAN EXCLUSIVE			
920 KC. REGIONAL			
KFEL	Denver	500	500
		*1,000	*1,000
KOMO	Seattle	5,000	1,000
KPRC	Houston, Tex.	5,000	1,000
KVOD	Denver (CP 630)	500	500
		*1,000	*1,000
WAAF	Chicago	1,000	-----
WORL	Boston, Mass.	500	-----
WPEN	Philadelphia	1,000	1,000
WSPA	Spartanburg, S. C.	1,000	-----
WWJ	Detroit	5,000	1,000
930 KC. REGIONAL—CANADIAN SHARED			
KMA	Shenandoah, Ia.	5,000	1,000
KROW	Oakland, Calif.	1,000	1,000
WBRC	Birmingham	5,000	1,000
WDBJ	Roanoke, Va.	5,000	1,000
WELI	New Haven, Conn.	500	250
940 KC. REGIONAL			
KOIN	Portland, Ore.	5,000	1,000
WAAT	Jersey City, N. J.	500	-----
WAVE	Louisville	1,000	1,000
WCSH	Portland, Me.	2,500	1,000
WDAY	Fargo, N. D.	5,000	1,000
WHA	Madison, Wis.	5,000	-----
WICA	Ashtabula, O.	250	-----
		*500	-----
950 KC. REGIONAL			
KFWB	Hollywood, Calif	5,000	1,000
KMBC	Kansas City	5,000	1,000
WRC	Washington, D. C.	5,000	1,000
†WTRY	Troy, N. Y.	1,000	-----
960 KC. CANADIAN EXCLUSIVE			
970 KC. CLEAR			
KJR	Seattle	5,000	5,000
WCFL	Chicago	5,000	5,000
WIBG	Glenside, Pa.	100	-----
980 KC. CLEAR			
KDKA	Pittsburgh	50,000	50,000
990 KC. CLEAR			
WBZ	Boston	50,000	50,000
WBZA	Springfield, Mass.	1,000	1,000
1000 KC. CLEAR			
KFVD	Los Angeles	1,000	L-1,000
WHO	Des Moines	50,000	50,000
1010 KC. REGIONAL—CANADIAN SHARED			
KGGF	Coffeyville, Kan.	1,000	1,000
KQW	San Jose, Calif.	1,000	1,000
		*5,000	1,000
WHN	New York	5,000	1,000
WNAD	Norman, Okla.	1,000	1,000
1020 KC. CLEAR			
KYW	Philadelphia	10,000	10,000
WDZ	Tuscola, Ill.	250	-----
		*1,000	-----
1030 KC. CANADIAN EXCLUSIVE			
CKLW	Detroit-Windsor	5,000	5,000
1040 KC. CLEAR			
KRLD	Dallas	10,000	10,000
		*50,000	*50,000
KTHS	Hot Springs, Ark. (‡1060 kc.)	10,000	10,000
‡KWJJ	Portland, Ore.	500	L-500
KYOS	Merced, Cal.	250	-----
WESG	Elmira, N. Y. (‡850 kc.)	1,000	-----
‡WTIC	Hartford, Conn.	50,000	50,000
1050 KC. CLEAR			
KFBI	Abilene, Kan.**	5,000	L-5,000
KNX	Los Angeles	50,000	50,000
WEAU	Eau Claire, Wis.	1,000	L-1,000
		*5,000	
WIBC	Indianapolis	1,000	-----

***Authorized to move to Wichita, Kan.*

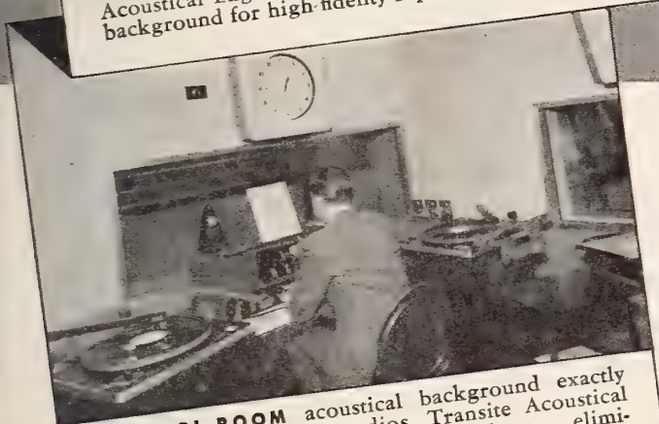
1060 KC. CLEAR			
‡KTHS	Hot Springs	10,000	10,000
KWJJ	Portland, Ore. (‡1040 kc)	500	500
WBAL	Baltimore (‡760 kc)	10,000	10,000
WJAG	Norfolk, Nebr.	1,000	L-1,000
WTIC	Hartford, Conn. (‡1040 kc)	50,000	50,000
1070 KC. CLEAR			
KJBS	San Francisco	500	L-500
WCAZ	Carthage, Ill.	100	-----
WTAM	Cleveland	50,000	50,000
1080 KC. CLEAR			
WBT	Charlotte, N. C.	50,000	50,000
WCBD	Chicago, Ill.	5,000	L-5,000
WMBI	Chicago	5,000	L-5,000
1090 KC. CLEAR			
KMOX	St. Louis	50,000	50,000
1100 KC. CLEAR—CANADIAN SHARED			
KGDM	Stockton, Calif.	1,000	-----
KWKH	Shreveport, La.	‡10,000	‡10,000
		*50,000	*50,000
WBIL	New York	5,000	5,000
WPG	Atlantic City, N. J.	5,000	5,000
1110 KC. CLEAR			
KSOO	Sioux Falls, S. D.	5,000	L-5,000
WRVA	Richmond, Va.	50,000	50,000
1120 KC. REGIONAL—CANADIAN SHARED			
KFIO	Spokane, Wash.	100	-----
KFSG	Los Angeles	2,500	500
KRKD	Los Angeles	2,500	500
KRSC	Seattle	250	250
†KTBC	Austin, Tex.	1,000	----
WCOP	Boston	500	-----
WDEL	Wilmington, Del.	1,000	250
WJBO	Baton Rouge	500	500
WISN	Milwaukee	1,000	250
WTAW	College Station, Tex.	500	500
1130 KC. CLEAR			
KSL	Salt Lake City	50,000	50,000
WJJD	Chicago	20,000	L-20,000
WOV	New York	1,000	L-1,000
1140 KC. CLEAR			
KVOO	Tulsa, Okla.	25,000	25,000
WAPI	Birmingham	5,000	5,000
WSPR	Springfield Mass.	500	L-500
1150 KC. CLEAR			
WHAM	Rochester, N. Y.	50,000	50,000
1160 KC. CLEAR			
WOWO	Fort Wayne, Ind.	10,000	10,000
WWVA	Wheeling, W. Va.	5,000	5,000
1170 KC. CLEAR			
WCAU	Philadelphia	50,000	50,000
1180 KC. CLEAR			
KEX	Portland, Ore.	5,000	5,000
KOB	Albuquerque, N.M.	10,000	10,000
WDGY	Minneapolis	5,000	L-1,000
WINS	New York	1,000	L-1,000
WMAZ	Macon, Ga.	5,000	L-1,000

(Continued on Page 182)

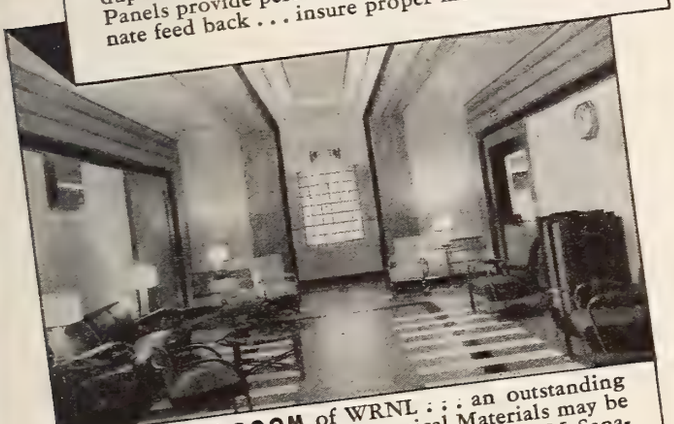
KEY-STATION *Sound-Control* for SMALLER STUDIOS



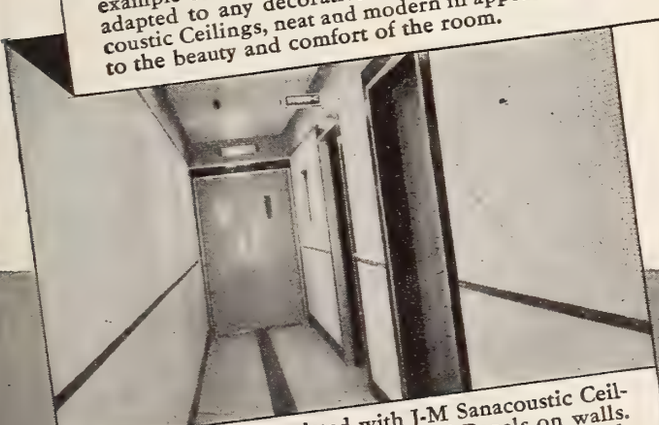
STUDIO A, Station WRNL, Richmond, Virginia. Working with Baskerville and Sons, architects, J-M Acoustical Engineers applied the perfect acoustical background for high-fidelity reproduction.



CONTROL-ROOM acoustical background exactly duplicates that in the studios. Transite Acoustical Panels provide perfect listening conditions . . . eliminate feed back . . . insure proper monitoring.



RECEPTION ROOM of WRNL . . . an outstanding example of the way J-M Acoustical Materials may be adapted to any decorative scheme. Here, J-M Sanacoustic Ceilings, neat and modern in appearance, add to the beauty and comfort of the room.



CORRIDORS are quieted with J-M Sanacoustic Ceilings and with Transite Acoustical Panels on walls. Transite Acoustical Panels are unusually sound-absorbent, and will withstand the severe abuse to which studio walls are frequently subjected.

TO HOLD present audiences and attract new ones, every station, both large and small, must offer the highest quality of program transmission at all times . . . and that calls for perfect acoustical conditions throughout the studios.

Practically every key station in the country assures high-fidelity reproduction by the use of J-M Sound-Control Methods and Materials. And, to hold leadership in their respective territories, more and more stations are turning to the leaders in sound-control for perfect acoustical conditions.

In Station WRNL, whose attractive new quarters are pictured on this page, J-M Sound-Control Engineers have eliminated reverberation and distortion in studios, transcription and control rooms . . . prevented outside noises from going on the air. As a result, the reproduction of every type of program is true and faithful . . . broadcast quality is greatly improved.

If acoustical conditions in your station are not all they should be, a J-M Acoustical Engineer can show you how to improve them effectively and economically. And if you're planning a new station, the J-M Acoustical-Engineering Service can greatly assist your architect.

It will be worth your while to get complete details. Write Johns-Manville, 22 E. 40th St., N. Y. C.

PARTIAL LIST of STUDIOS by JOHNS-MANVILLE

KDKA, Pittsburgh, Pa.	WDAN, Danville, Ill.	WRC, Washington, D. C.
KRLD, Dallas, Texas	WOAL, San Antonio, Tex.	WICA, Ashtabula, O.
WABC, New York, N. Y.	WCOU, Lewiston, Me.	WOWO, Ft. Wayne, Ind.
WBBM, Chicago, Ill.	WEBC, Duluth, Minn.	WHAS, Louisville, Ky.
WDBJ, Roanoke, Va.	WGN Chicago, Ill.	KGNC, Amarillo, Texas
WEAF, New York, N. Y.	WJSV, Washington, D. C.	WNAX, Yankton, S. D.
WENR, Chicago, Ill.	WJZ, New York, N. Y.	KRE, Berkeley, Cal.
KNX, Los Angeles, Cal.	WKY, Oklahoma City, Okla.	WFBR, Baltimore, Md.
KFI, Los Angeles, Cal.	WLS, Chicago, Ill.	KYSM, Mankato, Minn.
WGY, Schenectady, N.Y.	WMAQ, Chicago, Ill.	WBEN, Buffalo, N. Y.
KYW, Philadelphia, Pa.	WOR, Newark, N. J.	WLAW, Lawrence, Mass.
KGKO, Ft. Worth, Tex.	WOW, Omaha, Nebr.	WTBS, Shreveport, La.
CKTB, St. Catherine's, Ont.	WWJ, Detroit, Mich.	WCHS, Charleston, W. Va.

JOHNS-MANVILLE

Sound-Control Materials and Acoustical-Engineering Service

UNITED STATES BROADCASTING STATIONS BY FREQUENCIES

(Continued from page 180)

Call Letters	City	Day Power in Watts	Night Power in Watts
1200 KC. LOCAL			
KADA	Ada, Okla.	100	100
KAST	Astoria, Ore.	250	100
KBTM	Jonesboro, Ark.	100	----
KELO	Sioux Falls, S. D.	250	100
KFJB	Marshalltown, Ia.	250	100
KFXD	Nampa, Idaho	250	100
KFXJ	Grand Junc.,Colo.	250	100
KGDE	Fergus Falls, Minn.	250	100
KGEK	Sterling, Colo.	100	100
KGFJ	Los Angeles	100	100
KGHI	Little Rock, Ark.	250	100
KMLB	Monroe, La.	250	100
KOOS	Marshfield, Ore.	250	100
KSUN	Lowell, Ariz.	250	100
KVCV	Redding, Cal.	100	100
KVEC	San Luis Obispo, Cal.	250	100
KVNU	Logan, Utah	100	100
KVOS	Bellingham, Wash.	100	100
KWG	Stockton, Calif.	100	100
KWNO	Winona, Minn.	250	100
WABI	Bangor, Me.	250	100
WAIM	Anderson, S. C.	100	100
WAYX	Waycross, Ga.	250	100
†WBAB	Atlantic City, N. J.	250	100
WBBZ	Ponca City, Okla.	250	100
WBHP	Huntsville, Ala.	100	100
WCAT	Rapid City, S. D.	100	----
WCAX	Burlington, Vt.	250	100
WCLO	Janesville, Wis.	250	100
WCPO	Cincinnati	250	100
†WDSM	Superior, Wis.	100	100
†WENY	Elmira, N. Y.	250	-----
WEST	Easton, Pa.	250	100
WFAM	South Bend, Ind.	100	100
WFTC	Kinston, N. C.	250	100
WHBC	Canton, O.	100	100
		*250	100
WHBY	Green Bay, Wis.**	250	100
WIBX	Utica, N. Y.	250	100
WIL	St. Louis	250	100
WJBC	Bloomington, Ill.	250	100
WJBL	Decatur, Ill.	100	100
WJBW	New Orleans	100	100
WJHL	Johnson City, Tenn.	250	100
WJNO	W. Palm Beach, Fla.	250	100
WJRD	Tuscaloosa, Ala.	250	-----
WKBO	Harrisburg, Pa.	250	100
WLVA	Lynchburg, Va.	250	100
WMFR	High Point, N. C.	100	100
†WMOB	Mobile, Ala.	100	---
WMPC	Lapeer, Mich.	250	100
WOLS	Florence, S. C.	100	--
WRBL	Columbus, Ga.	250	100
WSAL	Salisbury, Md.	250	----
†WSKB	McComb, Miss.	100	---
WTHT	Hartford. Conn.	100	100
WTOL	Toledo, O.	100	100
WWAE	Hammond, Ind.	100	100

***Authorized to move to Appleton, Wis.*

1210 KC. LOCAL

KALB	Alexandria, La.	250	100
KANS	Wichita, Kan.	100	100
KASA	Elk City, Okla.	100	100
KDLR	Devils Lake, N. D.	250	100
KDON	Monterey, Calif.	100	100
KFJI	Klamath Falls, Ore.	100	100
KFOR	Lincoln, Nebr.	250	100
KFPW	Fort Smith, Ark.	100	100
KFVS	Cape Girardeau, Mo.	250	100
KFXM	San Bernardino, Cal.	100	100
KGLO	Mason City, Iowa	250	100
KGY	Olympia, Wash.	100	100
KHBG	Okmulgee, Okla.	100	----
KIUL	Garden City, Kans.	100	100
KLAH	Carlsbad, N. M.	250	100
KOCA	Kilgore, Tex.	250	100
†KOVO	Provo, Utah	250	100
KPFA	Helena, Mont.	250	100
KPPC	Pasadena, Calif.	100	100
KROY	Sacramento, Cal.	100	-----
KVSO	Ardmore, Okla.	250	100
KWJB	Globe, Ariz.	250	100
KWTN	Watertown, S. D.	100	100
†KXOX	Sweetwater, Tex.	250	---
WALR	Zanesville, O.	100	100
WBAX	Wilkes-Barre, Pa.	100	100
WBBL	Richmond, Va.	100	100
WBRB	Red Bank, N. J.	100	100
WCOL	Columbus, O.	100	100
WCOU	Lewiston, Me.	100	100
WCOV	Montgomery, Ala.	100	-----
WCRW	Chicago	100	100
WEBQ	Harrisburg, Ill.	250	100
WEDC	Chicago	100	100
WFAS	White Plains, N. Y.	100	100
WFOY	St. Augustine, Fla.	250	100
WGBB	Freeport, N. Y.	100	100
WGCM	Gulfport, Miss	250	100
WGRM	Grenada, Miss.**	250	100
WHAI	Greenfield, Mass.	250	100
WHBU	Anderson, Ind.	250	100
WIBU	Poynette, Wis.	250	100
†WINN	Louisville, Ky.	250	100
WJBY	Gadsden, Ala.	250	100
WJEJ	Hagerstown, Md.	100	100

Call Letters	City	Day Power in Watts	Night Power in Watts
1210 KC. LOCAL (Cont.)			
WJIM	Lansing, Mich.	250	100
WJLS	Beckley, W. Va.	250	100
WJMC	Rice Lake, Wisc.	250	-----
WJTN	Jamestown, N. Y.	250	100
WJW	Akron, O.	250	100
WKOK	Sunbury, Pa.	100	100
WLOK	Lima, O.	100	-----
WMFG	Hibbing, Minn.	250	100
†WOCB	Osterville, Mass.	250	100
WOMT	Manitowoc, Wis.	100	100
WPAX	Thomasville, Ga.	250	100
†WPIV	Petersburg, Va.	250	100
WRAL	Raleigh, N. C.	250	100
WSAY	Rochester, N. Y.	250	100
WSBC	Chicago	250	100
WSIX	Nashville, Tenn.	250	100
WSNJ	Bridgeton, N. J.	100	-----
		*250	*100
WSOC	Charlotte, N. C.	250	100
†WTMA	Charleston, S. C.	250	100
WTAX	Springfield, Ill.	100	100

***Authorized to move to Greenwood, Miss.*

1220 KC. REGIONAL

KPAC	Port Arthur, Tex.	500	500
KTMS	Santa Barbara	500	500
KFKU	Lawrence, Kan.	5,000	1,000
KTW	Seattle	1,000	1,000
KWSC	Pullman, Wash.	5,000	1,000
WCAD	Canton, N. Y.	500	----
WCAE	Pittsburgh	5,000	1,000
WDAE	Tampa, Fla.	5,000	1,000
WGNY	Newburgh, N. Y.	250	---
WREN	Lawrence, Kan.	5,000	1,000

1230 KC. REGIONAL

KGBX	Springfield, Mo.	500	500
KGGM	Albuquerque, N. M.	1,000	1,000
KYA	San Francisco	5,000	1,000
WFBM	Indianapolis	5,000	1,000
WNAC	Boston	5,000	1,000
WOL	Washington, D. C.	1,000	1,000

1240 KC. REGIONAL

KGCU	Mandan, N. D.	250	250
KTAT	Fort Worth, Tex.	1,000	1,000
KTFI	Twin Falls, Idaho	1,000	1,000
WHBF	Rock Island, Ill.	1,000	1,000
WKAQ	San Juan, P. R.	1,000	1,000
WXYZ	Detroit	1,000	1,000

1250 KC. REGIONAL

KFOX	Long Beach, Calif.	1,000	1,000
		*5,000	1,000
KIT	Yakima, Wash.	1,000	500
KXOK	St. Louis, Mo.	1,000	1,000
WAIR	Winston-Salem, N.C.	250	-----
WDSU	New Orleans	1,000	1,000
WHBI	Newark, N. J.	2,500	1,000
WKST	New Castle, Pa.	250	-----
WMRO	Aurora, Ill.	250	-----
WNEW	New York City	5,000	1,000
WTCN	Minneapolis	5,000	1,000

1260 KC. REGIONAL

KGVO	Missoula, Mont.	5,000	1,000
KHSL	Chico, Cal.	250	250
KOIL	Omaha	5,000	1,000
KRGV	Weslaco, Tex.	1,000	1,000
KUOA	Siloam Springs, Ark.	5,000	-----
KVOA	Tucson, Ariz.	1,000	1,000
†WFVA	Fredericksburg, Va.	250	--
WHIO	Dayton, O.	5,000	1,000
WNBX	Springfield, Vt.	1,000	1,000
WTOC	Savannah, Ga.	1,000	1,000
		*5,000	1,000

1270 KC. REGIONAL

KGCA	Decorah, Ia.	100	-----
KOL	Seattle	5,000	1,000
KVOR	Colorado Springs	1,000	1,000
KWLC	Decorah, Ia.	100	-----
WASH	Grand Rapids, Mich.	500	500
WFBR	Baltimore	1,000	500
		*5,000	*1,000
WJDX	Jackson, Miss.	5,000	1,000
WOOD	Grand Rapids, Mich.	500	500

1280 KC. REGIONAL

KLS	Oakland	250	250
KFBB	Great Falls, Mont.	5,000	1,000
WCAM	Camden, N. J.	500	500
WCAP	Asbury Park, N. J.	500	500
WDOD	Chattanooga, Tenn.	5,000	1,000
WIBA	Madison, Wis.	5,000	1,000
WORC	Worcester, Mass.	500	500
WRR	Dallas, Tex.	500	500
WTNJ	Trenton, N. J.	500	500

Call Letters	City	Day Power in Watts	Night Power in Watts
1290 KC. REGIONAL			
KDYL	Salt Lake City	5,000	1,000
KLCN	Blytheville, Ark.	100	-----
KTRH	Houston, Tex.	5,000	1,000
WEBC	Duluth, Minn.	5,000	1,000
WJAS	Pittsburgh, Pa.	5,000	1,000
WNBZ	Saranac Lake, N. Y.	100	-----
WNEL	San Juan, P. R.	2,500	1,000
WATR	Waterbury, Conn.	250	250
†WJHP	Jacksonville, Fla.	250	250

1300 KC. REGIONAL

KALE	Portland, Ore.	1,000	1,000
KFAC	Los Angeles	1,000	1,000
KFH	Wichita, Kan.	5,000	1,000
WBBR	Brooklyn	1,000	1,000
WEVD	New York	1,000	1,000
WFBC	Greenville, S. C.	5,000	1,000
WHAZ	Troy, N. Y.	1,000	1,000
WHBL	Sheboygan, Wis.	1,000	250

1310 KC. LOCAL

KAND	Corsicana, Tex.	100	-----
KARM	Fresno, Cal.	100	100
KBND	Bend, Ore.	250	100
KCRJ	Jerome, Ariz.	250	100
KCKN	Kansas City, Kan.	100	100
KFPL	Dublin, Tex.	250	100
KFYO	Lubbock, Tex.	250	100
KGEZ	Kalispell, Mont.	100	100
KGFW	Kearney, Nebr.	250	100
KHUB	Watsonville, Cal.	250	-----
KPDN	Pampa, Tex.	100	-----
KOCY	Oklahoma City, Okla.	250	100
KOME	Tulsa, Okla.	250	-----
KRBA	Lufkin, Tex.	100	----
KRMD	Shreveport, La.	250	100
KROC	Rochester, Minn.	250	100
KVSF	Santa Fe, N. M.	100	100
KRRV	Sherman, Tex.	250	-----
KSRO	Santa Rosa, Cal.	250	100
KSUB	Cedar City, Utah	100	100
KTSM	El Paso, Tex.	250	100
KVOL	Lafayette, La.	250	100
KVOX	Moorhead, Minn.	250	100
KWOC	Poplar Bluff, Mo.	100	-----
KWOS	Jefferson City, Mo.	250	100
KXRO	Aberdeen, Wash.	250	100
WAML	Laurel, Miss.	250	100
WBEO	Marquette, Mich.	250	100
WBOW	Terre Haute, Ind.	250	100
WBRE	Wilkes-Barre, Pa.	250	100
WBRK	Pittsfield, Mass.	250	100
WCLS	Joliet, Ill.	100	100
WCMI	Ashland, Ky.	250	100
WDAH	El Paso, Tex.	250	100
WEBR	Buffalo, N. Y.	250	100
WEMP	Milwaukee	250	100
WEXL	Royal Oak, Mich.	50	50
WFBG	Altoona, Pa.	100	100
WFDF	Flint, Mich.	100	100
WGAU	Athens, Ga.	250	100
WGH	Newport News, Va.	250	100
WGTM	Wilson, N. C.	100	----
WHAT	Philadelphia	100	100
WJAC	Johnstown, Pa.	250	100
WLAK	Lakeland, Fla.	250	100
WLBC	Muncie, Ind.	250	100
WLNH	Laconia, N. H.	100	100
WMBO	Auburn, N. Y.	250	100
WMFF	Plattsburg, N. Y.	250	100
WNBH	New Bedford, Mass.	250	100
WRAW	Reading, Pa.	100	100
WROL	Knoxville, Tenn.	250	100
WSAJ	Grove City, Pa.	100	100
†WSAV	Savannah, Ga.	100	100
WSGN	Birmingham, Ala.	250	100
WSJS	Winston-Salem, N. C.	250	100
WTAL	Tallahassee, Fla.	250	100
WTEL	Philadelphia	100	100
WTJS	Jackson, Tenn.	250	100
WTRC	Elkhart, Ind.	250	100

1320 KC. REGIONAL

KGHF	Pueblo, Colo.	500	500
KGMB	Honolulu, Hawaii	1,000	1,000
KID	Idaho Falls, Idaho	5,000	500
KRNT	Des Moines	5,000	1,000
WADC	Akron, O.	5,000	1,000
WORK	York, Pa.	1,000	1,000
WSMB	New Orleans	5,000	1,000

1330 KC. REGIONAL

KGB	San Diego, Calif.	1,000	1,000
KMO	Tacoma, Wash.	1,000	1,000
KRIS	Corpus Christi, Tex.	500	500
KSCJ	Sioux City, Ia.	5,000	1,000
WDRC	Hartford, Conn.	5,000	1,000
WSAI	Cincinnati	5,000	1,000
WTAQ	Green Bay, Wis.	5,000	1,000

Call Letters	City	Day Power in Watts	Night Power in Watts
1340 KC. REGIONAL			
†KDTH	Dubuque, Iowa	500	----
KFRO	(CP) Longview, Tex.	*1,000	*1,000
KGIR	Butte, Mont.	5,000	1,000
KGNO	Dodge City, Kan.	250	250
WCOA	Pensacola, Fla.	1,000	500
WFEA	Manchester, N. H.	1,000	500
†WFNC	Fayetteville, N. C.	250	-----
WSPD	Toledo, O.	5,000	1,000

1350 KC. REGIONAL

KIDO	Boise, Idaho	2,500	1,000
KWK	St. Louis	5,000	1,000
WAWZ	Zarephath, N. J.	1,000	1,000
WBNX	New York	1,000	1,000
WMBG	Richmond, Va.	500	500

1360 KC. REGIONAL

KCRC	Enid, Okla.	250	250
KGER	Long Beach, Calif.	1,000	1,000
KLPM	Minot, N. D.	1,000	500
KSLM	Salem, Ore.	500	500
WCSC	Charleston, S. C.	1,000	500
WFBL	Syracuse, N. Y.	5,000	1,000
WGES	Chicago	1,000	500
WQBC	Vicksburg, Miss.	1,000	-----
WSBT	South Bend, Ind.	500	500

1370 KC. LOCAL

KEEN	Seattle	100	100
KELD	El Dorado, Ark.	100	100
KERN	Bakersfield, Calif.	100	100
KFGQ	Boone, Ia.	100	-----
KFJZ	Fort Worth Tex.	250	100
KFRO	Longview, Tex. (CP 1340)	250 *1,000	----- *1,000
KGFL	Roswell, N. M.	100	100
KGKL	San Angelo, Tex.	250	100
KICA	Clovis, N. M.	100	100
KIUN	Pecos, Tex.	100	100
KIUP	Durango, Colo.	100	100
KLUF	Galveston, Tex.	250	100
KMAC	San Antonio, Tex.	250	100
KORH	Rapid City, S. D.	250	100
KOKO	La Junta, Colo.	100	100
KONO	San Antonio, Tex.	250	100
KRE	Berkeley, Calif.	250	100
KRKO	Everett, Wash.	50	50
KRMC	Jamestown, N. D.	250	100
KTEM	Temple, Tex.	250	----
KTOK	Oklahoma City	250	100
KTSW	Emporia, Kans.	100	100
KTUC	Tucson, Ariz.	250	100
KUJ	Walla Walla, Wash.	100	100
KVGB	Great Bend, Kan.	100	100
KVRS	Rock Springs, Wyo.	250	100
KWYO	Sheridan, Wyo.	250	100
WABY	Albany, N. Y.	250	100
WAGF	Dothan, Ala.	250	----
WATL	Atlanta	250	100
WBLK	Clarksburg, Va.	250	100
WBNY	Buffalo, N. Y.	250	100
WBTH	Williamson, W. Va.	100	-----
WBTM	Danville, Va.	250	100
†WCOS	Columbia, S. C.	250	100
WCBM	Baltimore	250	100
WDAS	Philadelphia	250	100
WDWS	Champaign, Ill.	250	100
WEOA	Evansville, Ind.	250	100
WFOR	Hattiesburg, Miss.	250	100
†WGBR	Goldsboro, N. C.	100	100
WGL	Fort Wayne, Ind.	250	100
WGRC	New Albany, Ind.	250	-----
WHBQ	Memphis	100	100
WHDF	Calumet, Mich.	250	100
WHLB	Virginia, Minn.	250	100
WHLS	Port Huron, Mich.	250	-----
WIBM	Jackson, Mich.	250	100
†WISE	Asheville, N. C.	100	100
WLLH	Lowell, Mass.	250	100
WMBR	Jacksonville, Fla.	250	100
WMFD	Wilmington, N. C.	100	---
		*250	*100
WMFO	Decatur, Ala.	100	----
WMIN	St. Paul, Minn.	250	100
WOC	Davenport, Ia.	250	100
WPAY	Portsmouth, O.	100	100
WPRA	Mayaguez, P. R. (CP 780)	250 2,500	100 1,000
WRAK	Williamsport, Pa.	250	100
WRDO	Augusta, Me.	100	100
WRJN	Racine, Wis.	250	100
WSAU	Wausau, Wis.	250	100
WSVS	Buffalo, N. Y.	50	-----
†WTSP	St. Petersburg, Fla.	250	100

1380 KC. REGIONAL

KOH	Reno, Nev.	500	500
KQV	Pittsburgh	1,000	500
WALA	Mobile, Ala.	1,000	500
WKBH	LaCrosse, Wis.	1,000	1,000
WNBC	New Britain, Conn.	1,000	250
WSMK	Dayton, O.	200	200
		*500	*250

STATIONS BY FREQUENCIES

Call Letters	City	Day Power in Watts	Night Power in Watts
1390 KC. REGIONAL			
KOY	Phoenix, Ariz.	1,000	1,000
KLRA	Little Rock, Ark.	5,000	1,000
KRLC	Lewiston, Ida.	250	250
WHK	Cleveland	2,500	1,000
WQDM	St. Albans, Vt.	1,000	-----
KABR	Aberdeen, S. D.	1,000	500
1400 KC. REGIONAL			
KHBC	Hilo, Hawaii	250	250
KLO	Ogden, Utah	500	500
		*5,000	*1,000
KTUL	Tulsa, Okla.	5,000	1,000
WARD	Brooklyn	500	500
WBBC	Brooklyn	500	500
WHDL	Olean, N. Y.	250	-----
WIRE	Indianapolis	5,000	1,000
WLTH	Brooklyn	500	500
WVFW	Brooklyn	500	500
1410 KC. REGIONAL			
KFJM	Grand Forks, N. D.	1,000	500
KGNC	Amarillo, Tex.	2,500	1,000
KMED	Medford, Ore.	250	250
		*1,000	
WAAB	Boston	1,000	1,000
WBCM	Bay City, Mich.	1,000	500
WHIS	Bluefield, W. Va.	1,000	500
WROK	Rockford, Ill.	1,000	500
WSFA	Montgomery, Ala.	1,000	500
1420 KC. LOCAL			
KABC	San Antonio, Tex.	250	100
KATE	Albert Lea, Minn.	250	100
KBPS	Portland, Ore.	100	100
KCMC	Texarkana, Tex.	250	100
KDNT	Denton, Tex.	100	-----
KEUB	Price, Utah	100	100
KFAM	St. Cloud, Min..	250	100
KFIZ	Fond Du Lac, Wis.	100	100
KGFF	Shawnee, Okla.	250	100
KGIW	Alamosa, Colo.	100	100
KGLU	Safford, Ariz.	250	100
KIDW	Lamar, Colo.	100	100
KLBM	La Grande, Ore.	250	100
KNET	Palestine, Tex.	100	-----
KORE	Eugene, Ore.	100	100
KRBC	Abilene, Tex.	250	100
KRIC	Beaumont, Tex.	250	100
†KRBM	Bozeman, Mont.	250	100
KRLH	Midland, Tex.	100	-----
KSAN	San Francisco, Calif.	100	100
KTRI	Sioux City, Ia.	250	100
KUMA	Yuma, Ariz.	100	100
†KVAK	Atchison, Kans.	100	-----
†KWAL	Wallace, Ida.	250	100
KXL	Portland, Ore.	250	100
KWBG	Hutchinson, Kans.	100	100
WACO	Waco, Tex.	250	100
WAGM	Presque Isle, Me.	100	100
WAPO	Chattanooga, Tenn.	250	100
WAZL	Hazelton, Pa.	100	100
WCBS	Springfield, Ill.	250	100
WCHV	Charlottesville, Va.	250	100
WEED	Rocky Mount, N. C.	250	100
WELL	Battle Creek, Mich.	100	100
†WFMJ	Youngstown, O.	100	-----
WGNC	Gastonia, N. C.	250	100
WGPC	Albany, Ga.	100	100
WHFC	Cicero, Ill.	250	100
WHMA	Anniston, Ala.	100	-----
WILM	Wilmington, Del.	100	100
WJMS	Ironwood, Mich.	100	100
WLAP	Lexington, Ky.	250	100
WLEU	Erie, Pa.	250	100
WMAS	Springfield, Mass.	250	100
WMBC	Detroit	250	100
WMBH	Joplin, Mo.	250	100
WMBS	Uniontown, Pa.	250	100
WMFJ	Daytona Beach, Fla.	100	100
WMSD	Muscle Shoals City Ala.	100	100
**WNOE	New Orleans	250	100
WPAD	Paducah, Ky.	250	100
WPAR	Parkersburg, W. Va.	100	100
WPRP	Ponce, P. R.	250	100
WSLI	Jackson, Miss.	250	100

***Call letters changed June 23 from WBNO.*

Call Letters	City	Day Power in Watts	Night Power in Watts
1430 KC. REGIONAL			
KECA	Los Angeles, Calif.	5,000	1,000
KGNF	North Platte, Nebr.	1,000	-----
KINY	Juneau, Alaska	250	250
KSO	Des Moines, Ia.	5,000	1,000
WBNS	Columbus, O.	5,000	1,000
WHEC	Rochester, N. Y.	1,000	500
WHP	Harrisburg, Pa.	1,000	500
		*5,000	*1,000
WMPS	Memphis	1,000	500
WOKO	Albany, N. Y.	1,000	500
1440 KC. REGIONAL			
KDFN	Casper, Wyo.	500	500
KELA	Centralia, Wash.	1,000	1,000
KXYZ	Houston, Tex.	1,000	1,000
WBIG	Greensboro, N. C.	5,000	1,000
WCBA	Allentown, Pa.	500	500
WMBD	Peoria, Ill.	5,000	1,000
WSAN	Allentown, Pa.	500	500
1450 KC. REGIONAL			
KCMO	Kansas City	1,000	1,000
KGCX	Wolf Point, Mont.	1,000	1,000
KIEM	Eureka, Calif.	1,000	500
KTBS	Shreveport, La.	1,000	1,000
WAGA	Atlanta, Ga.	1,000	500
WGAR	Cleveland	5,000	1,000
WHOM	Jersey City, N. J.	250	250
WSAR	Fall River, Mass.	1,000	1,000
1460 KC. HIGH POWER REGIONAL			
KSTP	Mpls-St. Paul	25,000	10,000
		*50,000	*50,000
WJSV	Washington, D. C.	10,000	10,000
		*50,000	*50,000
1470 KC. HIGH POWER REGIONAL			
KGA	Spokane, Wash.	5,000	5,000
WLAC	Nashville, Tenn.	5,000	5,000
WMEX	(CP) Boston	5,000	5,000
1480 KC. HIGH POWER REGIONAL			
KOMA	Oklahoma City	5,000	5,000
WKBW	Buffalo, N. Y.	5,000	5,000
WHIP	Hammond, Ind.	5,000	-----
1490 KC. HIGH POWER REGIONAL			
KFBK	Sacramento, Calif.	10,000	10,000
WCKY	Cincinnati	10,000	10,000
		*50,000	*50,000
1500 KC. LOCAL			
KAWM	Gallup, N. M.	250	100
KBIX	Muskogee, Okla.	100	100
†KBKR	Baker, Ore.	250	100
KBST	Big Spring, Tex.	100	100
KDAL	Duluth, Minn.	250	100
KDB	Santa Barbara, Calif.	250	100
†KDRO	Sedalia, Mo.	250	100
†KFDA	Amarillo, Tex.	100	100
KGFI	Brownsville, Tex.	250	100
KGKB	Tyler, Tex.	250	100
KGKY	Scotts Bluff, Nebr.	250	100
KNEL	Brady, Tex.	250	-----
KNOW	Austin, Tex.	100	100
KOTN	Pine Bluff, Ark.	100	100
KOVC	Valley City, N. D.	250	100
KPAB	Laredo, Tex.	250	100
KPLC	Lake Charles, La.	250	100
KPLT	Paris, Tex.	250	-----
KPQ	Wenatchee, Wash.	250	100
KRNR	Roseburg, Ore.	250	100
†KROD	El Paso, Tex.	100	100
KSAL	Salina, Kan.	250	100
KSAM	Huntsville, Tex.	100	-----
†KTOH	Lihue, Hawaii	250	100
KUTA	Salt Lake City, Utah	100	100
KVOE	Santa Ana, Calif.	100	100
KVWC	Vernon, Tex.	250	100
KWEW	Hobbs, N. M.	100	-----
KXO	El Centro, Calif.	100	100
†KYCA	Prescott, Ariz.	250	100
KYSM	Mankato, Minn.	250	100
WCNW	Brooklyn, N. Y.	250	100
WDAN	Danville, Ill.	250	100
WDNC	Durham, N. C.	250	100
WGAL	Lancaster, Pa.	250	100
WGIL	Galesburg, Ill.	250	-----
†WGKV	Charleston, W. Va.	100	100
WHBB	Selma, Ala.	100	100
WJBK	Detroit	250	100
WKAT	Miami Beach	250	100
WKBB	Dubuque, Ia.	250	100
WKBV	Richmond, Ind.	100	100
WKBZ	Muskegon, Mich.	250	100
WKEU	Griffin, Ga.	100	-----
WMEX	Boston (CP 1470 kc)	250 *5,000	100 *5,000
WNBF	Binghamton, N. Y.	250	100
WNLC	New London, Conn.	100	100
WOMI	Owensboro, Ky.	250	100
WOPI	Bristol, Tenn.	100	100
WRGA	Rome, Ga.	250	100
WRDW	Augusta, Ga.	250	100
WRTD	Richmond, Va.	100	100
WSTP	Salisbury, N. C.	250	100
WSYB	Rutland, Vt.	100	100
†WTMC	Ocala, Fla.	100	100
WTMV	East St. Louis, Ill.	250	100
WWRL	Woodside, N. Y.	250	100
WWSW	Pittsburgh	250	100
1530 KC. SPECIAL			
WBRY	Waterbury, Conn.	1,000	1,000
KITE	Kansas City	1,000	1,000
1550 KC. SPECIAL			
WQXR	New York City	1,000	1,000
KPMC	Bakersfield, Calif.	1,000	1,000

A RADIO COVERAGE LETTER

may be purchased by any Broadcasting Station

IT IS BASED on the Radio Coverage Reports Field Intensity Survey, which received an Annual Advertising Award for advertising research in 1938. This service is now being contained and maintained by leading agencies and networks.

Your Radio Coverage Letter completely describes your station coverage, including quality of signal under day and night conditions. It defines principal cities served and the amount and nature of competitive service. The advertising value of the station is analyzed from the standpoint of the Time Buyer.

All Radio Coverage Letters are paid for in advance and no commitment is made other than that Radio Coverage Reports findings shall be issued without restriction as to the coverage value of the station. The only reservation we make is our right to refund any fee advanced if our findings do not indicate that a useful service area is offered to advertisers.

CHARGES

Charges for Radio Coverage Letters are nominal, based on maximum licensed power.

Up to and including 250 watts	**$ 35.00**
500 to 2500 watts	**50.00**
5000 to 25000 watts	**75.00**
50000 watts	**150.00**

Those agencies which do not subscribe to Radio Coverage Reports may obtain a copy of any Radio Coverage Letter free of charge on written application of a responsible executive, naming the account for which the station is being considered.

In case application is made by an advertising agency for a report on a station which has not had a Radio Coverage Letter prepared, such a report will be offered confidentially to the agency in question for the same scale of fees as above. Publication and general distribution of Radio Coverage Letters is not made except upon express order of the radio station involved.

RADIO COVERAGE REPORTS

EDGAR FELIX, *Director*

7 West 44th Street

New York City

DIRECTORY OF CANADIAN BROADCAST STATIONS BY FREQUENCIES

(Revised to June 15, 1939. (†) Denotes station under construction.)

Call Letters	City	Power
540 KC.		
CBK	Saskatoon, Sask.	50,000
In operation about Aug. 1, 1939		
550 KC.		
CFNB	Fredericton, N. B.	1,000
580 KC. (U. S.-CANADIAN SHARED)		
CFPR	Prince Rupert, B. C.	50
CHRC	Quebec, Que.	100
CKCL	Toronto, Ont.	100
CKUA	Edmonton, Alta	500
CKPR	Port Arthur, Ont.	1,000
600 KC. (U. S.-CANADIAN SHARED)		
CFCF	Montreal, Que.	500
CFQC	Saskatoon, Sask.	1,000
CJOR	Vancouver, B. C.	500
610 KC.		
CHNC	New Carlisle, Que.	1,000
630 KC. (U. S.-CANADIAN SHARED)		
CFCO	Chatham, Ont.	100
CFCY	Charlottetown, P.E.I.	1,000
CJRC	Winnipeg, Man.	1,000
CKOV	Kelowna, B. C.	1,000
690 KC. (CANADIAN EXCLUSIVE)		
CFRB	Toronto, Ont.	10,000
CJCJ	Calgary, Alta.	100
730 KC. (CANADIAN EXCLUSIVE)		
CFPL	London, Ont.	100
CJCA	Edmonton, Alta.	1,000
CKAC	Montreal, Que.	5,000
780 KC. (U. S.-CANADIAN SHARED)		
CHWK	Chilliwack, B. C.	100
CKSO	Sudbury, Ont.	1,000

Call Letters	City	Power
840 KC. (CANADIAN EXCLUSIVE)		
CBL	Toronto, Ont.	50,000
880 KC. (U. S.-CANADIAN SHARED)		
CBO	Ottawa, Ont.	1,000
CFJC	Kamloops, B. C.	1,000
910 KC. (CANADIAN EXCLUSIVE)		
CBF	Montreal, Que.	50,000
CJAT	Trail, B. C.	1,000
CKY	Winnipeg, Man.	15,000
930 KC. (CANADIAN EXCLUSIVE)		
CFAC	Calgary, Alta.	1,000
CFCH	North Bay, Ont.	100
CFLC	Prescott, Ont.	100
CHNS	Halifax, N. S.	1,000
CKPC	Brantford, Ont.	100
950 KC. (U. S. REGIONAL AND CANADIAN LOCAL)		
CBV	Quebec, Que.	1,000
CRJM	Regina, Sask.	1,000
960 KC. (CANADIAN EXCLUSIVE)		
CBM	Montreal, Que.	5,000
CFRN	Edmonton, Alta.	100
1010 KC. (U. S.-CANADIAN SHARED)		
CHML	Hamilton, Ont.	100
CKCD	Vancouver, B. C.	100
CKCK	Regina, Sask.	1,000
CKCO	Ottawa, Ont.	100
CKIC	Wolfville, N. S.	50
CKWX	Vancouver, B. C.	100
1030 KC. (CANADIAN EXCLUSIVE)		
CFCN	Calgary, Alta.	10,000
CJBR	Rimouski, Que.	1,000
CKLW	Windsor, Ont.	5,000
1050 KC. (U. S. CLEAR, NOW PARTLY SHARED)		
CBA	Sackville, N. B.	50,000

Call Letters	City	Power
1100 KC. (U. S. CLEAR, NOW PARTLY SHARED)		
CBR	Vancouver, B. C.	5,000
1120 KC. (U. S.-CANADIAN SHARED)		
CBJ	Chicoutimi, Que.	100
CHLP	Montreal, Que.	100
CHSJ	Saint John, N. B.	100
CKOC	Hamilton, Ont.	1,000—D 500—N
CKX	Brandon, Man.	1,000
1200 KC. (U. S.-CANADIAN SHARED)		
CFGP	Grande Prairie, Alta.	100
CHAB	Moose Jaw, Sask.	100—N 250—D
CHGB	Ste. Anne de la Pocatiere, Que.	100
CKNX	Wingham, Ont.	100
CKTB	St. Catharines, Ont.	100
1210 KC. (U. S.-CANADIAN SHARED)		
CHLT	Sherbrooke, Que.	100
CJCS	Stratford, Ont.	50
CJOC	Lethbridge, Alta.	100
CKBI	Prince Albert, Sask.	100
CKCH	Hull, Que.	100
CKMC	Cobalt, Ont.	50
1240 KC. (U. S. REGIONAL)		
CJCB	Sydney, N. S.	1,000
1290 KC.		
†CJHC	Halifax, N. S.	1,000
1310 KC. (U. S. AND CANADIAN LOCAL)		
CHCK	Charlottetown, P. E. I.	50
*CJKL	Kirkland Lake, Ont.	100
CJLS	Yarmouth, N. S.	100
CKCV	Quebec, Que.	100

*Shifts to *560 kc. with 1,000 watts July 15, 1939.*

Call Letters	City	Power
1370 KC. (U. S. AND CANADIAN LOCAL)		
CFAR	Flin Flon, Man.	100
†*CFOS	Owen Sound, Ont.	100
CKCW	Moncton, N. B.	100
CKRN	Rouyn, Que.	100
In operation about Sept. 1, 1939.		
1410 KC. (U. S. REGIONAL AND CANADIAN LOCAL)		
CKFC	Vancouver, B. C.	50
CKMO	Vancouver, B. C.	100
1420 KC. (U. S. AND CANADIAN LOCAL)		
CBY	Toronto, Ont.	100
CHLN	Three Rivers, Que.	100
CKCA	Kenora, Ont.	250—D 100—N
†CHNB	North Battleford, Sask.	100
†CKLN	Nelson, B. C.	100
1130 KC.		
CJGX	Yorkton, Sask.	1,000
1440 KC.		
CKGB	Timmins, Ont.	100
Shifts to 960 kc. with 1,000 watts about Oct. 1, 1939.		
1450 KC. (U. S. AND CANADIAN REGIONAL)		
CFCT	Victoria, B. C.	500
CHGS	Summerside, P.E.I.	50
1500 KC.		
CJIC	Sault Ste. Marie, Ont.	100
1510 KC.		
CFRC	Kingston, Ont.	100
CKCR	Waterloo, Ont.	100

When you want 'the Best'...



ALLIED RECORDING PRODUCTS CO.
126 W. 46th STREET NEW YORK, N. Y.
Cable: ALLRECORD

Welcome!
NATIONAL ASSOCIATION OF BROADCASTERS
July 10 to 13

When you come to Atlantic City, make your headquarters at The Ambassador • You'll be adding hours of pleasure and enjoyment to your stay by being so close to everything that's going on • And The Ambassador is Atlantic City's finest hotel, located directly on the boardwalk with most guest rooms facing the Atlantic • You'll find everything you want at The Ambassador . . . comfortable rooms at moderate rates . . . fine restaurants . . . indoor swimming pool and other recreational facilities . . . spacious sun decks and public rooms •

Harold E. Baggs,
CONVENTION MANAGER

The Ambassador
IN ATLANTIC CITY
WILLIAM HAMILTON, Managing Director

Sarnoff, McCosker Receive Citations As Press Women Make Annual Awards

DAVID SARNOFF, chairman of the board of NBC, and Alfred J. McCosker, chairman of the board of MBS, were individually honored by the National Federation of Press Women, which, at its annual banquet held June 26 at the Waldorf-Astoria Hotel, New York, awarded to them its certificates of merit for outstanding contributions to radio.

Award was made to Mr. Sarnoff for making possible the Toscanini broadcasts and to Mr. McCosker for Mutual's rebroadcast of European news bulletins during the Munich crisis.

The Federation also presented certificates to each of the national networks: To CBS for the New York Philharmonic Symphony broadcasts; to MBS for its musical contribution of Alfred Wallenstein's *Sinfonietta* program; to NBC and Margaret Cuthbert for establishing a special department to further women's activities under the direction of Margaret Cuthbert.

Fair Program Honored

An award for "the shortwave radio series most effectively promoting international peace," went to *The Salute of Nations* series of tributes to the New York World's Fair, originating in 17 foreign countries. Citations were made to the American networks carrying the programs, with Major W. Gladstone Murray, CBC general manager; William S. Paley, president of CBS; Alfred J. McCosker, chairman of the board of MBS, and Lenox Lohr, NBC president, accepting the certificates for their networks. This portion of the dinner was broadcast by NBC, CBS, MBS and CBC, and shortwaved abroad. Mrs. Joseph E. Goodbar, president of the Federation, presided at the dinner, and Dr. Young conducted the broadcast.

Other awards included:

BEST FORENOON WEEK-DAY PROGRAM: *Getting the Most Out of Life* (Standard Brands on NBC).

BEST AFTERNOON WEEK-DAY PROGRAM: *American School of the Air* (CBS sustaining).

NEWS COMMENTATOR PROGRAM: *Kaltenborn Edits the News* (Pure Oil Co. on CBS).

CONTRIBUTION BY A WOMAN: Dorothy Thompson's part in *Hour of Charm* (General Electric Co. on NBC).

GOOD TASTE IN ADVERTISING: *Sunday Evening Hour* (Ford Motor Co. on CBS).

RURAL PROGRAM: *National Farm & Home Hour* (NBC sustaining).

CHILDREN UNDER 12: Ireene Wicker's *Singing Lady* (NBC sustaining).

CHILDREN OVER 12: Walter Damrosch's *Music Appreciation Hour* (NBC sustaining).

DRAMA: Orson Welles' *Mercury Theatre of the Air* (CBS sustaining, now sponsored by Campbell Soup Co. as *Campbell Playhouse*).

AMERICAN IDEALS: George V. Denny Jr. and *America's Town Meeting of the Air* (NBC).

INTERNATIONAL PEACE: *Salute of Nations* (by New York World's Fair, 1939, on CBS, NBC, MBS and CBC). Also to Grover Whalen, president of the New York World's Fair, and Dr. John S. Young, director of radio and television, New York World's Fair.

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., on June 26 started a series of transcribed programs on WMCA, New York, featuring the songs of Vaughn De Leath. The programs, recorded by WMCA for thrice-weekly presentation, differ in style from the live 13-week series on MBS during which Vaughn De Leath replaces the *Voice of Experience* for the summer. No other transcribed programs will be sponsored by the company until the *Voice* returns early this fall. Erwin, Wasey & Co., New York, handles the account.

Joint Agencies for GE Lamps

GENERAL ELECTRIC Co. has announced that the forthcoming radio program of its Incandescent Lamp Department will be handled jointly by Batten, Barton, Durstine & Osborn and Foster & Davies, which jointly handle the general advertising. Details as to program and time on the air have not yet been announced.

STEPHANO BROS., Philadelphia (Marvel cigarettes), in a 52-week campaign which started June 27, is using a thrice weekly quarter hour program on KNX, Hollywood. Titled *Sports Parade*, the program features Braven Dyer as commentator. Agency is Aitkin-Kynett Co., Philadelphia.

MAJ. GEN. JAMES G. HARBORD, chairman of the board of RCA, has made available in booklet form his recent address on "A Chief of Staff in the Theater of Operations" delivered before the Army War College. Gen. Harbord was wartime Chief of Service of Supply of the A.E.F.

Two L. A. Recorders Move

TWO HOLLYWOOD recording firms have moved to new quarters in that city. Hollywood Recorders has taken over the three-story building at 1441 N. McCadden Place, formerly occupied by Hall-Blount Radio Studios, now out of business. The firm, headed by F. H. Fodor as general manager and Kenneth Smith, station relations and sales manager, with J. W. Guest as chief engineer, is applying to the FCC for a television experimental station. Associated Transcription Co., headed by Harry F. Walstrum and Thor LeCroix, has moved its offices and studios to 5636 Melrose Ave. and plans to expand its activities from a strictly technical service to cutting programs for sponsors and agencies. Hollywood Recording Co. also has installed new custom-built reproducing equipment developed by General Communications Products Co., Hollywood.

"*A Blind Spot*" for All Outside Stations—

IF you want to Cover Rich Central Pennsylvania

You *MUST* Use

WFBG

Altoona • Pa.



First IN PULLING POWER

It takes "pulling power" to make radio programs pay out. It takes "low cost per inquiry" to produce profits. Will WHK-WCLE deliver these?

A nationally-known oil corporation offered as a test, a compass ring for children. To get it, five gallons of gasoline had to be purchased. The receipt plus a dime had to be sent in. Inside of 3 weeks, 13,000 rings were mailed out. From the advertising manager, this message: "We have enjoyed new, all time records in the Cleveland area."

A national advertiser offered a health magazine with a product sample requiring the sending in of money—from dimes to dollar bills. This produced 3,000 quick inquiries—and a grateful note from the agency in charge: "Your station is now producing the lowest cost per inquiry of any station of the 12 we are now using."

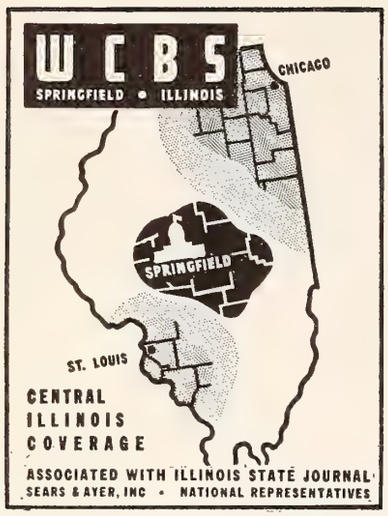
Another national advertiser made a test offer by four announcements only. A dime and a box top were required. 17,000 replies were received. The agency wrote: "Our offer on your station exceeded two other major markets and we are very much pleased."

When you buy WHK-WCLE for your radio program, you are harnessing *top potential pulling power* to your sales message. Result: PAY DIRT!

WHK & WCLE Cleveland

THE UNITED BROADCASTING COMPANY

Also Operating WHKC—Columbus, Ohio



Radio Code on AFA Griddle

(*Continued from page 29*)

we should sell against those local stations. In fact, almost every angle of the situation can be summed up in the simple statement that 'we don't know'." Several representatives of Latin American stations have already called on NBC to ask if they intend to send commercial programs into their areas, he stated, adding that some of them had objected to the broadcasting via shortwave of American commercial programs. NBC stopped this practice more than a year ago, he said, although it is not a hard and fast rule and if Toscanini had a sponsor, NBC might continue to broadcast his music to the world.

Pressure Groups

Women's clubs, educators and the FCC were listed as the "sacred cows" of broadcasting by Curtis Mitchell, who said that all three groups had the station men "scared to death" because each represents a pressure group they dare not offend and don't know how to please. He advocated cooperation with the club women and educators to get them lined up on the right side of broadcasting, but he urged strong opposition to attempts of the FCC to secure control over program content.

Praising the American system of broadcasting as the "outstanding depression industry" which has achieved success in a most difficult period, Newbold Morris also praised the freedom of American radio to express all points of view and the freedom of the listener to choose his radio fare, as contrasted to certain European states in which broadcasters are told what to say and the public what they may hear.

Utility Group's Award

Ken R. Dyke, national sales promotion manager for NBC, represented radio in a round-table conference on cooperation between organized advertising and the universities at the meeting of Alpha Delta Sigma, advertising fraternity, also held in conjunction with the AFA convention.

Consolidated Edison Co. of New York was given the premier award in the radio class of the Better Copy Contest of the Public Utilities Advertising Assn., another AFA departmental, for its weekly program, *Around the World in New York*, on WJZ. Program, of the variety type, with an orchestra, chorus and guest stars, is placed and produced by McCann-Erickson Co., New York. With some variations, it has been on the air each year since 1935, starting in the fall and continuing through the following spring.

Daniel S. Tuthill, acting director of NBC Artists' Service, was chairman of entertainment of the convention. Radio stars from all major networks entertained at the Monday night banquet, the cabaret party on Tuesday evening and during the NAB luncheon on Tuesday. Only one broadcast originated during the four-day convention, the address of Col. Louis Johnson, Assistant Secretary of War, on Tuesday noon being broadcast by WMCA, New York. WOR was the only broadcaster to have an exhibit at the convention. Its booth, at the entrance of the exhibit hall, was designed by Vicktor Harasty, who also designed the Ford and Turkish buildings at the New York World's Fair, under the direction of Joseph Creamer, WOR promotion director.

Don E. Gilman, NBC vice-president in charge of the Western Division, was elected vice-president of the Advertising Federation of America and vice-chairman of its Council of Advertising Clubs at the recent AFA convention in New York.

Radio Men Registered

Radio executives registered at the AFA convention were:

Maurice M. Boyd, NBC
Frank Braucher, WOR, Newark
Charles C. Caley, WMBD, Peoria
Clarence Cosby, KWK, St. Louis
J. E. Campeau, CKLW, Detroit-Windsor
Ken Dyke, NBC
Michael R. Hanna, WIBX, Utica
Philip Hoffmann, WSYR, Syracuse
Claire M. Harrison, KWK, St. Louis
W. E. Jackson, KDKA, Pittsburgh
Karl Koerper, KMBC, Kansas City
Craig Lawrence, Iowa Broadcasting Corp.
Neville Miller, NAB
Walter E. Myers, NBC
Charles F. Phillips, WFBL, Syracuse
J. Leonard Reinsch, WHIO, Dayton
Evelyn Robinson, WCFL, Chicago
Mason C. Taylor, WIBX, Utica
Harry Trenner, WNBF, Binghamton
Daniel S. Tuthill, NBC
J. Gorman Walsh, WDEL, Wilmington
LeMoine C. Wheeler, WHEC, Rochester
Asya Zuecker, WEVD, New York

NBC Chesterfield Party

NBC officials, on June 19 gave a dinner for executives of Liggett & Myers Tobacco Co. and Newell-Emmett, advertising agency for Chesterfield, in honor of the new Chesterfield program with Fred Waring, which made its debut on NBC-Red that evening. Attending from NBC were Lenox R. Lohr, Niles Trammell, Roy C. Witmer, I. E. Showerman, Ken R. Dyke, Frank E. Mason, John Royal and Reynold R. Kraft. Liggett & Myers was represented by B. F. Few, W. D. Carmichael, Ben Carroll and C. W. Whitaker. Agency men included N. F. McEvoy, C. D. Newell, C. S Walsh, Donald B. Langan and Karl Keffer. Also among the guests were Fred Waring, John O'Connor, Paul Douglas and Paul Whiteman.



LISSEN TO WHAT THE BRITANNICA SAYS, DOTTER!

According to the Encyclopedia Britannica, "the Red River Valley . . . is covered by rich, silty lake deposits, colored black by decayed vegetation, which make it one of the most fertile tracts of the continent . . . one of the most famous grain-producing regions of the United States."

THAT'S why WDAY's million Red River Valley listeners constitute one of the most productive markets in the U. S. . . . And remember that WDAY is the only chain station within 190 miles of Fargo! . . . May we send you ALL the facts?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

WBAL means business in Baltimore



ABOARD the *Atlantic Clipper* on its preview hop to Europe June 17 were four radiomen, along with about a dozen newspaper reporters. The radio reporters did periodical relays to their networks during the course of the Transatlantic flight. On the trip, which was highlighted by a visit in Paris with the Duke and Duchess of Windsor, were Bob Trout (top) and Clyde Houldson at special shortwave radio apparatus in the giant plane for CBS. George Hicks and Don Whittemore represented NBC.

Garibaldi Suspenders

DETROIT Suspender & Belt Co., Detroit (Garibaldi suspenders), has placed its account with Simons-Michelson Co., Detroit. Radio will continue to be a major medium of promotion, with plans not yet formulated for a campaign slated for this summer.

Network Representatives on Clipper Broadcast During Flight Over Ocean

ALL NATIONAL networks delegated special representatives to broadcast from the Pan American Airways *Atlantic Clipper* during its flight from Port Washington, N. Y., to Lisbon, Portugal, June 17-18.

Wayne Thomis, aviation editor of the *Chicago Tribune-New York Daily News* Syndicate, represented Mutual aboard the Clipper. George Hicks, special events announcer, and Don Whittemore, engineer, covered the flight for NBC. Bob Trout, announcer, and Clyde Houldson, shortwave engineer, handled the flight broadcasts for CBS.

Both NBC and CBS had arranged to install their own shortwave apparatus aboard the plane, but were forced to share the same equipment when Pan American officials just before the flight decreed that two complete sets of equipment were too heavy for the plane.

From the Ocean

Four hours over the ocean, NBC broadcast its first pickup from the plane, with George Hicks again describing the progress of the *Clipper* later in the evening. Bob Trout broadcast a similar program on CBS. Both CBS and NBC arranged for two-way conversations between their respective representatives aboard the plane and those aboard the *Mauretania* when that ship was one day out of Liverpool on her maiden voyage to America. Aboard the *Mauretania* comparing experiences with Trout and Hicks were William L. Shirer for CBS, and Mildred Boutwood for NBC. CBS broadcast the landing of the plane in Lisbon and the end of the flight at Marseilles on June 19, which was also covered for NBC by George Hicks.

Mutual on June 17 rebroadcast summaries of the *Clipper's* reports on its progress and weather conditions sent by the plane to its base at Port Washington, and also a special program by Wayne Thomis on the eve of the flight. Thomis also broadcast an eye witness account of the voyage on June 18, speaking on MBS via shortwave through CSW, Lisbon.

Trout Arrested in Portugal

Bob Trout found himself under arrest when the plane landed in Portugal because he had no Portuguese visa, having lacked time to get one in New York before the plane left, but CBS, through contacts in the city, was able to straighten out the matter.

Besides his special broadcasts describing the trip, Trout filled in his regular heckling of *Professor Quiz* on the Noxzema Chemical Co.'s CBS program on June 17, his part in the broadcast being shortwaved from the *Clipper*. Trout's weekly "Taken From Life" interview for the CBS *Time to Shine* program on June 20 was also picked up, this time from Paris.





More Television "Firsts"

TELEVISION'S first full-hour program, which was also its first operetta, occurred June 20 when NBC televised a condensed version of "The Pirates of Penzance." Other television firsts of the last two weeks by RCA-NBC in New York included the American introduction of the Boomps-a-Daisy, new London novelty dance; the championship swimming meet of the Women's Swimming Association; and a safety demonstration telecast through the cooperation of the New York City Police Department and the Board of Education.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

1,548,109 people are within WDRC's good listening area. These people, who listen regularly to WDRC, have money to spend! Increase your sales by reaching this potent market over WDRC!

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives

PAUL H. RAYMER COMPANY

Television News Notes

Chicago Demonstrations

FIRST public demonstration of television in Chicago started June 20 in the Marshall Field & Co. department store with attendance in excess of 10,000 visitors. An RCA television demonstration featured nine RCA sets in a darkened room wired to a glassed-in television studio. Expected to continue for a month, the demonstration features talent from NBC-Chicago, and a parade of Marshall Field manikins, prominent visitors and children. The demonstration runs daily from 10 a. m. to 4 p. m. Walter E. Lawrence, engineer of RCA, is in charge of the demonstration. Masters of ceremonies for the demonstration include NBC Announcers Bob Brown, Lynn Brandt, Norman Barry, Durward Kirby and Charles Lyon. Don McNeill, m.c. of the *NBC Breakfast Club*, and Garry Morfit, of the *Fitch Bandwagon* and *Club Matinee* programs, also appear daily. WMAQ, Chicago aired two quarter-hour programs, June 21 and 28, from the department store exhibit during which visitors were interviewed and television described. The RCA wired television crew is expected to go later to Denver and Salt Lake City.

FRIENDS of Dr. Lee De Forest, inventor of the radio tube, who now resides in Los Angeles, and whose 66th birthday is Aug. 26, are seeking to have either Sept. 21 or 22 designated as "DeForest Day" at the New York World's Fair.

Distortion Removed

TWO of television's minor annoyances—the image distortion caused by viewing the image at an angle through the usual dome-end tube and the dark spot that develops on the center of the dome—are eliminated in the new cathode ray receiving tube just introduced by Philco. Distortion is done away with because the tube has a flat end, made of glass about three-eighths of an inch thick to prevent implosion. To avoid the spot, caused by ions collecting at the viewing end of the tube, the electron gun at the base of the tube is aimed to one side and a magnetic yoke is placed about the tube's neck. This yoke pulls the electrons that paint the picture on the screen back into line, but allows the unwanted ions to continue offside into an "iron trap".

* * *

Newspaper Receivers

RCA is installing television receivers in the news rooms of all New York daily newspapers and the three major wire services to enable the news staffs to watch its telecasts of news events, and also to judge the progress of television itself. In lending the sets to the papers, RCA expressly requested that they be installed where they could be used by all staff members, and not secluded in the editor's or publisher's office.

* * *

RCA Handbook

A 40-PAGE book titled "Practical Television" by RCA has been issued as a handbook for service men. It is not an engineering treatise, but presents practical aspects of television receiver design installation and service as learned by RCA engineers in field tests during the last seven years.

* * *

French Article

S. MALLEIN, engineer of the French PTT, and G. Rabuteau, of Le Materiel Telephonique, Paris, are authors of a technical article on the Eiffel Tower television transmitter appearing in the latest issue of *Electrical Communications*, published quarterly by International Standard Electric Corp., subsidiary of the I.T. & T., New York.

* * *

Equity and Television

FAILURE of the Associated Actors and Artistes of America, parent AFL talent union, to settle the question of jurisdiction over television will result in the assumption of that authority by Actors' Equity Association, according to an Equity official. "When the AAAA questioned our authority over this new entertainment field," he told BROADCASTING, "it was up to them to push the matter through to a final decision. Since they have not done this, Equity will continue as if the question had not been raised and at the proper time proceed to organize the television field."



PINCH-HITTER extraordinary is Bessie Topmiller, sister of Charles Topmiller, chief engineer of WCKY, Cincinnati, and studio secretary, who has soaked up enough technical dope from her brother to leave her typewriter on occasion and handle the responsibilities of a studio control operator. Recently when Art Gillette, the regular operator assigned to the *Homemakers* program, was caught in a traffic jam and failed to appear in time to put the feature on the air from the Gibson Hotel studios, Essie volunteered and carried through the entire program without a hitch.

Single Cathode-Ray Tube For Two-Way Television Is Patented by DuMont

PATENT on an improved system of two-way television communication, in which a single cathode-ray tube serves both as pickup and receiving device from the remote station, has been issued to Allen B. DuMont, president of Allen B. DuMont Labs., Passaic, N. J. The system, covered by U. S. Patent No. 2,157,749, is reported to simplify and reduce the cost of apparatus over prior systems in which separate pickup and viewing tubes must be used at each station for two-way communication.

DuMont Labs. also has developed for its receiving set dealers a new display booth, called the Peek-A-Booth and designed by Leonard F. Cramer, general sales manager of the organization, which provides a compact semi-darkened display space for television demonstrations. The Peek-A-Booth, constructed as a large shadowbox, allows the viewing of video programs under ideal conditions of dim illumination in the midst of brightly lit salesrooms.

The new DuMont two-way system is based on use of a dual-function tube which includes both photo-sensitive screen and fluorescent screen set side-by-side and served by a common cathode-ray beam. When the tube is transmitting an image, the beam swings to the photo-sensitive screen, which it scans in the conventional manner, while at the other end the beam swings over to the fluorescent screen, which it scans to reconstruct the images transmitted from the remote station. The beam-switching operation may be accomplished manually or automatically, the invention covering various means of switching, climaxed by a revolving switching means simultaneous two-way communication.

Sell the prosperous Oregon Market with

KGW

620 KC 5000 WATTS DAYTIME

1000 WATTS NIGHTS

NBC RED

KEX

1180 KC 5000 WATTS CONTINUOUS

NBC BLUE

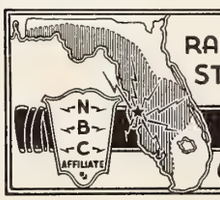
RADIO STATIONS OF THE OREGONIAN

PORTLAND, OREGON

REPRESENTATIVES

EDWARD PETRY & CO. INC.

NEW YORK, CHICAGO, DETPOIT, ST. LOUIS, SAN FRANCISCO, LOS ANGELES



RADIO STATION WFLA

STUDIOS TAMPA • • CLEARWATER •

SERVING FLORIDA'S CENTER OF POPULATION THE TAMPA TRADE TERRITORY

620 KC • 5000 WATTS DAY • 1000 NIGHT


5000
WATTS
(Day)
Granted by the FCC June 21, 1939. 5000 Watts are a lot of Watts in any man's language. WBNX has 5000 Watts in Everyman's language!
FOB
Washington
WBNX
NEW YORK
5000 WATTS DAY
1000 WATTS NIGHT
"The Station That Speaks Your Language"

Press Ownership Position of Court Followed by FCC

Law Said to Have No Barrier To Control by Newspaper

INDICATION that the FCC will follow the recent utterance of the U. S. Court of Appeals for the District of Columbia in connection with newspaper ownership of broadcast stations, adopting a hands-off policy unless the law is changed, was given June 19 by Acting Chairman Thad H. Brown, in testimony before the House Committee on Deficiencies & Supplemental Appropriations.

With all members of the FCC present except Chairman McNinch, Col. Brown, in replying to Rep. Wigglesworth (R-Mass.), said the Commission had not reached any policy conclusion on newspaper ownership of stations. However, he did refer to the language used by the court in a recent decision in which it stated "we know of no statute which would prohibit a newspaper from owning a broadcast station." Commissioner Brown added: "That is our position."

Censorship Issue

The hearing transcript, released June 24 coincident with the adoption by the House of an appropriation for the 1939-1940 fiscal year which begins July 1, was comparatively mild, compared to other sessions before House Appropriations Committees. Col. Brown was the chief witness. Censorship of programs, particularly in connection with the provocative rules on international broadcast stations, proved to be the primary interest of committee members.

Rep. Wigglesworth attacked the change in FCC procedures and the abolition of examiners, asserting he felt there was a "very wide departure from sound quasi-judicial procedure". William J. Dempsey, general counsel, said that so far as he knew the reaction to the new system has been uniformly favorable. He said there were approximately 175 cases pending at the time the procedure was made effective last fall under the examiners' procedure, and that there are now only 12 of these cases in which final opinions of the Commission have not yet been issued.

That the FCC will have its report on the network-monopoly inquiry ready by Oct. 1, was promised by Acting Chairman Brown. He said the Commission had taken no actions in the light of developments during the investigation up to this time.

Lieut. E. K. Jett, FCC chief engineer predicted that in five years the FCC appropriation should be at least $5,000,000 (as against $1,800,000 authorized for the new year) to do the work which will be required of it. He emphasized particularly that detail in connection with wire carriers and matters pertaining to the growth of radio, such as television and facsimile, would make necessary the expanded operations. "The bands are getting more and more congested and the interference problems are requiring more and more study," he said.

A Cartoonist Adapts Radio Terminology



Cargill in the *Sacramento* (Cal.) *Union*

Guestitorial

THE JOB OF NEWSCASTING

By NORMAN NESBITT
Don Lee Broadcasting System, Los Angeles

NEWS broadcasting is a ticklish job, regardless of the press service to which a station or network subscribes. But the job is doubly important if the newscaster himself has the responsibility of editing his own show. As any newscaster will tell you, newspaper copy from the press wires is not always adaptable to the air. It is not always good fare for those who listen to the spoken word. The newscasters must know what constitutes "good taste" in selection of his bulletins. If words which are not objectionable in print stand out like a sore thumb when he's speaking them, those should be synonymized with others which fall more gently on the listener's ready ear.

All of us who have been selected as newscasters in radio are familiar with the apparent likes and dislikes of the listener. We know how shrewdly some of them wait for a mispronounced word, reaching avidly for a sharp pencil and the stack of penny postcards ready beside the receiver. Little do they realize there's "many a slip 'twixt the mike and the lip", that reading at "news" tempo calls for the kind of concentration often beading a furrowed brow with the dew of cold perspiration.

The newscaster must keep Mr. Webster's pronouncing gazetteer handy on his news room desk; learn the rudiments, at least, of several foreign languages, that is, the simplified rules for pronunciation, accented syllables, etc. He'll be smart if he reads a good world history now and then; studies maps, becomes oriented with the relative positions of various countries; and if he keeps up on current history in the making. That's a pretty good substitute for actual travel, and then Mr. Newscaster will seldom make fatal errors. And too, his listeners will detect a note of sincerity and understanding which distinguishes those few newscasters who gain a large following for their station or network.

The news reporter who continues to analyze his own work—the news, the likes and dislikes of his auditors—will have no trouble in getting ahead. He'll find the sales department backing him to the hilt, with prospective sponsors usually waiting on the word for an opening.

Once, several years ago, in Hollywood, a young woman who held down the information desk at Equity headquarters said, "To get by in show business, you've got to have a thick skin—thicker than the next fellow's!" If a news reporter can't take the brickbats as well as the roses sometimes cast in his direction, he can't do his best work. This listener, or that holds you responsible for a bit of news the individual didn't like; accuses you of leaning too far over the fence in reporting political news—usually because a single word received a little unnecessary emphasis. But, happily for the reporter's frame of mind — these complaints are few. However he'll be wise to analyze each letter of comment, for by knowing his listener he'll give better service, advance himself, and be considered "reliable" by his employer.

One thing of importance is this: "Regardless of a newscaster's voice, the listener who depends upon radio for news wants it delivered through the loudspeaker *distinctly* —comfortably paced, but always with each word understandable. Each speaker has to find his own pace and above all, learn to breathe correctly. You would be surprised at the number of listeners who almost froth in fury at the chap who breathes incorrectly — and audibly. And, just as often, they won't turn to another station, but continue to fume at the noisy breather!

Radio Attitude on Liquor Is Falsely Represented

ATTEMPTING to remedy a situation whereby the public, through newspaper advertising by distillers or liquor marketers, is led to believe radio stations accept liquor advertising, KOMO-KJR, Seattle, recently called to the attention of the Washington State Liquor Control Board a particularly misleading advertisement and then sent copies of the ensuing correspondence to other stations in the State to enlist their active support. Although the State Board maintained the particular advertisement violated no regulations of liquor advertising, it suggested that the distributor in that territory take steps to curb such advertising through the distiller and his agency.

The newspaper advertisement, a clipping of which was sent with the complaint, portrayed a radio announcer at a microphone and indicated his making the statement: "You're missing something if you don't 'tune in' on Green River." KOMO-KJR pointed out that since the illustration was a type widely used in connection with radio programs or by sponsors of radio advertising, the copy conveyed the impression the particular brand of whiskey uses radio as an advertising medium, notwithstanding the universal ban on such accounts.

WBNO Now WNOE

FIRST call letters issued by the FCC which contain the entire last name of the station owner were authorized June 23 when WBNO, New Orleans, was granted authority to change to WNOE. The station was acquired earlier in the month [BROADCASTING, June 15] from a local church by James A. Noe, former Governor of Louisiana and a prominent oil man of the state.

Overhead Cuts Net

(*Continued from page 30*)

of $7,642,445. This compared to the figure of $14,505,338 for the 660 stations.

Four part-time clear channel stations with 50 kw. had a broadcast income of $384,095 for the year. In another bracket, covering 14 stations with power of 5,000 to 25,000 watts operating unlimited time, the statistics showed revenues of $2,941,887 with a broadcast income item of $433,086. In this same power classification, four part-time stations had broadcast revenues of $529,204 with broadcast income of $53,927.

In the regional classification, the statistics covered 195 unlimited time regionals, other than those in the high-power regional group, and disclosed aggregate broadcast revenues of $31,583,083 with broadcast income of $5,150,995. The eight high-power regionals had broadcast revenues of $1,889,736 with broadcast income of $317,635.

Limited and day stations in the regional group, both with and without network affiliations, totaled 68 with broadcast revenues of $3,732,267 but they had a deficit of $88,835. Such regionals on national networks total 12, with an income of $945,381 and a deficit of $25,467. Thus the entire group of limited and daytime regionals showed losses.

Part-time Regionals

On the other hand 33 part-time regionals showed revenues of $3,046,037 with earnings of $301,834. Of this number, 15 stations were on national networks and had revenues of $1,447,701, with income of $236,809.

There were 227 commercial locals or hundred watters accounted for in the tabulations. Their aggregate business from sale of time was $8,604,963 with a broadcast income of $283,125. Of this total 91 locals were on the national networks. Their time revenue yield was $4,109,908, with earnings of $276,237. In the daytime and parttime local station category, 76 stations were accounted for with broadcast revenue of $1,728,696 and with broadcast income of $27,031.

In showing totals for all commercial stations, the FCC figures revealed that the 660 stations with net time sales of $25,000 or more had total broadcast revenues of $79,128,760; expenses of $21,628,460, deductions from net broadcast revenues accounted for by depreciation, amortization, taxes, plant losses and related items of $7,123,122 with the net broadcast income figure of $14,505,338.

Pure Oil Adding

PURE OIL Co., Chicago, on Sept. 25 extends its twice-weekly *Kaltenborn in the News* series on 38 CBS stations to a thrice-weekly series, Mondays, Wednesdays and Fridays, 6:30-6:45 p.m. (EST). To its spot schedule on six stations, [BROADCASTING June 1], the firm has added five weekly 15-minute programs on KTRH, Houston, featuring Harry Grier, sportscaster, and Dick Freeman, sports editor of the *Houston Chronicle*, in a sports summaries to run 26 weeks. Pure Oil has started distribution of the Kaltenborn Map of Europe, free if called for at a Pure Oil station, or a dime by mail. Leo Burnett Co., Chicago, handles the account.

Dr. A. E. Kennelly

DR. ARTHUR E. KENNELLY, 77, electrical and radio engineer and co-discoverer of the Kennelly Heaviside Layer, popularly known as the "radio ceiling", died in Boston June 18. Professor emeritus of two universities and widely known as a radio scientist, Dr. Kennelly was the principal electrical assistant to Thomas A. Edison a half-century ago.

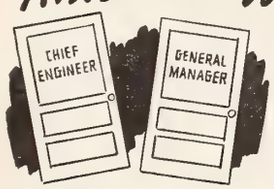


"Where was I on the night of Dec. 10? Why, at home listening to CKAC, of course!"

CKAC, Montreal "Canada's Busiest Station"—affiliated with CBS



Here's how you can get greater Antenna Efficiency at a lower cost-



Above the demands of the "front office" for ECONOMY . . . is the "Control Room" requirement for PERFORMANCE! Lingo "Tube" Radiators are designed to give both! Ask your own Engineer or any at the many aggressive stations who have already installed Lingo Radiators . . . for after you investigate the amazing story of LINGO efficiency and economy, you will realize, that here indeed, are new standards that vitally affect the future of your station. Let us explain how savings up to one-half are possible due to our single responsibility of both constructing and erecting . . . and how a new high in performance is not only possible, but to be expected. Send information today regarding your location, power and frequency, and we will show you in detail (without obligation) how LINGO "tube" Radiators can meet your particular needs and quote you complete prices in advance.

JOHN E. LINGO & SON, Inc. *Dept. B-7* **CAMDEN, N. J**

LINGO
VERTICAL TUBULAR STEEL RADIATORS

Fr. Coughlin's Magazine 2 Hours Daily on WHIP; Sunday List Is Revised

EXPANSION of the radio time used by Father Charles E. Coughlin and his magazine, *Social Justice*, was noted in June when *Social Justice* booked through station WHIP, Hammond, Ind., already carrying the Sunday Coughlin talks, five periods aggregating two hours daily. Some of the periods are quarter-hour length and the balance are of half-hour duration.

The programs are transmitted by direct wire from Royal Oak, Mich. They include news broadcasts handled, according to the magazine, "from a social justice standpoint", organ music and other matter publicizing the magazine. In recent months Fr. Coughlin on his Sunday broadcasts has been urging listeners to take up distribution of the magazine.

The latest issue of *Social Justice* carried a story on the added broadcasts at Hammond and also said that a similar contract had been signed with WHBI, Newark. It was said that if these programs are successful they will be extended to New York, Detroit and Boston. No confirmation of any of this activity, except the programs to WHIP, was obtainable at Aircasters Inc., Detroit agency which books the Coughlin time. *Social Justice* also declared that the broadcasts at Hammond have developed "a cruel and unwarranted boycott" of the station "by subversive interests."

Checkup of the Coughlin Sunday afternoon list, meanwhile, disclosed several changes from the original station lineup. The network now carrying the talks includes these 48 stations:

WABY, Albany; WPG, Atlantic City; WBAL, Baltimore; WCAO, Baltimore; WKBW, Buffalo; WCKY, Cincinnati; WGAR, Cleveland; WHKC, Columbus; WHO, Des Moines; WJR, Detroit; WLEU, Erie; WJEJ, Hagerstown, Md.; WHIP, Hammond; WKBO, Harrisburg; WIRE, Indianapolis; WKZO, Kalamazoo; WREN, Lawrence, Kan.; WIBA, Madison; WTMJ, Milwaukee; KSTP, St. Paul; WGRC, New Albany; WHBI, Newark; WJAS, Pittsburgh; WRAW, Reading, Pa.; WHAM, Rochester; WGBI, Scranton; KFEQ, St. Joseph, Mo.; WEW, St. Louis; WFBL, Syracuse; WBAX, Wilkes-Barre, Pa.; WWRL, Woodside, N. Y.; WRDO Augusta, Me.; WLBZ, Bangor; WAAB, Boston; WICC, Bridgeport; WSAR, Fall River; WHAI, Greenfield, Mass.; WTHT, Hartford; WLNH, Laconia, N. H.; WLLH, Lowell; WCOU, Lewiston, Me.; WFEA, Manchester, N. H.; WNBH, New Bedford; WNLC, New London, Conn.; WBRK, Pittsfield, Mass.; WEAN, Providence; WATR, Waterbury; WTAG, Worcester.



AFTER CONTRIBUTING $22,000 worth of time and footing all bills for talent and remote lines, Detroit radio stations which always work in close harmony on civic affairs, combined last month with an employe contribution of $7,500 to the fund being raised for new buildings for the House of Good Shepherd and Salvation Army. Leo Fitzpatrick, general manager of WJR, was chief of staff for the campaign. In this picture Mr. Fitzpatrick (standing) is reporting results at a luncheon meeting to (l to r) Hi Steed, WMBC; Harry Sutton Jr., WXYZ; William Scripps, WWJ; J. J. Hartigan, CKLW; Ted Campeau, CKLW; Norman White, WJR; E. C. Thompson, WEXL. Absent when picture was taken but very active in the campaign was J. F. Hopkins, WJBK.

ST. LOUIS Negro Business League, sponsors of the cooperative *Jubilee Singers* feature heard Sundays on KXOK, St. Louis, has renewed the program for 39 weeks.

Raleigh to Use Sullivan With Night News on CBS

BROWN & WILLIAMSON Tobacco Co., Louisville, will become the first advertiser to enter the late-evening news field on a national scale Sept. 24, when it will start Paul Sullivan, news commentator of WHAS, Louisville, doing a quarter-hour broadcast of UP news six evenings weekly at 11 p.m. (EST) on a coast-to-coast CBS network. Broadcast will be heard every evening but Monday in the interest of Raleigh cigarettes. Popularity of local news broadcasts at this hour led to the decision to try it out across the country, according to BBDO, New York, the agency.

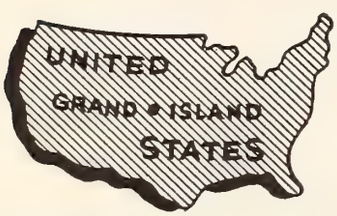
Duchin Wins Poll

EDDY DUCHIN's orchestra led a recent radio band popularity poll conducted by *Radio Mirror* magazine, topping Benny Goodman, last year's winner, and jumping from third to first place. Of 75 orchestras named in the voting, the first ten included: Eddy Duchin, Benny Goodman, Horace Heidt, Sammy Kaye, Guy Lombardo, Kay Kyser, Tommy Dorsey, Artie Shaw, Freddie Martin and Rudy Vallee. Fred R. Sammis, editor of the magazine, presented a gold medal to Duchin during his MBS program June 26.

FAYE AND CLEO, staff artists at KGKO, Fort Worth, have their pictures on a recently released novelty song by Claude Heritier and "Red River" McEvery. Song is titled *I'll Be Seeing You in Dallas, Alice.*

Why KMMJ?

BECAUSE four-fifths of Nebraska's population lives on farms and in small towns. And for 14 years KMMJ has kept itself a farm station—giving these loyal, friendly people the programs THEY like and want, and **only** those advertising messages they can believe in and use to their honest satisfaction. Result is that KMMJ is Nebraska's No. 1 farm station—and 80% of Nebraska is **rural!**



Grand Island is Nebraska's third city; outstanding dairy and poultry center; world's second largest horse and mule market; major livestock auction center; three road railroad center; nearly 3 million dollar annual payroll.

Now, KMMJ's new antenna and transmitter means even **greater** results for you . . . dollars and cents results you can recognize.

Nebraska's farm income, 1st quarter 1939, gained 30% over same period last year. Among all states Nebraska ranks third in percent of income gain.

Tap this rich, eager market through KMMJ. Wire or write for costs and availabilities.

•

RANDALL RYAN, General Manager

HOWARD W. WILSON CO.
Representative

The Dominant Selling Force to Four-Fifths of Nebraska

KMMJ

GRAND ISLAND, NEBRASKA

ALMA MATER!



310 U. S. Broadcasting Stations Employ C.R.E.I. Students!

The proof of the CREI training is the fact that our men not only get jobs . . . but better jobs. These men who have the ambition to devote their spare time to improve their ability deserve the respect of every employer. Perhaps that is why CREI men hold responsible positions in over 300 U. S. broadcasting stations. Would you like to know more about our training in PRACTICAL RADIO AND TELEVISION ENGINEERING? Just ask any chief engineer or write for complete details in our free booklet.

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Screen Television Shown by Baird

Pictures are Projected on a 9x12 Screen in Exhibition

By BRUCE ROBERTSON

FIRST American demonstrations of the Baird Television Corp. large screen television, introduced in England a year ago, are now being given at the Gaumont British offices in New York. Pictures are projected on a 9 x 12 foot screen from a receiver equipped with a projection cathode ray tube and a specially designed lens, which is located in the center of the demonstration room, about 28 feet away from the screen.

Ian Javal, commercial director of the Baird Co., an affiliate of Gaumont British, who supervised the installation of the equipment, explained that in England the screens are as large as 15 x 20 feet, but that a smaller screen was necessary because of the limited space of the demonstration room in New York, which seats about 40 people.

Duplicate Apparatus

All controls and meters are contained on the projector housing, permitting the operator to make any necessary adjustments during the program. Machine contains two complete receiver-projectors, with provisions for an instant switchover should anything go wrong with the reception of the tube in use. The tube is normally operated at about 50,000 volts, derived from a special high-tension rectifier unit located in an adjoining room. This rectifier unit employs two tubes capable of a total output of 60 kv. at 10mA. Size and cost of the equipment makes screen television reception impracticable for general home use, it was said. Negotiations are now under way, however, for installation of Baird in a number of Broadway movie houses. Five London theatres are already so equipped, with others being added as rapidly as possible, according to the company, which expects to complete 20 such installations by the end of the year.

NBC's telecast of the Gilbert and Sullivan opera, "Pirates of Penzance", witnessed by this observer on the Baird screen, was generally of acceptable quality, although the dark and light shades were not as sharply contrasted as in previous NBC telecasts viewed on standard American receivers with 7 x 10 inch viewing screens. The closeup shots were clearly defined, but there was a noticeable blurring of the long-range pictures. Stripes in the pirate costumes frequently extended across the entire picture, a phenomenon called "streaming" by the Baird engineer, who explained that it is present to some extent in all television broadcasts.

There is some difference of opinion between Baird engineers and NBC's television staff as to whether the transmitting or receiving apparatus should be blamed for the defects in reproduction, NBC executives stating that the telecasts as viewed on the standard RCA home receivers are free from the defects noted on the large screen presentation.

DETROIT'S YOUNGEST DEPARTMENT STORE IS ALREADY AMONG THE BIG FOUR

Just another brief for the effective pulling power of 5000 WATTS.

with programs totaling 2½ hours DAILY over

CKLW

EXCLUSIVELY

2ND IN POWER IN DETROIT AREA

DETROIT
3300 Union Guardian Bldg.
Cadillac 7200

NEW YORK
JOS. H. McGILLVRA
366 Madison Ave.
Vanderbilt 3-5055

CHICAGO
GEORGE ROESLER
400 N. Michigan Ave.
Whitehall 4262

IN THE INTERMOUNTAIN MARKET It's KSL!

First choice of advertisers in the rich Intermountain Market is KSL! Whether your advertising message is for the concentrated Salt Lake City metropolitan area or for the entire Intermountain West, KSL will present it forcefully, consistently as it is doing day in and day out for the largest clientele in Intermountain America!

KSL

50,000 Watt Affiliate of the Columbia Broadcasting System

Nationally represented by EDWARD PETRY & COMPANY

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

JUNE 14 TO JUNE 26, INCLUSIVE

Decisions . . .

JUNE 14

NEW, M. & M. Bcstg. Co., Marinette, Wis.—Adopted final order granting applic. CP 570 kc 250 w D.

KGGF, Coffeyville, Kan.—Adopted final order granting applic. consent voluntary assignment license to Hugh J. Powell.

KTRB, Modesto, Cal.—Adopted final order granting applic. renewal license.

NEW, Pillar of Fire, Zarephath, N. J.—Adopted final order denying CP international station 5 kw.

WSNJ, Bridgeton, N. J.—Adopted final order granting CP increase to 100-250 w unl.

NEW, Coultas, Edge & Stephenson, Jacksonville, Ill.—Applic. CP dismissed without prejudice.

KFRU, Columbia, Mo.—Dismissed rehearing petition re KVOD, KFEL applications.

WTHT, Hartford—Adopted final order increase to 100-250 w unl.

WTAR, Norfolk, Va., and WMC, Memphis—Granted temp. auth. 5 kw N directional to overcome interference.

JUNE 16

MISCELLANEOUS—KVOS, Bellingham, Wash., granted continuance hearing, consolidated with Bellingham Bcstg. Co.; WSPA, Spartanburg, S. C., granted withdrawal without prejudice applic. mod. license re freq., power, time; WMBR, Jacksonville, Fla., granted petition intervene WAPO-WJBO hearings; KLCN, Blytheville, Ark., granted continuance renewal hearing; KFPY, KGA, KHQ, Spokane, granted orders take depositions re KFIO; WJBW, New Orleans, granted continuance hearing; KFIO, Spokane, granted two-day postponement hearing.

JUNE 17

KOB, Albuquerque, N. M.—Granted extension temp. auth. 10 kw unl. to 4-21-39.

KEX, Portland, Ore.—Granted auth. 5 kw. unl. to 4-21-39.

JUNE 19

WEAF, New York—Amend CP move antenna, trans., re antenna.

WFBR, Baltimore—License for CP as mod. increase power, move trans., new equip., directional D & N.

WHKC, Columbus—Mod. license change to 570 kc Sh.-WOSU same basis as WKBN, asks facilities WKBN, amended to spec. hours (640 kc).

WALR, Zanesville, O.—CP new antenna, move trans.

WAPI, Birmingham — Extension exp. auth. unl. directional after LS Tulsa.

KWK, St. Louis—CP change to 630 kc, asks facilities KFRU and WGBF, amended to contingent grants of WGBF and KFRU applications.

NEW, Television Productions, Los Angeles—CP 1 kw television.

JUNE 20

WEDC, Chicago—Granted CP increase D to 250 w and operate midnight to 6 a. m.

NEW, Albemarle Bcstg. Co., Elizabeth City, N. C.—Granted CP 1370 kc. 100-250 w unl.

NEW, Kingston Bcstg. Corp., Kingston, N. Y.—CP 1500 kc. 100 w D.

WHLS, Port Huron, Mich.—Granted applic. mod. license to 100-250 w unl.

WBNX—New York—Granted renewal license.

WBIG, Greensboro, N. C.—Granted auth. increase D 1 to 5 kw without hearing.

KGNO, Dodge City, Kan.—Granted increase 250 w to 1 kw.

KINY, Juneau, Alaska—Granted CP increase 259 w to 1 kw.

KWTO, Springfield, Mo.—Granted mod. license to include 5-6 a. m., 1 kw.

KGMB, Honlulu—Granted CP change 1320 kc to 590 kc, new radiator, increase D 1 to 5 kw.

KRIC, Beaumont, Tex.—Granted vol. assign. license to KRIC Inc.

WSMB, New Orleans—Granted CP replace tower, change directive pattern.

WCHS, Charleston, W. Va.—Granted CP increase D 1 to 5 kw.

WFNC, Fayetteville, N. C.—Granted mod. CP (Craven voting No) approving trans., antenna site.

TEMPORARY RENEWALS — KAWM KNET KRMC KYSM WGIL WKAT WMFJ WMFO KOBH KRKO KSAN WCNW WHDF WRDO WSVS.

KSUB, Cedar City, Utah—Granted temp. auth. to Leland M. Perry to operate station to 11-1-39.

SET FOR HEARING—WCSC, Charleston, S. C., applic. amended to change antenna, increase N to 1 kw; NEW, Pororican American Bcstg. Co., Ponce, P. R., CP 1340 kc 1 kw unl.; NEW, Silver Crest Theatres, Yuma, Ariz., CP 1420 kc 100 w spec.; KQV, Pittsburgh, mod. license to 1 kw directional; WKBO, Harrisburg, Pa., applic. transfer control to J. H. and John F. Steinman; NEW, Albemarle Bcstg. Station, Albemarle, N. C., CP 1370 kc 100 w D; NEW, Lackawanna Bcstg. Co., Scranton, CP 1370 kc 100-250 w unl.; NEW, Richard T. Sampson, Riverside, Cal., CP 1390 kc 250 w D; WTNJ, Trenton, N. J., mod. license re hours; NEW, North Shore Bcstg. Co., Salem, Mass., CP 1200 kc 100 w unl.

MISCELLANEOUS — Travelers Bcstg. Service Corp., Hartford, set for oral argument applic. voluntary assignment licenses of WTIC etc. to Travelers Bcstg. Co.; WMEX, Boston, denied rehearing on applic. Yankee Network (WAAB) for mod. license to 1 kw unl.

JUNE 21

WJBL, Decatur, Ill., WBOW, Terre Haute, Ind., WJBC, Bloomington, Ill.—WJBL granted change from 1200 to 1310 kc, increase to 100-250 w unl.; WBOW granted change from 1310 to 1200 kc, move locally, 100-250 w unl.; WJBC granted mod. license to 1200 kc 100-250 w unl.

WBNX, New York; WMBG, Richmond, Va.—WBNX granted change trans. site, new equip., directional antenna, increase D to 5 kw; WMBG granted applic. new equip., increase 500 w unl. to 1-5 kw directional.

MISCELLANEOUS—WLW, Cincinnati, granted CP change trans.; WWAE, Hammond, Ind., granted CP move trans. locally; KTOK, Oklahoma City, granted license increase D to 250 w; KTOH, Lihue, Hawaii, granted mod. CP trans., studio sites, antenna; WSUN, St. Petersburg, Fla., denied rehearing re Pinellas Bcstg. Co.; WMBG and WRTD, Richmond, Va., denied rehearing re WRNL; NEW, Bellingham Bcstg. Co., Bellingham, Wash., ordered hearing at Bellingham on applic. for KVOS facilities; WAPI, Birmingham, denied rehearing applic. assign license; KALE, Portland, Ore., granted applic. change equip., increase D 1 to 5 kw; WARD, Brooklyn, granted auth. move trans. locally, install radiator; NEW, Peter J. Caldarone, Providence, R. I., denied rehearing applic. CP, denied 5-1-39.

KFQD, Anchorage, Alaska — Granted consent transfer control to R. E. McDonald, and renewal license.

WOMI, Owensboro, Ky.—Denied mod. license 1500 to 1200 kc.

KOME, Tulsa, Okla.—Denied temp. auth. 8:30-10:30 p. m. 6-28-39 to 7-27-39 for special programs.

JUNE 22

NEW, Peter J. Caldarone, Providence, R. I.—Denied CP 1270 kc. 250 w D.

JUNE 23

MISCELLANEOUS — WBNY, Buffalo, granted temp. auth. unlimited time during July (if WSVS remains silent) for special programs; WMAZ, Macon, Ga., denied temp. auth. unlimited time 6-27-39 to 7-26-39 for special programs; WILM, Wilmington, Del., denied temp. auth. Simul.-WAZL after 8:30 p.m. for baseball games; WPTF, Raleigh, N. C., granted leave amend applic. CP increase to 50 kw; NEW, Pawtucket, R. I., denied motion dismiss appearance of Outlet Co.; NEW, C. T. Sherer Co., Worcester, Mass., granted motion take depositions; WOL, Washington, granted postponement hearing John F. Arrington Jr., Valdosta, Ga., on CP new station.

Proposed Decisions . . .

JUNE 14

NEW, Saginaw Bcstg. Co., Saginaw, Mich.—Granted CP 1200 kc 100-250 w unl.

NEW, Gross & Shields, Saginaw, Mich.—Granted CP 950 kc 500 w unl.

JUNE 21

KEHE, Los Angeles, Applic. vol. assign. license to Earle C. Anthony Inc. and applic. Earle C. Anthony Inc. move KECA to San Diego and assign. KECA to Worcester Bcstg. Corp., granted on condition that license of KECA be surrendered for cancellation prior to operation of KEHE by Earle C. Anthony Inc.

WGTM, Wilson, N. C.—Denied CP change to 1240 kc 500 w D.

WMBI, Chicago—Denied CP noncommercial station kc 41300 w unl.

KTEM, Temple, Tex.—Granted mod. license to 100-250 w unl.

WALA, Mobile, Ala.—Granted CP move trans., new radiator, increase N to 1 kw.

Applications . . .

JUNE 16

WNBX, Springfield, Vt.—CP change antenna, move studio and trans. to Keene, N. H.

WLNH, Laconia, N. H.—License move trans., antenna.

WBAL, Baltimore—Extension exp. auth. Simul.-KTHS and Synch.-WJZ.

WTIC, Hartford—Extension exp. auth. Simul.-KRLD.

WESG, Elmira, N. Y.—Extension exp. auth. 850 kc. 1 kw D to LS New Orleans; CP change equip.

WCAU, Philadelphia—Vol. assign. license to WCAU Bcstg. Co., a Penn. corp.

KFPW, Ft. Smith, Ark.—CP change 1210 to 1370 kc.

KTAT, Ft. Worth—Auth. transfer control to Ruth G. Roosevelt.

WGIM, Wilson, N. C.—Auth. transfer control to H. W. Wilson, Charlotte L. Burns, George C. McDonald.

NEW, WSPB Inc., Sarasota, Fla.—CP 1420 kc 100-250 w unl.

KWKH, Shreveport, La.—Extension exp. auth. unl. time 10 kw directional N.

WBBM, Chicago—Extension exp. auth. Synch.-KFAB; KFAB, same.

WIBW, Topeka—Mod. license increase N to 5 kw.

KIRO, Seattle—Extension exp. auth. 710 kc 1 kw unl.

JUNE 21

WKAQ, San Juan, P. R.—CP increase 1 to 5 kw, change 1240 to 620 kc, amended re antenna.

WFBR, Baltimore—CP move aux. trans. locally, increase N to 1 kw.

NEW, Hiawathaland Bcstg. Co., Sault Ste. Marie, Mich.—CP 1200 kc 100-250 w unl.

WXYZ, Detroit, CP new trans., antenna, increase D to 5 kw.

WBTH, Williamson, W. Va. — Auth. transfer control to W. B. Booker.

WTMC, Ocala, Fla.—Vol. assign to Ocala Bcstg. Co.

WTMA, Charleston, S. C.—License for new station 1210 kc.

KGKO, Fort Worth—Mod. license N to 5 kw.

WSBT, South Bend—CP change 1360 kc 500 w to 1010 kc. 1 kw, amended to 930 kc. 500 w.

WNAX, Yankton, S .D.—Mod. license N to 5 kw.

JUNE 24

WJMS, Ironwood, Mich.—CP increase to 100-250 w.

WJBO, Baton Rouge, La.—Mod. license to unl., asks WTAW facilities.

WTAW, College Station, Tex.—Mod. license by releasing 8-9 p. m. Mondays.

KHUB, Watsonville, Cal.—Mod. license D to unl., 100-250 w.

NEW, W. B. Dennis, Plainview, Tex.—CP 1200 kc 100 w D (not 1210 kc as stated in BROADCASTING June 15).

Gallery Debut

FIRST broadcast direct from the new radio gallery adjoining the House chamber in the U. S. Capitol was carried by NBC June 26 when H. R. Baukhage, NBC's Washington commentator, described the quarters on a national hookup during an interview with Robert Menaugh, first superintendent of the radio gallery. The NBC pickup came two hours after Speaker Bankhead granted permission to radio companies to broadcast from the workroom of the radio correspondents in the rear of their gallery. In April Congress adopted the resolution establishing a separate gallery for radio correspondents, but not until June 26 was permission granted to broadcast from the new quarters.

Mrs. Hutterly Leaves

MRS. ANNETTE HUTTERLY, secretary to Judge E. O. Sykes during his entire 12-year tenure on the Radio Commission and the FCC and who has worked in a similar capacity for Judge Sykes' successor, Commissioner Frederick I. Thompson, will retire from that post Aug. 1. Now on leave of absence, Mrs. Hutterly plans a motor trip during July to the Pacific Coast and will return to Washington about Aug. 1. Whether she will assume some other Civil Service position within the FCC or join another Governmental agency has not been determined.



TECHNIQUE of first aid has been learned by the technical staffs of Westinghouse stations WBZ, Boston, and W1XK, Millis, Mass., international shortwave outlet, and so proficient have they become in lifesaving and first aid methods that all have successfully completed an extensive Red Cross course. Similar classes are being conducted at other Westinghouse stations—KDKA, W8XK, KYW, WBZA and WOWO-WGL—under the direction of J. B. Rock, assistant manager of broadcast activities. Left to right in this group are Fred E. Osgood, Donald M. Stanier, James Eastman, James O. Wood, Edgar M. Parsons, Richard I. Hammond, Dwight A. Myer, plant manager (in foreground), Robert Henderson, Elmer Lantz, Bernard L. Clark (in foreground), George P. Johnson, instructor, Charles Vassall and Robert G. Duffield.

Network Accounts

All time EDST unless otherwise indicated.

New Business

GENERAL FOODS Corp., New York (Maxwell House Coffee), on Sept. 7 resumes *Good News* after 10 weeks layoff on 83 NBC-Red stations, Thurs., 9-10 p. m. Agency: Benton & Bowles, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), on July 3 starts rebroadcasts for *The O'Neills* on NBC-Red, Mon. thru Fri., 5-5:15 p. m., now on 19 NBC-Red, 12:15 noon-12:30 p. m.; and for *Life Can Be Beautiful* on 15 split NBC-Red-Blue, Mon. thru Fri., 9:45-10 a. m., now on 35 CBS stations, Mon. thru Fri., 1:15-1:30 p. m. Agency: Compton Adv., N. Y.

QUAKER OATS Co., Chicago (Quaker and Mothers' Oats), on Sept. 25 starts *Girl Alone* on 30 NBC-Red stations, Mon. thru Fri., 5-5:15 p. m., EST. Agency: Ruthrauff & Ryan Inc., Chicago.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Raleigh cigarettes), on Sept. 24 starts *Paul Sullivan's News* on 35 CBS stations, Mon. thru Fri. and Sun., 11-11:15 p.m. Agency: BBDO, N. Y.

PALMER BROS. Co., New York (mattresses-comfortables), on Aug. 20 starts commentation program on 38 NBC-Blue stations, Sun., 5:15-5:30 p.m. Agency: Tucker Wayne & Co., Atlanta.

AMERICAN BIRD PRODUCTS, Chicago (bird food), on Oct. 8 resumes *American Radio Warblers* on 8 MBS stations, Sun., 11:45 a.m.-12 noon. Agency: Weston-Barnett, Chicago.

BRISTOL-MYERS Co., New York (Ipana-Sal Hepatica), on Oct. 4 resumes *Town Hall Tonight* on 53 NBC-Red stations, Wed., 9-10 p.m. Agency: Young & Rubicam, N. Y.

ASSOCIATED ELECTRIC Companies of Texas, on June 25 started *The Texas Hall of Fame* on 21 Texas State Network stations, Sun., 1:30-2:00 p.m. for 13 weeks.

STANDARD BRANDS, New York (Fleischmann Yeast), on Oct. 2 resumes *Getting the Most Out of Life* after a 13-week lay-off on 28 NBC-Blue stations, Mon. thru Fri., 11:45-12 noon. Agency: J. Walter Thompson Co., N. Y.

"The Crystal Specialists Since 1925"

SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

Approved by FCC
Two for $75.00 $40 Each

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

NBC Modifies Policy

NBC's policy on courtesy announcements, which formerly called for explanatory announcements immediately preceding and following broadcasts of national or local importance for which sponsored programs were cancelled, has been modified as follows: "Where such cancellations are effected, however, for a broadcast by the President of the United States, or for certain other national or international events of transcending importance, NBC may find it advisable not to make these courtesy announcements before and after the special program, in which case we will endeavor to make at least one announcement as near to the advertiser's time originally scheduled, as possible."

ETHYL GASOLINE Corp., New York, on Aug. 21 resumes *Tune-Up Time* after a seven-week hiatus on 60 CBS stations, Mon., 8-8:30 p. m. Agency: BBDO, N. Y.

Renewal Accounts

BENEFICIAL Management Corp., Newark (loans), on July 24 renews *Doc Barclay's Daughters* on 26 CBS stations, Mon. thru Fri., 2-2:15 p. m. Agency: Blackett - Sample - Hummert, N. Y.

PROCTER & GAMBLE Co., Cincinnati, on July 3 renews for 52 weeks the following dramatic serials on NBC, all heard Monday through Friday: *Story of Mary Marlin* (Ivory Flakes) on 22 NBC-Blue, 11-11:15 a. m., and on 63 NBC-Red, 3-3:15 p. m.; *Vic & Sade* (Crisco) on 24 NBC-Blue, 11:15-11:30 a. m.; *Pepper Young's Family* (Camay) on 17 NBC-Blue, 11:30-11:45 a. m., and on 61 NBC-Red, 3:30-3:45 p. m.; *Ma Perkins* (Oxydol) on 63 NBC-Red, 3:15-3:30 p. m., *Guiding Light* (Naphtha) on 61 NBC-Red. 3:45-4 p. m., and *The O'Neills* (Ivory soap) on 19 NBC-Red, 12:15 noon-12:30 p. m. Agencies: Pedlar & Ryan, N. Y., for Camay; Blackett - Sample - Hummert, Chicago, for Oxydol; Compton Adv., N. Y., for all others.

AMERICAN TOBACCO Co., New York (Lucky Strikes), on July 5 for 13 weeks renews Kay Kyser's *Kollege of Musical Knowledge* on 99 NBC-Red. Wed., 10-11 p.m. Agency: Lord & Thomas, N. Y.

MARS Inc., Chicago (candy bars), on July 10 renews for 6 weeks *Dr. I.Q.* on 32 NBC-Red stations, Mon., 9-9:30 p.m. Agency: Grant Adv., Chicago.

PET MILK SALES Corp., St. Louis, on July 1 renews *Saturday Night Serenade* on 53 CBS stations, Sat., 9:45-10:15 p.m. Agency: Gardner Adv. Co., St. Louis.

Network Changes

PURE OIL Co., Chicago, on Sept. 25 changes twice-weekly *Kaltenborn in the News* on CBS to thrice weekly, Mon., Wed., Fri., 6:30-6:45 p. m.

CAMPANA SALES Co., Batavia, Ill. (Italian Balm), on June 30 shifted *First Nighter* on 51 CBS stations, Fri., from 8-8:30 p.m. to 9:30-10 p.m.

BROWN & WILLIAMSON Tobacco Co., Louisville (Bugler tobacco), on July adds 10 NBC-Blue stations to *Plantation Party*, on NBC-Blue, Fri., 9-9:30 p. m.

Bird Food on MBS

AMERICAN BIRD PRODUCTS, Chicago (bird food), on Oct. 8 will start *American Radio Warblers* on 8 MBS stations, keyed from WGN. Other stations are WCAE CKLW KWK KOIL WHB KFEL WHK. The 11:45-12 noon period on Sundays has been selected. Weston-Barnett, Chicago, is agency.

JERGENS-WOODBURY Sales Corp., Cincinnati (Jergens lotion), on July 9 replaces Walter Winchell for four weeks with Edwin C. Hill on *Jergens Journal* on 64 NBC-Blue stations, Sun., 9:30-9:45 p. m. (Pacific Coast, 11-11:15 p. m.). Agency: Lennen & Mitchell, N. Y.

PHILIP MORRIS & Co., New York (cigarettes), on June 27 replaced *The Perfect Crime* with *The World's Greatest Stories* on *Johnny Presents* on 43 NBC-Red stations, Tues., 8-8:30 p.m. Agency: Biow Co., N. Y.

JOHN H. WOODBURY Co., Cincinnati, selects *The Waring Family* as new program for Woodbury soap, starting July 7 on CBS, Fri., 7:45-8 p.m. Agency: Lennen & Mitchell, New York.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on June 20 replaced *Vocal Varieties* with *Quicksilver* on 29 NBC-Red stations, Tues., 7:15-7:30 p.m. Agency: H. W. Kastor & Son Adv. Co., Chicago.

PROCTER & GAMBLE, Cincinnati (Oxydol), on July 9 starts *The Man I Married* in place of *Central City*, Mon. thru Fri., 10-10:15 a.m., originating in New York.

P. LORILLARD Co., New York (Old Gold cigarettes), on July 4 adds 5 stations (WFEA, KGBX, KROC, KFAM, KTSM) to *Melody & Madness*, making a total of 105 NBC-Blue, Tues., 9-9:30 p.m.

CBS Coast Sustainers

CBS on July 1 will start the most intensive summer schedule of transcontinental sustaining programs ever undertaken by that network in Hollywood. Charles Vanda, newly-appointed western program director, in announcing preliminary plans, stated that by July 17, there will be at least one transcontinental sustaining show broadcast every day from the West Coast. He pointed out that the schedule released at this time represents only those programs definitely set. Others are in the process of construction. William H. Robson, CBS New York *Workshop* producer, has been brought to Hollywood to augment the West Coast production staff, and it is expected that other additions will be made.

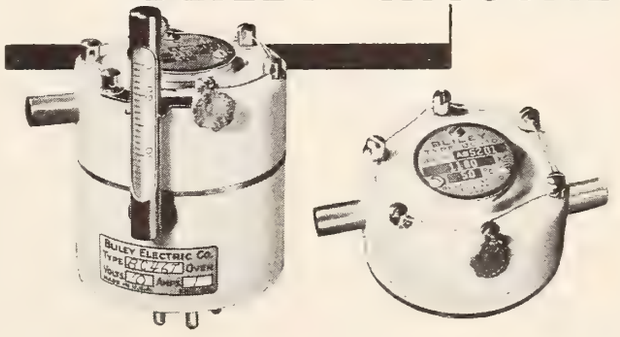
VERTICAL RADIATORS

• Announcing the opening of our new plant. Years of design and fabricating experience on radiators and towers of all descriptions.

Your Inquiries Will Receive Prompt Attention

THE CHAS. E. SCHULER ENGINEERING CO.
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PRECISION MADE
BLILEY CRYSTALS



Thorough workmanship, critical inspection tests and accurate calibration, assures the high degree of precision and dependability essential in all radio communication services. Write for catalog G-10 covering Bliley crystals, holders and ovens for frequencies from 20kc. to 30mc.

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING ERIE, PA.

WHO (ALONE!) for IOWA PLUS!
DES MOINES . . . . 50,000 WATTS. CLEAR CHANNEL

SIX YEARS WITH THE KIDDIES

Hazleton Department Store Enjoys Success With Juvenile Talent and Lollypops



REAL POSIES went to the local Leader Store from WAZL, Hazleton, as the firm started its seventh consecutive year of weekly programs on the station. All smiles behind the basket are Thomas Tito, staff pianist who has been accompanist on the Leader's program since it started back in March, 1933; Jacob Narrow, advertising manager of the store and script-writer for the show; Victor C. Diehm, manager of WAZL, who made the presentation to Mr. Narrow, and James Peiser, announcer of the program for the last two years and the third one since it began.

THE LEADER STORE, one of the largest department stores in Hazleton, Pa., recently produced a special program celebrating the 312th consecutive weekly broadcast and six consecutive years of broadcasting on WAZL, Hazleton, by the firm. Starting in March, 1933, the Leader has presented a children's program every Friday night from 6:30 to 7 p. m., with Jacob Narrow, advertising manager of the store, in charge.

During the six years the program's pattern has remained constant. Auditions are held to select the best juvenile talent in the Hazleton region. Every form of entertainment is encouraged—vocal, instrumental, elecution, and tap dancing. From time to time a juvenile master of ceremonies assists James Peiser, staff announcer conducting the program.

Free Lollypops

Commercials are restricted to announcements immediately after the theme song, written especially for the program, midway in the half-hour, and before the weekly prize winner is announced at the close of the program. A postcard poll is held weekly to determine the prize winner, who then is brought back on the next program for the final number and a big box of candy. Mr. Narrow, who writes the script, also appears briefly to give information about future programs. During the year, before important sales, an additional broadcast is used. Lollypops are passed out at every performance, and once each year all children appearing on the programs, accompanied by their mothers, are given a big party by the store. At the semi-annual style show of the Leader, which features both juvenile and adult clothing, many of the kiddie stars are used as models.

Thomas Tito, staff pianist of WAZL, has been accompanist on the program since it started. Mr. Peiser, announcer of the program for the last two years, has been the third to handle the program, being preceded by Ralph Hoyt and Tiny Hamrick. As arrangements were being made by Victor C. Diehm, manager of WAZL, to commence the Leader's seventh year of broadcasting, Mr. Narrow, speaking for Harry Roman, head of the Leader Store, said the radio specials accounted for many calls on the Saturday following the broadcasts, and also that the juvenile clothing department had grown to be the largest in the city.

Decade of Radio

(*Continued from page 25*)

the present 10 kc. separation of broadcast stations does not permit of real high-fidelity transmission. Such statements in the main are grossly in error. To be sure, a listener situated some 500 miles from two broadcast stations separated 10 kc. in frequency cannot expect to receive high-fidelity transmission from each. As a matter of fact, if only one station were on the air, then high-fidelity transmission and reception would be possible only a small percentage of the time. But practically all the better class stations today, when transmitting from local studios, have a frequency of transmission up to some 7½-10 kc., and the distortion is down to less than 5%.

Any listener who has a proper receiving set may obtain high-fidelity reception from such a station out to the signal limit where the noise level prevents such reception, with the receiver selectivity characteristics open to this degree. Under all conditions there is an area around the transmitter which permits of high-fidelity reception. The fact that stations are separated 10 kc. in frequency in no way affects this area. If they were separated by 20 kc. or more, the area would not be increased to any appreciable extent.

One of the greatest improvements in transmission has been the perfecting of microphone design, studio technique and studio sound conditioning, all of which are passed on to the listener as a gradual evolution.

Since 1928 the changes in allocation have been only in detail and mainly minor in character, mostly leading to an increase in the number of stations and rendering urban service and, of course, rural service during the daytime by reason of increase in permissible day power of regional and local stations.

The increase in licensed power of clear channel stations has resulted in improvement in rural service, though this service varies widely between summer and winter and various stages of the sunspot cycle. The same maximum power limitations at night for all classes have been retained.

As we study the technical structure of broadcasting today we see the need for a general revision of the Rules and Regulations and the technical standards governing these stations. The Commission has met this situation by adopting new Rules and Regulations and standards of good engineering practice, which were the subject of an extensive hearing, oral argument and several informal engineering conferences.

These Rules and Regulations as well as the technical standards permit of further advancements in service to the public, particularly in that the power of local stations may be increased from 100 watts to 250 watts at night. The power of regional stations may be increased from 1 kw. to 5 kw. The classification of stations is changed to Classes I, II, III, IV to supersede the present clear, regional and local stations. Class II is new and does not have a counterpart in the present structure. This class is the experimental duplicated station on clear channels which may render urban service and by reason of the use of directive antennas, the rural service rendered by the Class I stations on the channel need not be seriously impaired.

Two Types of Regionals

Class III stations, formerly regional stations, are divided into two groups, III(a) and III(b). The III(b) stations are limited in power at night to 1 kw. as at present. However, the engineering standards set out liberal conditions under which these stations may be transferred to Class III(a) and obtain the full power rating of the class.

Class II is designed to cover additional urban areas in need of service. The increase in power of the Class IV stations, formerly locals, will permit of improvement in the ratio of signal to noise from those stations, in line with technical advancements, to permit of greater fidelity of transmission and reception.

Service to Rural Areas

The allocation structure as set up by the new Rules and Regulations and engineering standards, provides adequate technical basis for general improvement of urban coverage as well as improvement in rural service. However, the problem of improving the service to the vast rural population of the United States under all circumstances is yet to be solved. This is one of the most provoking problems in allocation, in that there are no technical advancements or developments in sight today that permit of supplying this improved service except as can be accomplished by making full and complete use of clear channel (I) staplete use of clear channel stations (Class I).

In any well integrated plan of broadcasting there is need for four classes of stations to render a proper broadcast service to the very diversified population found throughout the United States, varying from 644 people per square mile in Rhode Island to 0.8 in Nevada. It may be safely concluded today that there are not enough facilities available in the 106 channels even to approach economic saturation in any area that does not have far greater than its relative share of facilities.

While unquestionably there will be continued increase in the number of stations, it must be borne in mind that there are numerous areas today that do not have Class II, III or IV facilities and the listeners there are denied primary service that they could economically support and with which other listeners are provided.

In this connection, while mentioning technical developments, the matter of network broadcasting should not be overlooked. Unquestionably today the network structure has been a large factor contributing to the importance of broadcasting. It is only logical that our large centers of talent should be tapped for the benefit of those who live in remote areas that could not otherwise be so enlightened and entertained.

A study of the problem of television in line with the technical development of broadcasting leads to the conclusion that a chain distribution of television programs is as important if not more important than in sound broadcasting.

Automatic Cueing

CBS engineers have developed an automatic cueing device to give news and special events announcers a split-second warning of their time limitations. Developed at the request of Paul White, head of the CBS public affairs department, the gadget resembles a battery seton tray flanked by a pair of red ship's lanterns. On the box is a dial calibrated in minutes with a center knob divided into seconds. Device is set for proper length of time and plugged in when the period starts. A red hand simultaneously begins marking off the remaining time and when it reaches zero, marking the end, two photo-flood lamps flash on with such brilliance that even though the studio be brightly lit and the announcer's back to the instrument, he cannot help seeing the flash.

PROCTER & GAMBLE, Cincinnati, on July 3 starts an hour of 15-minute five weekly programs on WRVA, Richmond, Va. It is understood the shows will be aired in the late afternoon. Products and programs follow: Oxydol *Ma Perkins*, Chipso *Road of Life*, Ivory *Gospel Singer*, Crisco *This Day is Ours*. Agency for Oxydol is Blackett-Sample-Hummert, Chicago; for the others, Compton Adv., New York.

Turntable Control Is Sought by AFM

Musicians to Request AFL to Give Them Jurisdiction

RADIO came in for a lot of discussion at the 44th annual convention of the American Federation of Musicians, held June 12-17 in Kansas City, but when it was all over no action had been taken to change the present status of AFM-radio relations.

Voted down were resolutions proposing that the union purchase all available music copyrights and itself license broadcasting stations and other users of music; that "hillbilly" bands on the air be forced to join the union; that the AFM sponsor a radio campaign to promote the use of live musicians; and that the use of radio lines be restricted to give local bands air time equal to that given traveling orchestras. The membership adopted resolution calling for remote broadcasts made by AFM members to be accompanied by an announcement stating that the "broadcast is made with the consent of the AFM".

Would Operate Turntables

In an effort to give AFM members some employment in tending the machines which they claim have taken away their jobs, the convention directed the union's executive board to ask the AFL for jurisdiction over all record reproducing machines used in radio stations, theatres, restaurants and other places where musicians were formerly employed. In a number of cities local AFL unions already force broadcasters to employ AFM members to operate turntables, although this jurisdiction has been claimed by the International Brotherhood of Electrical Workers, also an AFL union.

Coin-operated phonographs, exempted from the performance for profit clause of the Federal copyright law and so escaping the ASCAP license fees which are exacted from establishments employing live musicians, were the cause of considerable discussion. The convention instructed the board to cooperate with ASCAP in attempting to have the copyright law amended to remove this discrimination, which the union feels is an additional barrier to the employment of its members.

The convention was said to be the largest in AFM history, with 645 delegates registered. The present officers: Joseph N. Weber, president; C. L. Bagley, vice-president; Fred N. Birnbach, secretary, and H. E. Brenton, treasurer, were all reelected. The union selected Indianapolis for its 1940 convention, to be held the second week in June.

THROUGH cooperation with WHB, Kansas City, and WHK, Cleveland, WSAI, Cincinnati, brought listeners the voices of Cincinnati druggists and grocers attending conferences in those two cities recently. Richard A. Ruppert, WSAI promotion manager, arranged with Jake Neumann, editor of the *Cincinnati Grocers Guide*, to make a quarter-hour transcription of interviews with Cincinnatians attending the National Assn. of Retail Grocers at Kansas City June 21, using the facilities of WHB, and broadcast the recording June 23. Then, using WHK facilities, WSAI recorded interviews with local druggists attending the Ohio State Pharmacists Conference at Cleveland on June 30, and broadcast them shortly afterward.



SEPARATE STUDIO for facsimile has been installed by WHK-WCLE, Cleveland, which claims it is the first of its kind in the country. The studio contains all equipment necessary for transmitting daily facsimile broadcasts as well as several monitor printers and receivers. Photo shows Price Fish (left), operator of the scanner, and John T. Vorpe, the stations' advertising manager in charge of facsimile copy and promotion.

FCC Rules Effective Aug. 1

(*Continued from page 23*)

vana Agreement, interference resulting to stations in this country from Mexican and Cuban outlets can be expected to continue. Actually, neither Mexico nor Cuba is provided for on specific frequencies until such time as the treaty provisions become effective. The 96 channels in the standard broadcast band are shared by the United States and Canada under a bilateral agreement in which Mexico and Cuba did not figure.

While the new rules set up new classes of stations, protections and standards, which coincide with the technical terms of the treaty, the actual channels made available for the various types of stations do not in all cases coincide with the treaty terms. The original plan was to make the new rules effective concurrently with the treaty provisions, but the FCC felt that, rather than to wait indefinitely, it should take advantage of whatever benefits will accrue in the way of public service through improvements made possible under the new rules.

Hearings on the proposed rules were held June 6-30 last year before a committee comprising Commissioners Case, chairman, Craven and Payne. Oral arguments on the two separate reports of this committee, published in January and April of this year, were held June 1 before the FCC en banc. With the exception of the plea for retention of the former rule permitting commercial use of experimental broadcast hours, virtually all of the suggested changes advanced in behalf of the NAB by Philip G. Loucks, as its special counsel, were adopted.

However, exceptions to the report made by group organizations, such as the Clear Channel Group, National Assn. of Regional Broadcast Stations, and National Independent Broadcasters, generally were not heeded since the rules were kept virtually intact. Nevertheless, the Commission's action in increasing the number of Class I(a) clear channels to 26 was regarded as a victory for proponents of that classification of station.

Adoption of the standards of good engineering practice, setting forth in detail limitations within which all stations must function, marked a milestone in FCC regulation. Heretofore, these standards, evolved by Andrew D. Ring, assistant chief engineer for broadcasting, and George D. Adair, his chief assistant, have been used only for hearing purposes and have not had the force and effect of definite rules. The FCC Engineering Department has been developing these standards in evolutionary fashion for the last 10 years.

Other Changes

A paragraph - by - paragraph analysis of the new rules, based on exceptions of particular groups in the oral arguments, discloses a number of changes of varying importance.

The provision of the original rule dealing with new station applications, which would have required a station to make a showing of adequate commercial support, was eliminated with the requirement reduced only to the showing that the applicant is "financially qualified to construct and operate the proposed station."

Also eliminated was the proposed provision that an applicant for a Class IV station must be a resident in and familiar with the needs of the community to be served.

A requirement that the transmitter of each station shall be so located that primary service is delivered to the city in which the main studio is located was retained, over the objection of independent stations.

Provoking much furore was the provision that a special experimental authorization permitting additional hours of operation should not be used to transmit any commercial or sponsored program or any commercial announcement during that time of operation. This provision was fought by the NAB and other excepting interests, but was retained by the Commission.

A requirement in the proposed rules that stations make a log entry of the time each station identification is made was retained, but the language which would have required "an indication of the type of announcement" was eliminated. Another log entry requirement, calling for a brief description of each program broadcast, together with the title, was retained but the requirement that a notation be made "by whom presented" was stricken.

The Commission retained a provision requiring each licensee to keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office. Paul A. Porter, CBS Washington counsel, had objected to this provision on the ground that it might result in serious abuses.

The old "consent" provision, under which the consent of dominant stations was necessary before a secondary station operating limited time on the channel could procure increased privileges, was altered to remove the consent provision as such. Substituted was the requirement that the dominant station should supply its objection or lack of objection to the grant.

AFRA SETTLEMENT SOUGHT IN CHICAGO

CHICAGO chapter of AFRA in its meeting of June 23 voted a walkout on local Chicago stations, stating that AFRA members would not be available for local commercial shows after July 3 unless stations and agencies have appointed a committee by July 2 for continuous negotiations until a settlement is reached.

As BROADCASTING went to press it was understood that AFRA's code for announcers on local commercial shows ranged from $16 for 15 minutes on Class A stations to $1.60 for 15 minutes on Class C stations, while the station-committee contended that the scale should range from $6 to 60c in respective situations.

In cases where sponsors broadcasting a number of daily shows on Class A stations, thus making the above AFRA scale burdensome, it was said that individual negotiations would be held.

Disagreement centered around the announcers' scale, the station-committee agreeing to the AFRA code for singers and actors provided announcers would not have to be paid additional for local commercial programs. Chicago AFRA members also voted that their chapter pay uniform dues on the same basis with New York, Los Angeles and San Francisco. It is understood that the uniform dues range from $24 to $60 a year, depending on salaries.

RADIO broadcasting from the time of the crystal set to the technical perfection of today is the subject of "Air Waves," a ten-minute film taken at NBC, which has been released by Pathe. The film shows a guided tour of the various departments of a large broadcasting station and closes with a sequence of an actual broadcast of a well-known program.

SPECIAL EVENTS

CJOR presents more educational and commercial special events than all other local stations.

CJOR

Vancouver, B. C.

National Representatives:

Joseph Hershey McGillvra

House Votes Fund For FCC

(*Continued from page 26*)

handled the bill on the floor, spoke briefly against the Dirksen amendment. He pointed out that the order applied only to international broadcasting and referred to the testimony by Chairman Brown in the hearing on the subject. "I agree this matter needs legislative attention," Rep. Woodrum said as he expressed hope that Congress would study FCC operations. Mr. Woodrum said the international shortwave regulations were as clear to him as a "hunk of mud", but declared he did not think the House should attempt to write any kind of a limitation on the Commission in this matter in an appropriation bill.

The House followed the Committee leader and voted down the Dirksen amendment by a standing vote of 77 to 43.

Rep. Wigglesworth spoke during consideration of the appropriation measure but did not oppose it. He again urged the House to pass a resolution ordering a sweeping investigation of the Commission. He referred to the resolutions calling for a probe which are pending before the Rules Committee. In urging action on his resolution at this session, Mr. Wigglesworth said there will be an "investigation eventually, so why not now".

Rep. Harter (D-Ohio) took the floor in defense of the Commission and said he thought it was doing good work. He was backed by Rep. Johnson (D-Okla.) who paid a special compliment to Commissioner Paul A. Walker.

Committee's Report

In the report to the House, the committee explained the urgency for action on the FCC appropriation, stating:

"The appropriations for the FCC are customarily carried in the independent offices appropriation bill. About the time that bill was considered at the present session the President transmitted a message to Congress recommending fundamental organic changes in this agency. In view of the possibility that such recommended changes, if enacted, would affect the organization of the commission and the Budget estimates that had been submitted for it, the funds for the Commission were omitted from the independent offices bill at this session and as no funds will be available for the Commission after June 30 next, it becomes necessary to make provision for it in this bill, otherwise the agency will cease to exist after the end of the present fiscal year."

The hearings before the House Deficiency Committee were tame in comparison with those before the Independent Offices subcommittee in January. Members of the committee had before them the earlier hearings and there was a limited amount of testimony on justifications of the Budget estimate. Much of the testimony at the hearing dealt with the FCC "censorship" angle contained in the international shortwave regulations.

Three or Four Complaints

Rep. O'Neal (D-Ky.), after citing the purported "censorship" language in the rule asked if the ruling had been set for a hearing. William J. Dempsey, FCC general counsel, replied that it had been set for July 12 (since postponed). In response to a question by Mr. O'Neal as to protests against the regulation, Mr. Dempsey said the Commission had received three or four letters and a petition against it.

"I want to say, Mr. Chairman," Mr. O'Neal exclaimed, "that I will never vote for a dime's worth of appropriation for any such un-American doctrine as that. If they can do it internationally, they can do it nationally, and if there is one item for enforcement of the regulation I want to register my protest against it."

Acting Chairman Brown observed that there is a wide difference of opinion as to whether the rule constitutes censorship. "The Commission in adopting that regulation used very much the same language that was used at Montevideo," he said, adding that "in my judgment there is no censorship whatever involved in that language."

'Informative Advertising'

REP. FLANNERY (D-Mass.) has introduced a bill (HR-5985) in Congress covering "informative advertising" by mail, radio or in interstate commerce of articles imported or made from imported materials. The bill would require making known the presence of such foreign materials by labeling or, in the case of radio, by announcing. It has been referred to the House Interstate & Foreign Commerce Committee.

PROFESSIONAL DIRECTORY

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Dedicated to the
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RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.

Forms close 25th and 10th of month preceding issues.

Help Wanted

Wanted — Capable sales and production manager for new 250-watt station on air September 1. Send snapshot; tell all including starting salary. Box A392. BROADCASTING.

National Radio Employment Bureau wants experienced salesmen, announcers, operators and other employes, except talent. Complete information free. Paramount Distributors. Box 864, Denver, Colorado.

Situations Wanted

Announcer wants position with small, progressive station. Will gladly send transcription and other information. Box A408, BROADCASTING.

Sports Announcer—Valuable sports background. Handle studio utility. References. Recordings available. Box A410, BROADCASTING.

Experienced News Man—Seven years with wire service and metropolitan newspaper. Also experienced publicist. Age 26 and married. Reasonable salary. Box A407, BROADCASTING.

Girl University Graduate—continuity, publicity, microphone, studio hostess, newspaper experience. Good writer, voice, news sense. Women's programs proven successful. Age 21. Will send scripts, interview. Box A406, BROADCASTING.

Station manager or commercial manager available. Employed. Experienced. Capable. Exceptional record. Box A405, BROADCASTING.

Expert News Man. International background (U.S.A., London, Berlin); familiar AP, UP, INS; first-class copywriter; excellent radio voice, delivery. At present signed columnist big eastern daily, broadcasting weekly. Seeks full-time connection progressive station east or west affiliated NBC, CBS or MBS. Transcription. Box A397, BROADCASTING.

Engineer now employed on major network stations, desires change. Experienced and available at once. Desire better opportunity with metropolitan station. Investigate! Address Box A409, BROADCASTING.

Attention Radio Academies & Stations! Instructor—speech, announcing, dramatics, programming. Studio-announcerial duties. Box A411, BROADCASTING.

News! Thoroughly experienced newscaster, editor, commentator. Background advertising, travel. Now employed, seeking better opportunity. Ten years in radio. Can also handle interviews, special features, continuity. Transcription available. Box A412, BROADCASTING.

Private Net Plan Arouses Dominion

By JAMES MONTAGNES

INTIMATION that on Sept. 25 the Canadian Broadcasting Corp. will inaugurate a subsidiary national and regional network for private broadcasters was contained in a circular letter sent to all stations in latter June over the signature of Dr. Augustin Frigon, assistant general manager of CBC. The letter was vaguely worded, but stated that Horace N. Stovin, CBC supervisor of station relations, would start in July a tour of all Canadian stations to explain the working of the subsidiary network scheme which was planned under control of the CBC.

In a conference in Toronto between CBC executives and a Canadian Association of Broadcasters executive, it was learned the letter was "unfortunately worded" and was premature. On the trip Mr. Stovin is to discuss in detail with each station the possibilities of a secondary network.

The board of governors of the CBC meets in Ottawa July 5, and the Canadian Association of Broadcasters expressed readiness to appear before it to discuss further problems affecting relations between the CBC and private stations, which were considered at the March 20 meeting of the board in Montreal [BROADCASTING, April 1]. Since that meeting there has been greater cooperation by the CBC with the private broadcasters. There have not been as many rigid orders and instructions to stations as in the past, the CBC in a number of cases having asked the CAB to inform member stations of certain regulations, thus eliminating to some extent bitterness felt by private stations toward the CBC government control of their business.

Address by Television

BEN ABRAMS, president of Emerson Radio and Phonograph Corp., and Elliott Roosevelt, commentator on the company's thrice-weekly news commentary program on MBS, addressed an Emerson convention at the Hotel New Yorker by television on June 20. The speakers were in NBC's television studio in Radio City; their audience was looking and listening at video receivers in the hotel. Mr. Roosevelt, who is also president of the Texas State Network, on June 27 addressed the luncheon meeting of the Sales Executives Club of New York, on "The Sales Executive Looks at Texas."

MBS on June 30 broadcast a special round-table program with Raymond Gram Swing, MBS commentator, and H. V. Kaltenborn, CBS commentator, discussing the problems facing American youth with their sons, Peter Swing, aged 16, and Rolf Kaltenborn, aged 22. The broadcast was scheduled in connection with the American Youth Congress, to be held July 1-5 in New York.

ARTURO TOSCANINI, conducting a picked orchestra of 90 men from the finest Swiss orchestral groups, will be the outstanding figure in a series of exclusive NBC broadcasts shortwaved from the International Music Festival, to be held Aug. 3-29 in Lucerne, Switzerland.

Late Personal and News Notes

PETERSEN KURTZER has resigend from the radio department of H. W. Kastor & Sons Adv. Co., Chicago, and has announced no future plans. M. M. Panton has been transferred from the copy department to the radio department to take over Mr. Kurtzer's duties. Miss Dorothy Lee, secretary to Harry Cohen, Kastor account executive, and Miss Lee Johnson, of the agency's media department, have resigned.

RICHARD M. HYDE has been appointed production manager of Gerth-Knollin Adv. Agency, Los Angeles. He was formerly in charge of the creative department of Stationers' Corp., Los Angeles and was also engaged in free lance work in Southern California. James Richardson continues as production manager of the agency's San Francisco office.

FRANKLIN DELANO, for the past year assistant manager of Young & Rubicam Inc., Hollywood office, has been transferred to San Francisco as aide to Bryan Houston, who is in charge of the agency's activities in that city. Delano is originally from the agency's New York office.

JOSEPH STILL Jr., formerly of Botsford, Constantine & Gardner, San Francisco, has joined the Mayers Co., Los Angeles, as account executive.

JAMES SAPHIER, Hollywood radio executive of Music Corp. of America, is in New York on a three months business trip, having left the west coast in late June.

FORREST BARNES, Hollywood free lance writer, has been assigned to write the weekly *Alec Templeton* program which replaces *Fibber McGee & Molly* on NBC for the summer, effective July 4, under continued sponsorship of S. C. Johnson & Son (floor wax). Besides Templeton, blind pianist, the program will feature Conrad Nagel as master-of-ceremonies; Edna O'Dell, vocalist, and Billy Mills' orchestra.

PAUL DUDLEY, formerly writer on the Hollywood staff of Lord & Thomas, is en route to New York with Paul Monroe on production of the CBS *Grand Central Station* program.

JOHN SCHAMBERG of the WBS station relations department is making a four-week tour of West Virginia, Tennessee, North Carolina, and Pennsylvania, visiting World affiliate stations in those states.



A. H. FLATEN, commercial manager of KDAL, Duluth, displays the "KDAL Trophy" for the annual Coast Guard surf boat races between crews from Duluth and Grand Marais, to Chief Boatswain's Mate Reuben J. LeClair, officer in charge of the Duluth station. But this is as close as LeClair got to the trophy because it was won, for possession in 1939-40, by the Grand Marais crew. KDAL aired the race shortwave from a coast guard life boat circling the course. Dalton A. LeMasurier, KDAL manager, presented the trophy to the coxswain of the winning crew.

J. E. ROGERS has been named president of Rogers Broadcasting Co., owners of CFRB, Toronto, and CKLW, Windsor, Ont., to succeed his brother E. S. Rogers, founder of the station in 1927, who died May 6. Mr. Rogers also succeeds his brother as president of the Rogers-Majestic Corp., parent company of all the Rogers interests in radio tube and set manufacturing.

ELBERT WALKER, KHJ, Los Angeles, transcription engineer, has returned to his station duties after recovering from an appendicitis operation.

ROBERT TALLMAN, formerly assistant editor of the weekly *March of Time* program, has been signed by Walter Wanger Productions, Hollywood, to work with his former radio associate, John Lay, on the screen treatment of F. G. Presnell's novel, *Send Another Coffin.*

GEORGE H. ENGELTER has been named program director of KCKN, Kansas City, Kan.

WARREN BRAINARD, University of Nebraska graduate, recently joined KGFW, Kearney, Neb., as an announcer.

MARGARET GRAMAN, vocalist known as Betty Lane on WNAX, Yankton, S. D., recently was married to Paul Sapp, of Lexington, Ky. Charles Worcester, WNAX farm service director, also has announced his engagement to Estelle White, of Minneapolis.

CLIFFORD MASON, professor of American literature at Carroll College, Waukesha, Wis., has joined the announcing staff of WTMJ, Milwaukee, for the summer season.

EINOR MORGENSON has been added to the staff of KROC, Rochester, Minn., as special events man.

CHARLES DILLON, KFI, Los Angeles, commentator, and for more than 50 years a journalist, has joined the faculty of the University of Southern California School of Journalism.

RALPH BURGIN, announcer of WPTF, Raleigh, married Jeanne Collins on June 18.

JOHN J. MURRAY, auditor, and Margaret Grady, of the general service department of WEEI, Boston, have announced their engagement. They will be married in early autumn.

DON PRINDLE, Hollywood radio writer, has been assigned to the RKO staff to write special material for the film, "The Day the Bookies Wept," which features Joe Penner.

DANE LUSSIER, Hollywood script writer of the CBS program, *It Happened in Hollywood*, and Lois Campbell, former film actress, were married in that city on June 30.

ABE SCHECHTER, NBC New York special events director, arrived in Hollywood on June 22 for discussions with John Swallow, western division program director, on news broadcasts and special features.

LEO E. COUTT, formerly advertising director of E. B. Myers Co., Los Angeles manufacturer, has been appointed production manager of L. Raymond Co., that city.

LOIS DELANO, formerly handling advertising and publicity for Metropolitan Bldg. Co., Seattle, has joined the continuity staff of KIRO, Seattle.

VIOLA CAWOOD FLOWERS, who resigned last January as director of the *Musical Clock* program on WAVE, Louisville, to become supervisor of public health education by radio for the Kentucky Dept. of Health, is preparing a series of family health problem programs titled *Malcolm Family* for autumn release. She was author *of Pioneers in Health*, a Saturday afternoon series just completed on WHAS, Louisville.

ARTHUR FORREST on June 26 joined WBT, Charlotte, N. C., as sales promotion manager following several weeks training at CBS New York headquarters. Mrs. Edmund Cashman, formerly salesman of Columbia Artists, moves to the CBS program department as a director. Peter Theurer, formerly account executive at William Esty & Co., New York, succeeds Mrs. Cashman.

REED T. ROLLO and Howard W. Vesey, attorneys in the law offices of Louis G. Caldwell, effective July 1, become resident partners of the Washington office of Kirkland, Fleming, Greene, Martin & Ellis, which Mr. Caldwell heads.

NORMAN CORWIN, CBS New York writer and producer of the weekly *Words Without Music* program, has sold an original story, "They Fly Through the Air," to Warner Bros. for production as a two-reel film under supervision of Gordon Hollingshead.

JACK WILLIAMS, program director and Gordon Wiggins, account executice of KOY, Phoenix, on July 2 will leave that city for Chicago, where they will spend several weeks at WLS observing methods in their respective departments.

AL JOHNSON, business manager of KOY, Phoenix ,Ariz., has been elected a director of the 20-30 Club of that city.

JUDITH WALLER, educational director of NBC-Chicago, will be in charge of NBC displays and programs during the convention of the National Education Assn., meeting in San Francisco, July 1-6.

HARRIET HESTER, educational director of WLS, Chicago, has joined the faculty of Northwestern U. where she is teaching rural music education during the summer term.

DR. RALPH L. POWER, Los Angeles, U. S. representative of Macquarie Broadcasting Network, Sydney, sails in early August from San Francisco on a four months tour of Australia and New Zealand.

JACK ZEIGIN, formerly of WIBM, Jackson, Mich., and WGAL, Lancaster, Pa., and recently chief announcer and assistant program director of WTOL, Toledo, has joined the announcing staff of WSMK, Dayton, O.

THOMAS R. HOPKINS, formerly an instructor in advertising and marketing at the University of Illinois, recently joined the Omaha office of Beaumont & Hohman.

MELVYN J. Johnson, chief engineer of KDON, Monterey, Cal., recently married Dorothy Miltz, of Oakland, Cal.

AGRAP-CBS Closing

NEGOTIATIONS between the American Guild of Radio Announcers & Producers and CBS for a new contract covering the employment of announcers at WABC, New York, on sustaining programs are in their final stage, according to a union spokesman, who said June 26 they might be concluded before July 1. Work on commercial programs is covered by the network's contract with the American Federation of Radio Artists. This duplicate union representation of the same announcers, which has created a number of contractual difficulties, is generally expected to be resolved shortly by a merger of the two unions, although no such action has developed to date.

CONQUEST ALLIANCE Co., New York, announces it has been named exclusive representative of KFQD, Anchorage, Alaska; CHMJ, Cienfuegos, Cuba; XEFC, Merida, Mexico; TV1RKL, Maracaibo, Venezuela; HHK, Port-au-Prince, Haiti; HJ8FAH, Armedia, Colombia; HJ1ABK, Baranquilla, Colombia; HJ5EBD. Cali Colombia; CA131. Antofogasta, Chile; CA90, Tocopilla, Chile.

Early Decision Expected In Whiteman Record Suit

JUSTICE Vincent Leibell of the U. S. District Court in New York heard oral argument in the Paul Whiteman-RCA case June 26 and a decision is expected sometime in July. Suit, which is a test case on the right of a radio station to broadcast phonograph records, was originally filed by Whiteman against WNEW, New York, with RCA being allowed to intervene.

When the station defaulted, suit became a contest between the National Society of Performing Artists, representing Whiteman, and RCA to determine whether a station, in broadcasting a record made for home use, is infringing on the rights of the artists or the record manufacturer, if either. Suit was heard early last winter [BROADCASTING, Dec. 15, Jan. 1]; briefs were filed by counsel for RCA, NAPA and for NAB, "as a friend of the court" to protect the interests of the broadcasting industry.

Covering All-Star Game

CBS, NBC and MBS on July 11 will all broadcast complete play-by-play descriptions of the All-Star baseball game between leading players of the National and American Leagues at the Yankee Stadium, New York. Covering for NBC will be Tom Manning and Paul Douglas, staff baseball announcers, and Warren Brown, sports editor of the *Chicago Herald & Examiner*. Arch McDonald, baseball announcer of WABC, New York, and France Laux, of KMOX, St. Louis, will describe the game for CBS, with preliminary descriptions by Mel Allen, CBS sports announcer. Mutual's announcers will be Red Barber and Al Helfer, who handle the WOR daily baseball broadcasts, and Bob Elson, sports announcer of WGN, Chicago.

Book-Reading Scripts

SELECTED scripts used by the Rochester, N. Y., Public Library as part of the *Rochester School of the Air*, weekly juvenile literary program produced by the local board of education during the last five years, have been compiled in a single volume, *Radio Roads to Reading*, by Julia Sauer, head of the Library's department of work with children. [H. W. Wilson Co., New York, $2.25]. The scripts, selected for use as models in other localities, are designed to make children read more books by introducing them to the stories through dramatizations and arousing their interest enough to lead them to read for themselves.

New FTC Orders

THE Federal Trade Commission has ordered Standard Brands, New York, and its subsidiary, Standard Brands of Cal., San Francisco, to cease alleged price discriminations in violation of the Robinson-Patman Act. Kolynos Co., New Haven, has been directed to cease certain claims for the antiseptic and cleansing properties of its toothpaste. Thomas J. Casey, trading as National Institute of Technology, Minneapolis, has agreed to cease certain claims in the sale of correspondence courses. Griffin Mfg. Co., Brooklyn, has agreed to revise claims for its shoe polishes.

New Stations Authorized Since Jan. 1, 1939

ALABAMA

WMOB, Mobile—CP issued to S. B. Quigley, automobile dealer. Granted Jan. 9; 100 watts daytime on 1200 kc.

FLORIDA

*WTMC, Ocala—Licensed to John T. Alsop, Jr., former mayor of Jacksonville, motion pictures and real estate. Granted March 13; 100 watts on 1500 kc.

WTSP, St. Petersburg—CP issued to Pinellas Broadcasting Co.; Sam H. Mann Jr., attorney, president, 48 shares; McKinney Barton, attorney, vice-president, 1 share; James R. Bussey, attorney, secretary-treasurer, 1 share.

KENTUCKY

WINN, Louisville—CP issued to Kentucky Broadcasting Corp.; D. E. Kendrick, president, 52%; Arthur C. Van Winkle, attorney, vice-president, 24%; Oldham Clarke, attorney, vice-president, 14%; M. K. McCarten, secretary-treasurer, 10%. Granted Feb. 6; 100 watts night and 250 day on 1210 kc.

MISSISSIPPI

WSKB, McComb—CP issued to McComb Broadcasting Corp.; Robert Louis Sanders, president, former broadcast station operator, 40%; George Blumenstock, Biloxi, Miss., 40%; Kramer Service Inc. (Mayor Xavier A. Kramer of McComb, president), 3.5%. Granted April 11; 100 watts daytime on 1200 kc.

MISSOURI

KDRO, Sedalia—CP issued to Albert S. Drohlich, store manager, and Robert Drohlich, buyer. Granted April 3; 100 watts night and 250 day on 1500 kc.

NEW JERSEY

WBAB, Atlantic City—CP issued to Press-Union Publishing Co., publisher of *Atlantic City Press* and *Union*. Granted March 6; 100 watts night and 250 day on 1200 kc.

NEW YORK

†NEW, Kingston—CP issued to Kingston Broadcasting Corp.; John R. McKenna, Long Island City, N. Y., radio engineer, president, 42.5% stockholder; Louis J. Furman, Oceanside, N. Y., owner of newspaper and periodical agency, vice-president, 42.5%; Maurice S. Novik, New York City, secretary-treasurer, 15%. Granted June 20; 100 watts daytime on 1500 kc.

NORTH CAROLINA

†NEW, Elizabeth City—CP issued to Albemarle Broadcasting Co., a partnership consisting of Aubrey G. McCabe, mortgage loanbroker, and Trim W. Aydlett, manufacturer and farmer, both of Elizabeth City. Granted June 20; 100 watts night and 250 day on 1370 kc.

WGBR, Goldsboro—CP issued to Eastern Carolina Broadcasting Co.; A. T. Hawkins, president of Goldsboro Chamber of Commerce, president, 27 shares; Talbot Patrick, publisher of *Goldsboro News-Argus* and *Concord Tribune*, vice-president, 30 shares; V. G. Herring, secretary-treasurer of Goldsboro Bldg. & Loan Assn., secretary-treasurer; P. M. Patrick, secretary of *Goldsboro News-Argus*, 27 shares; Kenneth C. Royall, lawyer, 60 shares; Jonas Weiland, owner of WFTC, Kinston, N. C., 30 shares; Leslie Weil and Lionel Weil, merchants, 10 shares; W. L. Rawlings, bottler, 5 shares; A. G. Woodard, physician, 5 shares; J. L. Powell, merchant, 1 share. Granted Jan. 24; 100 watts on 1370 kc.

WISE, Asheville—CP issued to *Asheville Daily News;* Harold H. Thoms, publisher. Granted March 27; 100 watts on 1370 kc.

TEXAS

KXOX, Sweetwater—CP issued to Sweetwater Radio Inc.; George Bennitt, co-publisher of *Sweetwater Reporter*, president, 37½ shares; H. M. Rogers, theater owner, vice-president, 15 shares; Russell Bennett, co-publisher of *Sweetwater Reporter*, secretary-treasurer, 37½ shares; James H. Beall, attorney, director, 15 shares; R. M. Simmons, cottonseed oil dealer, director, 10 shares; J. H. Doscher, cotton exporter, director, 10 shares. Granted May 24; 250 watts daytime on 1210 kc.

UTAH

KOVO, Provo—CP issued to Clifton A. Tolboe, building contractor. Granted April 10; 100 watts night and 250 day on 1210 kc.

VIRGINIA

WFVA, Fredericksburg — CP issued to Fredericksburg Broadcasting Corp.; Richard Field Lewis Jr., 60% stockholder, vice-president and manager; Benjamin T. Pitts, owner of chain of Virginia theaters, 5%, president; George C. Clanton, secretary of Fredericksburg Chamber of Commerce, 5%; John F. Gouldman Jr., banker, 5%; W. Marshall King, mayor and attorney, 5%; J. G. Harrison, railroad passenger agent, 5%; G. H. Harding, hotel owner, 5%; J. V. O'Toole, oil distributor, 5%; J. J. Garner, wholesale grocer, 5%. Granted April 3; 250 watts daytime on 1260 kc.

WISCONSIN

WMAM, Marinette—CP issued to M. & M. Broadcasting Co.; W. E. Walker, manager of WIBW, Madison, Wis., president, 75 shares; Merrill F. Chapin, chief engineer of WIBA, and part owner of WSAU, Wausau, Wis., secretary-treasurer, 35 shares; Wayne W. Cribb, manager of WSAU, 10 shares; Donald R. Burt, part owner of WSAU, 10 shares; Frank J. Lauerman Jr., vice-president, 5 shares; Frank J. Lauerman Sr., Charles J. Lauerman and A. J. DeLeers, all Marinette department store executives, 5 shares each. Granted June 15; 250 watts daytime on 570 kc.

**Station now on the air.*

†Call letters not yet assigned.

General Mills Contracts For Baseball on WCAU

GENERAL MILLS, Minneapolis, has signed a contract with WCAU, Philadelphia, covering baseball broadcasts for the next two years. The company currently sponsors daily broadcasts of home games of Phillies and Athletics in conjunction with Atlantic Refining Co., Philadelphia, on WCAU, with the play-by-play descriptions delivered by Bill Dyer, who has also been signed by General Mills for the 1940 and 1941 seasons. Persistent rumors that General Mills has purchased exclusive broadcasting rights to the Phillies games from this club for a five-year term are as persistently denied by Knox Reeves, agency in charge.

WOL, Washington, has been added to the list of stations to broadfast professional football games for General Mills this fall. The sponsor has purchased the full schedule of the National Football League, to promote Wheaties. Stations already signed includes WIND-FJJD, Chicago, WJR, Detroit, and WGAR, Cleveland.

Serutan Adds, Tests

HEALTHAIDS Inc., Jersey City, on Sept. 11 will enlarge its campaign for Serutan by adding 15 new major markets to the list of six stations now carrying the thrice weekly half-hour programs, featuring Victor H. Lindlahr, editor of the *Journal of Living*. Additional stations have not yet been selected. The company has also been testing a musical program titled *Memories* on WAAT, Jersey City, for the last few months. On June 26 it started the quarter-hour program *Memories* on five-weekly morning periods, featuring Norman Brokenshire, on WOR, Newark. Austin & Spector, New York, is the agency.

PETER PAUL, Naugatuck, Conn. (Ten Crown gum), on Aug. 28 will start a news commentator, as yet unselected, for 52 weeks on WEAF, New York, six days a week from 7:30-7:45 a. m. The company is also sponsoring daily 50-word spot announcements, 7:45-7:55 a. m., on WJZ. Platt-Forbes, New York, is the agency.

Summer Bookings For NBC Soaring

Four New Accounts Are Added As Records Are Smashed

ADDED evidence that radio's annual "summer slump" is on its way to join the dinosaur and the feudal system as items of purely historical interest comes from NBC, which reports that during the first two weeks of June contracts were signed for business totaling $4,722,848, breaking all records for the summer period. Of this total $3,029,104 represents new business and $1,693,744 renewals of existing contracts.

New business signed during this period includes: Palmer Bros., New London, Conn. (cosmetics), quarter-hour commentary period weekly on NBC-Blue, $33,384; R. J. Reynolds Tobacco Co., Winston-Salem (Camel cigarettes), which shifted *Camel Caravan* with Benny Goodman from CBS to NBC-Red for a Saturday evening half-hour, $533,520; and two other accounts, whose identities the network has not divulged, $273,000 and $495,456 respectively.

Many Renewals

Renewals include: American Tobacco Co., New York (Lucky Strike cigarettes) for another 13 weeks of *Kay Kyser's Musical Klass*, a Wednesday evening hour on the Red, $268,580; Standard Brands, New York (Fleischmann's Yeast), returning *Getting the Most Out of Life* to the Blue in October, five quarter-hours weekly, $98,280; Bristol-Myers Co., New York (proprietaries), taking the Red network 9-to-10 Wednesday evening spot for another year for Fred Allen and summer replacements, $812,240, and Mars Inc., Chicago (Milky Way candy bars), continuing *Dr. I. Q.* as a weekly half-hour on the Red, $514,644.

Commenting on this unseasonal activity, Roy C. Witmer, NBC vice-president in charge of sales, stated that "this business, a record-breaking total for any summer period, indicates that summer, far from being a slack time in broadcast advertising, is fast catching up to the fall and winter standard. Every year NBC advertisers are spending more in summer, and more all year, principally, I believe, because they have found they can reach big audiences all year round.

"Several years ago we learned that more than 97% of all adult listeners are available to radio in any week during the summer. More recent surveys show that daytime 'availability to radio' is now as great in summer as in winter. The increase in portable set ownership is another stimulus to summer listening and the sum total is a steady leveling out of our business curve throughout the year."

KENNEDY MFG. Co., Montreal (Sapho insectide) has started a new six times weekly transcribed dramatic spot campaign on CKCL, Toronto, with intentions of expanding to other Canadian stations. Dominion Broadcasting Co., Toronto, made the transcriptions and placed the account.

WHBF, Rock Island, Ill., is conducting an announcers' contest with professors from a local college sitting as a board of judges. In a weekly half-hour program, each contestant is given 3½ minutes to read commercials and tongue-twisters.

DURING the past few weeks several radio stations seem to have taken some exception to recent WLW advertisements. It has not been the intention nor the purpose of the recent WLW series to discredit the effectiveness of any radio station nor has it been our purpose to point out the ineffectiveness of other stations.

We had gone on record through advertisements and releases to the trade papers to the effect that we were making a survey in 13 cities long before we had any idea as to the outcome of the study in any city. The statements made in all of the advertisements concerning our 140,000 call survey have been based upon the facts as supplied to us by accredited organizations. Because of the copy limitations of even large space advertisements, it was, of course, impossible to deal with specific facts for specific cities. This, of course, was done in the complete analyses, and the breakdown deals with every fact discovered . . . whether WLW was the first station or not. In short, nothing was held back. If you have not received one of the complete Analyses it may be secured by writing to WLW or Transamerican, or if you prefer, original records may be examined at Ross Federal Research Corporation and the Alberta Burke Research Company.

We have not attempted at any time to answer in our copy any of the criticisms of our survey which competing stations have made in their advertisements . . . they have a perfect right, as we have a perfect right . . . to state the facts concerning what they have to sell. We realize, however, that because of the tremendous dominance of WLW over such a widespread area, as supported by the recent survey, we must of course, expect a certain amount of criticism from some of our collective competition.

WLW

THE NATION'S STATION

See the Crosley Building at the New York World's Fair

REWARD!

We will gladly pay $25.00 for the best letter in either 100 words or 1000 words to anyone who can explain to us the sense of the advertisement of KGIR, Butte, Montana, on page 6 of the June 15th issue of Broadcasting Magazine.

As far as we know we have never offered really strong competition to KGIR in Butte nor, as KGIR's management has done, have we found it necessary to throw in additional stations free in order to sell our own. Won't someone help us understand this thing . . .

WHAT IS IT?



RCA 1-E Transmitter. Consists of 2 units which match in appearance and dimensions and are integrally designed for use together. One is the RCA Type 250-D Exciter Unit—the other an RCA 1 kw. amplifier-modulator unit of new design.

RCA Announces a De Luxe Transmitter for Regional Stations

A HIGHLY EFFICIENT 1,000 WATT EQUIPMENT

The RCA 1-E transmitter is designed for stations operating with licensed powers of 1,000 watts, 500 watts, 500/1,000 watts or 250/1,000 watts. Employing the very latest type high efficiency tubes and featuring straightforward circuits, it is the most efficient 1,000 watt transmitter developed to date. It offers the simplest and most nearly foolproof tuning and operating procedure. Uses high level modulation.

The 1-E has many special features—features you will find only in this de luxe equipment. Some of these include a total of 26 meters for the facilitation of tuning and operation, an auto-transformer for compensating line voltage fluctuations, a variable output coupling system for the maintenance of power output at specified value, a dummy antenna for testing operations. The 1-E has an exceptionally complete control system—providing protection not only for personnel and equipment, but also facilitating automatic or manual starting, instantaneous power change-over, etc. This outstanding new transmitter has many other features, too—is equipment you will recognize as definitely superior.

SPECIFICATIONS

Rated operating power—1,000 watts

Radio frequency range—550-1,600 kcs.

Radio frequency stability—±10 cycles

Modulation capability—100%

Audio frequency response (±1.5 db.) 30-10,000 cycles

Audio distortion (50 to 7,500 cycles) 3% RMS. max.

Background noise and hum level—minus 60 db.

Power supply—230 volts, 50/60 cycles, single phase

Power consumption (no modulation) 4.8 kw.

Dimensions (over all) 76-1/4 inches by 25-1/4 inches by 84-1/8 inches

Weight (approx.) 3,000 lbs.

RCA *Broadcast Equipment*

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

New York: 1270 Sixth Ave. • Chicago: 589 E. Illinois St. • Atlanta: 530 Citizens & Southern Bank Bldg. • Dallas: Santa Fe Bldg. • San Francisco: 170 Ninth St. • Hollywood: 1016 N. Sycamore Ave.

BROADCASTING

Broadcast Advertising

Vol. 17 • No. 2

JULY 15, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

. . . *in the public interest* . . .

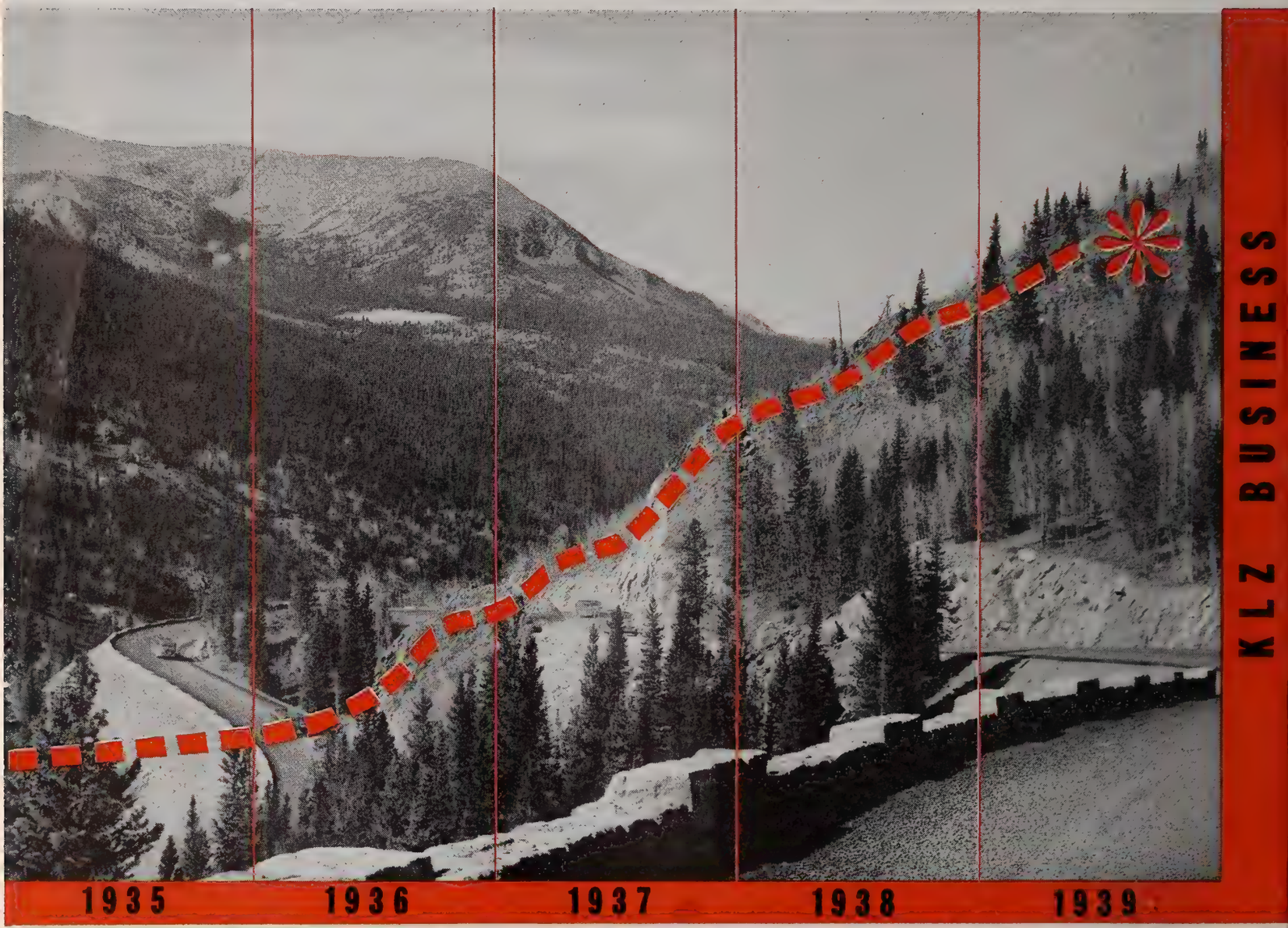
The farmer in the country . . . the consumer in the city . . . are both interested in the milk marketing control agreement proposed for Chicago. To better serve these people, WLS broadcast each noon direct from the Hotel Stevens during the U. S. Department of Agriculture's recent three-day hearings on the proposal. Thus the Midwestern farmer and Chicago consumer were informed immediately . . . by WLS.

This is only one of many recent special events at WLS. Among others: announcement of prize winners and a 1500-voice chorus from the Indiana State 4-H Club Round-Up in LaFayette . . . a 1000-voice rural school chorus, with youngsters from 20 Illinois counties, broadcast from Charleston . . . four short wave broadcasts from Barney Connett's one-man submarine during an attempted underwater crossing of Lake Michigan . . . interview with Henry C. Lytton, only surviving member of the State Street pioneers.

Service features, such as news, markets, crop and weather reports, have long been scheduled on WLS. Special events, too, are service features, interesting and entertaining. They are, to WLS, a part of broadcasting in the public interest, convenience and necessity.

WLS
CHICAGO

*KLZenith!



KLZ Sets New High As Midsummer Sets In!

● Reaching new highs in business as the hot days of summer roll around doesn't follow the accepted formulas. But KLZ is always upsetting the form chart. Schedule cutting is in the air in May, for instance. But KLZ's May was the biggest month since the influence of the men, methods and machinery of The Oklahoma Publishing Company began making itself felt around the station in the late summer months of 1935.

May likewise assured a constantly ascending KLZenith for the rest of the summer. For in May American Tobacco, Durkee, Frigidaire, Forhan, Union Pacific, Chrysler, Colorado's Public Service Company, Merchants Biscuit Company and twenty-seven others turned to new summer programs . . . and KLZ.

KLZ has built up a tremendous power to attract listeners that is not on its listening area maps. The Rockies, in turn, have built up a never-failing power to attract money-spending summer visitors that cannot be shown on KLZ's rate card. But both combine to build up a KLZenith for the summer of 1939 . . . and a market that cannot be affected by the usual summer business bugbears.

KLZ *Denver*

CBS AFFILIATE ↔ 560 KILOCYCLES

UNDER MANAGEMENT AFFILIATED WITH THE OKLAHOMA PUBLISHING COMPANY ↔ PUBLISHER OF THE DAILY OKLAHOMAN, THE TIMES AND THE FARMER-STOCKMAN ↔ OWNER AND OPERATOR OF STATIONS WKY, OKLAHOMA CITY, AND KVOR, COLORADO SPRINGS ↔ REPRESENTED BY THE KATZ AGENCY, INC.

18 SPOTS

that give you *Direct Local Contacts* throughout New England

PEOPLE of different regions habitually tune to different stations. The favorite station is local, covers a wide suburban area, offers programs of community interest, *plus popular network programs.*

To reach the largest number of listeners in a many-stationed territory like New England, it is necessary to make your program available through a majority of these popular local stations.

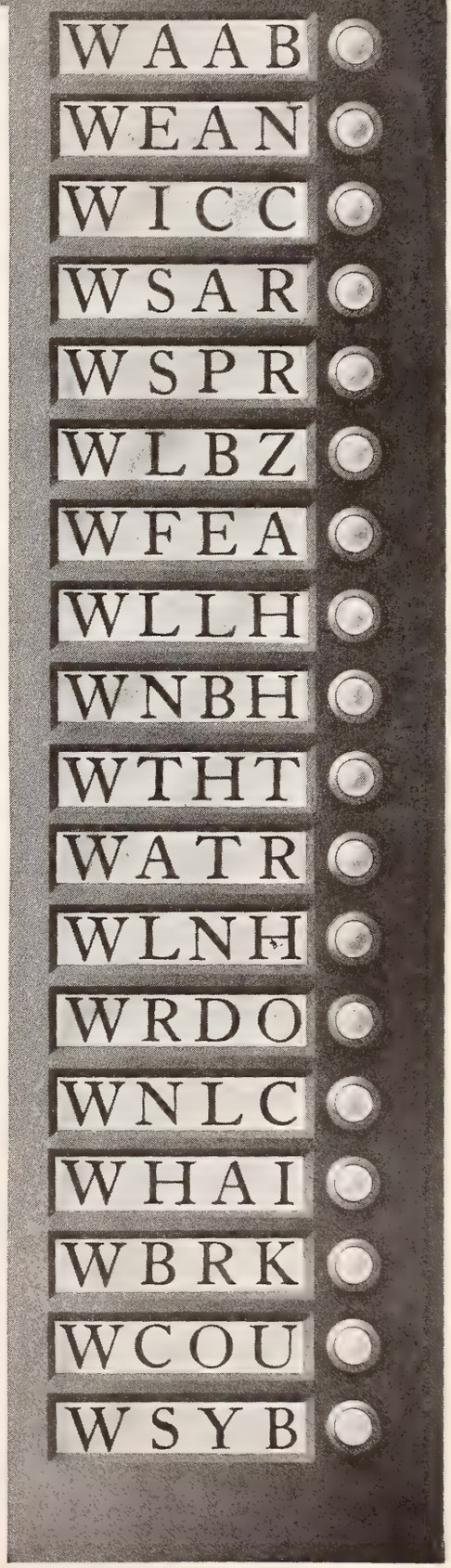
This is precisely the service of The Colonial Network—a group of 18 stations, each of which is situated in the center of one of the important trading sections.

Broadcasting simultaneously through all of these 18 stations assures broad, effective New England coverage—contact with the people of the largest retail areas as they habitually dial their favorite Colonial stations for Colonial and Mutual Network programs.

Through the Colonial group a powerful sales impetus and sustained effectiveness can be provided in more markets than can be reached by any other network at equally low cost.

EDWARD PETRY & CO., INC.
National Sales Representative

The
COLONIAL NETWORK
21 BROOKLINE AVE. BOSTON, MASS.



Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

LET'S GET THIS STRAIGHT!

STANDARD RADIO is, and always has been, since its inception, an integral part of the broadcasting industry. The industry's problems are definitely our problems.

At the NAB convention, just concluded, we announced our position in the matter of *tax-free* music. Fifteen months ago, we began building a large library of *tax-free* music. More than that, we thoroughly investigated the possibility of stepping up our production along this line on short notice.

Now—

whatever the broadcasters decide to do about the copyright problem, STANDARD RADIO stands ready to adapt its transcription library to fit the situation.

Meanwhile—

a complete STANDARD RADIO *tax-free* library is now available, consisting of a basic library of 1000 selections and a guaranteed release of 50 new selections monthly at lower rates than any similar service in the market.

Standard Radio

360 N. Michigan Avenue, Chicago, Ill.

6404 Hollywood Blvd., Hollywood, Cal.

HOOPER-HOLMES SURVEY SHOWS

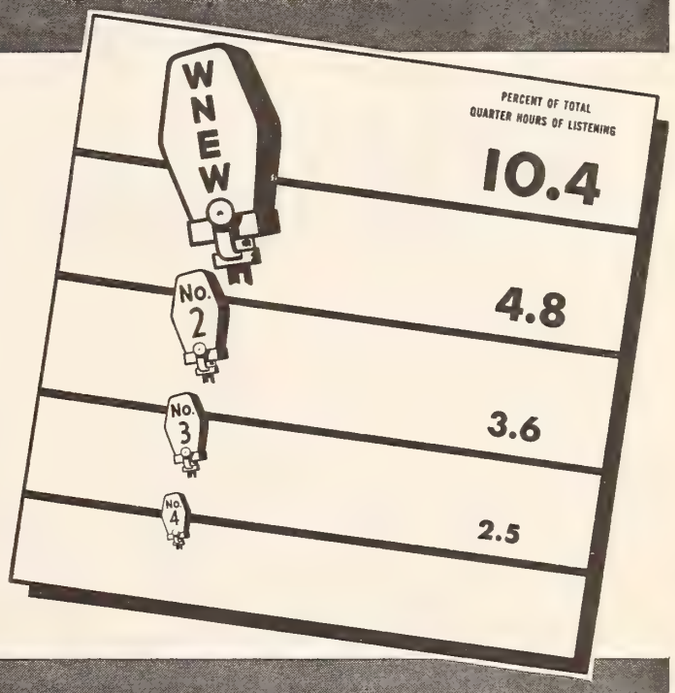
"WNEW AUDIENCE TWICE THAT OF ANY OTHER NEW YORK INDEPENDENT STATION"

Like Johnstown took the Derby . . .
Like the Yanks took the pennant . . .
Like America took the polo cup . . .

That's how WNEW took the other New York City independent stations in a contest to determine which had the greatest audience.

It wasn't even close. When Hooper-Holmes tabulated the results, WNEW showed up with well over twice the listeners.

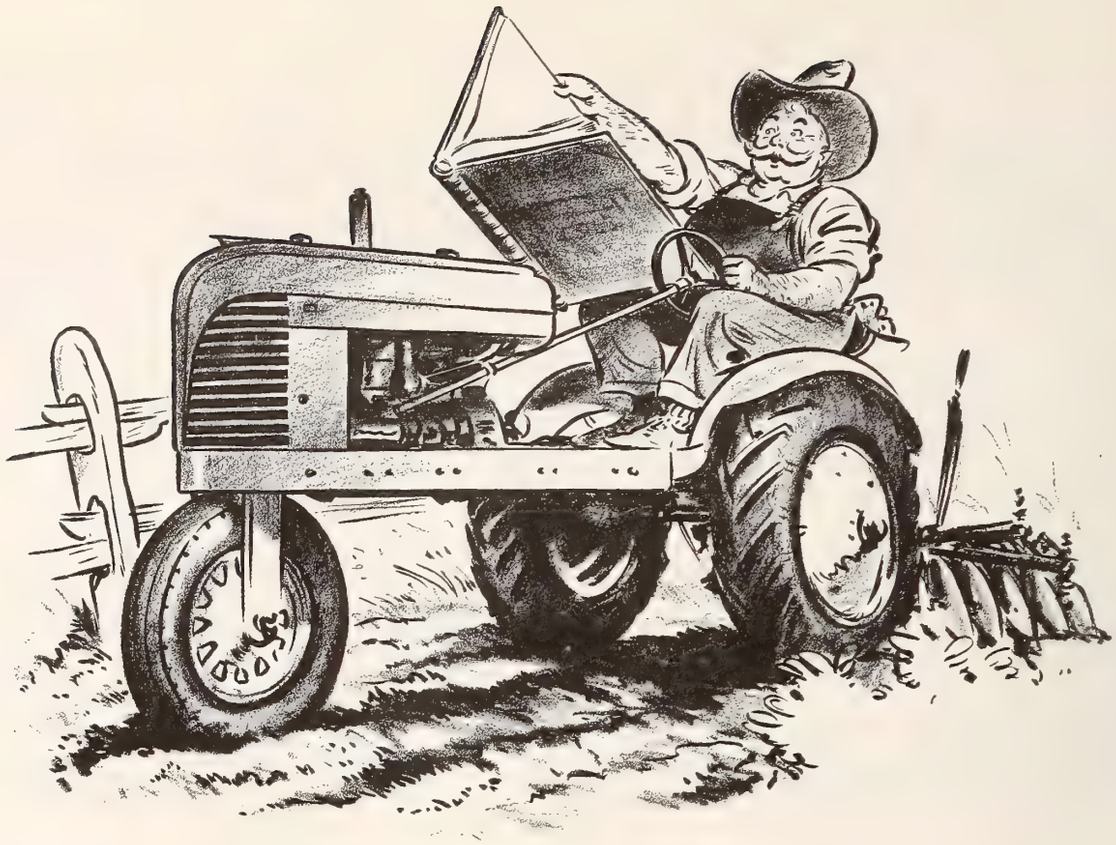
Other independent researches, too, prove WNEW's great sales-building power. We will be happy to send you these surveys—even happier to show them to you. Our address—501 Madison Avenue. Our 'phone number—Plaza 3-3300.



WNEW NEW YORK

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY

5000 WATTS BY DAY · 1000 WATTS BY NIGHT · 1250 KILOCYCLES



"I'll tackle anything once!"

It seems one of the boys in our New York office was calling on an agency in connection with a certain cosmetic account, when suddenly the same agency asked him what we knew about the midwestern market for farm tractors. After he recovered from the shock, our New York lad rallied nicely, called on our Chicago and Detroit offices for help, and went to work.

Here's what that agency received —completely prepared in our offices within ten days: A map of tractor distribution county by county in the 13 states involved. A 4-color map showing density of tractors by counties —with coverage areas of several stations super-imposed. A separate tabulation of farms and tractors in these states with percentage comparisons. An analysis of tractor age and investment with some facts on distribution and their marketing. Dull reading to you, perhaps—but not to the recipient (at least so he said).

No — tractors aren't our bread and butter. Neither are bath salts or steam shovels. But if you want some help with them —or anything else—we'll go to bat for you. How about *now?*

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse

Southeast

WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ	Roanoke

Southwest

KGKO	Ft. Worth-Dallas
KTUL	Tulsa

Pacific Coast

KOIN-KALE	Portland
KSFO	San Francisco
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan	247 Park Ave.	New Center Bldg.	One Eleven Sutter	C. of C. Bldg., Richmond 6184	617 Walton Bldg.
Franklin 6373	Plaza 5-4131	Trinity 2-8444	Sutter 4353	650 S. Grand Ave., Vandike 0569	Jackson 1678

BROADCASTING
and
Broadcast Advertising

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NAB Adopts Code, Demands ASCAP Action

By SOL TAISHOFF

Copyright Convention by Sept. 15 Authorized; Vote of Confidence Given Miller; Advertising Bans Specified

INSPIRED by the leadership of its first paid president, Neville Miller, an embattled NAB swept through its 17th annual convention in Atlantic City July 10-13 and quickly adopted means of self-regulation through a voluntary code and program standards that mean dollars out of pocket. This was followed by a mobilization of forces for a declaration of war against ASCAP unless it stops stalling and is willing to deal equitably within the next fortnight.

After giving President Miller, who made his debut before the NAB membership in his first annual convention, an enthusiastic vote of confidence, nearly 400 broadcasters, representing 273 member stations present, went "down the line" with him on the industry's most pressing problems. In less than two hours Mr. Miller delivered his report on copyright, proposed a resolution, and got a unanimous vote when the issue came before the convention July 12. On the preceding day, by an overwhelming vote of 148 to 26, the convention had adopted the basic code for self-regulation, after the original draft had been rather drastically revised. Action on the code, which contains plenty of teeth, was followed by adoption of a resolution, without dissent, banning 13 specific types of advertising.

Copyright Convention

The copyright action presages the calling of a special convention in Chicago not later than Sept. 15. The Copyright Committee, which Mr. Miller heads, has set Aug. 1 as its deadline for a proposal from ASCAP for a new performing rights contract to supplant the several varieties now in force when they expire Dec. 31, 1940. The industry demands a basis involving payment on commercial programs using ASCAP music only with clearance at the source.

Inasmuch as the Copyright Committee already has practically despaired of getting anywhere with ASCAP because of its dilatory methods, it is expected the September convention will be called. A war chest to carry on without ASCAP after Dec. 30, 1940, would be set up at such a convention through station contributions, looking toward arrangements with non-ASCAP publishers and greater use of tax-free music. The Copyright Committee would devise an operating plan for approval of the special convention.

In adopting the self-regulation code, some dissension developed. Opposition was largely premised upon the view that no code was necessary and that stations, if they meet their public service obligation, automatically would function in the fashion prescribed. Nevertheless, it was clear that the placing of limitations on commercial announcements, particularly as they affect network daytime programs, will entail some hardship while a substantial loss of revenue may result from the ban on the sale of time for broadcasting of controversial issues, other than political, and from the combined effect of this restriction with a rule on the religious broadcasts which specifies they must be spiritual, and not crusading. The latter strikes especially at special-network commercials of several well-known ecclesiastics.

Enforcement Up to Board

Enforcement of the code provisions was left to the incoming board of 23 broadcasters, which is authorized by resolution to devise the machinery necessary for compliance. The effective date, originally set for Sept. 24, coincident with the change from daylight time, also was left to the board's discretion.

In a four-hour session July 13 immediately following adjournment of the convention, the new board of directors promptly sailed into code follow-through. Directing President Miller to study plans for formation of the code compliance machinery, the board will meet again in September to take action. At the September meeting the board also will announce the date on which the self-regulation project will become effective.

A new executive committee, to function with Mr. Miller for the ensuing year, also was named by the board. Edwin W. Craig, WSM, Nashville, John Elmer, WCBM, Baltimore and Herb Hollister, KANS, Wichita, were renamed. New members are John A. Kennedy, WCHS, Charleston, Paul W. Morency, WTIC, Hartford and Harry C. Wilder, WSYR, Syracuse. The latter three replace Walter J. Damm, WTMJ, Milwaukee, and Mark Ethridge, WHAS, Louisville, who have retired from the board, and F. M. Russell NBC vice president, who requested that he be not continued on the smaller committee, though he remains as a board member.

Next Year's Convention

There was discussion of next year's regular convention, and the board was reminded of its committment to San Francisco, where the 1939 convention originally was scheduled. Unless there are unforeseen developments, it is expected the sessions will be held in San Francisco next July. This convention would in no wise be supplanted by the special membership meeting contemplated for Chicago next September should the copyright crisis warrant. Convention bids for 1940 also are pending from New Orleans, Louisville, and Hollywood, Fla.

Directors at large elected at the

Board of Directors of NAB

Directors Elected by Districts

†Paul W. Morency, WTIC, Hartford.
(District 1: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island)

†Harry C. Wilder, WSYR, Syracuse
(District 2: New York)

Clifford M. Chafey, WEEU-WRAW, Reading, Pa.
(District 3: Delaware, New Jersey, Pennsylvania.)

†John A. Kennedy, WCHS, Charleston, W. Va.
(District 4: D. C., Maryland, North Carolina, South Carolina, Virginia, West Virginia)

W. Walter Tison, WFLA, Tampa
(District 5: Alabama, Florida, Georgia, Puerto Rico)

†Edwin W. Craig, WSM, Nashville
(District 6: Arkansas, Louisiana, Mississippi, Tennessee)

J. Harold Ryan, WSPD, Toledo
(District 7: Kentucky, Ohio)

John E. Fetzer, WKZO, Kalamazoo
(District 8: Indiana, Michigan)

Gene T. Dyer, WGES-WSBC, Chicago
(District 9: Illinois, Wisconsin)

John J. Gillin, Jr., WOW, Omaha
(District 10: Iowa, Missouri, Nebraska)

Earl H. Gammons, WCCO, Minneapolis
(District 11: Minnesota, North Dakota, South Dakota)

†Herb Hollister; KANS, Wichita
(District 12: Kansas, Oklahoma)

O. L. Taylor, KGNC, Amarillo
(District 13: Texas)

Gene O'Fallon, KFEL, Denver
(District 14: Colorado, Idaho, Utah, Wyoming, Montana)

Howard Lane, KFBK, Sacramento
(District 15: California, excluding San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial counties; Nevada, Hawaii)

Donald W. Thornburgh, KNX, Hollywood
(District 16: Arizona, New Mexico, California, including counties excepted in District 15)

C. W. Myers, KOIN-KALE, Portland, Ore.
(District 17: Alaska, Oregon, Washington)

*** Directors at Large**

Clear Channel

Frank M. Russell, NBC, Washington

Harold V. Hough, WBAP, Fort Worth

Regional Channel

George W. Norton Jr., WAVE, Louisville

Don S. Elias, WWNC, Asheville, N. C.

Local Channel

†John Elmer, WCBM, Baltimore

Harry Spence, KXRO, Aberdeen, Wash.

* Elected at 1939 convention.
† Constitute executive committee.

convention were Mr. Russell, NBC vice-president, and Harold V. Hough, WBAP, Fort Worth, for clear channel stations; George W. Norton Jr., WAVE, Louisville, and Don S. Elias, WWNC, Asheville, N. C., for regional channel stations, and John Elmer, WCBM, Baltimore, and Harry Spence, KXRO, Aberdeen, Washington, for local stations. Messrs. Russell, Hough and Elmer were reelected, though Mr. Russell last year served as regional member.

A total ballot of about 130 was cast for the at-large directorships, which are for one-year terms. The board of 23 is made up of 17 regional directors,, all of whom are nominated by member stations in their own districts, rather than by balloting at the general convention, under the new by-laws.

Close Elections

Several of the election contests were very close. While the breakdown was not disclosed, it is understood that Messrs. Elias and Spence won by less than 10-vote margins from Ed Craney, KGIR, Butte, and William West, WTMV, East St. Louis, respectively. There was practically no electioneering, in contrast to former years. Mr. Norton was declared elected unanimously, when Don Searle, KOIL-KFAB, Omaha-Lincoln, withdrew his nomination because of inability this year to devote required time to the post.

Further proof that the membership stood squarely behind President Miller came just prior to convention adjournment July 13 when a resolution unanimously was adopted commending him for his forceful stand against the FCC's international broadcast rule on program censorship grounds. It was doubly significant because members of the FCC had more than hinted that they looked with disfavor upon his frontal attack.

On the closing day, the membership again resolved in favor of a full three-year term broadcast license. While appreciative of the FCC's recent action in extending licenses from six months to one year, the convention resolved in favor of a continued quest for the three-year authorization permitted under the law itself.

Reaction to Code

General reaction to the code appeared to be favorable, although a number of newspapers took the view that in undertaking it NAB established a dangerous precedent. David Lawrence and Gen. Hugh Johnson questioned wisdom of the ban on sale of time for controversial discussions, the former asserting it was a type of discrimination that might be overturned in the courts. The *New York News* vehemently attacked the move as self-censorship and bending to the FCC's will, in an editorial appearing the day before NAB action.

American Civil Liberties Union, vigorous anti-censorship group, through one of its officials observed "to the utter astonishement of both the NAB and the Union we find ourselves in complete accord." Several women's organizations identified with criticism of children's programs, offered their congratulations. The *New York Times* July 13 said editorially, "the new code appears to be as well-considered as It is public spirited." It added, however, actual experience with it is "the real test by which it must ultimately be judged."

Adoption of the code followed detailed studies by the NAB Program Standards Committee begun last fall. While some broadcasters have persistently opposed such a declaration, it was felt that in order to silence outside criticism, whether warranted or not, it was desirable to modify and expand the NAB's old code of ethics which has been in force since 1923 and which was enlarged in 1935. Some skepticism prevailed as to the ability of the NAB to enforce the code provisions, but it was expected that except for a possible outer fringe the membership of 425 stations would adhere to the letter and the spirit of the document.

Action came after the code committee, which had been in almost constant session since July 8, had all but rewritten the original proposed code submitted to the membership 30 days before the convention. Yet the shorter code, simple in language and form, carried practically all the context of the original proposal. Proposed standards of practice, which discoursed lengthily on such subjects as children's programs, controversial commercials, religious commercials and the like, were ripped out entirely and in their stead a separate resolution, listing the 13 taboos for radio, was adopted unanimously.

While there were some misgivings about the adoption of the code as the convention started, they were all but dispelled when Stephen Early, secretary to the President, addressed the convention July 11 and discussed intimately some of the problems of the industry. He allayed completely the fear of undue Government interference with private commercial radio and praised certain provisions in the originally-proposed code draft dealing with the handling of news and the discussion of controversial issues.

Network Cooperation

The bold copyright stand came after practically all branches of NAB station membership—including network affiliates, regionals and locals—had resolved in group meetings in favor of the "per-program" or "pay-as-you-use" formula, with the assurance that the networks would clear their music at the source, thus relieving network affiliated stations of the necessity of having ASCAP licenses for such programs. Newspaper-owned stations, at a meeting attended by 78 owners and managers, took a similar stand. All deprecated the present method of payment whereby the majority of the stations are obliged to contribute 5% of their receipts plus an arbitrary sustaining fee. In round figures, it is estimated by ASCAP that it receives less than $4,000,000 a year from radio under the present contracts. Within the

Convention Banquet

THE NAB convention banquet, climaxing the general sessions July 12, drew praise from the nearly 600 persons attending, who remained in the banquet hall five hours during the dinner and entertainment program which followed. With no speeches other than the announcement of the winners of the BROADCASTING golf trophies, the event featured entertainment furnished jointly by CBS, NBC and MBS. The program, which received for its joint sponsors the thanks of the convention through a resolution adopted July 13, was particularly well accepted because it featured vaudeville rather than the radio acts "with which we are so familiar in our regular business", the resolution stated. The 2½-hour entertainment headlined Henry Youngman, of the *Kate Smith Hour*, as master of ceremonies, Bob Hall, Jane Pickens, *The Debonairs*, and several other well-known acts and artists.



NAB'S NEW BOARD convened in Atlantic City within an hour after adjournment of the 17th Annual Convention to set in motion immediately operations for 1939-40. Bottom row (l to r) are Paul W. Morency, WTIC, Hartford, an official of the trade association in its pioneer days; W. Walter Tison, WFLA, Tampa; Herb Hollister, KANS, Wichita; John Elmer, WCBM, Baltimore; President Neville Miller; John E. Fetzer, WKZO, Kalamazoo; Don S. Elias, WWNC, Asheville; Harry C. Wilder, WSYR, Syracuse. Middle row: Earl H. Gammons, WCCO, Minneapolis; George W. Norton Jr., WAVE, Louisville; Clifford M. Chafey, WEEU-WRAW, Reading, Pa.; C. W. Myers, KOIN, Portland, Ore.; John A. Kennedy, WCHS, Charleston, W. Va.; J. Harold Ryan, WSPD, Toledo; Edwin M. Spence, NAB secretary-treasurer. Back row: Howard Lane, KFBK, Sacramento; O. L. Taylor, KGNC, Amarillo; Donald W. Thornburgh, CBS vice-president, Los Angeles; F. M. Russell, NBC vice-president, Washington. Absent when the photograph was made were Gene O'Fallon, KFEL, Denver; Harold V. Hough, WBAP, Fort Worth; Edwin W. Craig, WSM, Nashville; John J. Gillin Jr., WOW, Omaha; Gene Dyer, WGES, Chicago; Harry Spence, KXRO, Aberdeen, Wash.

Full Text of Final Code Adopted by NAB Convention

Recognizing the importance of radio broadcasting in the national life and believing that broadcasters now have had sufficient experience with the social side of the industry to formulate basic standards for the guidance of all, the National Association of Broadcasters hereby formulates and publishes the following revised Code:

Children's Programs

Programs designed specifically for children reach impressionable minds and influence social attitudes, aptitudes and approaches and, therefore, they require the closest supervision of broadcasters in the selection and control of material, characterization and plot.

This does not mean that the vigor and vitality common to a child's imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a superior degree of craftmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior. Such programs must not contain sequences involving horror or torture or use of the supernatural or superstitious or any other material which might reasonably be regarded as likely to overstimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature will be permitted.

To establish acceptable and improving standards for children's programs, the National Association of Broadcasters will continuously engage in studies and consultations with parent and child study groups. The results of these studies will be made available for application to all children's programs.

Controversial Public Issues

As part of their public service, networks and stations shall provide time for the presentation of public questions including those of controversial nature. Such time shall be allotted with due regard to all the other elements of balanced program schedules and to the degree of public interest in the questions to be presented. Broadcasters shall use their best efforts to allot such time with fairness to all elements in a given controversy.

Time for the presentation of controversial issues shall not be sold, except for political broadcasts. There are three fundamental reasons for this refusal to sell time for public discussion and, in its stead, providing time for it without charge. First, it is a public duty of broadcasters to bring such discussion to the radio audience regardless of the willingness of others to pay for it. Second, should time be sold for the discussion of controversial issues, it would have to be sold, in fairness, to all with the ability and desire to buy at any given time. Consequently, all possibility of regulating the amount of discussion on the air in proportion to other elements of properly-balanced programming or of allotting the available periods with due regard to listener interest in the topics to be discussed would be surrendered. Third, and by far the most important, should time be sold for the discussion of controversial public issues and for the propagation of the views of individuals or groups, a powerful public forum would inevitably gravitate almost wholly into the hands of those with the greater means to buy it.

The political broadcasts excepted above are any broadcasts in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for nomination or election to public office, or in behalf of or against a public proposal which is subject to ballot. This exception is made because at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away.

Nothing in the prohibition against selling time for the presentation of controversial public issues shall be interpreted as barring sponsorship of the public forum type of program when such a program is regularly presented as a series of fairsided discussions of public issues and when control of the fairness of the program rests wholly with the broadcasting station or network.

Educational Broadcasting

While all radio programs possess some educative values, broadcasters nevertheless desire to be of assistance in helping toward more specific educational efforts, and will continue to use their time and facilities to that end and in cooperation with appropriate groups, will continue their search for improving applications of radio as an educational adjunct.

News

News shall be presented with fairness and accuracy and the broadcasting station or network shall satisfy itself that the arrangements made for obtaining news insure this result. Since the number of broadcasting channels is limited, news broadcasts shall not be editorial. This means that news shall not be selected for the purpose of furthering or hindering either side of any controversial public issue nor shall it be colored by the opinions or desires of the station or network management, the editor or others engaged in its preparation or the person actually delivering it over the air, or, in the case of sponsored news broadcasts, the advertiser.

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of events so that they may form their own conclusions and, therefore, nothing in the foregoing shall be understood as preventing news broadcasters from analysing and elucidating news so long as such analysis and elucidation are free of bias.

News commentators as well as all other newscasters shall be governed by these provisions.

Religious Broadcasts

Radio, which reaches men of all creeds and races simultaneously, may not be used to convey attacks upon another's race or religion. Rather it should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community.

Commercial Programs and Length of Commercial Copy

Acceptance of programs and announcements shall be limited to products and services offered by individuals and firms engaged in legitimate commerce; whose products, services, radio advertising, testimonials and other statements comply with pertinent legal requirement, fair trade practices and accepted standards of good taste.

Brief handling of commercial copy is recommended procedure at all times.

Member stations shall hold the length of commercial copy, including that devoted to contests and offers, to the following number of minutes and seconds:

Daytime

Fifteen-minute programs	— 3:15
Thirty-minute programs	— 4:30
Sixty-minute programs	— 9:00

Nighttime

Fifteen-minute programs	— 2:30
Thirty-minute programs	— 3:00
Sixty-minute programs	— 6:00

Exceptions:

The above limitations do not apply to participation programs, announcement programs, "musical clocks," shoppers' guides and local programs falling within these general classifications.

Because of the varying economic and social conditions throughout the United States, members of the NAB shall have the right to present to the NAB for special ruling local situations which in the opinion of the member may justify exceptions to the above prescribed limitations.

Types of Unacceptable Advertising

Resolution of Program Standards Committee Adopted by Convention

TO CLARIFY the phrase "Accepted Standards of Good Taste" and the canons of good practice set forth in the NAB Code, therefore be it Resolved, that member stations shall not accept for advertising:

1. Any spirituous or "hard" liquor.
2. Any remedy or other product the sale of which or the method of sale of which constitutes a violation of law.
3. Any fortune-telling, mind-reading, or character-reading, by handwriting, numerology, palm-reading, or astrology, or advertising related thereto.
4. Schools that offer questionable or untrue promises of employment as inducements for enrollment.
5. Matrimonial agencies.
6. Offers of "homework" except by firms of unquestioned responsibility.
7. Any "dopester", tip-sheet or race track publications.
8. All forms of speculative finance. Before member stations may accept any financial advertising, it shall be fully ascertained that such advertising and such advertised services comply with all pertinent federal, state and local laws.
9. Cures and products claiming to cure.
10. Advertising statements or claims member stations know to be false, deceptive or grossly exaggerated.
11. Continuity which describes, repellently, any functions of symptomatic results of disturbances, or relief granted such disturbances through use of any product.
12. Unfair attacks upon competitors, competing products, or upon other industries, professions or institutions.
13. Misleading statements of price or value, or misleading comparisons of price or value.

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industry, however, the figure has been reported as possibly a million dollars more.

Before adopting the "declaration of war" resolution, the convention heard from President Miller a report on conversations with ASCAP. In no uncertain terms, the NAB head said he felt it was time to give the Society an ultimatum, and then, if necessary, have ample time in which to prepare for operation without ASCAP music.

Deadline to Be Fixed

Cooperation of the major networks in the ASCAP situation was seen as a result of the session. Edward Klauber, executive vice-president of CBS and a member of the negotiating committee, drew a salvo of applause when he stated he felt the networks would go along with the industry.

The resolution itself sets forth that the industry is willing to pay a fair and reasonable price for ASCAP music, but that broadcasters believe that any such arrangement must be predicated upon paying for the music used. It authorized continuance of the present copyright committee, with virtual plenary powers. The committee was authorized to fix a deadline in its negotiations, which it already has set as Aug. 1. If it concludes that no good purpose is served by postponement of its deadline it was instructed to "prepare such measures as are necessary and expedient to enable the industry to provide sufficient music for its requirements without ASCAP on the expiration of the existing ASCAP contracts Dec. 31, 1940". Finally the resolution authorized, in such event, the calling of the special convention "not later than Sept. 15 to vote the funds necessary for such measures."

Work of Committee

The Copyright Committee, which will carry on under the sweeping resolution, delegated its negotiating powers several months ago to a group of five, headed by President Miller and comprising, NBC President Lenox R. Lohr, Mr. Klauber, Samuel R. Rosenbaum, president of WFIL, Philadelphia, and John Elmer, president of WCBM, Baltimore, and the last broadcaster-president of the NAB.

The full committee, in addition to these named, includes Walter J. Damm, WTMJ, Milwaukee; Gregory Gentling, KROC, Rochester; Clair McCullough, WGAL, Lancaster, Pa.; John Shepard 3d, Yankee Network; Theodore C. Streibert, MBS - WOR vice-president; Harold Wheelahan, WSMB, New Orleans; I. R. Lounsberry, WGR-WKBW, Buffalo.

The general attitude of the membership, which voted the new NAB into being at an emergency convention in Washington in February, 1938, was that it had more than fulfilled expectations. President Miller, former mayor of Louis-

A United Industry Discovers Its Own Strength—*An Editorial*

BROADCASTING, as a business, has come of age. This was proved at the NAB's Atlantic City convention.

There was proof of it when the membership of the association swept into effect a voluntary code which means sacrifice of business, at least at the start. But the last vestige of doubt was erased when, by unanimous vote, the broadcasters called ASCAP's bluff and gave it until Aug. 1 to make up its mind to deal equitably and reasonably, or risk radio's unified effort to get along without its repertory.

Eighteen months ago a floundering, innocuous trade association, torn with dissension, was tossed overhead. A new organization was created at a momentous emergency convention in Washington. The plan called for a permanent president—an industry leader. The quest ended just a year ago when Neville Miller, the famous "flood mayor" of Louisville, was selected.

During the last year President Miller has probed and analyzed. He has worked quietly and unostentatiously, surrounded by a group of specialists who also started from scratch in trade association pursuits. He stepped before the full membership for the first time at the convention.

Perhaps there were broadcasters who were skeptical about the new order before the convention started. But after Neville Miller gave an accounting of his stewardship, marshalled the self-regulation code over the jumps, and exploded his charge of TNT in ASCAP's face, all doubt vanished. He proved that work had been done and he displayed the kind of courageous leadership broadcasters have long craved.

The original code was too stringent for some members and too innocuous for others. It had to be revamped sharply by the committee to which it was entrusted before presentation to the convention. Trial and error will tell whether it is a worthy effort. We believe it is a necessary start in the right direction. Revenue lost today by virtue of certain of its provisions can be regarded as insurance for tomorrow's operations. Whether necessary or not, it certainly should quell the bleatings of the pressure groups.

The copyright action was more than justified. ASCAP's stalling tactics, seeking information on this, and study on that, could no longer be condoned by Mr. Miller or his Copyright Committee associates. After all, the industry has been cajoled into eleventh hour crises before by ASCAP and others, and Mr. Miller apparently has read well the records of past negotiations.

A special convention in September is likely, for it is hardly expected that ASCAP will suddenly capitulate to a pay-as-you-use royalty formula, uniform as to all stations, to which the majority of the industry is committed. That same majority is willing to contribute to a fund to set up machinery under which the industry would operate without ASCAP's music after Dec. 31, 1940. ASCAP says it can't be done, but so did Warner Bros. in 1935. The Warners are now back in ASCAP.

The networks are committed to stand with the NAB in the copyright fight. They cannot afford another split in industry ranks. Through top executives they have worked assiduously on the ASCAP negotiations. They can be relied upon to follow through.

In another respect the Atlantic City convention was refreshing. The speech of Steve Early, secretary to the President, certainly tickled the cockles of the composite radio heart, in contrast to addresses of other Government officials in past years, during which everything but the Washington Monument was hurled at radio. Instead, Mr. Early, a crack newspaper correspondent before he became a Roosevelt aide, showed keen appreciation of the problems and was reassuring all down the line. While he did not speak for the President, he is his chief advisor on radio and press matters, and from the authoritative tone of his speech we are inclined to believe he in large measure reflected the views of the Chief Executive.

As for the convention itself, it was a great success, chiefly because it revealed that broadcasters have acquired a new respect for themselves and for their business. Its success was a tribute to Neville Miller and his able staff. Its accomplishments were a tribute to a hardy group of broadcasters who two years ago saw the necessity for a change, and followed through to see their judgment more than vindicated.

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ville, who came to the industry helm on July 1 of last year, after serving as an executive of Princeton University, in his handling of the convention displayed an amazing grasp of industry affairs, in the opinion of broadcasters, many of whom met him for the first time.

Significant was the presence of both Messrs. Lohr and Klauber, the executive operating heads of their respective networks. It was Mr. Klauber's first convention and Maj. Lohr had attended one previous annual meeting. Both were amply flanked by headquarters officials and by executives of their owned and managed stations.

While the attendance did not break all records as to gross, the delegate registration perhaps equalled that of any previous convention. The number of member registrations, including associates in operations related to broadcasting such as transcription companies and station representatives, was 394. There were 136 non-member registrations of all kinds, while 78 ladies also registered for non-convention activity. The overall attendance, including a dozen members of the NAB staff, was approximately 620.

Craig Traces History

Edwin M. Spence, secretary-treasurer of the NAB, formally opened the convention as chairman of the committee in charge of arrangements. He introduced Edwin W. Craig, executive vice-president of the National Life & Accident Insurance Co., of Nashville, and the head of WSM. A strong figure in the reorganization of the NAB, and one of the most ardent workers in the association, Mr. Craig traced the history of the organization activity prior to the last convention in February, 1938, prefacing his introduction of President Miller.

There was rapt attention as Mr. Craig recalled that two years ago the NAB was on the verge of collapse, "floundering helplessly before the stronger organization oppositions which attacked from every side and found us easy prey." He reviewed the work of the Reorganization Committee, which drafted the plan creating the new and revitalized NAB, which he cited as a superb example of industrial cooperation since its membership was a cross-section of all elements in the industry.

The lesson learned, Mr. Craig recalled, was that despite the differences of the problems of individual groups, composure could be established "in an unselfish approach to the common good . . . We found we could promote the peculiar welfare of each by serving the common good of all." Members of the Committee were lauded by Mr. Craig for their unselfish work in drafting the reorganization plan, which was unanimously adopted at the convention in Washington in February, 1938. In addition to Mr. Craig, the members were Mark Ethridge of WHAS, Louisville who served as temporary president after the reorganization, and assumed the leadership in revitalizing the trade association; Edward Allen, WLVA, Lynchburg, representing independent stations; Ed Craney, KGIR, Butte, described by Mr. Craig as "a courageous young man who has fought for his convictions and for the viewpoint of those whom he has chosen to call 'average broadcasters';" Walter Damm, WTMJ, Milwaukee; John Shepard 3d, Yankee Network president, and chairman of the National Association of Regional Broadcast Stations. Philip G. Loucks, Washington attorney and former NAB managing director, who served as committee counsel, was commended for his service also.

Praise for Miller

In introducing Mr. Miller as the first permanent president of the reorganized NAB, Mr. Craig declared he is "more than a leader of courage, of outstanding ability, of unquestioned integrity and sincerity", but also "a symbol . . . of an industry grown up, aware of its social responsibilities and self-respecting as to its right. He is in

Convention's ASCAP Resolution

FOLLOWING is the text of the resolution adopted by the NAB convention July 12, authorizing a special convention by Sept. 15 unless an equitable solution of the ASCAP copyright problem is obtained by Aug. 1:

Whereas the existing contracts between broadcasters and ASCAP expire Dec. 31, 1940; and, whereas ASCAP is now the principal source through which music is made available to American broadcasters and whereas broadcasters are thereby willing to pay a fair and reasonable price for ASCAP music and encourage composers, authors and publishers to continue to produce the best possible music; and, whereas further the broadcasters believe that any fair and reasonable price must be predicated upon paying for the music used, therefore, be it resolved that

1. The present copyright committee is continued as a special copyright committee with the powers and duties herein stated.

2. The copyright committee is authorized and directed through a negotiation committee to conclude with ASCAP a form of contract to be recommended to the entire industry for a term of years, on a basis acceptable to the industry.

3. The copyright committee is authorized to fix a deadline for conclusion of the principal terms of such a deal.

4. The copyright committee, if in its judgment no good purpose is served by postponement of its deadline, is authorized to prepare such measures as are necessary and expedient to enable the industry to provide sufficient music for its requirements without ASCAP on the expiration of the existing ASCAP contracts Dec. 31, 1940.

5. The copyright committee is authorized in such event to call a special convention of the industry not later than Sept. 15 to vote the funds necessary for success of such measures.



THE AWARD, maybe for Wheeling Steel and maybe not. In any event we find (l to r) W. C. Swartley, WOWO-WGL, Fort Wayne; George W. Smith, WWVA, Wheeling; W. Ward Dorrell, John Blair & Co.; John Blair, John Blair & Co.



THE WIVES CAN TAKE IT, and they merely smile at boardwalk concessionaire's scarehead held by Stanley Hubbard, KSTP, St. Paul (left). Next to him are (l to r) Mrs. William J. Scripps, Mrs. Stanley Hubbard; William J. Scripps, WWJ, Detroit.



CHECKING IN right up front is handsome Jack McCormack, KWKH-KTBS, Shreveport, and then (l to r) Carl Havelin, Davis & Swegler; Jim Connolly, Branham Co., New York; Hope H. Barroll Jr., WFBR, Baltimore; and Robert S. Maslin Jr., WFBR.



PROMOTION EXHIBIT provides background for this group (l to r) Harold Burke WBAL Baltimore E M Stoer Hearst Radio Stanley N Schultz WLAW Lawrence Mass Frank Smith WWSW Pittsburgh Pa



VIVACIOUS Peggy Stone of Hearst Radio (center) in a merry mood, flanked by Roger Clipp, WFIL, Philadelphia (left) and her chief, Loren Watson



LAMBDIN KAY, the "Little Colonel" of WSB, Atlanta (second from left) tells about it to (l to r) Clark Luther, KFH, Wichita; Vernon Reed, KFH; P. S. Clark, KFH



THE WIVES too were present to the number of more than 100. In this group are (l to r) Mr. and Mrs. William B. Hess, WDRC, Hartford; Mr. and Mrs. William F. Malo, WDRC; Mr. and Mrs. Howard M. Loeb, WFDF, Flint, Mich. The Atlantic City convention incidentally was the seventh consecutive for Mrs. Loeb



FOYER FOURSOME, and nuff sed (l to r) Edwin C. Allen, Reynolds-Fitzgerald, Chicago; Gilmore N. Nunn, WLAP, Lexington, and KFDA, Amarillo; Howard H. Wilson, Chicago rep.; Gunnar Wiig, WHEC, Rochester



SKEET BALL is a diversion for Ned Twamley, WBEN, Buffalo (left) and Cliff Taylor, WBEN, as Carl Everson, WHKC, Columbus, looks on.



AT NEWSPAPER-RADIO meeting, intense onlookers are Clarence Wheeler, WHEC, Rochester; Carl Everson, WHKC, Columbus; H. K. Carpenter, WHK-WCLE, Cleveland



BACKED TO THE WALL was NAB President Neville Miller (left), in this genial set-to. Flanking him (l to r) are Dean Fitzer, WDAF, Kansas City; R. P. Jordan, WDBJ, Roanoke; Campbell Arnoux, WTAR, Norfolk



REGGIE SCHUEBEL, of The Biow Co., petite and popular timebuyer, creates a traffic jam at the registration desk



INDUSTRY NOTABLES pause for parley. Left to right: Gilson Gray, CBS; Fred Borton, WQAM, Miami; Edwin W. Craig, WSM, Nashville; Edward Klauber, CBS; C. W. Myers, KOIN-KALE, Portland, Ore.



WAXED IN MIDDLE was A. B. Sambrook, station relations manager of World Broadcasting System (center). Bert Horswell, KRIC, Beaumont, Tex. (left) was dishing it to "Red" Cross, WMAZ, Macon

short the symbol of the American System of Broadcasting.

Extolling Mr. Miller as a man who came to the industry just a year before without radio experience, but with a distinguished record built upon a "high order of analytical and intellectual ability, upon courageous leadership, and upon fearless and vigorous action", Mr. Craig commented upon the speed with which he had absorbed the complexities of radio. He cited the "new tone of confidence which has come over this entire industry during the past year to indicate that we have at the helm a man who carefully charts our course, and who is guiding us past the shoals of common danger which confront each of us."

A volley of applause from the convention floor broke as Neville Miller took the dais to appear for the first time before the membership in annual session. In measured terms, he gave an accounting of his stewardship since he assumed office last July 1, punctuating his remarks with a plea for solidarity, hurling a challenge at self-seeking groups out to "plunder" radio and hailing radio's new "united front" [See story on page 23].

Several times Mr. Miller veered from his prepared text to speak words of praise for members of his staff, all of whom assumed office coincident with the reorganization. Similarly, he deviated from his statement to express thanks to others who had advised and counseled with him, and to Sydney Kaye, New York attorney and copyright expert, and Robert Myers, of the NBC legal staff.

Mr. Miller was followed by Secretary-Treasurer Spence, who gave his report on the fiscal and membership activities of the association since its reorganization [See page 23].

Then President Miller introduced the principal speaker of the convention, Stephen Early, secretary to President Roosevelt, and before that a well-known newspaper correspondent. The speech was carried over combined networks. To the radio audience, Mr. Miller explained that there were present at the convention some 500 broadcasters, who were considering problems of importance to listeners and that the aim was to develop even higher standards of public service. Introducing Mr. Early, Mr. Miller claimed another "first" for radio for it was Mr. Early's initial address in six years as presidential secretary before any trade or other organization.

Dispeller of Fears

In his address [see text on page 19], Mr. Early did much to allay the fears of broadcasters over censorship, Government ownership or other dire threats of undue governmental interference. In an intimate discussion of industry affairs, he provided the springboard for action on the self-regulation code when he praised a provision in the original draft of the proposed code dealing with the discussion of controversial issues.

There was spontaneous applause when he expressed the personal hope that the final regulations governing international broadcast stations, which provoked the program censorship furore, would leave no doubt that freedom of speech "is American culture" and that "no agency of Government intends to supervise or control the programs broadcast."

President Miller next announced nominations for the six posts of director-at-large, made by the 17 regional directors at an earlier meeting pursuant to the by-laws. Four of the present six directors-at-large were among the dozen nominated, the balloting slated for the closing session July 13.

F. M. Russell, NBC Washington vice-president, an incumbent regional director, was paired against his brother vice-president, William S. Hedges, for one of the clear channel posts. Harold V. Hough, WBAP, Fort Worth, and Lambdin Kay, WSB, Atlanta, both present clear channel directors, were pitted against one another. George W. Norton Jr., WAVE, Louisville, was bracketed against Don Searle, KOIL-KFAB, Omaha-Lincoln, for one of regional posts. Ed Craney, KGIR, Butte, was paired against Don S. Elias, WWNC, Asheville, for the other. John Elmer, WCBM, Baltimore, present local director, was paired against Gilbert Freeman, WTAL, Tallahassee, and William West, WTMV, East St. Louis, against Harry Spence, KXRO, Aberdeen, Wash., for the local directorship held during the last year by Edward A. Allen, of WLVA, Lynchburg, Va.

Two committees, to function for the Convention's duration on specific assignments, also were named by Mr. Miller. One was Resolutions, headed by H. K. Carpenter, WHK, Cleveland, chairman, with E. K. Cargill, WMAZ, Macon; Martin Campbell, WFAA, Dallas; Harold A. Lafount, WCOP, Boston, and E. E. Hill, WTAG, Worcester, as members. The other was Elections, with Father Wallace A. Burk, WEW, chairman, and Leo B. Tyson, KMPC, Los Angeles, and Campbell Arnoux, WTAR, Norfolk, members.

With the conclusion of the morning session, the convention adjourned for a luncheon meeting and heard Carl E. Milliken, secretary, Motion Picture Producers & Distributors of America, and former governor of Maine, discuss industrial self-regulation [See page 22].

Vote on Code

The overwhelming 6 to 1 vote for the self-regulation code came at the closed session July 11. As adopted, it was radically different from the proposed code as submitted to the membership 30 days in advance of the convention. The Program Standards Committee, which compiled the original draft, met in virtually continuous session from July 8 until July 11 revising its provisions not only on the basis of comments and criticisms received from members but also in the light of reactions from other groups within and outside the industry.

Not a significant change was made in the code as revised, when it was presented to the membership except alterations in phraseology. But the Program Standards Committee, in its deliberations, had revised it sharply, simplifying the language and ripping from it the proposed Standards of Practice. An entirely new tack was taken to cover the corollary standards. The committee brought in a resolution covering "Accepted Standards of Good Taste", under which any interpretation of that phrase would cover, among other things, refusal to accept specific types of advertising. The vote on this resolution, however, was deferred until the following day.

Enforcement Up to Board

In approving the basic code, the convention adopted a resolution providing that the incoming board of directors be authorized "to devise the machinery necessary to insure compliance of members with the code". Also left to the board was the fixing of the effective date. In the original proposal the effective date would have been Sept. 24, coincident with the change from daylight savings time.

In the committee sessions prior to the convention action, midnight oil was burned to compose conflicting viewpoints. Retention of the percentage limitations on commercials, which became an issue, was agreed upon with only one modification from the original draft. This exception was a recognition of the varying economic and social conditions in different geographical areas because of which stations were given the right to present to the NAB for special ruling local situations which in the opinion of the member station might justify exception to the specified limitations.

The 148 to 26 vote caused some consternation in view of the registration of nearly 400 member broadcasters. However, the voting delegate figure was considerably lower by virtue of multiple registrations for many stations.

The opposition vote of 26 was attributed largely to the feeling among certain members that a code expression as such was unnecessary, since responsibility for operation in the public interest rested upon their shoulders. Moreover, it was evident that certain stations

AFM Dispensation

DESPITE the presence of the Ambassador Hotel, Atlantic City, on the unfair list of the American Federation of Musicians, the banquet of the NAB July 12 was permitted to have union musicians. Because the hotel had installed recorded music reproducers in its public rooms, AFM had ordered it on the unfair list. When Joseph L. Miller, NAB labor relations director, called AFM headquarters in New York, it was agreed to remove the restriction for the NAB banquet.

Annual Golf Match Ends in Triple Tie; Pyle, Carmichael, Butcher Win Honors

THREE of radio's best weekday divot-diggers fought wind and rain to end in a triple-tie for first place in the NAB blind bogey tournament for the BROADCASTING trophy, held July 9 at Northfield Country Club near Atlantic City. The three winners, who carded a net of 81 in the 18-hole medal play, were Harry C. Butcher, CBS Washington vice-president; K. W. Pyle, manager of KFBI, Abilene, Kan., and V. E. (Mike) Carmichael, of KWK, St. Louis. Mr. Butcher, a trophy winner in the 1937 tourney at Chicago, declined to accept the cup a second time and duplicate trophies were awarded the other two winners.



CO-WINNERS of the BROADCASTING golf trophy were V. E. (Mike) Carmichael, KWK, St. Louis, and K. W. Pyle, KFBI, Abilene, Kan., so duplicate cups will be awarded them for permanent possession. Tied with them in the "blind bogey" draw, each with an 81 net score, was Harry C. Butcher, CBS, Washington, who withdrew because he won the trophy in 1937.

The 36 entrants in the competition found heavy going in the wind and heavy rain that swept the course during most of the afternoon. Due to the drenching, 15 players failed to finish. Of the 21 who posted 18-hole scores, Gerald King, president of Standard Radio, won low gross with an 85, and B. F. McClancy, NBC, traffic manager, carried off low net honors with 100-28-72.

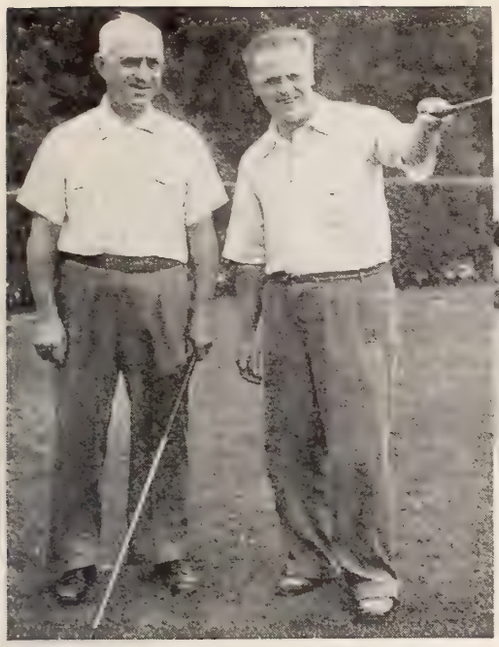
Winning scores, based on gross score minus handicap, with the winning net score selected by lot, included an 89-8-81 for Mr. Carmichael, 95-14-81 for Mr. Butcher, 101-20-81 for Mr. Pyle.

Individual scores follow:

	Gross	*h'cap*	*Net*
Gerald King, Standard Radio	85	8	77
V. E. Carmichael, KWK	89	8	81
Robert T. Convey, KWK	90	6	84
Ed Voynow, Edw. Petry & Co.	91	13	78
R. J. Laubengayer, KSAL	92	13	79
C. F. Phillips, WFBL	93	18	75
Frank Roberson, Washington	95	22	73
Harry C. Butcher, CBS	95	14	81
Wm. Cartwright, Edw. Petry & Co.	96	18	78
H. H. Hoessley, WHKC	97	13	84
Douglas Hibbs, WTEL	98	25	73
John Gillin Jr., WOW	99	21	78
B. F. McClancy, NBC	100	28	72
K. W. Pyle, KFBI	101	20	81
Paul H. Raymer, Paul H. Raymer Co.	101	18	83
Don Mersereau, Radio Daily	104	25	79
Howard Lane, McClatchy	107	24	83
Wm. S. Hedges, NBC	108	25	83
Don S. Elias, WWNC	114	18	96
Phil Merryman, NBC	116	25	91
Joe Lang, WHOM	126	30	96

Failing to finish were Frank E. Mullen, RCA; P. J. Myer, KFYR; John Elwood, New York; Niles Trammell, NBC; Bond Geddes, RMA; C. T. Hagman, WTCN; George Moscovics, KNX; E. H. Gammons, WCCO; Reginald Martin, WJNO; J. W. Rodgers, WROK; Steve Willis, WPRO; Ben Ludy, WIBW; Felix Morris, WIBW; Ed McKernan, WIBW; J. Leonard Reinsch, WHIO.

NAB Golf Tournament FOR BROADCASTING Broadcast Advertising Trophy



POINTING THE WAY—K. W. Pyle, KFBI, Abilene, Kan., co-winner of tournament shows R. L. Laubengayer, KSAL, Salina, Kan., the way to win championships. This pair was first out in the meet, and Mr. Pyle used only three clubs to score his net of 81.

TRAMMELL IN TROUBLE—Deep in a sandtrap on fourth green is NBC's executive vice-president, Niles Trammell, but he blasted his way out.



NOT SO INTERESTED—Is Harry C. Butcher, CBS Washington v.p. (left) as his foursome takes a gander at the cup which he later won in a triple-tie but declined accepting because he won it in 1937. Others in his foursome (l to r) are Don S. Elias, WWNC, Asheville, N. C.; Frank Roberson, Washington; Harry Hoessley, WHKC, Columbus.



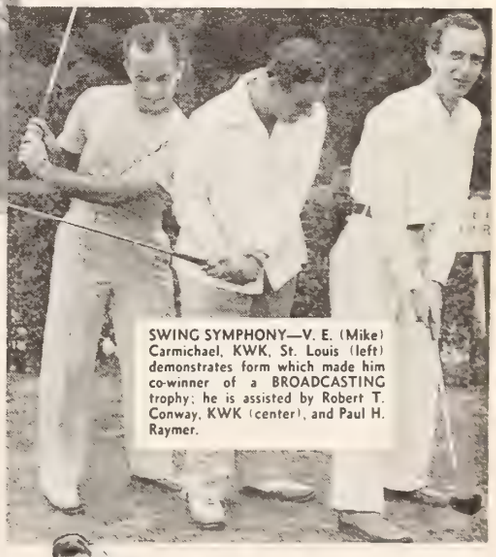
HOW TO DO IT—Demonstrated with his putter by J. W. Rodgers, WROK, Rockford, as he is watched by (l to r) Doug Hibbs, WTEL, Philadelphia; Steve Willis, WPRO, Providence; Reggie Martin, WJNO, West Palm Beach (stripped to exhibit Florida sun-tan), and C. F. Phillips, WFBL, Syracuse.



FOUR AFTER ONE—Cutting up while awaiting their turn at the tee are (l to r) Bond P. Geddes, RMA; George Moscovics, KNX, Hollywood; Harry C. Butcher, CBS; Earl Gammons, WCCO, Minneapolis; C. T. Hagman, WTCN, Minneapolis



PRE-PLAY HUDDLE—Jack Stewart (extreme left) lays out the dope for (l to r) Jerry King, Standard Radio; Ed Voynow, Edw. Petry & Co.; Howard Lane, McClatchy Broadcasting System; Bill Cartwright, Edw. Petry & Co.



SWING SYMPHONY—V. E. (Mike) Carmichael, KWK, St. Louis (left) demonstrates form which made him co-winner of a BROADCASTING trophy; he is assisted by Robert T. Conway, KWK (center), and Paul H. Raymer.



PARDON MY PUTTING—Says Frank Mullen, RCA (left) as he chops away on the green with NBC's Niles Trammell (right) blocking the cup while John Elwood, ex-NBC v.p. (with cigarette) and Phil Meyer, KFYR, Bismarck, N. D., cut capers at his side.



ALL IN AT START—Are (l to r) William S. Hedges, NBC; John J. Gillin Jr., WOW, Omaha; Phil Merryman, NBC; B. F. McClancy, NBC. This foursome wore out again in middle of their round under the heavy downpour.



JOE LANG, WHOM, Jersey City, smiles coyly because he finished before the rains came.

did not concur in the view that the industry should adopt minimum standards.

During the three-hour executive session, opposition to certain of the code principles was voiced. The opposition was premised largely on the feeling that an expression of the nature was not essential in code form since stations were duty-bound to observe good taste and maintain operations in the public interest.

The concensus of broadcasters, following the session, was that a meritorious job had been done and that the industry had kept faith by voluntarily imposing restrictions upon its operations which would inure to general good, even though certain of the provisions will result in loss of revenue to some stations. The feeling was that, over the long haul, the basic code would make for more wholesome use of time, particularly in the placing of limitations on length of commercials and in barring from the air programming methods which have proved controversial, repugnant or unwieldy.

A comparison of the code, as adopted, with the original proposed code [BROADCASTING, June 15] reveals that, except for the discarded standards of practice, the fundamental provisions and prohibitions remain the same, though there were sweeping changes in language. The provision dealing with children's programs, proposing a continuous study of the question with parent and child study groups, was largely kept intact.

The provision dealing with controversial public issues, one of the most provocative, was revised from its original form but retained its teeth. Under it, time for the discussion of controversial issues may not be sold except for political broadcasts. Forum type programs, however, are not included.

News and Religion

There was a sharp revision of the clause dealing with news broadcasting. Most important, however, is a ban against injection of editorial opinions in news broadcasts, either by the editor or broadcaster or the advertiser. Freedom from bias in analyzing and elucidating news is specified. The provision also was made applicable to commentators.

A ban on use of time for religious broadcasts which "convey attacks upon another's race or religion", produced considerable discussion. Viewed as a provision that spells the end of crusading clergymen who have stirred up controversy in recent months, the code says that the purpose of the religious broadcast should be 'to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community".

The Program Standards Committee, appointed last fall by President Miller, which was responsible for the production of the self-regulation creed, comprised in addition to Mr. Miller as chairman: Edgar L. Bill, WMBD, Peoria; Mr. Craney; Mr. Damm; Earl J. Glade, KSL, Salt Lake City; Herb Hollister, KANS, Wichita; Edward Klauber, CBS; Lenox R. Lohr, NBC; Paul W. Morency, WTIC, Hartford; S. R. Rosenbaum, WFIL, Philadelphia; T. C. Streibert, MBS-WOR; Karl O. Wyler, KTSM, El Paso, and Mr. Kirby, secretary.

During the pre-convention discussions, however, the committee received the assistance of a number of members, including Mr. Craig, who worked diligently in seeking to perfect the commercial limitation provisions; John Shepard 3d, president of the Yankee Network, and spokesman for the regionals, William S. Hedges, NBC vice-president acting for Mr. Lohr, and a number of other specialists in the handling of commercials, both for the networks and for individual stations.

Against the day that the business of broadcasting begins to level off by virtue of increased competition with other media, broadcasting as an industry must underwrite a coordinated promotional campaign, Paul F. Peter, NAB research director, stated in a report delivered to the convention July 12. The Bureau of Radio Advertising has been established for that purpose, but on a most modest basis as compared with the parallel operations for competitive media, he said.

To include studies of broadcast advertising, along with other data designed to sell radio as a medium, he explained the Bureau now seeks only to be reimbursed for printing expenses. The purpose, ultimately, is identical with that of the Bureau of Advertising of the American Newspaper Publishers Assn., he said, which expends about $270,000 annually but which now seeks a budget of $400,000.

In introducing Joseph L. Miller, NAB's young labor relations director, to the membership, President Miller complimented him on his service and observed that no better job has been done in the organization. In a brief address, preparatory to his introduction of Elmer F. Andrews, Wage & Hour Administrator, Mr. Miller recited certain of his experiences in seeking to compose labor disputes of stations, and commented on the remarkable record of the industry. The policy pursued by the industry in its dealings with labor has been most intelligent, and should be pursued, he said [See Page 23].

Administrator Andrews delivered a prepared address [See Page 19] after which he answered questions propounded by broadcasters regarding peculiar labor problems. Because the broadcasting industry has few of the problems arising in the mass production and employment fields, no particularly perplexing issues have arisen, he said.

Pointing out that there had been only a dozen complaints registered against the "radio industry", not all of which were against broadcasting, Mr. Andrews said that the industry is giving his agency very little trouble. Moreover, he said it has acquired an excellent reputation as a "law abiding citizen."

Hobby Problem

Arthur B. Church, KMBC, Kansas City, raised questions about hours of employment both for news reporters and for engineers. He was advised by Mr. Andrews that in the case of newsman at stations, or on newspapers, the question has not been settled, since the contention has been made, but not yet adjudicated, that they are professionals and therefore outside the pale of the hour limitations.

When Mr. Church asked what could be done about engineers who, after regular hours, return to the station or shop to experiment with television or other technical activity, for which they are not directly hired or paid, Mr. Andrews said it appeared that this work, when done voluntarily, might be recorded as hobby, and therefore not subject to hour limitations or to overtime pay. Beyond that he explained that a change in the law has been proposed under which all persons earning a guaranteed monthly salary of $200 or more might be excluded from the hour requirements.

Mr. Andrews also observed that there is the likelihood of legislation under which rulings of the Wage

(*Continued on page 89*)



IT TOOK this contingent from WHEC, Rochester, exactly 1 hour and 40 minutes to fly down to Atlantic City in the Gannett Newspapers' plane which they borrowed for the purpose. Left to right: John Sherer, co-pilot; Clarence Wheeler, co-owner of WHEC with Gannett; Mrs. Russell Holderman; Russell Holderman, pilot; Gunnar O. Wiig, WHEC general manager; LeMoine C. Wheeler, commercial manager; Maurice Clarke, chief engineer.

All for Goodwill

MANY and varied were the goodwill offerings at the NAB convention. W P G, Atlantic City, passed out boxes of the resort's famed salt-water taffy to all conventioneers. Radio Attractions Inc. had *Fu Manchu* on hand in full regalia, who excited much interest and even more gratitude when he handed out attractive Chinese back-scratchers. MBS and WFIL, Philadelphia, passed out carnations. NBC-Blue distributed cartons of Old Golds and bottles of Canada Dry Ginger ale to the rooms, besides giving the ladies attractive fishnet hats. RCA, NBC and CBS all gave cocktail parties.





WHETHER AFFILIATES or not, Mutual allows as how every delegate must have a carnation. At left, Reggie Schuebel, The Biow Co., gets her flower as Bill Schudt Jr., WKRC, Cincinnati, gazes admiringly. At right are (l to r) Arthur B. Church, KMBC, Kansas City; Mary Francis, flower girl; Jack Adams, Texas State Network; Fred Weber, MBS general manager.

Wheeler Confers On ASCAP Issue

Will Meet Further With Both Sides on Copyright Problem

THE WHOLE copyright issue was discussed at a conference July 12 in the office of Senator Wheeler by Gene Buck, ASCAP president, Louis D. Frolich, ASCAP counsel, Ed Craney, KGIR, Butte, militant crusader against existing ASCAP operations, and Philip C. Loucks, attorney, former NAB managing director.

It was understood that Senator Wheeler said he regarded a "pay-as-you-use" basis as a reasonable way of copyright royalty payment, though he disclaimed any intimate knowledge of the problem. He recalled that the old method of RCA in collecting royalties from radio manufacturers on cabinets as well as patented chassis had been similarly fought and finally changed by agreement after he had conferred with Owen D. Young. He used this as an analogy in the ASCAP situation since broadcasters pay a blanket percentage on programs, whether or not music is used.

Further Meetings Planned

What action, if any, will result from the conference is problematical, particularly in the light of the NAB ultimatum given ASCAP by unanimous vote of the Atlantic City convention. It is understood, however, that Senator Wheeler will use his good offices in further conferences on the subject and that in addition to the participants in the July 12 session, Frank M. Russell, NBC Washington vice-president, and Harry C. Butcher, CBS Washington vice-president, will participate.

Senator Wheeler also is understood to have indicated clearly that he favored clearance of programs at the source, a key issue in the copyright situation. In this respect, he pointed out that affiliated stations have no control over program emanations of the key stations and therefore should not be held responsible or liable for them in any manner.

Waterman Pen Program Would Test NAB Code

A PROPOSED network program presenting a graphologist's analysis of character from handwriting, proposed for sponsorship this fall by L. E. Waterman Co., Newark, fountain pen and ink manufacturer, loomed as one of the first test cases under the newly-adopted NAB program code. A representative of the company informally outlined the proposed coast-to-coast series to NAB officials during the Atlantic City convention, but pending setting up of code compliance machinery in September, the firm plans to furnish the NAB with a formal statement of the program's content.

KWFT Joins CBS

KWFT, new regional station at Wichita Falls, Tex., joined CBS effective July 15 as the network's 116th station. It is a member of the Southwestern group, with a $125 an hour base rate. KWFT is assigned to 620 kc. with 1,000 watts day, 250 night, having started operating this month.

'Broadcasting' Publishes a Daily Newspaper By Facsimile and Distributes Free Photographs

CYNOSURE OF INTEREST at the NAB convention were the daily facsimile newspapers published by BROADCASTING Magazine and the boardwalk photographs distributed free to every person snapped by our photographer. The facsimile newspaper was delivered to hotel rooms each morning after being first set up on vari-typer the evening before, then transmitted over RCA facsimile apparatus in its exhibit room, then rushed to Camden, 70 miles away, for multiple reproduction by offset process. On the boardwalk BROADCASTING had a photographer busy during most of the daylight hours, taking pictures of delegates and their wives and children. Each was given a number; later each person in each photograph was presented a print with the magazine's compliments, some 600 being distributed. Also photographed by BROADCASTING, working in collaboration with RCA, were most of the persons appearing before the television cameras, their pictures being taken off the receiver screens. Copies of these will be sent from Washington to each principal with the compliments of BROADCASTING since the photos will undoubtedly be cherished in later years as relics of the pioneer days of television [see page 25].



PICK THEIR PIX—Mrs. Lambdin Kay, wife of the general manager of WSB, Atlanta, and Mrs. Celestia Smithgall, wife of WSB's program director, select their free boardwalk photographs from panel displayed by BROADCASTING Magazine in the Ambassador Hotel entrance.

BILLS IN CONGRESS LIKELY TO PERISH

WITH CONGRESS now winding up legislative odds and ends and getting ready to go home by Aug. 1, the various bills affecting the radio industry are definitely on the shelf and no action is anticipated on any of them until next session.

Only neutrality legislation is expected to keep Congress in session beyond Aug. 1, and even in this event Congressional leaders expect no action on legislation in which broadcasting has a direct interest. This applies to the Wheeler Bill, proposing reorganization of the FCC, the Johnson Bill, to ban advertising of beer over the air, the measure providing for establishment of a high-powered Pan American shortwave broadcasting station, and several other bills.

Likewise, no action is expected on the various resolutions calling for an investigation of the FCC. Senator Wallace White (R-Me.), has stated he will not press for consideration of his resolution pending before the Senate Interstate Commerce Committee. Rep. Bayard Clark (D-N.C.) told BROADCASTING July 14 that there was no sentiment in the Rules Committee for reporting out the Wigglesworth and Connery resolutions calling for a broad probe of not only the FCC but the broadcasting industry as a whole.

BOARDWALK PHOTOS

Approximately 100 boardwalk photographs taken by BROADCASTING at Atlantic City remain unclaimed, and BROADCASTING will be glad to forward them without charge to the principals upon receipt of the number-card issued at the time they were taken.



JESSE KAUFMAN & Son are snapped by BROADCASTING's boardwalk photographer on the occasion of the ex-WCAE and Hearst Radio executive's reappearance at NAB conventions. Mr. Kaufman will operate WFBM, Indianapolis, as a result of the FCC's authorization July 13 of its sale to him in association with Harry Bitner, the publisher [see page 84]. He also is now lessor of KFNF, Shenandoah, Ia. Some 600 pictures like the above were distributed free to their principals by BROADCASTING.

Tripartite Pledge Made by Movies, Radio and Press

Tribute Is Paid Broadcasters For Adoption of New Code

RADIO, press and moving pictures — the "Mirrors of America" — pledged their three-way cooperation in maintaining freedom of expression through self-regulation July 12 in a special nationwide broadcast during which the industries' three leaders spoke from Atlantic City, Los Angeles and London. The 30-minute broadcast, carried on coast-to-coast network hookups, observed the acceptance by radio industry representatives at the NAB convention of the new code of broadcasting ethics, and brought the felicitations of Will Hays, president of Motion Picture Producers & Distributors of America, and James G. Stahlman, former president of the American Newspaper Publishers Assn., to NAB President Neville Miller and the broadcasting industry.

Bound to Be Free

Speaking from the Ambassador Hotel, convention headquarters in Atlantic City, at the beginning and conclusion of the program, Mr. Miller declared that radio was determined to maintain its freedom of expression and at the same time comply with canons of good taste in order to continue its rise as a social force. He expressed satisfaction with the new code as a means to this end, and pointed to the earnest attitude of broadcasters in adopting the regulatory standards despite the general effect of lost revenue.

Mr. Hays, speaking from Los Angeles, pictured the success of the movie industry's efforts at self-government through MPPDA, and expressed confidence that the new radio code would work to the benefit of the broadcasting industry as has the movie code to the screen. The moving picture, which he observed owes its origin to America, is "a child of democracy", he declared, and as such must constantly reflect democratic attitudes. Freedom, he commented, means the liberty to choose what one wants to see rather than what is being shown or produced, all the while remaining within the bounds of good taste and decency.

Bringing in his observations of the "freedom situation" in Europe during a Transatlantic pickup from London, where he flew recently on the *Yankee Clipper*, Mr. Stahlman declared that so long as America had the Constitution and so long as truth remained the watchword in the media of public information, there was no possibility of the American press, radio or moving pictures becoming mere implements of propaganda.

Reflecting the satisfaction of the industry with the broadcast, NAB members at their concluding general session July 13 adopted a resolution thanking Messrs. Hays and Stahlman "for their most valuable contribution to the principles of free speech and the preservation of that most important factor contributing to our democratic form of government as expressed in the international broadcast" which had been titled, "The Mirrors of America".



Shepard's Folly

TAKING official note of the newly acquired soup-strainer of John Shepard 3d.. NARBS chairman, Don Elias, operator of WWNC, Asheville, N. C., recommended during the July 10 meeting of the regional group that its executive committee appropriate $100 "to make the physical appearance of our chairman more harmonious, including the purchase of a toupee of suitable size and color to match his new moustache".

Hotel From Fair

HOTEL ROOSEVELT, New York, using radio for the first time, has started a thrice-weekly program titled *Come to the Fair* on MBS, which originates from the hotel itself and features interviews by Ed East of guests who have visited the New York World's Fair. The program, heard on MBS from 1:15 to 1:30 p. m., is also heard on WHN, New York, at an earlier period from 12:15-12:30 noon under the title of *World's Fair News*, during which Ed East not only interviews guests of the hotel, but also talks about the Fair and its attractions. M. H. Hackett & Co., New York, handles the account.

RCA Plans to Charge Stations For Performance of Records

Victory in Paul Whiteman Litigation Leads to Announcement of Proposed System of Fees

RCA PLANS to adopt a policy of making its records available for broadcast use at a "reasonable fee", it was learned July 14 following a court ruling in its favor in the Paul Whiteman case which has been pending some months.

The fees collected will be equitably divided among the recording artist, copyright proprietor and record manufacturer, under a plan contemplated by RCA.

Judge Vincent L. Leibell, of the Federal District Court in New York, issued a permanent injunction July 14 in favor of RCA against WNEW, New York. The ruling restrains further unauthorized broadcasts of Victor and Bluebird records.

Injunctive relief also was directed for RCA, restraining Whiteman from further asserting that he has the right to prevent performances of his Victor and Bluebird records unless an expressed reservation is contained in his contract with the recording firm. Further relief was directed in favor of Whiteman, restraining WNEW from invading his common law property rights through unauthorized performance of his records.

Others May Follow

On behalf of the industry, NAB participated in the Whiteman-RCA suit because of its importance. Stuart Sprague, New York copyright lawyer, appeared amicus curiae as special counsel for NAB.

Whether the decision, in view of the precedent established, will be appealed to the Circuit Court of Appeals in New York and thence to the Supreme Court if necessary, remains to be determined. It is thought such a step is likely.

It was presumed, in the light of the opinion, that other record manufacturers probably would seek to follow a course similar to that of RCA of assessing performance rights fees. In January 1938, RCA disclosed that as a result of operations of "pressure groups" it felt that institution of a "reasonable fee" by record manufacturers for privilege of performing recordings over the air appeared necessary. At that time James W. Baldwin, then NAB managing director, advised David Sarnoff, president of RCA, that such action might inflict extreme hardship on smaller stations. A notice was sent to stations by RCA in December, 1937, informing them that as manufacturers of Victor and Bluebird records, the company claimed to have a property right in such records "sufficient to entitle us to prohibit the use of said records for radio broadcasting or other commercial purposes unless our prior written consent is obtained." This action was prompted by the decision in the case of Fred Waring, orchestra leader and president of the National Assn. of Performing Artists, against WDAS in Philadelphia several months earlier. So far as known, however, no further steps were taken to collect the fees.

By virtue of RCA's new announcement that it proposes to assess a "reasonable fee", it was expected other recording companies, such as Decca, and Columbia, might follow a similar course. As BROADCASTING went to press no comments could be procured.

Property Rights

In the Whiteman case, although the charge was that WNEW broadcast nine Victor orchestra records in June, 1936, without authority, counsel both for plaintiff and defendant introduced much evidence concerning the general practice of the broadcasting of phonograph records which was accepted by the court. WNEW defaulted in its defense and radio's point of view was not expressed in court, but Mr. Sprague, representing NAB, was given permission to file briefs.

MUTUAL NETWORK pins posies on conventioneers, as is the annual wont of its dynamic Lester Gottlieb who directed the shooting of these candids. From top to bottom are: John Shepard 3d, Yankee Network (note the brand new mustachio); Lawyer E. O. Sykes, ex-FCC commissioner; Lewis Allen Weiss, Don Lee-MBS; Ted Streibert, WOR; L. B. Wilson, WCKY (twice decorated); Jack Poppele, WOR, with John S. Young, radio chief of the New York World's Fair.

McNinch's Return To FCC in Doubt

DESPITE unofficial denials, the prolonged absence of Chairman Frank R. McNinch from the FCC appeared to support reports that he will not return to that post but instead will receive an appointment to another Federal office.

On July 14, it was stated at Chairman McNinch's office that he was still out of town—reportedly at a New Jersey beach — but planned to return to Washington during the week of July 17. At that time the FCC will be in quasi-recess. Due to ill health, he has not been at his office since May 1. He was scheduled to return early last month but his doctors advised him to continue his convalescence. He has suffered from a chronic stomach ailment for many years and overwork caused the most recent relapse. It was said, however, that he is not in any criticial condition but has regained much of his strength.

The 66-year-old North Carolinian is known to be desirous of leaving the FCC, and from well informed quarters it has been established that the President is seeking a new post for him of a less strenuous nature.

In New Deal quarters, it was reported that former Gov. Philip A. LaFollette of Wisconsin had been approached with the suggestion that he be named to the FCC chairmanship. The younger brother of Senator Robert M. LaFollette is understood to have rejected the suggestion. In other quarters, it was learned that former Gov. LaFollette is interested in establishing a Wisconsin network in collaboration with his legal associate, Glenn I. Roberts, principal owner of WEMP, Milwaukee, and a director of WIBA, Madison.

Final Revision of Rules Is Completed by FCC

COMPLETION OF its task of revising rules and regulations, governing all phases of FCC regulatory activity, was accomplished July 12 when the FCC approved final changes in rules of procedure and practice.

The major change in the procedural rules involves parties to hearings. It now prescribes that instead of parties to proceedings being designated as respondents, only the applicant will be named as a party. Other stations which may be affected will be mailed copies of the notice of hearing and must file petitions to intervene (Rule 6.02). The revised procedural rules, constituting the last step in the codification of FCC regulatory specifications, exception for routine telephone matters, will be officially published shortly in the *Federal Register*.

The Federal Commnunications Bar Assn., headed by Frank W. Roberson, president, collaborated with FCC General Counsel William J. Dempsey and his staff in perfecting the procedural rules. Some 35 or 40 recommendations for changes made by the bar association were taken into account by the Commission and agreement was procured on both sides that the changes were satisfactory.

The FCC rules have been subdivided into 26 parts covering particular phases of its activity.

FCC Suspends International Ruling

Commissioners Resent Censorship Claim, Assail Miller

AFTER having twice refused to suspend its explosive international broadcast rules, the FCC July 14 dramatically announced at the opening of its hearing on the rules that the operation of the purported "censorship" provision would be suspended pending consideration of the evidence presented at the hearing.

Disclaiming any intention whatever of setting up the FCC as a "board of censors", Acting Thad H. Brown, in opening the proceedings read a statement in which he announced the suspension. That the Commission, or at least a majority of its membership, still feels strongly about the universal fuss kicked up by the rule, was made evident in the questions of members, particularly of Commissioner Frederick I. Thompson.

As BROADCASTING went to press July 14, it appeared the hearings would run several days in view of the detailed testimony being sought by the Commission from the NAB. At the start it seemed as if the FCC proposed to make the hearing an inquisition into NAB affairs.

Police Court Attitude

With NAB President Neville Miller on the stand, Commissioner Thompson questioned him closely on the circumstances surrounding the filing June 3 of the NAB's letter of protest on the rules, which the Commission openly resented. He sought to bring out that President Miller had not consulted the NAB membership nor the board of directors before sending the letter, and that it was done only after consultation with licensees of eight international broadcasting stations, who were not individually members of the association.

The hearing appeared to go far afield, when a "where-were-you-on-the-night-of" type of examination developed. Members of the Commission, notably Commissioner Thompson, sought to lay a complete foundation for President Miller's letter before getting to the issues. Mr. Miller, in the course of his testimony, regretted the manner in which the letter was publicized and said there was no intention whatever to "embarrass the Commission". He maintained, however, that he was within his rights, since the purport of the international rule, insofar as censorship was concerned, had a direct connection with standard broadcasting.

After Acting-Chairman Brown read his opening statement, together with the censorship disclaimer and the suspension order, Swager Sherley, special counsel for the NAB, proposed a recess during which he could confer with his clients, pointing out that the suspension changed the aspect of his presentation. Following the recess, he offered a motion suggesting that Section 42.03 (a), which has caused all the disturbance, be stripped of its present language dealing with "culture and programs which promote international goodwill, understanding and cooperation", and that there be substituted the simple sentence: "A licensee of an international broadcast station shall render an international broadcast service."

Amendment Proposed

In view of the Commission's emphasis that it did not propose to censor in any manner, and as a means of clearing up the situation, Mr. Sherley said that all of the parties who had filed appearances, save the National Committee on Education by Radio and the International Catholic Truth Society, had joined in his proposal. He pointed out that when the Commission acts on applications, renewals and revocations, it is a quasi-judicial body. Thus, he said, matters regarding program service properly come before the Commission and international program matters could be considered in the light of past performances. He added he did not think it was a proper function of the Commission to determine what will promote international goodwill.

In making his proposal, Mr. Sherley said that it would provide a solution of the problem, and permit the Commission to forego the present hearings, leaving open the broader phases of the rules for consideration at a full hearing in September, as originally planned. There ensued a discussion whether, under the motion, the public interest, convenience and necessity would be served through the licensing and operation of international broadcast stations. FCC General Counsel William J. Dempsey pointed out that this was one of the principal topics. He observed that the Sherley proposal took care of the language conflict "very well" but did not cover the public interest issue.

After Rev. Edward Lodge Curran, president of the Truth Society, and S. Howard Evans, on behalf of the Education Committee, disagreed vigorously with the Sherley motion on the ground that they desired to have the hearing proceed, Chairman Brown announced that action on the motion would be reserved.

Censorship Danger

Fred H. Ballard, Washington representative of the American Civil Liberties Union, and H. Thomas Austern, special counsel for the Union, opened the proceedings. The hearing had been ordered on the basis of a pleading filed by the Union, at which time the FCC had ignored President Miller's letter on behalf of the NAB, holding that it was not a proper legal document on which it could act.

Offering no witnesses, Mr. Ballard first expressed appreciation for the FCC's attitude as contained in Commissioner Brown's opening statement. He said that because of the importance of the censorship issue, the Union felt justified in asking to be heard. Referring to a speech made by Chairman McNinch last January in which he said he was "unalterably opposed to cen-

(*Continued on page 85*)

Bill to Kill Rule

A BILL to kill the FCC so-called "censorship" rule on international broadcast stations was introduced in the House July 13 by Rep. Corcoran (D-Mo.), the day before the FCC suspended the rule pending the outcome of hearings seeking its revision. The bill provided that Section 42.03 (a) "shall not apply after the date of the enactment of this Act, and no penalty shall be imposed or privilege denied on account of any violation of such regulations regardless of when it occurred." It provided further that no regulation hereafter issued by the Commission "shall have the effect of limiting broadcasts to service which will reflect the culture of the United States or promote international good will, understanding or cooperation."

FCC Disclaims Intent to Censor; Suspends Rule . . .

THE following statement was made by Acting Chairman Thad H. Brown at the opening July 14 of the hearing on the International "censorship" rule when he announced suspension of the disputed section pending hearing and consideration of the evidence:

This hearing was set on a petition of the American Civil Liberties Union for revision, amendment or modification of Section 42.03(a) of the Commission's rules and regulations governing international broadcast stations. This rule reads as follows:

> A licensee of an international broadcast station shall render only an international broadcast service which will reflect the culture of this country and which will promote international good-will, understanding and cooperation. Any program solely intended for, and directed to an audience in the continental United States does not meet the requirements for this service.

What Was Intended

The Commission intended by this rule to require international broadcast stations, which are licensed for the purpose of rendering a program service intended for general public reception in foreign countries, to render a program service designed for reception by the people of such countries as distinguished from a program service intended only for reception in this country. It was further intended to define the primary purpose and objectives of international broadcast stations for reasons provided in international agreements to which the United States is a party.

The applicable provisions of the Communications Act of 1934, as amended, require that licenses be issued to serve the public interest, convenience or necessity. To comply with this statutory mandate, the Commission is required before it may issue a license or assign any frequency for any particular service to define the purpose and objectives for such service in such a way that the public interest, convenience or necessity will be served by the station licensed to operate on frequencies assigned to this service. This is true whether the service be international broadcast service, telephone or telegraph service, domestic broadcast service, police service, aviation service or any of the other various classes of radio service authorized by the Commission.

Prior to the adoption of the present rules governing international broadcast stations, stations licensed to operate on the frequencies assigned to that service were authorized only on an experimental basis. During the experimental period the Commission imposed, and the licensees accepted, conditions limiting the nature and defining the character of the service which could be rendered on the assigned frequencies.

The operation of these stations has demonstrated that the use of the frequencies involved for long-distance communication is practicable and can no longer be considered in an experimental stage of development. Before assigning frequencies for use on a regular basis for international broadcasting, it was necessary for the Commission to consider what, if any, benefits would result to the people of this country from such use.

For, unless the public interest, convenience or necessity would be served by assigning these frequencies to a use which would not directly serve the listeners of this country, and since the frequencies are to be used for providing program service to the listeners of other countries, it was necessary to determine how and to what extent a program service to foreign countries from American broadcast stations would be of benefit to this country.

Public Benefit

The Commission reached the conclusion that there would be a public benefit to the people of this country if American stations could be licensed to provide a program service to foreign countries if the effect of the operation of such stations would be to engender international good-will, understanding and cooperation through program service generally reflecting the culture of our people. The Commission was of the opinion that such a service

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Chicago AFRA Negotiations Continue as Accord Is Sought

Agency - Broadcaster Group of Six in Charge; KMOX and AFRA Finally Reach Agreement

CHICAGO chapter of AFRA and the combined committee of broadcasters and advertising agencies failed to agree on a code for local commercial programs after an all-night session July 8, adjourned for the NAB convention until July 13, and had reached no agreement as BROADCASTING went to press. Following the threat of an AFRA strike [BROADCASTING July 1], negotiations were continued under a newly-formed committee of six agency representatives and six broadcasters.

Spearhead of the disagreement is that the differential between the AFRA network commercial code and the proposed local commercial code is not great enough to satisfy Chicago agencies and broadcasters. A particular point of disagreement is the rate AFRA is understood to have proposed for station break and spot announcements, $7.50 per announcement.

The Combined Committee of Broadcasters and Advertising Agencies includes Sidney N. Strotz, manager of NBC - Chicago (WMAQ, WENR), chairman; Glenn Snyder, WLS; Robert Brown, WBBM; E. W. Wood Jr., WGN; Ralph L. Atlass, WJJD-WIND; W. E. Hutchinson, WAAF; Edward Aleshire, Benton & Bowles; L. D. Milligan, Blackett-Sample-Hummert; R. J. Scott, Schwimmer & Scott; Walter E. Smith, Rogers & Smith; E. Sonderling, United Broadcasting Co.; Frank R. Steel, McJunkin Adv. Co.

KMOX Settlement

Settlement of the long drawn out negotiations between AFRA and KMOX, St. Louis, was reached in New York July 7, when an 18-month contract covering talent employed at the station was signed by Emily Holt, executive secretary of AFRA, and Mefford R. Runyon, CBS vice-president, representing KMOX, which is a CBS owned and operated station. Contract covers all actors, singers, announcers, continuity writers, special program announcers and news writers employed at KMOX on both local and network programs, whether sustaining or commercial, and is said to be the most complete contract AFRA has negotiated.

Exact terms were not disclosed, but it is understood that the rates for both commercial and sustaining network programs originating at the station are about 20% below the national rates and that the scale for local programs is proportionately lower than that in effect at the key network points (New York, Chicago, Los Angeles and San Francisco). It is estimated that acceptance of the contract will increase the KMOX overhead by something more than $20,000 annually.

Contract was signed only after negotiations lasting for several months and carried on both in St. Louis and New York. Similar negotiations for talent employed at WKRC, CBS m. & o. outlet in Cincinnati, are now under way, with Maj. James P. Holmes, AFRA's traveling representative, conferring with the station management and Mrs. Holt dealing with CBS executives in New York. George Heller, assistant executive secretary of the union, is carrying on negotiations with non-network stations in New York, and local AFRA officers are also working on independent stations in other cities, with the object of having the broadcasting industry completely organized before the summer of 1940, when the first AFRA contracts reach their expiration dates and come up for renewal.

Limited to Two Years

So far the union has signed no contracts for more than two years, on the theory that in such a rapidly changing business as radio it is unwise to be bound by long-term contracts and furthermore that these first contracts are in the nature of an experiment for both sides. It is expected, however, that when the present contracts expire the broadcasters will insist that the renewals be drawn up on a five- or ten-year basis, to enable them to plan ahead with a reasonable assurance that their overhead will not be radically changed during the year.

The national AFRA commercial contracts, covering terms and conditions of employment of actors, singers and announcers on network sponsored programs, has worked out surprisingly well, Mrs. Holt stated, pointing out that the recent all-time highs in network billings furnished substantial disproof of the prophecies that these contracts would result in driving national advertisers from radio into other media. From the AFRA viewpoint the contracts have proved a spur to membership, which now exceeds 8,000 persons, she said.



USED TO strange sights, Atlantic City boardwalk strollers all the same jumped in their boots as they sighted Sax Rohmer's bogeyman, *Dr. Fu Manchu*, who is now on the airlanes via Radio Attractions transcriptions.

AFRA Pact on Coast

AGREEMENT on new commercial regional wage scales and working conditions for Pacific Coast radio artists, announcers and sports commentators, has been reached by West Coast advertising agencies and the American Federation of Radio Artists. Committees from both meeting in Hollywood in early July made certain concessions agreeable to all, but major rates originally submitted to the former group are reported to remain substantially unchanged [BROADCASTING, July 1]. Negotiations on local rates, it was said on July 11, will start soon as the agency committee headed by Naylor Rogers, executive of Raymond R. Morgan Co., Hollywood, and that of Los Angeles Chapter, AFRA, headed by I. B. Kornblum, executive secretary, iron out details of the regional scales and prepare the agreement for signing.

Referee for AFRA-NBC

AFRA's dispute with NBC over payment of commissions to the network's Artists Bureau, on contracts covering employment of an artist on a sustaining program at the minimum wage permitted by the AFRA sustaining code, is now in the hands of referees of the American Arbitration Association. Case was argued and briefs filed July 10 under terms of the AFRA-network agreements, and a decision is expected in about two weeks. It was also reported in New York that negotiations between WINS and the American Federation of Radio Artists for a renewal contract are reaching their final stage.

Virginia Local Sold

JOHN F. ARINGTON Jr., formerly with WIOD, Miami, and Mrs. Arington this month took over control and management of WCHV, Charlottesville, Va., having purchased the 61% interest held by Mrs. Hugh M. Curtler, wife of the station's general manager. Mr. Curtler, who has left the station, said the purchase price was $16,500.

KELLY BEVERAGES, Stanhope, N. J. (Kel-Kola) has named Croyden Adv. Agency, New York, to handle its account and plans to use radio in the autumn in New York and Philadelphia.

Wise Simoniz

SIMONIZ Co., Chicago (automobile cleaner and wax), has renewed its Sunday morning half-hour show on WMAQ, that city, for another year making the sixth consecutive year of broadcasts on WMAQ. The firm started its radio advertising on the old KYW when Paul McClure, now assistant sales manager of NBC - Chicago, announced the show and gave bang-up commercials. Elmer Rich, president of Simoniz, recently said that "four years of constantly driving home the idea 'Motorists Wise Simoniz' have proved that it pays to entertain the millions who listen to WMAQ." George H. Hartman & Co., Chicago, handles the account.

Met Policyholder Seeks To Restrain Broadcasts

JUSTICE Frank E. Johnson, of Brooklyn Supreme Court, on July 13 ordered the Metropolitan Life Insurance Co. to show cause July 18 why a temporary injunction should not be granted restraining it from continuing its Edwin C. Hill broadcasts on WOR, WHN and WNEW, New York.

The action was brought by Lawrence Shay, policyholder, who charges that $100,000 has been spent "excessively" for the broadcasts. He says the money should be used to reduce premiums to policyholders. George Schnapp is Shay's attorney.

Gruen Plans Programs

GRUEN WATCH Co., Cincinnati, has increased its advertising appropriation for this fall to introduce three new lines of watches and will offer seven different transcribed programs to dealers for a cooperative campaign on local stations. Built on the theme "Gifts From Your Jeweler Are Gifts at Their Best," six quarter-hour programs and one five-minute program will be furnished free of charge to jewelers complete with commercials and suggested publicity tie-ups. McCann-Erickson, New York, is the agency in charge.

Nunn Plans Network

PLANS for a regional network of Southern stations, to be affiliated with MBS, were tentatively completed during the NAB convention under the leadership of Gilmore N. Nunn, president of WLAP, Lexington, Ky., who with his father also has an option to purchase WCMI, Ashland, Ky. As the convention closed, four stations had agreed to proposals to join the group, with additional stations in five important Southern markets under consideration. Stations already selected, besides WLAP and WCMI, are WSIX, Nashville, and WGRC, New Albany, Ind. A national representative will be appointed following completion of negotiations with MBS. The network is tentatively scheduled to begin operation Sept. 24.

Ex-Lax Starts on 50

EX-LAX MFG. Co., Brooklyn on July 10 started a summer campaign of 11 weeks with three announcements a week on 50 stations. Agency is the Joseph Katz Co., New York.

Tests in Roanoke

FLODENT PRODUCT Co., New York (liquid dentifrice) has named Street & Finney, New York, as agency. The firm is now testing a program on WDBJ, Roanoke, and may expand if the campaign is successful.

WGNY, Newburgh, N. Y., now a Mutual outlet, is now operating on its new 1220 kc. frequency with 250 watts until local sunset. Headed by Peter Goelet, owner and manager, its executive staff comprises Richard Crans, program director; Joseph Rake, acting sales manager, and Patrick Simpson, chief engineer.

R. B. SEMLER & Co., New York (Kreml hair tonic) starts Gabriel Heatter two quarter-hours a week on WOR, New York, beginning Oct. 4. Erwin Wasey & Co., New York, is agency.

White House Secretary Lauds Industry

By STEPHEN T. EARLY*

Secretary to President Roosevelt

Hits Myth of Official Pressure on Radio; Praises Code Plan; Deprecates Any Form of Government Censorship

I COME HERE today not in the role of White House "spokesman" for that mythical creature of evasion was interred on the fourth day of March, 1933, and, insofar as I can predict, he will never be resurrected; certainly *not* by the incumbent President. Any views which I express to you, therefore, reflect solely my personal beliefs, based upon experience of a newspaperman and upon observations made during the past six years of official life.

When I accepted your invitation to appear before this convention, I emphasized to your President, Mr. Miller, that none could presume to speak for the President of the United States. I wish now to reiterate that as a preface to my remarks to you.

No Banalities

Usually when a Government official appears before the trade association of an industry his remarks include:

1. A solemn plea for cooperation to attain some general and usually undefined objectives; or
2. A stern admonition to reform certain of its practices under the penalty of a paternal spanking; or
3. A soothing reassurance that the government has no immediate intention of taking over their business, leaving its operators to the mercies of a dictator with designs against the capitalistic system, or
4. A pious affirmation of faith in the profit system.

I prefer to avoid such banalities although, like a famous Vermonter, I, too, could assure you that I am "agin sin".

Broadcasting, it seems to me, mostly craves reassurance. That I *can* bring you. I have no knowledge of any Marxist plot for government to "take over" and operate radio stations. Neither can anyone else. Nor am I informed concerning any subversive movement to put the government in the retail hardware business. If such reassurance will serve to alleviate the jitters, I am glad to pass it along.

When the time comes that this Government dictates what its people shall hear; what they shall read or see, then freedom ends and democracy is no more.

Perhaps most of you are familiar with the recent utterance of the President concerning freedom of radio. Speaking in a transcribed interview conducted by Lowell Mellett, Executive Director of the National Emergency Council, the President said, in part:

"But now in our own time, there has come into being another great institution for the general diffusion of knowledge—the radio. Still in its infancy, it already rivals in importance the schools and the press. The government, as the people's agent, has had and has now a still different relation to radio from that toward the school and the press. It has encouraged and aided its development on the one hand, and, on the other, it has set up such controls of its operation as are necessary to prevent complete confusion on the air. In all other respects the radio is as free as the press."



STEPHEN T. EARLY

Quotes Mr. Roosevelt

What, then, is this freedom? The President in the statement just quoted spoke of the government's having a "different relation to radio from that toward the school and the press". To my mind, this relationship implies more than mere technical regulation necessitated by the physical phenomena of radio and goes somewhat beyond the statutory prohibition against broadcasting obscene, indecent language or information concerning lotteries, etc. Fortunately or unfortunately, the radio spectrum limits the number of broadcast stations and government must determine who is to operate them. This necessarily involves a duty upon the part of the government and a peculiar responsibility upon the part of broadcasters who are licensed to operate a franchise in the public interest.

Serving the Public

Where the physical characteristics such that an unlimited number of broadcast stations could be established, the relationship of the regulatory authority of Government to the broadcast operator might be simply that of parceling out wave-lengths and enforcing recognized statutory prohibitions against false and misleading advertising that apply to all media alike. However, if predicted engineering advances materialize and the number of broadcast stations can be expanded to approach infinity, I doubt if the present operators will be particularly jubilant over the prospect of such additional competition. You might yearn then for the good old days of regulation and questionnaires. The present FCC might become a synonym for peace and exclusive frequencies.

Therefore, it should be assumed that broadcasters are not hostile to a periodic scrutiny of their record to determine whether they have fulfilled their obligation to the people in performing a public service.

As I understand it, grants are made essentially to the highest bidder for public service. The licensee then assumes an obligation to render the type of service he specified in obtaining his grant. If someone thinks he can perform a better broadcasting service in your locality than you, under the law, he has a right to file application for your license, and, if he can prove his case to the satisfaction of the Commission, he can supplant you.

Consequently, I take it, your best insurance to defeat such potential antagonists is consistently to render the very best public service you can. A cumulative record of good service is an excellent insurance policy.

Extremists of the "hands-off" school may advocate that when a licensee is granted a station, the licensing authority should kiss him goodbye, wish him luck and renew his license every six months or a year as a matter of course. This would grant a perpetual franchise to each licensee and the government, as the agent of the people, would have no opportunity to determine whether a proper public service was being rendered.

I would not advocate that the li-

(*Continued on page 40*)

*Full text of address before NAB Convention July 11, broadcast over combined NBC, CBS and MBS networks.

High Labor Standards of Broadcasters Inspire Praise From Wage-Hour Chief

OF 18,000 complaints involving alleged violations of the Fair Labor Standards Act, the entire radio industry has been involved in only a dozen, Elmer F. Andrews, Wage & Hour Administrator, told the NAB Convention at Atlantic City July 12. The dozen complaints, he explained, involve not only broadcast stations but equipment manufacturers as well.

Mr. Andrews described this as a "remarkable showing for an industry that employs 17,000 full-time workers and many additional thousands of part-time workers in more than 700 establishments." He termed it evidence of compliance with the law and said the "radio industry is giving us very little trouble."

Promises Action

The Administrator said the Wage & Hour Division will handle these complaints as quickly as possible. "Where violations are found," he said, "we shall insist upon restitution of back wages that have been illegally withheld from employes, and if the violation has been flagrant—for instance, if records have been falsified—court action may be expected. The Act calls for such penalties as fines up to $10,000 and imprisonment for subsequent violations, as well as fines, and a number of gentlemen who thought they could defy the Government already have discovered that the game isn't worth the candle."

Observing that the average wage in radio is somewhat more than $45 a week, he said this high level takes the broadcast industry out of the sweat shop class and called his discussion of the 25c-an-hour minimum wage "somewhat academic," inasmuch as radio is a high wage industry.

Persons employed in a bona fide executive, administrative, or professional capacity are exempt from the wage and hour provisions, Mr. Andrews said, and added that definitions of these classifications are defined in the regulations.

He explained that any person wishing a revision of the regulations may petition the Administrator who will either arrange for hearings or make some other provision to afford interested parties an opportunity to present their views. In the absence of any petition for change in regulations applicable to professions, he said, "I assume that the radio industry has not found them too burdensome and has been able to adjust its operations to the requirements."

In his enforcement of the Fair Labor Standards Act, Mr. Andrews said that he has been treated with courtesy by broadcasters and voiced his appreciation. This cooperation was done as a public service, he added, "rendered in the best traditions of your craft, which also, happily, are the best traditions of American fair play." In discussing importance of the Act to industry in general, Mr. Andrews said: "There is in America a vast potential market for radio equipment and appliances, a vast potential audience of listeners not yet reached. Minimum wages and overtime pay for excessive working hours will bring many millions of these into greater participation in their cultural and economic life."

NBC Shifts Aimed At Stronger Blue; Kiggins is Director

Reports to Trammell; Station Relations in 3 Divisions

APPOINTMENT of Keith Kiggins, formerly manager of station relations for NBC, as director of the Blue Network should not be interpreted as the first step in an eventual separation of Red and Blue activities by NBC, with separate personnel for each, according to Niles Trammell, NBC executive vice-president to whom Mr. Kiggins reports.

While in his new position Mr. Kiggins will coordinate all activities of NBC's sales, program, promotion, stations and press departments as they effect the Blue Network and while certain members of each of these departments will be assigned by the department heads to work closely with him in this task, there is no intention of generally realigning personnel along Red and Blue lines, Mr. Trammell stated. Mr. Kiggins' appointment, he said, is another step in the program for strengthening the Blue Network and has no other significance.

Hedges Makes Change

Following the creation of the new post of Blue director, William S. Hedges, vice-president in charge of the stations department, announced the division of station relations into three sections, Red, Blue and Service. The Red division, headed by Sheldon B. Hickox Jr., will handle relations with stations affiliated with the basic Red or Red supplementary groups, all unparalleled groups and stations optional to the Red Network or to either Red or Blue.

John H. Norton Jr. is in charge of the Blue division, which will handle relations with stations affiliated with the Basic Blue or Blue supplementary groups and with Blue optional stations. In this capacity Mr. Norton will work closely with Mr. Kiggins. Easton C. Woolley will direct the service division supervising all general office work of the station relations division, including the contractual relations for all NBC affiliates. For the present Mr. Kiggins' former position of manager of all station relations will remain vacant Hedges said.

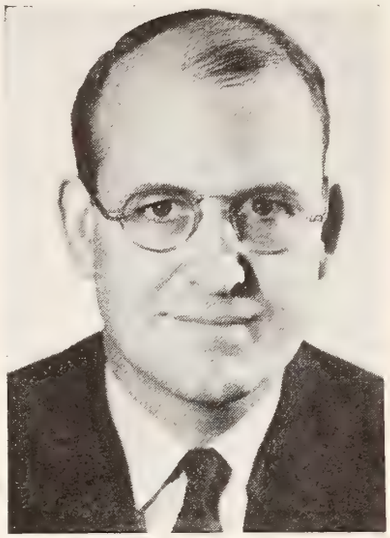
A. E. Nelson, who last fall was made sales manager for the Blue Network, will continue in that capacity, assisted by Robert Saudek and Paul Massman. The general sales staff will continue to function as representatives of all NBC facilities, according to Roy C. Witmer, vice-president in charge of sales, offering NBC clients and prospects whichever network or combination of stations best fits the needs of the particular campaign under consideration.

The program department will likewise remain undivided along network lines, John F. Royal, vice-president in charge of programs, said, adding that Phillips Carlin, manager of the sustaining program division, would serve as the department's contact with Kiggins.

In Atlantic City July 9 for the NAB convention, Mr. Trammell announced that Mr. Kiggins, as the Blue Network director, has been authorized to build a special staff of experts "for the intensive promotion" of the network.

Mr. Kiggins promptly announced that Peter Zamphier, at present sales promotion manager of *Red Book* Magazine, who will join the company in August, and B. K. (Ben) Pratt, pioneer radio publicity man, and former NBC press chief in Chicago, have been retained on the Blue staff.

New Blue Network Chief



KEITH KIGGINS

WTMJ Also Blue

WTMJ, NBC-Red outlet in Milwaukee, may now be used by Blue Network advertisers, subject to availability. A Blue advertiser must yield the station to a Red network client on demand, though the Blue sponsor has an hour program and the Red client only a 15-minute one. In such cases, if the Red program falls at beginning or end of the Blue hour, the latter sponsor may utilize the remaining 45 minutes on WTMJ, at the 45-minute rate, if he so desires.

NBC Chicago Rise

NBC-Chicago reports a 14% increase in its local and spot sales for the first six months of 1939 over the first six months of 1938 on WMAQ and WENR. National spot sales for the same period were up 13% on all spot sales for NBC managed and owned stations handled out of Chicago, according to Oliver Morton, NBC manager of local and spot sales division. Local and spots sales on WMAQ and WENR approximate $320,000 so far this year, while the total sales of national spot handled out of Chicago approximates $334,000, Mr. Morton said.

LOTS OF PROMOTION

Networks Vie in Stunts for NAB Delegates

NBC-BLUE, starting with the issuance of blue cards announcing that the recent Louis-Galento fight which it carried exclusively received the highest Crossley rating ever given a single network program, did some intensive promotion at the NAB convention under the tutelage of Keith Kiggins, newly-appointed director of the network.

The first convention night Mr. Kiggins personally sent to each delegate's room a carton of Old Golds, with a note stating that "the Blue has started with Old Gold leading the push". Next day the delegates got bottles of Canada Dry ginger ale with Kiggins' card, preceded by telegrams announcing a forthcoming release on sales results of *Information Please*.

Later that day Mr. Kiggins sent fishnet hats to each lady of the convention with his card, and the third day some 600 bottles of Alka-Seltzer were sent out. Network rivalry was humorously manifested after the Crossley rating was announced when similar blue cards claiming a 153.2 rating and signed by "Wee Wee Wiggins" were distributed, suspected as an MBS promotion man's idea. Mutual during the convention's first day again distributed carnations pinned on the delegates by pretty girls, and this stunt was continued next day by WFIL, Philadelphia.

GE to Resume

GENERAL ELECTRIC Co., on Sept 17 will resume the *Hour of Charm* for 52 weeks on NBC-Red on behalf of its incandescent lamp department in Cleveland. The new half-hour program will be heard on Sunday nights from 10 to 10:30 p. m. instead of in the former Monday night spot, which is now occupied by *Dr. I. Q.*, sponsored by Mars Inc., Chicago. Although the agency for the program was unnamed, it is probable that BBDO and Foster & Davies, Cleveland, which jointly handle the department's general advertising and recently announced joint placing of radio for the department, will handle this program as well.

Independents Ask Blue Time Change

Every-Other-Hour Option Plan Broached by Basic Stations

REVISION of the optioned time requirements of basic station affiliates of the NBC-Blue network was discussed in a preliminary way July 11 at a meeting of independent stations on the network with officials of NBC held in Atlantic City during the NAB convention.

After NBC executives—including President Lenox R. Lohr, Executive Vice-President Niles Trammell, Vice-President William S. Hedges, Blue Network Director Keith Kiggins and the Blue station relations manager, John Norton—had outlined plans for vigorous promotion of the Blue, it was agreed the groups should confer in New York beginning Aug. 29. Meanwhile the basic Blue outlets and network officials will study means of meeting the issue.

Every Other Hour

The Blue affiliates at a meeting the preceding day called by Samuel R. Rosenbaum, president of WFIL, Philadelphia, and chairman of Independent Radio Network Affiliates, tentatively discussed an arrangement whereby every other hour around the clock would be optioned to NBC in lieu of the present arrangement covering a little less than half of the station operating time. The theory was that idle time now under option to NBC-Blue could well be converted into revenue-producing periods if available for schedules rather than subject to cancellation by virtue of NBC's prior call. Most of the stations also are MBS outlets.

The affiliates were assured at the dinner meeting July 11 that the outlook for the Blue is brighter, and that the concerted drive for business was expected to yield worthwhile results. Mr. Kiggins and Mr. Norton were expected to handle the preliminary conversations with the independent affiliates.

In addition to network officials, those who attended the July 11 dinner included Mr. Rosenbaum and Roger W. Clipp, WFIL; Gardner Cowles Jr., Luther L. Hill and Craig Lawrence, WMT, Cedar Rapids, and KSO, Des Moines; Fred R. Ripley, WSYR; E. N. Stoer and Loren Watson, Hearst Radio, for WBAL, Baltimore; John Shepard 3d, Yankee Network; V. E. Carmichael, KWK, St. Louis; C. T. Hagman, WTCN, St. Paul; H. K. Carpenter, WHK-WCLE, Cleveland.

NBC Splits at 10 p. m.

BASIC BLUE network and Blue supplementary groups are now available on a split basis between 10 and 11 p. m., New York time, daily except Saturday, subject to the usual split network removal clauses. Special discounts given to Blue network advertisers do not apply to these split networks.

Highest Rating for Broadcast of Fight On One Net Given Louis-Galento Match

BROADCAST of the Louis-Galento championship bout on NBC-Blue, June 30, sponsored by Magazine Repeating Razor Co., had a CAB (Crossley) rating of 53.1, highest of any boxing match to be broadcast over a single network, although somewhat under the ratings for the fight broadcasts sponsored by General Motors Corp. for Buick on combined Red and Blue networks.

While the number of stations used does not affect the Crossley ratings in the case of a single network, the use of two outlets in major cities naturally resulted in higher ratings. List of bouts broadcast and their ratings follows:

Fight	*Sponsor*	*Date*	*Network*	*Rating*
Louis-Schmeling	General Motors (Buick)	June 19, 1936	Red & Blue	57.6
Louis-Braddock	" " "	June 22, 1937	" " "	57.6
Louis-Farr	" " "	Aug. 30, 1937	" " "	56.9
Louis-Schmeling	" " "	June 22, 1938	" " "	63.6
Braddock-Farr	Adam Hat Stores	Jan. 21, 1938	Blue	35.9
Baer-Nova	RCA	June 1, 1939	"	32.2
Louis-Galento	Magazine Repeating Razor Company	June 30, 1939	"	53.1

Television to Force Broadcasts Into Shortwaves, Says Dunlap

Declares Now Is the Time to 'Stake Claims' Below 10 Meters; Sees Present Band Abandoned

By ORRIN E. DUNLAP Jr.*
Radio Editor, *New York Times*

TELEVISION is making progress in New York, but slowly. It is like the baby who has taken a few steps and rather chestily looks westward as if it might be no trick to walk right across the map to San Francisco. But the parents know that when the youngster goes to California he'll probably fly, not hike. So with television today. It is toddling around New York. It can't walk to the Pacific. It must fly. But it cannot fly until there is a wire or a national radio relay system on which to travel.

Those in telecasting today are asking when the others are coming in to help them carry the load. The pioneer already feels the burden. He's afraid that he will not be appreciated until years from now, when monuments or plaques may be erected. Pioneering is often a thankless task. Trail blazers meet the obstacles and opposition.

A Hard Road

So it is with the telecaster. His road through the air is no easier than that of the covered wagon, the iron horse or the clipper planes. Nevertheless, pioneering made their achievements possible. A dozen years separated Lindbergh's flight to Paris and the transatlantic *Dixie Clipper's* passenger carrying schedule that puts America and Europe a day and a night apart. Progress in television may seem slow, but each day finds the images dancing nearer to the homes.

From the broadcaster's standpoint there is a vital question to be answered before he can hope to get revenue from telecasting. Who will pay for the programs? It may be from three to five years before that answer is available. Because of tradition in broadcasting, the quick answer is sponsors. But can they afford it? And will the public tolerate advertising on television? The eye in its likes and dislikes differs from the ear. The eye can "tune out" even the most subtle visual advertising on the screen by a turn of the head or a drop of the eye lid. The ear has no such guards.

The toughest row to hoe in television is to get the first 100,000 sets in homes. Then many of the present riddles will be answered; public reaction will be known.

Television has been called a $13,000,000 "If". The question is how to sever the "If" and let the 13 million grow.

First, programs must be of such calibre that the Joneses will be surprised to learn that they are missing pictures the Smiths are seeing. Before this can happen the price of television sets must be within range of the average pocketbook. Telecast stations must be on the air in cities other than New York.

The optimist in television must be fully aware of the intricate problems ahead. For one who has seen so much magic performed by radio since 1912, it is easy after seeing scenes from a Broadway play, a baseball game, and a prize-fight by television to realize that it has a tremendous future — that some day it will be a great industry.

It is true that television has not made the spash in New York that some expected. They overlooked certain factors, now more apparent since programming has been in effect on a regular schedule for two months. The optimistic figure of 100,000 television sets being sold by Christmas is being whittled drastically; 10,000 would be a big surprise. Nevertheless, progress is being made.

From all indications it will be the autumn of 1941 at the earliest before television really gets up steam in the New York area. Telecasters have two years of agony ahead. In that period the showmen will learn more about their art, which incidentally, is not merely Hollywood plus broadcasting. Television is an art in itself.

Furthermore, and this is vital, before the public takes to television, prices must be reduced or present radios converted to receive telecasts without much expense. The public is greatly interested in television, but can't afford it.

Listeners who have become accustomed to plucking their entertainment from the air with an instrument costing less than $100, and in the majority of cases much less, are not likely to take to television at a cost of $500. They can listen in or go to the movies cheaper than that. Therefore, prices must be lowered, and they will be as mass production has a chance to operate. But in any case it is going to cost more to see and to hear than merely to listen by radio.

Broadcasting, of course, flamed as a national craze and became a pastime because it was simple and inexpensive. Radios could be built at home. It was a new fun. But that's a story you all know. The question now is what effect is television to have on broadcasting? There are so many angles to the subject that I shall try to stick to the text, "What is to be the fate of the broadcasters and their millions invested?"

That question has been put also in regard to the stage and screen. Broadcasting will be more directly affected by television than will Hollywood or the theatre. Television is just another motion picture, but it is a broadcast picture. It's in the air on wavelengths and that's where you are. It appeals directly to your audience and therefore to hold them, eventually you must add sight to sound. Your future as broadcasters is in ultra-shortwaves. Just as amusement centers shift, also shopping, residential, publishing and transportation terminals, so too will broadcasting's center of entertainment shift to keep pace with progress. It will go below ten meters. In years to come the present broadcast band may be abandoned like an old theatre after the shows moved up town to a modernistic, bright-light street glorified by a shift in population.

The radio population, however, has nothing to fear. Broadcasters will make it as convenient as possible to take them along. Ultra-shortwave converters will avert obsolescence of the existing radios. They will continue in use until gradually they are replaced by popularly priced combination teleradios attuned to ultra-shortwaves.

But how can all this happen when television isn't national? It will be either through an ingenious wire network or through automatic ultra-shortwave bouncer stations located 15 or 20 miles apart. If the wires cannot do it, radio will take the network problem into its own hand. It can be done.

Like a Circus

Gradually broadcasting will move into the ultra-shortwave spectrum. To be sure for many years the regular broadcasters will begin to feed the same programs into the ultra-shortwave channels to accommodate the modern audience and to fill in while there are no television shows on the air. In addition special sound programs will be offered, new acts and talent developed on the tiny waves.

You as broadcasters are by no means to be supplanted; you are to be kept busier than ever running a two or three-ring circus. You may have to go into the film making business to create short attractions of your own for telecasting. But remember, on the air there is a secondhandedness to films. Already it has been learned in New York and London that televiewers prefer live shows and surprising as it may seem a drama that runs for more than an hour is a big hit, if properly staged. But, of course, the headline television act of acts is the topicality or actuality as they call them in London; events as they happen as they call them in New York.

Television is an intimate medi-

(*Continued on Page 68*)

* Full text of address before NAB convention, July 12. Because of absence due to illness, Mr. Dunlap's paper was read by Edward M. Kirby of the NAB staff.



WEDDING BELLS rang July 1 for C. Merwin Dobyns, owner and general manager of KGER, Long Beach, Cal., who married Evalyn Evans Thompson, Los Angeles school teacher. His brother, John Alden Dobyns, commercial manager of the station, was best man. After attending the NAB convention, the couple departed on a four-month tour of Europe and Africa.

Revival of Federal Anti-Trust Action Against ASCAP Again Being Considered

POSSIBLE revival of the Government anti-trust suit against ASCAP, which has gathered cobwebs in the Federal District Court in New York for the last three years, was seen as an outgrowth of conversations currently being held in Washington.

ASCAP's offensive in Montana, where it has ordered cancellation of performing rights licenses held by stations in that State where criminal proceedings have been instituted against it, jointly with the major networks, provoked activity in the Department of Justice, it was learned. Senator Wheeled (D-Mont.), chairman of the Interstate Commerce Committee, who on two recent occasions has urged the department to revive its anti-trust suit, is understood to have pressed the matter again along with other members of Congress.

Hearing Postponed

Meanwhile, despite ASCAP's request that the networks cease providing stations in Montana with programs using ASCAP music, the service has not been discontinued. Hearing on a temporary injunction against ASCAP, issued June 20 by the State court in Missoula, which was to have been held July 12, has been postponed to Aug. 2. The hearing on the plea to make the injunction permanent, named as parties NBC and CBS and officers of the networks, as well as ASCAP and its offiers. All, however, state they have not been served with the papers in the criminal suits, while ASCAP states it has not been served in the civil suit either.

Under this injunction, ASCAP is restrained from collecting money in the State while stations are enjoined from paying ASCAP any funds until there is final adjudication of the issue. The fact that the criminal court in the same jurisdiction has issued warrants involving officers of ASCAP and the networks has tended to confuse the situation in connection with the hearing on the injunction though it was stated immunity of some nature probably could be procured against arrest.

In North Dakota, ASCAP also has taken the offensive by suing KRMC, Jamestown, for alleged infringement of ten of its compositions at the minimum infringement fee of $250 per number. It was asserted that ASCAP had cancelled the license of the station for purported non-payment and proceeded to sue on alleged infringement. Because of an anti-ASCAP statute adopted by North Dakota, it was expected complications might arise in connection with the infringement litigation.

In Montana, the stations generally are reported to be avoiding use of ASCAP compositions insofar as local renditions are concerned. ASCAP music used on network programs, however, is being broadcast on the ground that the stations are not responsible for clearance of

(*Continued on Page 83*)

Milliken Explains Self-Control Plan Of Film Industry

Says Movies and Radio Have Many Problems in Common

COMMON problems, along with individual competitive advantages on both sides, give radio and motion pictures "a great responsibility together" in maintaining by self-regulation a freedom of expression completely within the bounds of good taste, Carl E. Milliken, secretary of Motion Picture Producers & distributors of America and former Governor of Maine, declared at a luncheon meeting July 11 during the general NAB convention sessions.

Heard by virtually the entire membership at the convention, Mr. Milliken briefly reviewed the similarities and dissimilarities between the problems of the film and broadcast industries and pointed to the movie-makers' success in dealing with their problems by regulating through their own production code authority.

Mass Audiences

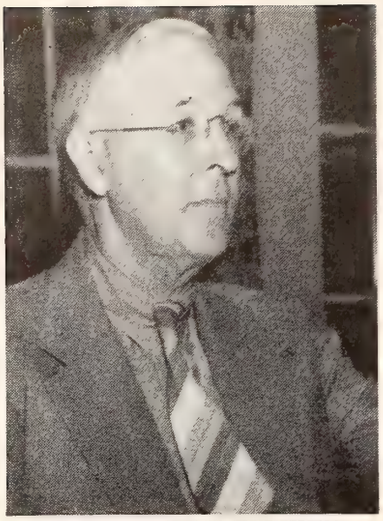
Vast audiences, amounting to about 250,000,000 persons a week for the movies, in 60,000 theatres all over the world, are not the only points in common of radio and the movies, Mr. Milliken said. Like radio, movies deal with a mass audience of varying tastes and necessarily must guage production against public likes and dislikes, he continued. They both face the problem of determining what children should see and hear, since parents are unwilling to take any responsibility in making the choice, and place the burden squarely on the producers, he commented. Further, both serve audiences outside as well as inside the country, and both recognize the necessity for self-regulation, he said.

Among dissimilarities Mr. Milliken listed radio's affording only sound, while movies give both sight and sound; the simultaneous and one-time presentation of radio programs, as against the exhibition of movies at will; the distribution problem arising from the necessity for photographic film in movies, as against radio transmission. Continuing, he said the customer, although the actual average amount has dropped from 28 to 23 cents in the last 10 years, still pays for his moving picture entertainment, while first-cost of a radio receiver is the only expense for the listener.

He also drew attention to the convenience factor between sitting at home listening to the radio and bundling up for a trip downtown to see the movies, and pointed out that while the radio listener may accept the commercial part of the program as a necessary evil going with a free show, a movie-goer ordinarily resents a commercial film because he doesn't feel like buying admission to get an advertising message.

Mr. Milliken also observed that while radio, through its very position, as an advertising medium, could promote a particular program on the air at small cost, the film industry must spend from $70,000,000 to $100,000,000 a year for advertising, embracing about 15,000 newspaper ads each day.

To carry out a code of self-regulation, declared Mr. Milliken, it is necessary to have high-calibre leadership; acceptance among participants on a democratic basis, provision for standards higher than those the mass demands, i.e., pay attention to the cultural elements as well as box-office reports, and education of the public to select and appreciate their fare.



GOV. CARL E. MILLIKEN

AP Still Noncommittal

RESULTS of the action taken recently [BROADCASTING, June 1] by the board of directors of the Associated Press in making its news available for use on commercially sponsored broadcasts are still a matter of "no comment" at AP headquarters. It was admitted that there had been "some response" and that "some members are taking advantage of this provision," but no details were divulged. It was said that no statement will be made until W. J. McCambridge, assistant general manager of AP, who has had charge of the radio activities of the press association, returned from Europe in August.

ELLIOTT ROOSEVELT, president of the Texas State Network, on July 11 was guest on the board of experts for *Information Please*, the program sponsored by Canada Dry Ginger Ale on NBC.

IRNA Votes Permanent Organization; May Hold Convention During September

SETTING UP of a plan for a permanent organization by Independent Radio Network Affiliates was voted July 11 at a meeting of the group held in conjunction with the NAB convention in Atlantic City.

Reelecting the present executive committee of IRNA, which has functioned for the last two years, with Samuel R. Rosenbaum, president of WFIL, Philadelphia, as its chairman, the group authorized drafting of the permanent organization plan, to be considered at a future meeting, probably in September. The present executive committee, plus members of the three committees designated last year to confer with the major networks on revisions of certain contractual arrangements, was authorized to serve as the planning committee.

Mr. Rosenbaum's reelection was by unanimous vote of the some 100 representatives of affiliated stations present. It was regarded as a vote of confidence in his administration, carried on without a headquarters organization. Members have not been assessed dues for the last year, or since the initial functioning of IRNA in the negotiation of the schedule with the American Federation of Musicians covering staff orchestras.

Pending Problems

It was agreed the plan for a permanent organization should also encompass a plank dealing with proposals which affiliates desire to discuss with the major networks, having to do with station breaks, unrelated commercials, bulk sales of time, and similar network-affiliate problems of recent months. Moreover, it was agreed IRNA, as a group, should express itself on the copyright question in advance of concerted action by the NAB, particularly on the subject of clearance of programs at the source by networks.

Adoption of the plan for the permanent structure came after a proposal that Edwin W. Craig, executive head of WSM, Nashville, be drafted to devise a new organization plan and platform. Mr. Craig, however, voiced the view that the present executive committee be empowered to devise the plan, explaining that his business obligations were such that he could not undertake the task. It was on his motion, unanimously adopted, that the present officers were retained, and also on his motion that the network negotiating groups were added to the executive committee membership as a board to draft the proposal.

The convention of the affiliates at which the permanent plan will be considered was left to the discretion of the committee, with the instruction that it submit the plan to the membership by Sept. 1. Because of the possibility of a general NAB convention in September, perhaps in Chicago, on the ASCAP-copyright issue, it was thought the IRNA meeting might coincide with such a session. In any event, it was agreed that irrespective of a general convention, the plan should be presented for adoption this fall.

Copyright Discussion

At a special convention in Chicago, Aug. 16, 1938, IRNA organized itself as a section of the NAB. At that time the officers elected included, in addition to Chairman Rosenbaum, Mark Ethridge, WHAS, Louisville, vice-chairman; L. B. Wilson, WCKY, Cincinnati, treasurer, and George W. Norton Jr., WAVE, Louisville, secretary and counsel. The network negotiating committees, which held several conferences on policies with heads of NBC, CBS and MBS, and which will serve with the officers in drafting the new plan, were:

NBC: Mr. Rosenbaum, chairman; Paul W. Morency, WTIC, Hartford; Walter J. Damm, WTMJ, Milwaukee; William J. Scripps, WWJ, Detroit; Robert T. Convey, KWK, St. Louis; Mr. Craig; Harold V. Hough, WBAP, Fort Worth; E. B. Craney, KGIR, Butte; Mr. Wilson.

CBS: Mr. Ethridge, chairman;

(*Continued on Page 82*)

Regionals Favor Pay-as-Use Policy

Oppose RMA's Book Favoring Operation With Superpower

A POLICY of pay-as-you-use in ASCAP royalty payments and a firm stand against the Radio Manufacturers Association's alleged "disregard for the rest of the radio industry" in favor of superpower drew full support of regional broadcasters attending a meeting called July 10 by John Shepard 3d, chairman of the National Association of Regional Broadcast Stations.

The regionals approved the stand taken earlier in the day by newspaper-owned stations for the pay-use principle in ASCAP negotiations and instructed Mr. Shepard to "fight for that principle" in the NAB copyright committee meetings. The attack on RMA centered on its recently published booklet, "Wanted . . . Better Radio Facilities", which was termed "a treatise for 500 kw. operation".

Resolution Adopted

Members of the group adopted a resolution registering definite opposition to this type of RMA literature and declaring that if RMA did not stop circulation of the cited booklet, the NAB-RMA cooperative promotion efforts should be brought to an end and the two organizations "divorced" in such matters. The resolution followed a report by Ed Kirby covering industry comments on the booklet which included an explanation by A. S. Wells, RMA president, that the booklet had been published by the RMA engineering department and was in no way connected with the activities of the RMA-NAB promotion committee. Mr. Kirby also declared that industry promotion would continue on a broadcast basis even in case of a "complete divorce" from RMA, with immediate efforts centered on promotion of the fall program schedules.

Paul D. P. Spearman, Washington attorney representing NARBS, reporting to the members, lauded them for successful cooperation in securing 5 kw. nighttime operation provisions for regional stations in the new FCC rules and regulations but declared the organization still had several jobs to do and must be kept together. Among NARBS' present concerns he included the FCC's "temporary" 26 clear-channel setup and the proposal to protect the present status of stations suffering little interference.

Three members of the NARBS board of directors, whose terms of office expired this year, were reelected as a group at the meeting. They were E. B. Craney, KGIR, Butte, Mont.; Campbell Arnoux, WTAR, Norfolk, and Hoyt Wooten, WREC, Memphis.

N. Y. Milk Series

NEW YORK STATE Bureau of Milk Publicity on Sept. 25 will start the radio portion of its sixth annual advertising campaign, which is backed by a $300,000 appropriation and handled by J. M. Mathes, New York. As in past years spot radio will again be used for 26 weeks with five announcements weekly on 17 stations in the state, call letters of which are not yet available.

Industry Achievements Praised By Miller in Reviewing Record

Urges Aggressive Front to Meet Groups Seeking to Exact Tributes From Broadcasters

WITH A RINGING address, hurling defiance at "self-seeking groups who come from the outside seeking plunder" and praising radio's accomplishments during the last year, Neville Miller, NAB's first paid president, made his debut July 11 before the membership of the NAB at its annual convention in Atlantic City.

Declaring the time has come when the industry must make its stand and "see the battle through", Mr. Miller gave to the membership an accounting of his stewardship during the last year. He cited the progress made by the reorganized trade association, asserting that a solid foundation had been laid, and he commended the work of his department heads, all of whom also started from scratch with the reorganization effected by action of the last convention in Washington in February, 1938.

Eighteen months ago, Mr. Miller recalled, the industry "was torn asunder by internal troubles". Today it has a membership of 422 stations and is truly representative of the industry and can speak for it, he observed. He expressed the hope that the industry, through NAB, can sit down with the Govenrment and across the table discuss the industry's problems. The recent action of the FCC in extending licenses to one year, he said, are indications that "we are at last about to find the stability so vitally needed by American radio; that vague fears and shadowy intimidations will once and for all be removed from this industry; that we shall be accorded the same confidence by the Government itself as is already accorded us by the public itself."

A Call for Action

Mr. Miller called for convention action on both program self-regulation and copyright. As chairman of the respective committees handling these white-heat problems, he presented their reports in detail at subsequent convention sessions. In talking of the code, he declared that failure of the industry to set in motion self-regulation in the industry "will strengthen the demand of those favoring governmental regulation of programs and will stimulate the confidence of those within the industry who believe they can operate their stations without concern for the best interests of the industry as a whole". Every violation of program ethics by the few brings condemnation down upon the heads of the majority, he declared.

In advocating action against self-seeking groups for which radio has been the target on the mistaken ground that the industry is "rolling in riches", Mr. Miller referred to the editorial in the July 1 issue of BROADCASTING recounting percentages and tributes paid by stations which total 47% of their rate before taxes. After quoting from the editorial, Mr. Miller commended its "serious consideration by every member of this industry, as well as those outside the industry, who seek to devise ways and means to exact further tribute from us."

"I believe the time has arrived when we can no longer continue to fight a long series of rear-guard actions attempting unsuccessfully to halt a steady advance of increasing demands," he asserted.

Mr. Miller made a plea for cooperation and confidence, in opening his address. He struck at loose talk and urged that the procedure be one under which qualified industry representatives in their negotiations "may enjoy a certain secrecy of movement", and "not be required that every step which they propose to take, every move they propose to make, be exposed to unfriendly eyes and exploited during the early stages of the negotiations."

Legislation, labor problems, legal department operations and litigation, public relations, research activities and engineering all were reviewed in the NAB executive's report. Mr. Miller commented on radio's brilliant accomplishments during the last year in program

Addressing Convention



NEVILLE MILLER

pursuits and in public service. Pointing out that commercial radio is 17 years old and that during at least half that time American business has been depressed, he cited the remarkable showing of the industry economically. The American people have invested the fabulous sum of some 4½ billion dollars in receivers, and 84% of all American homes now have sets.

NAB Groups Report Progress; Budget Is Highest in History

Some $250,000 Spent, With $50,000 Balance; Departmental Achievements Are Reviewed

WITH A BALANCE as of June 30 of approximately $50,000, the NAB during its first fiscal year of operation as a reorganized association disbursed approximately $250,000, or more than double its disbursements of any preceding year.

Operating under the new method of payment of dues devised by the last convention in Washington in February, 1938, the financial statement covering the intervening 16-month period showed aggregate receipts of more than $300,000, according to the annual report of Edwin M. Spence, secretary-treasurer. Total expenses aggregated $248,178 and cash on hand as of June 30 amounted to $52,556. The largest single item of expense was $81,537 for salaries. Legal, engineering and accounting fees amounted to $33,820 and printing $25,635. Traveling expenses aggregated $17,239; expenses of committees, $14,206; miscellaneous expenses, $13,589; board of directors meetings, approximately $12,000; rent, $7,798; general hearings, $7,318; NAB-RMA promotional expenses, $8,500; furniture and fixtures, $6,244; postage, $5,651.

Mr. Spence's report revealed that on Feb. 12, 1938, when the last annual convention began, the NAB had 417 members. The association now has 422 active members and three associates, he declared. Of the aggregate membership, 256 stations were network affiliates and 159 independent stations, constituting 60% of all operating commercial stations in the country.

LABOR RELATIONS

The "remarkable record" of the NAB in its labor relations was recounted in the report of Joseph L. Miller, director of labor relations. Only two complaints of Wagner Act violations have been filed with the National Labor Relations Board against NAB member stations and both were settled "out of court", he pointed out. Asserting that few other industries have as clean a slate on compliance with the Wagner Act, he added that there has not been a single strike or lockout in the industry during the year.

Holding that all in all, the relationship between the broadcasting industry and labor is most amicable and that a continuation of the present progressive policy will keep it so, Mr. Miller recited a series of instances in which his work has assisted materially in "fostering this friendship and in reducing friction to a minimum."

Pointing out that the present agreement between network affiliates and the American Federation of Musicians expires Jan. 12 and that with the independent stations expires May 6, Mr. Miller said that members of the NAB Labor Committee already are giving attention to this matter. The committee plans to meet soon to determine NAB policy and to prepare for negotiations well before the expiration dates. The pacts involve expenditures by stations of a fixed percentage of their income for staff musicians as a means of alleviating the AFM unemployment problem.

AFRA Negotiations

The status of industry negotiations with American Federation of Radio Artists was reviewed by Mr. Miller, who observed that apparently this organization intends to confine its efforts "for a while" to the major markets. The only city other than key points in which AFRA has an agreement is in Racine, Wis., he pointed out.

Activities of the International Brotherhood of Electrical Workers and of the American Communications Assn. among technicians were reviewed, along with other union activities. Also covered was the applicability of the Wage & Hour Act to the broadcasting industry, and it was pointed out that principal problems arising out of the Act have resulted from the overtime compensation section.

Mr. Miller estimated that more than 200 broadcasters have obtained the NAB Labor Department's assistance in applying the Wage & Hour Act to their employes.

RESEARCH

Paul F. Peter, NAB director of research, in his report pointed out that during the past year he has spent considerable time and effort in establishing accessible files and library facilities for research material and other basic facilities for the efficient performance of his duties. Because the principal work of the research director will always be concerned directly with the broadcasting industry, he said a very complete file of basic information for each station licensed or granted a construction permit by the FCC is being kept current with Commission action.

Reviews Questionnaires

A review of questionnaires dispatched by the NAB to stations—covering copyright, motion picture, engineering, law court broadcasting, alcoholic beverage advertising and Independent Radio Network Affiliates—was embodied in Mr. Peter's report. The results of these questionnaire studies, despite the burden on stations, proved most useful in handling these immediate problems. Mr. Peter said. Finally, Mr. Peter recommended reinstatement of the NAB Business Index showing monthly dollar volume of the industry, which was discontinued in 1937. He declared that many inquiries are received for in-

(*Continued on page 44*)

Wheeler Confers With Members of FCC on Policies

Clear Channels, Superpower Centers of Conversation

WITH clear channels and superpower the main topic, Senator Burton K. Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, in which radio legislation originates, conferred informally June 29 with the entire membership of the FCC.

At the invitation of Acting Chairman Paul A. Walker, Senator Wheeler discussed the radio regulatory situation with the six members of the Commission, General Counsel William J. Dempsey and Chief Engineer E. K. Jett for more than an hour. Chairman McNinch was not present, being away on sick leave.

Although no official word was forthcoming, it was understood that Senator Wheeler inquired particularly about the recently promulgated rules, which become effective Aug. 1 and which fix the number of clear channels at 26. [BROADCASTING, July 1]. He has been a persistent advocate of duplication and an antagonist of superpower. It was explained to the Senator that the Inter-American broadcast allocations situation, complicated by Mexico's failure to ratify the Havana Treaty, made it desirable to retain a substantial number of exclusive channels lest their breaking down result in what was described as possible chaos.

Clear Channel Policy

Policy questions confronting the Commission were discussed by Senator Wheeler, who desired to acquaint himself and members of his committee with the Commission's operations, particularly in the light of constant criticism leveled against that body. It was not expected there would be any immediate change in Commission policy or sentiment as a result of the conference, since it was emphasized by Senator Wheeler that he appeared upon the invitation of Acting Chairman Walker and purely on an informal basis.

It was evident that the FCC does not have in mind any change in its clear channel policy as a means of serving rural listeners, until after the Havana Treaty is ratified by Mexico or some alternative agreement is reached. Whether the FCC, in that event, will be disposed to consider additional duplication of clear channels, notably on the East and West Coasts, remains an open question. In some quarters it is thought such a course is likely.

Moreover, the impression prevailed that the FCC will be inclined to consider individual applications for duplication on existing clear channels even under the new rules. In that fashion, it is entirely possible that the Commission may decide to veer from its established policy in certain individual instances.

Commissioner Walker had conferred with Senator Wheeler the preceding week and following this conversation suggested to him that he hold an informal conference with the FCC. Chief Engineer Jett on June 27 also conferred with Mr. Wheeler as well as Senator Bone (D-Wash.) on technical allocation matters, outlining the basis for the new rules and regulations.

In addition to allocation matters, certain phases of the FCC's network-monopoly inquiry also were discussed though it was pointed out that the committee which conducted the hearing has not yet drafted its report and conclusions. The censorship question was raised in connection with the provocative international broadcast rule and Senator Wheeler was advised that a hearing on the subject had been scheduled for July 14.

In friendly fashion, it was learned, Senator Wheeler urged the Commission to effectuate better teamwork. He deprecated unfavorable publicity and intra-Commission controversy.



AT BUREAU of Advertising luncheon (seated, l to r) are Leonard Reinsch, WHIO, Dayton; J. H. Ryan, WSPD; D. A. Brown, WHIO; Howard Lane, McClatchy; Ford Billings, WOWO-WGL, Fort Wayne. Standing (l to r) are Storm Whaley, KUOA, Siloam Springs, Ark.; W. C. Swartley, WOWO-WGL; Robert E. Bausman, WIRE; H. P. Lippincott, Philadelphia.

Sale of Broadcast Medium as a Whole Is Sought at NAB Advertising Session

NEED FOR cooperation of member stations in supplying success stories to be used in coordinated promotion of radio as an advertising medium, and the need for selling the radio medium as a whole to advertisers, were stressed at a luncheon meeting in Atlantic City July 10 under auspices of the NAB Bureau of Advertising. With attention directed at specific as well as general problems of radio selling, an increased budget for the bureau's activities and full cooperation in its research efforts were asked at the meeting.

Craig Lawrence, sales manager of Iowa Broadcasting System and chairman of the NAB Advertising Bureau Committee, presided and keynoted the panel discussions. Edward M. Kirby, NAB public relations director, reviewed the development of the advertising bureau idea as an outgrowth of the activities of the sales managers' committee and the district NAB meetings which brought to light the need for a concentrated industry-wide medium promotion of the same nature as that employed by other media.

Urging operators to "sell the medium first and individual coverage second", Mr. Kirby said the present functions of the bureau extended to research, both inside and outside the radio industry, compilation of sales presentations designed to promote radio as a general advertising medium, and studying the problems of consumer relations.

The growing importance of basic information on radio as an advertising medium, to be achieved through figures in black and white and "crisp" compilations of radio success stories in attractive presentations, was pointed out by Paul F. Peter, NAB director of research. The bureau's immediate function lies in research within the industry itself through interchange of information among NAB members, he stated, while later research efforts will extend to consumers and users of radio time.

Exhibiting advertising presentations prepared by a similar organization under the American Newspaper Publishers Assn., he lauded their idea of selling advertising in general and leaving it up to individual publishers to sell space after the advertiser has been impressed with the newspaper medium as a whole.

The NAB bureau at present has started similar promotion pieces, including a bi-weekly direct-mail piece covering specific successes in radio advertising and a ring-bound presentation promoting the radio medium, he pointed out, but enough material is not yet available to compile a presentation comparable to that available to the newspaper industry.

More Funds Needed

Dr. Herman Hettinger, well-known radio economist, also addressed the meeting informally, summarizing a study of sales administration in radio stations completed recently by one of his students at the University of Pennsylvania. Pointing out the development of definite selling procedures for radio, Dr. Hettinger reviewed the genesis in the last few years of station representatives, coverage surveys, coincidental surveys, and the work of the Joint Committee on Radio Research, to demonstrate the growing administrative task of radio operation.

The need for an all-industry promotional organization like the advertising bureau has grown, particularly since "the scrap for the advertising dollar is getting tougher than ever", he declared, but the NAB bureau is "competing on a shoestring" against the ANPA organization, which he said last year had a budget of $280,000 and this year about $400,000. He urged the industry to give the bureau enough "working capital" and not to expect it to paint radio as the 100% medium.

Panel discussions covering specific radio-selling problems were turned over to members by Chairman Lawrence immediately following the speeches. L. H. Avery, commercial manager of WGR-WKBW, Buffalo, led the discussion on selling time to chain stores; Edward Y. Flanigan, of WSPD, Toledo, on local promotion for national accounts; Charles C. Caley, of WMBD, Peoria, Ill., on manufacturer-local dealer cooperative advertising; Purnell H. Gould, of WFBR, Baltimore, on selling methods for banks and department stores.

KFDA, IN AMARILLO, TAKES AIR AUG. 1

KFDA, Amarillo, Tex., will go on the air Aug. 1 with 100 watts power fulltime on 1500 kc. The station will have Mutual and Texas State Network affiliations.

A reported $40,000 has been expended for the new station, which uses RCA equipment throughout and a Truscon 182-foot radiator. Studios and transmitter are located in the Nunn Bldg.

President of the Amarillo Broadcasting Corp., operating the station, is Cornelius S. Gooch, an Amarillo resident for 24 years, and operator of the Gooch Engineering Co. Gilmore N. Nunn, vice-president, also is an Amarillo native, and with his father, J. Lindsay Nunn, entered radio in the early 20's when they constructed the old WDAG, in Amarillo. Since that time the Nunns have operated newspaper and radio interests in the Southwest and at present are operating WCMI, Ashland, Ky., and WLAP, Lexington, Ky.

Commercial manager is Don C. Robbins, who has been in radio since 1922 when he joined KFI in Los Angeles. He has been affiliated with KJBS and KSFO, San Francisco, and as West Coast national sales manager for McClatchy Broadcasting Co. supervised construction and operation of KYOS, Merced, Cal. Recently he had been with Walter Biddick, station representative, in San Francisco. Earl R. Strandberg is program director, coming from KLRA, Little Rock, Ark. He entered radio in 1929 with WGAD, Amarillo, leaving in 1932 for WKY, Oklahoma City. Later he was with Southwestern Broadcasting System, Fort Worth, as program director, and with KMOX, St. Louis.

Operations of KFDA will be affiliated with WLAP and WCMI.

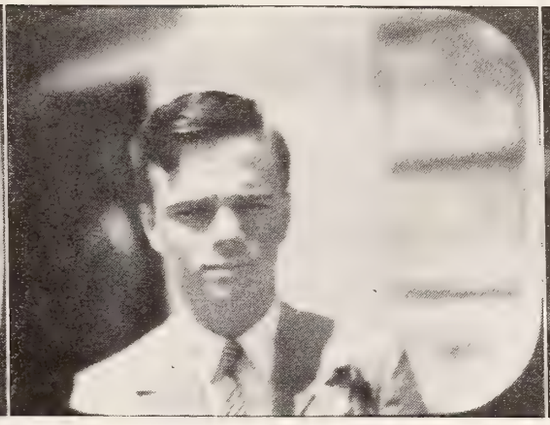
M-G-M in 28 Cities

METRO-GOLDWYN-MAYER Picture Corp., New York, through Donahue & Coe, New York, is sponsoring from 5 to 40 spot announcements weekly on stations in 28 cities throughout the country to promote its new productions, "Tarzan Takes a Son" and "Goodbye Mr. Chips", playing in Loew's theatres in those cities. Spots are used from ten days to a week ahead of the openings of the films on one station in some cities and as many as four stations in others.

Television Images Like These Were Shown at RCA Convention Exhibit



ELZEY ROBERTS
KXOK, St. Louis



ELZEY ROBERTS JR
KXOK, St. Louis



TED SMITH
In Charge of RCA Television Sales

Television Units For Field Showing Provided by RCA

Complete Equipment and Crew Will Be Rented Locally

TO ACQUAINT the public with television in areas which have not yet seen it, RCA announced during the NAB convention that it is making available several traveling units for local demonstrations by radio stations, among others. The system, using wires or low-powered high-frequency radio for transmission from the scanning camera to the simplified terminal and viewing equipment, which has been labeled the "Jeep", can be hired by the week by any broadcaster in any part of the country with complete equipment and crew.

Television was one of the main centers of interest at the convention, where RCA set up both its "barnstorming" unit to demonstrate how local telecasts can be handled and its shortwave unit to demonstrate actual Atlantic City boardwalk, personality and other pickups. For the latter the RCA-NBC mobile television trucks were on hand July 10. Remarkably clear pictures were shown for the four days of the convention.

So the Public May See

According to Ted Smith, television transmitter sales manager of RCA, the plan of sending out traveling units for local demonstrations is aimed at giving the public a first-hand view of video broadcasting as well as showing local broadcast station managers and others how the system has been simplified and how it works. High-definition pictures of 441 lines are shown, the equipment being exactly the same as that shown in the RCA and Westinghouse buildings at the New York World's Fair and the RCA exhibit at the San Francisco Exposition.

The plan to send the units into the field evolved after the enormous success that attended the demonstrations of wired television with the RCA equipment in the Kaufman Department Store of Pittsburgh in June and the Marshall Field Store in Chicago in July. Some 100,000 persons viewed style shows, local talent, people picked at random from the crowds, cartoons and other program material during the demonstrations in each of the stores.

The traveling units consist of a television camera, microphones and amplifiers, the "Jeep" (which is picture-producing unit containing monitor, amplifier and control equipment all in one cabinet), four banks of lights, a standing platform for subjects to be televised and all associated apparatus.

Sears Roebuck & Co. is one of the first to acquire a unit, having purchased one outright, and is using it at present to demonstrate only to its store managers and their staffs the operation of television with a view to taking advantage of the retail set market as it opens up.

With each unit, RCA furnishes a crew of three men who comprise a sufficient staff to operate the television transmissions. The rental basis is $2,000 per week, which includes all material and expenses and the services of the operators. For the second week the fee is $1,500. Several broadcasters at the NAB convention indicated their intention of booking the units for local displays, some planning demonstrations for promotion purposes.

* * *

FIRST order to be placed for the "barnstorming" television units was that of KGIR, Butte; KFPY, Spokane, and KXL, Portland, Ore., which plan one-week stands in those cities in October. I. R. Baker, RCA transmitter sales chief, and Ted Smith, in charge of television sales, made deals at the NAB convention with Ed Craney, KGIR, and Tom Symons, KFPY-KXL. Stanley Hubbard, KSTP, St. Paul, also announced placing an order for purchase of an RCA television transmitter.

WTIC Seeks Television

PROPOSED entry of WTIC, Hartford, into the television field was disclosed July 7 with the filing of an application by the Travelers Broadcasting Service Corp., licensee of WTIC, for a 1,000-watt visual outlet to operate in the 84000-90000 kc. band. The station would be located at Avon, hilltop site of the WTIC transmitter. The same day WOKO, Albany, applied to the FCC for a 500-watt facsimile station to operate on 25050 kc.

GETS EVERYTHING
RCA Custom Monitor Has Wide Receiving Range

WHAT its hearers generaly conceded was the "last word" in radio receptivity was demonstrated at the RCA exhibit at the NAB convention where a custom-built model of a new broadcast monitoring unit, capable of a receiving range of 45 to 12,000 cycles, including speaker response, was shown for the first time.

The set, which was built to specifications set forth by I. R. Baker, in charge of RCA transmitter sales, and which represents the combined efforts of the best minds in RCA's laboratories and factory, was described as capable of receiving "anything any transmitter can put out".

The model shown at the NAB is the only one yet built, and in fact no production plans have been made. In about four months more may be produced, according to Mr. Baker, and these will be offered first to broadcasters by direct sale from the factory. No plans to market the set publicly are contemplated.

The set was built to transmitter specifications on performance, including the monitoring speaker. Its reproduction is regarded as the closest thing to actually being inside the broadcast studio. It has six controls: (1) volume in db.; (2) bass compensator at 45 cycles; (3) power-phone, 50 cycle filter; (4) tuning; (5) selectivity up to 12,000 cycles; (6) sensitivity.

Dairy Group Sponsors

FARMERS in the Midwest have formed a Pure Milk Association which started an institutional series July 10 on WLS, Chicago, thrice weekly, 8-8:15 a. m., featuring Lloyd L. (Doc) Burlingham of the Assn. in a program titled *The Singing Milkman.* The association has 12,000 farmer-members and is devoting its entire advertising budget to radio, according to Presba, Fellers & Presba, Chicago agency handling the account. Hal Culver, singer for the series, is in fact a singing milkman having worked for a dairy in Nashville, Tenn., while he studied voice. Mr. Burlingham gives short talks on the health value of milk during the program.

WABC Is Forced Off Air By Fire in Switch Room

WABC, New York, on July 10 was off the air from 8:01 to 11:32 a. m. due to a short circuit in the circuit breaker in the station's main tower switch room, which caused a fire that melted part of the transmitting apparatus. Conflagration, which was confined to the single room, was put out in an hour, with repairs taking up the other two hours before the station returned to the air. During this period WJZ, WNEW, and WOR broadcast frequent announcements explaining that WABC was off the air due to technical difficulties.

In addition to the physical damage caused by the fire, which was not immediately determinable, the catastrophe cost the station approximately $250 in rebates to the sponsors of eight CBS programs which were cancelled on WABC, although carried by the rest of the network. These were: *Manhattan Mother,* sponsored by Lever Bros. (Chipso); *Bachelor's Children,* sponsored by Cudahy Packing Co. (Old Dutch Cleanser); *Pretty Kitty Kelly,* sponsored by Continental Baking Co. (Wonder Bread-Hostess Cake); *Myrt and Marge, Hilltop House, Stepmother,* sponsored by Colgate-Palmolive-Peet Co. (Super Suds, Palmolive soap, Colgate tooth powder, respectively); *It Happened in Hollywood,* sponsored by Geo. A. Hormel & Co. (soups); *Scattergood Baines,* sponsored by Wm. Wrigley Jr. Co. (gum).

Longine's to Use 85

LONGINES - WITTNAUER WATCH Co., New York, has announced that its fall advertising will be similar to that used last year, consisting of daily time signals on about 85 stations throughout the country. Arthur Rosenberg Co., New York, handles the account.

Benrus to Expand

BENRUS WATCH Co., New York, has announced that an increased appropriation for radio advertising will be used this September with several new markets to be added to those already carrying daily time signals. New stations will be decided early in August. J. D. Tarcher & Co., New York, places the account.

KRLD Dedicates New 50 kw. Plant

Dallas Station Staff Enlarged As Power Is Increased

NEW transmitter of KRLD, Dallas, was to be dedicated July 16, bringing the station's power up to 50,000 watts. Public officials and other dignitaries were slated to take part in the ceremonies, to be held in the Hotel Adolphus studios. The station has been operated since 1927, a year after its formation, by the *Dallas Times Herald*, with Edwin J. Kiest, owner and publisher, and Tom Gooch, president of KRLD Corp. and editor-in-chief.

The Western Electric transmitter is located at Garland, 14 miles away, with two 475-foot radiators emitting a directional signal to the west, south and east. In charge of the installation were Roy M. Flynn, KRLD chief technician, and Jack Herber.

Staff Enlarged

With the power increase the KRLD staff has been enlarged. James W. Crocker, formerly radio director of the Texas Pan American Exposition, has been placed in charge of announcing personnel and merchandising. He has been with the station nearly two years. Roy George is production manager. Three new announcers have joined the staff: Bill Ware, formerly of WKRC, Cincinnati; Thomas Meador Lowry, formerly of WHAS, Louisville, and Warwick Gilmore, of Oklahoma City. KRLD officials, besides Mr. Kiest and Mr. Gooch, are J. W. Runyon, *Times Herald* advertising manager, managing director; Clyde Rembert, station and commercial manager.

A special salute program was broadcast by CBS, with Texas Senators and Representatives participating. The station's own dedicatory program was broadcast at 6:30, with station and public officials taking part. During the inaugural week it was planned to broadcast transcribed salutes from 21 stations, including foreign stations.



NEW PLANT housing the 50,000-watt transmitter of KRLD, Dallas, is shown above with its 475-foot vertical towers designed to send out a heart-shaped signal pointing to the Southwest. The transmitter, located at Garland, Tex,. was to be placed in operation July 16. It was constructed under the direction of Roy M. Flynn, KRLD chief technician.

A Listener Knew

WAPI, Birmingham, was broadcasting the revealing information of the station's *Did You Know?* program. Answering the telephone, the WAPI operator heard: "Did you know you're off the air?" WAPI actually was off the air due to a power failure, but the trouble was fixed within a minute.

Ethyl to Go Musical

ETHYL GASOLINE Corp., New York, which on Aug. 21 resumes *Tune-up Time* on CBS, Mondays, 8-8:30 p. m., will change the format of the program to purely musical omitting Walter O'Keefe and all comedy. A new m.c. will probably be selected, while Andre Kostelanetz and his orchestra and Kay Thompson and her Rhythm Singers will continue to supply the music. BBDO, New York, handles the account.

Schulenburg Asks Uniformity in Data

Authentic and Standard Facts Declared a Vital Need

STANDARDIZATION of radio coverage and audience data, generally along the lines of the objective of the now dormant Joint Committee on Radio Research, was urged July 3 by E. A. W. Schulenburg, of Gardner Advertising Co., St. Louis, in a letter to a list of broadcasters.

Pointing out that the subject is one which has been discussed previously, although nothing definite has materialized, Mr. Schulenburg deprecated the lack of uniformity of such material. He urged that the whole question be settled at the NAB Convention in Atlantic City, looking toward the establishment of a bona fide organization.

Declaring he had been giving considerable thought to what might be done by stations to standardize coverage material furnished to advertisers and agencies and at the same time to give this material an authoritative stamp, Mr. Schulenburg said that in the publishing field the Audit Bureau of Circulations handles such data. The Traffic Audit Bureau performs a similar function for billboards, and furnishes an acceptable statement of circulation for this medium.

He suggested an organization of station owners, advertisers and agencies along lines similar to those followed by A.B.C. with a board of directors controlled by advertisers and agencies. The object of such a bureau would be to supply information on coverage along with essential data on a uniform and standardized basis, to be determined by the board. The cost of this service would necessarily have to be borne by stations, as well as the membership fees paid by advertisers and agencies. He suggested an organization of efficient engineer-auditors would have to be established for this work, so that coverage maps and data would be uniform for all stations.

The Joint Committee, established some four years ago and equally representative of broadcasters, advertisers and advertising agencies through their respective trade associations, has undertaken several studies on receiving set ownership and distribution but has never adopted a formula for standardization of coverage and audience data.

Profit of $7,003,700 by Major Nets And 23 O&M Stations Shown in 1938

A NET INCOME of $7,003,700 on total revenues of $44,862,567 was earned by the three major network organizations (NBC, CBS and MBS) and their 23 managed and operated stations during 1938, according to an additional income statement released July 6 by the FCC on the basis of its questionnaire survey. The report supplements the figures for the industry as a whole released earlier [BROADCASTING, July 1] which showed that 660 stations and the three major networks last year had total revenues of $111,358,378 and a net income of $18,854,784.

According to the new report, network operations of NBC (Red and Blue), CBS and MBS resulted in total revenues from time sales and other sources, after deductions of commissions, of $32,229,618. The net income from network operations only, amounted to $4,349,446.

M & O Stations

Station operation by the networks resulted in total revenues of $12,632,949 and net income of $4,958,289, indicating that on a smaller dollar volume the 23 managed and operated stations earned a considerably larger net profit than did the networks as such.

Included in the 23 managed and operated stations were the 14 NBC-operated stations: WEAF and WJZ, New York; WENR and WMAQ, Chicago; WRC and WMAL, Washington; KPO and KGO, San Francisco; WBZ-WBZA, Boston-Springfield (counted as one station); WTAM, Cleveland; KOA, Denver; KDKA, Pittsburgh; WGY, Schenectady.

The other nine managed and operated stations were those of CBS: WABC, New York; WBBM, Chicago; WJSV, Washington; WKRC, Cincinnati; WBT, Charlotte, WCCO, Minneapolis; KMOX, St. Louis; WEEI, Boston; KNX, Los Angeles.

MBS is represented in the aggregates as a network only, inasmuch as it does not own any stations but rather is itself owned by two of its stations — WOR, Newark, and WGN, Chicago. The revenue and profit figures for these stations are not included in the FCC report, nor are the NBC, CBS and MBS figures given separately.

To the net revenue figure for networks ($4,349,446) and the net revenue figure for the 23 managed and operated stations ($4,958,289), the FCC accountants added $174,751 as "other income" to make a gross income of $9,482,486. From this figure, however, deductions for Federal and State income taxes and other items, totaling $2,478,786, brought the net profit figure to $7,003,700.

According to the report, nine key stations of NBC and CBS had total revenues during 1938 of $5,356,846 and a net income of $2,549,987. These stations were NBC's WEAF, WJZ, WMAQ, WENR. KPO and KGO. and CBS's WABC, WBBM and KNX.

Non-Key Profits

The other 14 stations of the two networks, listed as non-key stations, had total revenues of $7,276,103 and a net income of $2,408,302. Thus the nine New York, Chicago, San Francisco and Hollywood key stations showed substantially higher revenues and a slightly lower net profit than the remaining 14.

Breakdowns by individual stations and networks were not made available, but David Sarnoff, NBC board chairman, at the May 2 meeting of RCA stockholders disclosed that NBC during 1938 earned a net profit of $3,434,301 [BROADCASTING, May 15]. In his 1938 annual report, William S. Paley, CBS president, reported his company's net profit for the year as $3,541,740 [BROADCASTING, April 15].

Total network time sales amounted to $54,938,879 during 1938, while the 23 stations sold $13,184,646 worth of time, the report shows, and the gross volume of business of the three organizations amounted to $68,123,525. Paid out to others for broadcast service was $19,483,369, which with other items brought total book revenues to $54,130,795. After deductions of $9,268,228 as commissions paid to agencies and brokers, the total revenue figure of $44,862,567 is reached.

Senate Confirms Walker With a Unanimous Vote

INDICATING a tapering off of Senatorial antagonism to the FCC was the confirmation, without debate, hearing or opposition of Commission Paul A. Walker to serve a new seven-year term on the FCC from July 1.

The Senate June 29 confirmed President Roosevelt's renomination of Commissioner Walker by unanimous consent. Previously, the nomination had been discussed in committee, but the favorable report to the Senate was unanimous. The Oklahoma Democrat has been a member of the FCC since its creation in 1934 and was in charge of the far-reaching investigation of the American Telephone & Telegraph Co. and its subsidiary organizations.

The next term expiration on the FCC is that of Commissioner Thad H. Brown, Ohio Republican, on June 30, 1940. Commissioner Brown has intimated that he may retire from public office by the end of this year to resume private practice of law. No formal announcement, however, has been made.

Posto-Photo to Add

POSTO-PHOTO, Camden, N. J. (film developing and enlargements), on July 3 for 13 weeks started three quarter-hours weekly of the *Make Believe Ballroom* on WNEW, New York. The company, also sponsoring *Phil Cook's* morning program thrice weekly on WABC, New York, plans to add more stations to the campaign later this summer. Redfield - Johnston, New York, handles the account.

Radio Found to Be Superior As a Medium for Cigarettes

College Survey Shows Broadcasts Far Outstrip Competing Media in Return-Per-Dollar

COMPLETE superiority of radio as an advertising medium for cigarettes is shown in a survey recently completed at Kansas State College. Surprising power of broadcast news programs is revealed in a second survey at the college, with radio ranking a shade below newspapers as the public's main source of news. A third survey analyzes the effectiveness of different types of commercial continuities.

So far ahead of other media was radio, the survey indicated, that it offered advertisers twice as much return per dollar spent on cigarette advertising as magazines offer, and nearly six times the return per dollar spent for newspaper advertising.

The individual research studies of the commercial and program side of broadcasting were completed recently by three Kansas State College students as part of their regular studies under H. B. Summers, instructor in radio broadcasting at the Manhattan, Kan., school. The surveys also were entered in competition for a $25 annual prize for the best piece of student research relating to broadcasting offered by WIBW, Topeka, and Senator Arthur Capper, its owner. First prize this year was won by Elton Pieplow for his study of consumer recall ability of advertising in various media.

Radio Far Ahead

Mr. Pieplow's survey indicated that with consumer recall ability for radio averaging far above other media, and with only 17.7% of the cigarette manufacturers' advertising expenditures going for radio advertising "the advertiser is getting, in consumer recall ability, nearly six times the return per dollar spent for radio advertising that he receives per dollar spent in newspapers".

Based on interviews with 768 cigarette buyers in five Kansas towns, the study showed that of 577 men answering, 78% recalled a radio advertisement for their particular brand of cigarette during the preceding week, 49% recalled a magazine advertisement, 39% a newspaper advertisement, and 33% a billboard advertisement. Of 191 women buyers, 73% recalled a radio advertisement during the preceding week, 47% a magazine ad, 39% a newspaper ad, and 24% a billboard. Responses to another question, whether an advertisement previous to the month preceding could be recalled, showed a slight general percentage decline, although the ratio remained substantially the same between the various media.

"While there was some variation in the results obtained in different towns, the figures were fairly consistent," Mr. Pieplow explained in his report. "Radio was in first place in every town in which interviews were made. Of course, the complete significance of the results hinges on the amounts spent for advertising in the various media.

Twice as Much

"It was impossible to discover how much had been spent in each media in the Kansas area; and agencies handling the tobacco accounts refused information as to total amounts being spent currently in different media over the nation. In 1937, however, total appropriations of the manufacturers of the four leading cigarette brands were about $5,000,000 for radio, $9.000.000 for magazines, and $14,000,000 for newspapers; and it can be fairly assumed that the proportions have not varied greatly in 1938 or for the early months of 1939.

"If the assumption is correct that the comparative amounts spent on radio, magazine, and newspaper advertising in the spring of 1939 are in proportion to the amounts spent in 1937—the percentages would be 17.7 for radio, 31.7 for magazines, and 50.6 for newspapers—the advertiser is getting, in consumer recall ability, roughly twice the return per dollar spent in magazines that he receives per dollar spent in newspapers, and nearly six times the return per dollar spent for radio advertising that he receives per dollar spent in newspapers.

"Miscellaneous facts discovered in tabulating replies include: A number of buyers who could not recall advertisements seen or heard during the previous week could recall advertisements seen or heard more than a month previously. Women showed lower ability to recall advertisements of cigarettes than did men; this was especially true in the case of billboard advertisements. Little variation is discoverable between brand preferences of men and of women. And finally, there was little or no variation in either brand preferences or in ability to recall advertising in various media, between buyers in large or small towns."

Reaction to News

The study of listener reactions to news broadcasts, conducted by Frank E. Woolf and based on personal interviews with 415 persons living in and near Topeka, indicated that 50% of those interviewed get their news chiefly from daily newspapers, 47% from radio newscasts, 2% from news magazines, and the remaining 1% from their neighbors. Of this number only 8% said they did not listen to an average of one news broadcast a day, while 36% averaged one newscast per day, 34% two, and 22% three or more.

With peak news listening during the 12-1 p. m. period, followed by 6-7 p. m., 9-11 p. m. and 7-8 a. m., 71% said they get their radio news from a single station, while the remaining 29% listened to newscasts over various stations. A preference for a particular news announcer was registered by 23% of those interviewed, with reasons for preference ranging from liking the announcer's voice to approving the manner in which he handled his news items.

Polled on their favorite type of news broadcast, 17% preferred the short, five-minute "headline" type, with few details; 38% preferred a quarter-hour broadcast, with important items presented in detail; 29% preferred a dramatized news form in the *March of Time* style, and 16% preferred a combination of different types, in most cases the quarter-hour program with some items dramatized.

Preferences in Commercials

The third survey, conducted by Donnasue Loymeyer showed a distinct preference for informal dialog plugs. It was based on the expressed reactions of 500 adult radio listeners to five different types of spot commercial announcements, and was designed to discover whether there is a significant relationship between the type or form of the commercial and listener attention. Most popular of the five continuity types was a dramatic dialogue, presenting a husband-and-wife scene, with a percentage rating of 69.5; second, formal announcement, preceded by an attention-getter in which a second voice is used, 65.8; third, informal announcement, with one speaker using the first person, 57.3; fourth, conventional "formal" announcement using a single voice, 45.9, and fifth, formal style, with two speakers presenting alternate sections, 44.1%.

Waring's N. Y. Repeat

LIGGETT & MYERS Tobacco Co., New York (Chesterfield), which sponsors *Fred Waring* five times weekly on NBC-Red from 7:15 to 7:30 p.m. (EDST), is giving the program a second hearing in the New York area for 13 weeks on WJZ, the NBC-Blue station in New York, 11:05-11:15 p.m., the time of the program's rebroadcast for the Midwest and Coast. This second broadcast in New York has been included in the Liggett & Myers contract with NBC and is not a test to determine listener interest in the area. Newell-Emmett Co., New York, handles the account.

Thriving Summer Business on Networks Brings June Total to All-Time Record

NETWORK reports of advertising revenue for June give continued evidence that national advertisers are staying on the air this summer in greater number than ever before and that the annual radio summer slump is rapidly becoming a thing of the past. Combined gross time sales of the nationwide networks for the month, best June in network history, total $6,470,770, a rise of 17.1% above the $5,524,476 total for June, 1938. Cumulative billings for the first six months of the year, $41,141,990, show a gain of 8.4% over the same period last year, when the billings totaled $37,-948,408.

Individually, as collectively, each network reports the best June in its history. CBS, with $2,860,180 for the month, as compared with $2,121,495 for the same month a year ago, shows an increase of 34.8%. For the year to date CBS has a total gross billing of $16,-918,818, a gain of 8.6% from the $15,582,555 billed in the first half of 1938. Mutual billings for June were $228,186, up 12.7% over the $202,412 billed in June, 1938. For the half-year period MBS cumulative billings total $1,624,235, beating last year's figure of $1,342,179 by 21%.

NBC's June total was $3,382,404, which may be broken down into $2,624,657 for advertisers using the Red network and $757,747 for the Blue. The June 1939 figure beats that of $3,200,569 billed by NBC in the same month a year ago by 5.7%. For the half-year, NBC shows cumulative billings of $22,-598,937 in 1939, against $21,023,-674 in 1938, an increase of 7.5%. Cumulative Red billings for 1939 to date are $17,234,147; Blue billings total $5,364,790.

Gross Monthly Time Sales

NBC

	1939	% Gain over 1938	1938
Jan.	$4,033,900	6.3%	$3,793,516
Feb.	3,748,695	7.2	3,498,053
March	4,170,852	9.6	3,806,831
April	3,560,984	7.6	3,310,505
May	3,702,102	8.4	3,414,200
June	3,382,404	5.7	3,200,569

CBS

Jan.	2,674,057	—7.1	2,879,945
Feb.	2,541,542	—5 2	2,680,335
March	2,925,684	—3.6	3,034,317
April	2,854,026	17.7	2,424,180
May	3,063,329	25.4	2,442,283
June	2,860,180	34.8	2,121,495

MBS

Jan.	315,078	16.7	269,894
Feb.	276,605	9.2	253,250
March	306,976	31.8	232,877
April	262,626	38.6	189,545
May	234,764	20.9	194,201
June	228,186	12.7	202,412



From CLICK

"We keep them out there to fill in just in case the phonograph breaks down!"

Petition by MBS Seeks FCC Limit On Net Contracts

Declares NBC - Crosley Pact Bar to Cincinnati Market

A NEW PLEA that the FCC forthwith adopt a regulation restraining stations from contracting with NBC and CBS for affiliations beyond a specified date, premised largely on the negotiation of the new five-year contract of NBC with WLW and WSAI, Cincinnati, was made to the FCC July 6 by MBS.

Urging the FCC to grant the oral motion made by Louis G. Caldwell, MBS attorney, when the so-called network-monopoly hearings were adjourned April 19, the MBS plea charged that NBC had negotiated the contract with the Crosley stations "for the purpose of preventing Mutual from having a satisfactory outlet in the Cincinnati area and of handicapping and injuring petitioner in its operation of a national network". The petition added that if NBC is successful in negotiating a Blue network contract with WCKY, Cincinnati, it would eliminate the possibility of MBS using any comparable facility in Cincinnati.

Monopoly Alleged

The original MBS motion, which precipitated a furore, has not been acted upon either by the Network-Monopoly Committee or the FCC itself. While no formal announcement was made, it was pointed out that the FCC, upon its own motion, can take whatever action it regards as necessary with respect to exclusive affiliation contracts. The committee does not plan to submit its report to the full FCC until fall. It is generally expected that it will contain legislative recommendations dealing with licensing of networks as such, guaranteed time clearance and exclusive network affiliation requirements.

The new MBS plea restated the reasons orally given by Mr. Caldwell for the suggested regulation terminating network affiliation agreements beyond a specified date, to be determined by the Commission. The petition bore the signatures of Mr. Caldwell, who is the MBS - WGN counsel, Frank D. Scott, MBS-WOR counsel, and Percy H. Russell, Mr. Caldwell's associate.

It was suggested the date be specified to allow sufficient time for the FCC committee to prepare a report, for parties to file exceptions and present oral argument, and for the Commission to announce its conclusions and issue regulations applicable to stations engaged in chain broadcasting. Among other things, the petition recited that NBC and CBS are engaged in securing and attempting to secure renewals of existing contracts for five-year periods, which in many instances would continue the existing situation until 1946.

The petition alleged that most of the major network contracts contain provisions which, because of the limited number of stations in many important cities, "tend toward monopoly, restrain competition and prevent both the growth of existing networks and the establishment of new networks." It was contended

(*Continued on Page 73*)

Radio Itself

EIGHT programs devoted to the story of radio itself, titled *So This Is Radio*, will be presented over CBS starting July 17, 10-10:30 p. m. (EDST). Columbia has assigned Norman Corwin, noted for his *Words Without Music* and *Columbia Workshop* productions, to write and direct the series. The programs are designed to take radio listeners behind-the-scenes and in dramatic form to answer questions most frequently asked by the audience.

Adam Hat Signs Fights

STARTING with the Henry Armstrong-Lou Ambers lightweight title bout Aug. 22, the entire fall-winter series of prizefights promoted by Mike Jacobs, comprising at least 16 encounters, will be sponsored exclusively over NBC-Blue by Adam Hat Stores Inc. (chain). Sam Taub and Bill Stern, who have handled the matches for the last two years, will announce.

Prefers Radio



GEORGE W. TRENDLE

Wilson Signs CBS Affiliation For 50 Kw. WCKY, Cincinnati

AN AFFILIATION of WCKY, Cincinnati, with CBS was consummated July 12 under an agreement whereby the new 50,000-watt NBC outlet joins the network this fall, probably Oct. 1. WKRC, CBS-owned station in the city, will become an independent outlet and will probably be sold.

Simultaneously, it was announced that WMT, Cedar Rapids, Ia., also has signed with CBS and will leave the NBC-Blue as of next May 1. Owned by the *Des Moines Register & Tribune* interests, also operating WNAX, Yankton, and KRNT, Des Moines, CBS outlets, and KSO, Des Moines, Blue outlet, WMT will become a part of a new CBS group in the Iowa-South Dakota area.

The CBS-WCKY affiliation is an outgrowth of the controversy provoked by the new five-year contract of WLW and its sister station, WSAI, with NBC. Whereas all three Cincinnati stations have been optional Red and Blue outlets, the new NBC arrangement with the Crosley stations precluded WCKY's use for Red accounts. [BROADCASTING, July 1].

New NBC Plan Rejected

L. B. Wilson, president of WCKY, signed the agreement for the new affiliation with Edward Klauber, executive vice-president of CBS, both of whom were in Atlantic City for the NAB convention. The transaction followed preliminary conversations in New York the preceding week with CBS President William S. Paley, Mr. Klauber, Herbert V. Akerberg, station relations vice-president, and other CBS officials.

Immediately following the signing of the WLW-NBC contract last month, Mr. Wilson rejected the NBC proposal that he become an exclusive Blue outlet. Because his present affiliation contract with NBC has until 1941 to run, there was some speculation as to possible efforts by NBC to resist the WCKY-CBS affiliation.

Former Commissioner E. O. Sykes, counsel for Mr. Wilson, participated in the negotiations. It is the view of WCKY, it is understood, that NBC, by virtue of its arrangement with the Crosely stations under which WCKY is denied Red programs, already has breached its affiliation contract with the station.

It is expected that the rate for WCKY as a CBS outlet, will be $425 per hour. Its new transmitter already is installed and undergoing program tests, with regular operation expected to begin shortly, changing over from its present 10,000 watts.

There were several conferences between Mr. Wilson and his attorney, Judge Sykes, with NBC President Lenox R. Lohr and other officials of that network prior to signing of the agreement July 12. It was reported that an alternative proposition was made for continued affiliation with the Blue but that it had been rejected.

In the original conversations with Mr. Wilson, CBS discussed possible sale of WKRC to him as part of the transaction. This idea, it is understood, has been dropped, and the plan now is to dispose of the station in some other fashion after the new affiliation becomes effective.

The affiliation of WMT with CBS was agreed to in conferences of CBS officials with Gardner Cowles Jr., president, and Luther L. Hill, vice-president of the Iowa Broadcasting System. As a basic CBS outlet, the station will have an evening hour rate of $225.

JAMES W. BARRETT, head of Press-Radio Bureau, is offering a new service to stations throughout the country in the form of a weekly "news letter", which is timed for about 12 minutes and can be made available to sponsors. Charges are based on station power.

Trendle Deserts Theatre for Radio

RESIGNING as president and executive head of United Detroit Theatres Corp., one of the Midwest's most important theatre chains, George W. Trendle, president of King-Trendle Broadcasting Co., licensee of WXYZ, Detroit, and operator of WOOD-WASH, Grand Rapids, has announced that he will hereafter devote his entire time to his radio interests.

"The nearness of television to actual commercial use and increasing responsibilities in the broadcasting field" are given officially as the reason for his retirement from the theatrical field. Mr. Trendle is also head of The Lone Ranger Inc., producer of the famous serial of the same name and also of the *Green Hornet* serial. He was the originator of both. He also is head of the Michigan Radio Network.

It was announced that WXYZ is anticipating a power increase in the near future and has acquired a 20-acre site for a new transmitter.

Mr. Trendle entered radio in 1930 with John H. King, his associate in the theatre business. They purchased WXYZ, and it has continuously been under his direction. The station has long been prominent for its original programs.

Yacht Race to Honolulu Is Covered for Seven-Up

SEVEN-UP Bottling Co., Los Angeles (beverages) through Buchanan & Co., that city, on July 4 started for two weeks sponsoring nightly quarter-hour reports of the San Francisco-Honolulu yacht race now under way, on KNX, Hollywood. The programs were shortwaved from aboard the 100-foot schooner *Geoanna*, with Jimmy Wallington, CBS announcer, as commentator, and Alden Packard, engineer.

Don Lee-Mutual network, as a sustaining special events feature, is also broadcasting nightly quarter-hour reports of the 14-day race direct from the 106-foot yawl *Contender*. Programs are shortwaved to amateur station W6QD, Hermosa Beach, Cal., and relayed to KHJ, Los Angeles, for release to the network. Dick Loynes, of Long Beach, Cal., owner of the yacht and Don Wallace, radio operator on board, participate in the nightly broadcasts along with the crew.

Appeals WRNL Grant

CLAIMING it would be seriously affected by loss of revenue, WRTD, Richmond, Va., on July 10 appealed to the U. S. Court of Appeals for the District of Columbia from the FCC decision March 20 granting WRNL, Richmond, an increase from day to full time, and increase in power from 500 to 1,000 watts. Operation of WRNL as proposed, said Eliot C. Lovett, counsel for the Times-Dispatch Radio Corp., owner of WRTD, would adversely affect it by depriving it of program material and operating revenue and would "seriously jeopardize or actually destroy the ability of WRTD to carry on in the public interest". Beyond that, it was alleged that the decision technically is not good allocation practice and is contrary to the standards adopted by the FCC, as well as the provision of law which provides for fair, efficient and equitable distribution of broadcasting facilities.



Ah . . . here it is –
"How to Hold An Audience"!

● Prithee, goodsir, before ever thou treadeth the Thespian boards in these our great Midwestern domains—prithee peruse *The 1939 Iowa Radio Audience Survey*. . . . 'Tis worth thy weight in gold!

Seriously, we can't go very far with this Elizabethan double-talk, but you'll go a lot further in *radio* if you'll take an hour off, and study this newest and most monumental of the famous surveys conducted throughout Iowa by Dr. H. B. Summers, of Kansas State College.

Among other things, it tells you *what stations* the people out here listen to—*when* and *how much* they listen—*what* they like to hear—*how* they rate various programs. Yes, it even contains more than a dozen maps showing the intensity of coverage of various stations in Iowa. It is a source-book that you most positively should *have*.

Incidentally, it proves all the things we've always told you, to the effect that WHO performs by far the best job you can get in Iowa. Shall we send you a copy? There's no obligation, of course.

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives

Third Writ Issued By Federal Court

FCC Directed to Follow Its Ruling in Hannibal Case

FOR THE third time in as many months, the U. S. Court of Appeals for the District of Columbia on June 30 issued a writ of mandamus commanding the FCC to follow its decision in cases involving appeals from Commission actions.

In a per curiam opinion in the Courier-Post Publishing Co. case, involving reversal of a Commission decision denying the newspaper a new station in Hannibal, Mo., the court instructed the Commission to modify its previous action. The court earlier had issued writs against the Commission, commanding it to follow specific judgments in the so-called Heitmeyer case relating to a new station in Cheyenne, Wyo., and in the Pottsville case, having to do with a new station grant in Pottsville, Pa. Steps looking toward Supreme Court review of these cases had been initiated by FCC General Counsel William J. Dempsey, with the Department of Justice. The court subsequently had suspended its action in the Heitmeyer case, pending filing of additional briefs on the FCC's motion.

In the light of the Hannibal writ, it is expected the FCC will redouble its efforts to have the Department of Justice seek Supreme Court review of the questions involved, all of which go to the FCC's authority to reopen a case with new parties involved, after reversal by the appellate court.

Appeal Would Be Futile

In its new opinion, the court pointed out that on March 6, 1939 it had reversed the Commission's denial of the Courier-Post application for a new station in Hannibal. The application, together with that of Hannibal Broadcasting Co., had been denied for lack of public need for a local station in Hannibal. There also had been a question of possible interference with KWOS, Jefferson City, Mo.

The court referred to its April 3 decision in the Pottsville case in which it said the appellant station ought not to be put in any worse position than it occupied at the original hearing, after a court reversal. It added it felt the Commission was wrong in joining in its order for rehearing in the Hannibal case stations which had not applied for licenses up to the time the Courier-Post case was heard by the Commission. If a different view prevails, it added, an appeal "would be a futile gesture and there would be no termination to proceedings of this character."

The court added that the law makes its decisions final and the Commission should proceed in accordance with its terms. Pointing out that the Commission held the court had no right or authority to direct it in any respect as to what it shall do after the court's decision is rendered, the court said that to recognize this principle "would be to establish an arbitrary discretion on the part of the Commission which we think is not provided in or contemplated by the Act."

In conclusion, the court said that its ruling does not apply to a reconsideration of the Courier-Post application with relation to possible objectionable interference with KWOS, since that question was in issue on the original hearing. "But to extend beyond this and to applications for stations not yet granted and not filed at the time petitioner's record was made, would be to retry the application on totally new and different state of facts and this, we have held, the Commission is not authorized to do."

On July 6, the FCC filed with the court a petition asking it to vacate its order in the *Courier Post* case and a supplemental motion for leave to file a brief and argue the motion. At the same time, it filed similar documents in the Heitmeyer case, asking the court to vacate or further suspend its mandamus order and to permit it to argue the merits of the issues.

Working Reporters in Radio's Own Gallery



SOURCE of Congressional news for broadcasting is the new Radio Gallery in the House of Representatives. In this workroom are several radio reporters in action. Seated in chairs are Harmon Burns, messenger, and Robert Menaugh, superintendent of the gallery. Around the wall are (l to r) Fulton Lewis jr., MBS: H. R. Baukhage and William R. McAndrew, NBC; Francis J. Tully, Yankee Network; Robert L. Warner, CBS; Fred Morrison, Transradio. Actual broadcasts from the workroom are now permitted.

New WFMJ Gets Ready

WITH department heads selected and construction progressing on schedule, the new WFMJ, Youngstown, O., 100-watt daytime outlet on 1420 kc., will go into operation between Aug. 15 and Sept. 1, according to William F. Maag Jr., publisher of the *Youngstown Vindicator*, who will be the licensee. Mr. Maag will direct the station, which will have its own quarters in a downtown building specially constructed for the purpose. RCA equipment is being used throughout with a Truscon radiator and Johns-Manville acoustical treatment in the studios. Mr. Maag announced the appointment of Leonard Nasman, formerly director of rotogravure advertising of the newspaper, as commercial manager; John H. Baxter, formerly with NBC Artists Service, as program director, and Frank Dieringer, of Cincinnati, as chief engineer.

WSMK Changing to WING

WHEN the new transmitter of WSMK, Dayton, goes into operation this month, the station will change its call letters to WING, according to an announcement by Ronald B. Woodyard, recently appointed general manager upon the retirement of Stanley M. Krohn Jr. as active director of the station [BROADCASTING, June 15]. The new power of the station, which operates on 1380 kc., will be 250 watts night and 500 day. Mr. Woodyard also announces new staff appointments as follows: Jack Ziegen, formerly of WTOL, Toledo, announcer; John Cummins, formerly of WBOW, Terre Haute, Ind., salesman; A. P. Rogers, formerly of WOPI, Bristol, Tenn., and recently manager of WBTH, Williamson, W. Va., salesman.

New WTMC Starts

FORMAL inauguration of the new WTMC, Ocala, Fla., 100 watts on 1500 kc., which was authorized for construction by the FCC last March, took place July 1 under the direction of John T. Alsop Jr., former mayor of Jacksonville, the licensee. The station occupies its own modernistic building on the Jacksonville Highway, and its equipment includes a composite transmitter and Wincharge vertical radiator. The staff as announced to date includes Hal Davis, commercial manager; Ray Cambron, program director; Bert Mead, chief engineer; Speed Veal, chief announcer; Betty Mayo, talent director; Charles Beresford, pianist; Helen Davis, cashier, and Henry Wells, of Pensacola, special representative of Mr. Alsop. Mr. Mead formerly was with WCOA, Pensacola, and the others are local residents.

Rep. Larrabee Advocates Superpower Inquiry for Benefit of Farm Areas

PREFACED by the observation that the FCC ban on superpower was depriving rural listeners of radio service they should be able to enjoy on equal terms with urban dwellers, a resolution introduced in the House of Representatives June 28 (HRes-234) by Rep. Larrabee (D-Ind.) recommends that the FCC take steps "to provide an adequate method to obtain data to determine the social and economic effects of power in excess of 50 kilowatts". The measure also states that "in so doing the FCC shall not be restrained from licensing one or more stations to operate on power of more than 50 kilowatts for such experimental operation as may be thus necessary". The resolution has been referred to the House Committee on Interstate & Foreign Commerce, where no action has yet been taken.

Giving his views on the superpower situation in an extension of remarks in the *Congressional Record* July 6, Rep. Larrabee commented that with 40% of the area of the United States receiving no satisfactory daytime signal and 60% receiving no satisfactory signal at night, power increases in excess of 50 kw. appear to be the only manner of providing the people in these areas with satisfactory broadcast service. He cited the case of his own State, Indiana, which he said has "little hope" of securing even a 50 kw. station, and declared that "it appears that our only chance for better radio service is through the possible licensing of high power."

He brought out also that it was unfair to force rural listeners to buy expensive sets in order to secure better service while a city dweller "can secure the best in radio by going to the corner drug store and buying a set at $9.99, when by the simple expedient of providing them, as is done in other countries, with a signal somewhat stronger, the expense is placed squarely on the shoulders of the broadcaster, where it belongs, and not on the already overburdened pocketbooks of our citizens."

New Camel Series

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes) on July 3 replaced Eddie Cantor's *Camel Caravan* with *Blondie*, a radio version of Chic Young's comic strip, on 90 CBS stations, Mon., 7:30-8 p. m. (EDST), with west coast rebroadcast, 6:30-7 p. m. (PST). Series features the film players Penny Singleton as Blondie Bumstead and Arthur Lake as Dagwood, with Larry Simms, 4, portraying Baby Dumpling. They were also featured in the Blondie films produced by Columbia Pictures Corp. Bill Artzt is in charge of music for the series and Bill Goodwin announces. Ashmead Scott is writer-director of the weekly-program, under supervision of Joe Donohue, radio executive of Wm. Esty & Co., New York agency servicing the account. Richard Marvin, radio director of the agency was in Hollywood for the initial broadcast. He later went to San Francisco to assist in starting Benny Goodman's *Camel Caravan* on NBC from that city July 8.

Huge Bonus for Summer Advertisers in Michigan

Twelve Million Vacationists Spending $300,000,000

— RESORTERS FROM 47 STATES —

Enter And Leave Through A Veritable Barrage Of MICHIGAN RADIO NETWORK BROADCASTING

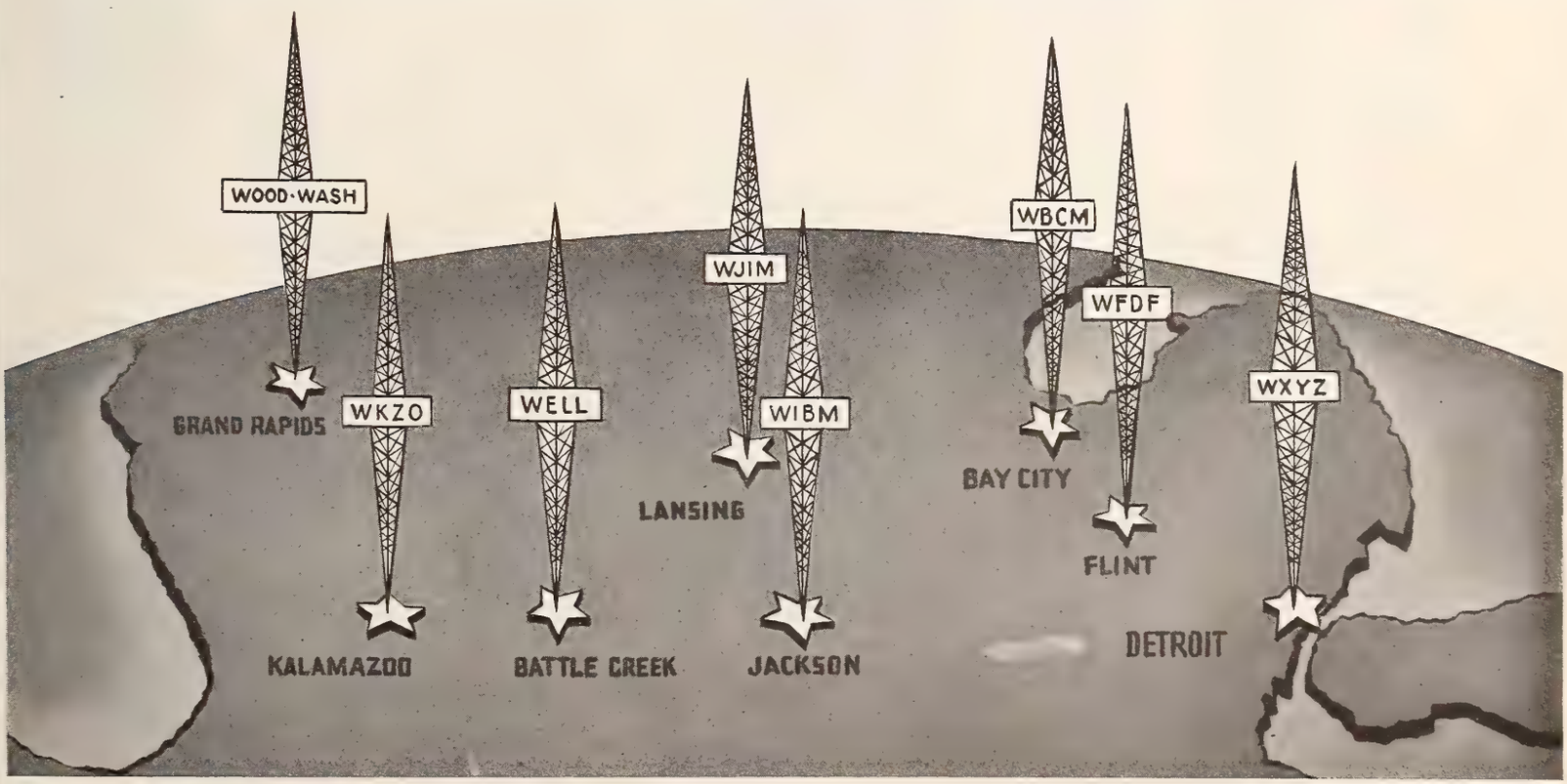
This is Bonus Buying Power— A Summer Plussage For Radio Advertisers Who Use Michigan Radio Network

For Rates and Market Information About Michigan Radio Network Write

KING-TRENDLE
BROADCASTING CORPORATION
DETROIT

Key WXYZ Station Blue NBC Network

NOTE: ***Here's business gain in Michigan from first quarter 1938 to first quarter 1939:*** **Household Refrigerator Sales Gain 57% — Farm Income Gain 3% — Electric Power Output Gain 26% — Life Insurance Sales Gain 39% — Heavy Construction Gain 72% — Passenger Car Sales Gain 79% — Gasoline Consumption Gain 7%. These tabulations are shown in Business Week June 17, 1939 issue.**



Bulova Gets New York Facility But May Face Long Litigation

Philadelphia-to-Boston Network May Be Organized With His New Fulltime N. Y. Outlet As Key

SUCCESSFUL in his first skirmish before the FCC to procure a fulltime 5,000-watt station in New York in lieu of his two present part-time stations and through acquisition of WPG, Atlantic City, Arde Bulova, prominent New York watch manufacturer and broadcaster, appears to be facing somewhat prolonged litigation before he can effectuate his plans.

With an investment of nearly $1,000,000 involved in the fulltime station project, Mr. Bulova contemplates making the proposed new station the key of a Philadelphia to Boston network, with a half-dozen outlets in which he has controlling financial interest. The proposed findings of fact and conclusions of the FCC, favoring the WPG acquisition, made public June 27, immediately drew the fire of several stations in New York. It was learned that exceptions and requests for oral argument definitely will be made in behalf of WOR, WHN and WMCA, with possibly other New York stations joining the opposition. The major networks, in behalf of their key stations, however, do not plan to participate.

Appeals Foreseen

In view of the quasi-recess of the FCC from July 15 until Sept. 5, when no hearings or arguments will be heard, it was logically assumed that oral arguments will be set for this fall. Exceptions to the proposed report are due by July 17. Moreover, it is freely predicted there will be appeals, should the Commission, after filing of exceptions and hearing oral arguments, affirm its proposed decision. A proposed finding, it has developed, is virtually tantamount to an actual decision, since the FCC has not yet reversed itself on such findings since institution of the new procedure last November.

The Bulova plan involves purchase of WPG, municipally-owned Atlantic City station, for $275,000 and removal to New York of that station's five-sevenths time facility on the 1100 kc. duplicated clear channel. Mr. Bulova already owns WBIL, which operates the other two-sevenths time on this frequency, having purchased that station for $275,000 from the Paulist Fathers in June, 1937. In addition he owns WOV, limited-time foreign language station in New York on 1130 kc. which he purchased from the late John Iraci for $300,000 in 1937.

Would Combine for Fulltime

The latter station, plus the present WBIL, would be deleted, along with WPG. In lieu thereof, Mr. Bulova would set up the new WBIL operating fulltime on 1100 kc. with 5,000 watts but with the likelihood that the station would be accorded 50,000 watts by virtue of its channel assignment. The 1100 kc. channel now is used by KWKH, Shreveport, which is installing a 50,000-watt transmitter, and it is said to be engineeringly feasible for the New York station to operate with a similar power. WOV's deletion would be forced by virtue of the 30 kilocycle separation between the 1100 kc. channel and the 1130 kc. channel which is not sufficient to permit non-interfering operation in the same metropolitan area.

The Greater New York Broadcasting Corp., which under the FCC action would operate the fulltime station resulting from the merger of WPG, WBIL and WOV, has been capitalized at $900,000. Mr. Bulova would supply the $275,000 for the purchase of WPG, his entire interest in WBIL and WOV, representing purchase prices of $275,000 and $300,000 respectively, and $50,000 additional in cash. It is estimated that the new fulltime station, with litigation and equipment costs, would represent a total investment of more than $1,000,000.

In addition to his ownership of WOV and WBIL, Mr. Bulova owns half of WNEW, New York regional. He has pending before the FCC an application for acquisition of WPEN, Philadelphia, which would become a part of the projected network. Other stations in which he has control or substantial interest presumably would be aligned in the network, including NWBC, New Britain, WCOP, Boston, WORL, Boston, and WELI, New Haven. Harold A. Lafount, former member of the Federal Radio Commission, is general superintendent of the Bulova radio interests and would head the projected network operations. Miss Hyla Kiczales is general manager of WOV and WBIL.

Economic Aspects

In its proposed findings the FCC based its conclusions on testimony presented at hearings which ran from Nov. 23 to Dec. 8 before Ralph Walker, FCC attorney. In addition to WOR, WMCA and WHN, four other stations, WQXR, WEVD, WBNX and WDEL, opposed the proposed merger, largely on economic grounds.

In its decision, the Commission said that the protesting New York stations based their interests solely upon a possibility that the operation of the new fulltime station would, through competition, result "in some financial loss to them which might exceed any loss now being sustained by them as the result of the operation of WBIL and WOV." Then the Commission added that no evidence whatsoever was introduced in support of this contention by any of these parties and that the Commission was unable to find from the record that any of the stations had established any interest which could be adversely affected by the granting of the application.

Regarding WPG, the Commission pointed out that the city had approved the sale of the station and that it had already issued a construction permit for a new local station in that city to the Press Union Publishing Co. Moreover, it pointed out, an application is pending for a second local station in that city.

Apropos the contract between Atlantic City and Bulova for the purchase of equipment of WPG,

(*Continued on Page 84*)

FCC Decisions

FOR additional FCC decisions, covering its summer windup meetings of July 12 and 13, see complete stories on page 84 listing transfers of ownership and new station and facility grants.

Coughlin Picketer Gets Court Delay

Pleads Not Guilty to Charge of Attempted WMCA Extortion

ALLEN ZOLL, commander of American Patriots Inc., an anti-radical organization, and an active member of the pickets who for more than six months have each Sunday demonstrated before the studios of WMCA, New York, in protest against the station's cancellation of the weekly broadcasts of Father E. Coughlin, on July 12 appeared in General Sessions Court of New York County to plead not guilty to a grand jury indictment charging attempted extortion of $7,500 from Donald Flamm, station head. Zoll allegedly offered to call off the picket line for this sum and threatened to double the number of picketers if it was not paid.

Judge Morris Koenig granted a request of George M. Carney, counsel for Zoll, for a two-week period in which to file motions. Zoll was also given permission to leave the State after Carney explained that National Surety Co., which had posted Zoll's bail of $3.000, had already given its permission. Request was made for reasons connected with Zoll's business as a sales representative, Carney said.

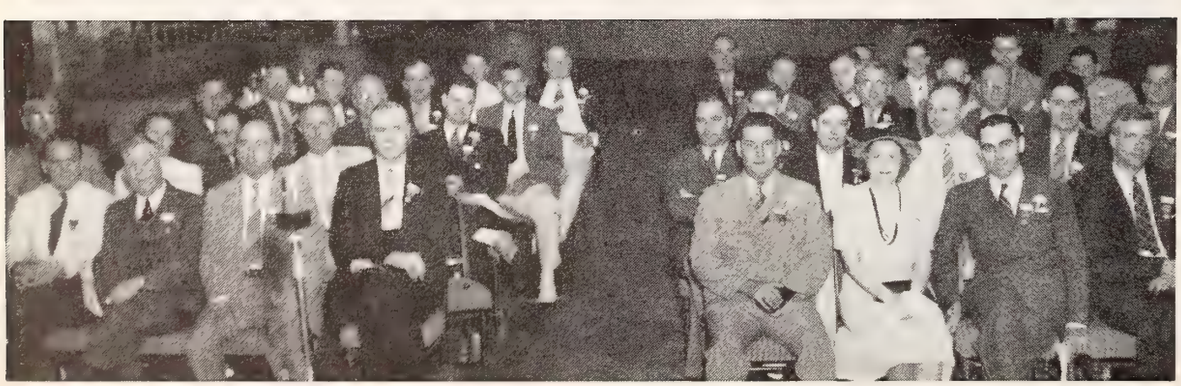
Started WMCA Picketing

Idea of picketing WMCA was first announced by Zoll at a mass meeting in New York Dec. 15 under the auspices of the Committee for the Defense of American Constitutional Rights. Following other speakers who had denounced the "censorship" of Father Coughlin by WMCA, Zoll called on the audience to join him in picketing the station the following Sunday. At that time he told reporters he was a Presbyterian and that the demonstration was "not merely a Catholic protest in support of Father Coughlin, but an American protest against the curtailment of free speech" [BROADCASTING, Jan. 1]. At their peak these demonstrations included as many as 2,000 persons, but recently the number has been under 500.

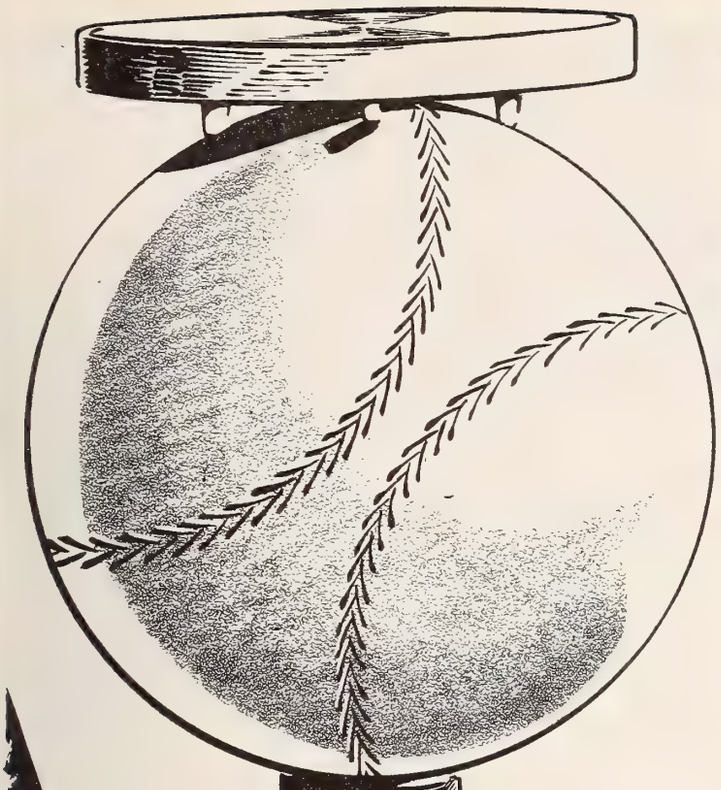
Caught by Dewey Detectives

Zoll was arrested July 1 on charges made by detectives of District Attorney Thomas E. Dewey's office that on June 30 he had demanded $7,500 from Mr. Flamm for calling off the picket line and that he had accepted $200 in marked bills as down payment. Zoll denied the accusation and said that the money had been paid to him for services as a sales consultant to help the station to get rid of the pickets. He was arraigned in Felony Court, appearing July 7, where the charges were dismissed and he was immediately rearrested on an indictment issued by the grand jury the day before. A group of about 50 persons, chiefly women, followed Zoll from the court into the hall where he was rearrested.

Local Channel Group Holds Pre-Convention Caucus at Atlantic City



MUTUAL forbears tracing back to Colonial America united Leslie Joy, KYW, Philadelphia, and George Joy, of WRAK, Williamsport, Pa., who met for the first time at the NAB Atlantic City convention.



THEY'RE OUT!...

AND WGBI BROUGHT THEM OUT . . .

*** * * 8,790 Scrantonians (three more than a previous record) see a promise fulfilled when the total attendance mounts to 36,242 for 14 home appearances to date and thus exceeds by several thousand what the stingless Bees drew in all of 1937 here. (Scranton had no team in 1938)**

(From the Scranton Tribune, May 22, 1939)

*** * * the presence of the greatest outpouring in Scranton's professional baseball history, a Father and Son Night assemblage of 10,130 cash clients * * ***

(From the Scranton Tribune, June 9, 1939)

EASTERN LOOP, REGIONAL RECORDS FALL AS 12,538 CHEER GATES CLOSED TO 3,500 THRU LACK OF SPACE

*** * * the biggest sports assemblage in all Northeastern Pennsylvania's history * * * It also surpasses every Eastern League record by several thousand * * ***

(From the Scranton Tribune, June 28, 1939)

The Atlantic Refining Company's sponsorship of Scranton home games over WGBI is the only *new* promotional medium used for Scranton baseball. So there's no denying that WGBI pulls them in . . . whether they're prospects for ball games, laundry soap or parcheesi sets.

Starch Personal Interview Survey found that 98% of the daytime listeners and 96% of the evening listeners in Northeastern Pennsylvania tune regularly to WGBI.



WGBI

Scranton, Pennsylvania.

SCRANTON BROADCASTERS, INC. *Frank Megargee*, PRES.

National Representatives: JOHN BLAIR *and* CO.

1000 WATTS
L.S.
★
500 WATTS
NIGHT
★
880 KC.

Horizontal Boosts in Power Not Planned Under New Rules

FCC to Grant Only Uncontested Increases to 5 kw Night for Regionals, 250 Night for Locals

NOTICE THAT there will be no horizontal or wholesale increase in night power of regional stations from 1,000 watts to 5,000 watts, or local stations from 100 to 250 watts, permissible under the terms of the new rules and regulations which become effective Aug. 1, was given July 5 by the FCC.

In a formal notice to station licensees, the Commission said, in respect to regionals, that final action will be deferred on all pending applications requesting nighttime operation which would involve "serious interference problems if other pending applications requesting the use of 5 kw. power on such frequencies are granted."

Where there are no engineering conflicts, however, the Commission after Aug. 1 can grant without hearing and upon proper application increases in power to the new 5,000 watt night output. Because the Commission will be in quasi-recess from July 15 until Sept. 4, there may not be any such increases until the latter date. It is possible, however, that it may devise a more expeditious procedure.

Increases for Locals

The same general procedure, it is understood, will be followed in connection with local stations, which under the new rules may increase night power from 100 watts to 250 watts. Because the "serious interference" factor is not as great, it is not anticipated that many difficulties will arise. Each power increase, however, will be considered on individual station application by the FCC after the Aug. 1 effective date.

Pointing out that such applications for 5,000 watts night effective Aug. 1 no longer will be inconsistent with the rules limiting maximum power, the Commission made public a list of two dozen applications seeking such power, but which may involve interference questions.

Applications affected by its action fall into three classes, the Commission explained. These include stations which have been set for hearing but not yet heard; those upon which a hearing has been held but no decision rendered, and those upon which a decision has been rendered and are now pending on a petition for rehearing. Regarding applications not yet heard, the Commission said an additional issue will be inserted in the notice of hearing concerning the interference problem with pending 5,000 watt applications and thereafter the applications will be heard in regular course. As to applications on which hearing has been held and applications pending on petition for rehearing, a further hearing will be ordered on issues related to the interference problem created by pending 5,000 watt applications.

Applications pending which are affected by the Commission's action covering cases heard but not yet acted on, include those of KOY, Phoenix; WRTD, Richmond; KSEI, Pocatello; W H J B, Greensburg; WDAE, Tampa; WFMD, Frederick; KROC, Rochester; WRR, Dallas; WMBG, Richmond; KTSM, El Paso; WOC, Davenport; and new station applications of United Theatres Inc., San Juan, P. R.; Enrique Abarca San Feliz, San Juan; Sentinel Broadcasting Corp., Salina, N. Y., and King Trendle Broadcasting Corp., Pontiac, Mich.

Cases on which decisions have been rendered and petitions for hearing filed are those of WTAD, Quincy, Ill., and the new applications of Citizens Broadcasting Corp., Schenectady; Thomas J. Watson, Endicott, N. Y.; Hampden Hampshire Inc., Holyoke, Mass.

Cases designated for hearing but not yet heard include those of KUTA, Salt Lake City; KFIO, Spokane; WGBF, Evansville, and the new applications of William P. Huffman, Wisconsin Rapids, Wis., and John F. Arrington, Valdosta, Ga.



JACK KNELL, special events reporter of WEEI, Boston, on July 15 was awarded the annual trophy of Atlantic City's National Headliners Club for the best radio reporting of a news event. The award was made to Knell for his eyewitness account (see above) of the rescue of the survivors of the sunken submarine Squalus, broadcast over CBS.

LENOX R. LOHR, NBC president, recently received two black bear cubs as a gift from Mrs. Martin Johnson, the famous explorer. The unusual gift followed a recent visit by Mrs. Johnson to Mr. Lohr's home at Tarrytown, N. Y. One of Mr. Lohr's children, having heard Mrs. Johnson tell of her explorations in Africa, thereupon asked for an "African" bear.

Regional Ratings on Appeal Program Are Undertaken by C. E. Hooper Inc.

TO AID sponsors in evaluating the influences of program "placement" on the inherent appeal of their radio programs, the monthly Hooper Radio Reports, beginning with July, will contain regional as well as national ratings, C. E. Hooper, president of C. E. Hooper Inc., announced to the advertising press at a luncheon on July 10. These regional reports will cover listeners in the "Eastern", "North Central", "South Central" and "Pacific" districts, coinciding with the time zones. "Mountain," while included in the national ratings, will not be shown separately, he said.

Thirty cities are covered by the reports, chosen on three points: There must be local service from CBS, NBC-Red and NBC-Blue. An adequate signal must be laid down by each local network station within the area. There must be a sufficiently large list of telephone subscribers to provide "fresh" numbers continuously even though such numbers are used up at the rate of 5,000 per month per interviewer. There are only 31 cities in the country meeting the first two requirements, he said, and of these one could not meet the third. The 30 cities used comprise approximately 30% of the total U. S. population, 67% of the total "A" markets population and 64% of the total U. S. retail sales volume, he stated.

National reports will be made monthly and regional reports on a three-month average, Mr. Hooper explained, changing each month as one month is dropped and another added. One will cover May, June and July; the next June, July and August, and so on. Reports are all based on coincidental telephone calls made at the rate of 600 across the country for each 15-minute period of the broadcast day.

Pointing out that program ratings are not really "popularity" ratings, Mr. Hooper said that a rating figure is actually made up of six factors: the inherent appeal of the program itself and five modifying or "placement" factors. These are: competition, time of reception, programs preceding and following the program being rated, survey points selected and lapse of time between the broadcast and the interview. It is, he said, the duty of the research organization either to eliminate or to explain these modifying influences on the program's intrinsic merit. In his reports, he said, the lapse of time factor is eliminated; the survey points were selected so as to give equal weight to all programs of the three networks studied, and the other factors are explained.

Issued in Three Parts

Beginning with July the Hooper reports will be issued in three parts: national program rating reports, sets in use reports and sectional program rating reports. The first, intended primarily for use by "production" executives, will show for each program: Name of sponsor; title of program; network; day and time; sets in use, % of total calls, with change from previous report; program rating, % of total calls, with change; % of listeners, % of sets in use listening to program, with change; sponsor identification, % of listeners to program. The sets in use reports, for "placement" executives, contain: per cents of total calls not answering phones; home but not listening; listening; listening to sponsored network programs, and tuned to other than sponsored network programs.

The sectional ratings reports, intended primarily for "management", will report in detail by geographic areas both for the program's broadcast period and the periods directly preceding and following the program for all three networks and for all others, the sets in use, sectional program rating and % of listeners.

This information, it was pointed out by Mr. Hooper and his associates, Eric Thompson and H. G. Boyd, will not give an advertiser an ABC report on his program but it will give him a means of measuring its relative merit in a directly competitive situation, which he will then be able to use in placing it to the best advantage.

Allentown Case Closed With Transfer of WSAN

FINIS was written to the so-called Allentown case, involving what was first heralded as a test of the newspaper ownership issue, when the FCC last month on its own motion granted voluntary assignment of the license of WSAN, Allentown, Pa., to the Lehigh Valley Broadcasting Co., to be combined with WCBA, which it already owned. The latter is controlled by the Chronicle & News Publishing Co., which publishes both newspapers in the city. Previously, the FCC had scheduled a hearing in Allentown on June 26 but indefinitely postponed it June 22. Then, at its meeting June 27, the Commission announced that, on its own motion, it had reconsidered the formal action and unanimously granted the applications for consolidation.

Last March, when the FCC designated the transfer application for hearing, it provoked considerable controversy. Commissioner T. A. M. Craven, in a strong dissenting report, questioned the majority action on the ground that the circumstances did not provide a satisfactory setting for a decision on the broad question which directly affected some 250 licensees of existing stations throughout the country affiliated with newspapers. He advocated a general hearing on newspaper ownership rather than a test case involving the relatively small city. The majority, however, had held that the question was whether a "local monopoly in public opinion" might result to the ownership of the two newspapers and the combined fulltime radio station by the same interests.

Macys Acquire WFAS

J. NOEL MACY, president of Westchester County Publishers Inc. and head of its subsidiary newspaper publishing operations, and his brother Valentine E. Macy Jr., have been authorized by the FCC to buy WFAS, White Plains, N. Y., for $25,500. The Commission on June 27 sustained a report rendered last November by former Examiner John P. Bramhall, recommending the transfer of the station from Selma Seitz, who with her husband, Frank A. Seitz, has operated it. The station, a 100-watt outlet on 1210 kc., which shares time with WGBB, Freeport, N. Y., and WBRB, Red Bank, N. J., will be affiliated with the newspapers of the Macy group, which are the *Yonkers Herald-Statesman, Tarrytown News, Port Chester Item, Ossining Citizen-Register, Mt. Vernon Argus, New Rochelle Standard-Star* and *Mamaroneck Times.*

Introducing . . . some of the big-time "local" programs that help keep KOIN . . . . FIRST CHOICE in PORTLAND



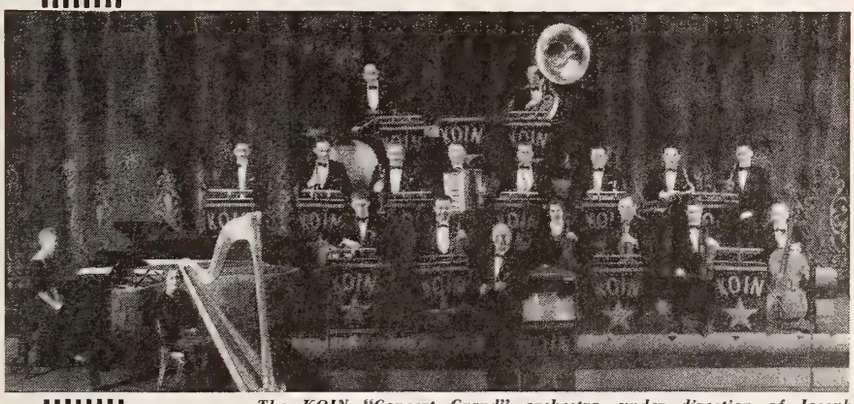
Paul Lamoureaux (center sax) and his "Sweetest Music in Town". On KOIN in 15 minute night periods for four years for same sponsor, and heard on a number of network broadcasts. Available in program structure non-competitive with present sponsor.



"Pals of the Golden West". Western music at its best with top quality vocal harmony featuring one of the most remarkable yodelling sopranos on the air. Available in program structure non-competitive with present sponsor.



"The Castilians", a KOIN staff origination featuring music in the Latin manner, with contralto-tenor vocals and dialect m.c. Network performances have drawn favorable comment from all sections of the U. S., and group in demand for local personal appearance engagements. Available for sponsorship.



The KOIN "Concert Grand" orchestra, under direction of Joseph Sampietro, may be sponsored up to symphony size. The above group were photographed on the stage of Portland's largest theatre during a ten-week sponsored remote engagement as part of a 51 week campaign.

Good home-town shows are great audience builders . . . With the biggest staff of artists in the Pacific Northwest . . . KOIN is a consistent leader in production activities and originates many network attractions.

HERE ARE SOME OTHER REASONS FOR KOIN'S CLAIM TO TOP RATING ON ALL SPOT SCHEDULES . . .

- Only CBS outlet in this fertile 120,000 square mile market.
- "Listener-first" policies under which no spot medical, dental, liquor, beer or wine advertising is accepted.
- Effective merchandising cooperation.
- Technical perfection.
- Extensive public relations activities.
- 96% of all homes have radios (highest percentage in U. S.).
- A healthy . . . productive . . . market . . . consistently gaining.

KOIN

THE JOURNAL . . . CBS Outlet

PORTLAND, OREGON

NOTE: KOIN HAS JUST COMPLETED THE BIGGEST SIX MONTHS in its HISTORY

. . . with a June gain of 21% over 1938 and a 13.7% gain for the six months period . . .

Nothing succeeds like success, and only success in audience building can produce this kind of success in advertising volume. And 42% of KOIN's total volume is *local* business where results *must* be delivered week after week.

National Representatives
FREE and PETERS
World Broadcasting System

Expansion of Staff Is Planned by FCC

Finally Gets Appropriation, With Increase in Total

SECURE with an appropriation of $1,838,175 for the 1939-1940 fiscal year which began July 1, the FCC plans to increase its personnel within the limitations of the new fund and also to modernize equipment at several of its monitoring stations to aid in "policing" work.

While its financial worries held on until the very eleventh hour, the Commission was given its new appropriation June 30 when President Roosevelt signed a deficiency bill carrying the fund. After the House on June 23 passed the deficiency bill, the Senate the following week carried through in swift order and the appropriation was provided just before the old fiscal year expired June 30.

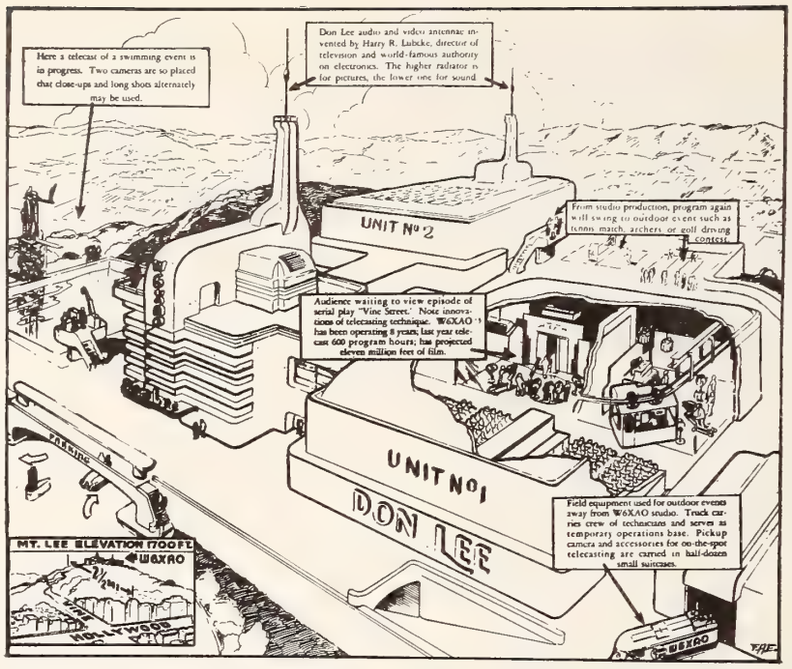
Would Enlarge Staff

The appropriation was $200,000 less than the budget estimates but some $93,000 more than the FCC had for operating expenses during the last fiscal year. Testimony at hearings before the House Deficiency Committee was to the effect that the Commission needed 28 new employes in the Secretary's office, ten additional lawyers, three additional engineers, and seven clerks in the field, as well as 10 new accounting employes, of whom nine would be assigned to the field. It was claimed these field accountants would be assigned largely to common carrier telephone and telegraph work, rather than broadcast operations, although they would be available for service in that field. Whether all of these new employes will be procured in view of the smaller appropriation, remains to be determined.

In the Engineering Department, the total payroll was $224,553 during the 1939 fiscal year. The Commission requested an increase of $23,914 to employ three engineers and seven clerks in Washington. In addition, an increase of $16,800 for the FCC field force, which would include six new inspectors, was requested. Replacement of old equipment in use at frequency monitoring stations, to a total amount of approximately $50,000, is proposed during the new fiscal year.

WAPI Appeals Denial

APPEALS from the FCC decision denying the transfer of the license of WAPI, Birmingham, from the three colleges owning the station to a new corporation in which CBS holds a minority interest, were filed in the U. S. Court of Appeals for the District of Columbia July 8 in the names of both interests. The station, a CBS affiliate, now is licensed to the Alabama Polytechnic Institute, University of Alabama and Alabama College, and the application denied by the FCC was for transfer through a lease agreement to Voice of Alabama, Inc. After the Commission denied the application May 16 [BROADCASTING, June 1] the groups filed a petition for rehearing which also was denied on June 20. The appeals, almost identical in context, were filed by Duke M. Patrick, Washington attorney.



WITH THE City Planning Commission approving the request of Don Lee Broadcasting System to move its television experimental station W6XAO from downtown Los Angeles to Hollywood, plans for the new structure to house the transmitter are being completed. Actual building will start as soon as the FCC gives its official approval for the transfer. New proposed telecasting site atop Hollywoodland will be known as Mount Lee, in memory of the late Don Lee, founder of the network. Cooperating with the Don Lee network in obtaining official zoning approval from the city was the International Photographers Union which sent a petition to grant the permit, contending it would mean additional work for its members. The union has signed a pact with Don Lee Broadcasting System, first agreement of its kind, calling for cameramen to be trained in telecasting with selected men to be assigned each week. Later agreement on wages and working conditions will be negotiated.

Policy Governing Television Licenses May Be Suggested to FCC in September

POLICY governing licensing of experimental television stations, comprising "phase two" of the agenda of the FCC Television Committee, will be suggested to the FCC when it reconvenes next September, as a result of recent meetings of the special committee.

Conferring July 12 on its procedure, the committee instructed the FCC staff to draft a proposed report embodying its ideas on policy. This followed the unanimous adoption June 27 of the initial report of the Television Committee in which a continuing study was advocated, along with a hands-off policy on approval of standards. In addition to Chairman T. A. M. Craven, the committee comprises Commissioners Norman S. Case and Thad H. Brown.

Primarily involved in the second phase of the committee's operations is consideration of pending applications for new stations in various sections and the formulation of a definite licensing policy. Under present regulations, experimental television licenses are issued only on condition that the licensees contribute to the technical advancement of the art, with no consideration given to testing of public reaction or program technique.

Regional Problem

It appears certain the committee will be disposed to recommend granting of licenses for other than purely scientific technical advancement. Moreover, it must grapple with the question of allocations to particular areas, in view of the very limited number of assignments available plus the matter of licensee qualification. It is definitely expected that guideposts will be established along these lines.

Unquestionably, established radio agencies and more particularly broadcast station operators will be given consideration in any new station grants. Radio manufacturers, who have been in the forefront of experimentation, newspaper organizations, and motion picture companies are looked upon as probably the best qualified television licensees.

There are now pending before the committee approximately a dozen applications. Several propose contributions to programming technique and tests of audience reaction, rather than undertaking basic scientific development. It is felt the Commission would be disposed to require that licensees contribute toward program development as well as technical advancement, though it may separate the requirements insofar as individual licensees are concerned. Tentatively, it appears that licensing can be classified into four categories: Television experimenters and manufacturers; qualified experienced broadcasters; newspaper organizations, and motion picture companies, plus other qualified individual groups.

A difficult question has been that of coordination of transmission and reception and some thought has been given to a requirement that television transmission should fit receivers of all types. Moreover, it is felt that definite procedure should be established under which the public could be advised of any developments in television which might bring about rapid obsolescence.

Time sharing of licensee stations may become a necessity at the present state of the art and because of the limited channels available. Some thought has been given to a procedure under which cities of over 1,000,000 population would have a maximum of three stations; those of 500,000 to 1,000,000 two stations, and those below 500,000, one station.

It is expected the committee will begin writing its report on the licensing policy phase as soon as the Commission reconvenes Sept. 5. The report then will go to the full Commission for consideration.

Applications pending for new television stations include those of Don Lee (KHJ); the *Milwaukee Journal* (WTMJ); Crosley Corp. (WLW); Earl C. Anthony (KFI); May Department Stores of Los Angeles; Allen B. DuMont Laboratories for New York and Washington; Television Productions Inc. of Los Angeles; LeRoy's Jewelers, Los Angeles; Kansas State College, Manhattan, Kans. (KSAC); Joseph M. Peckham, Albany, N. Y.

Two additional applications for experimental television stations also will come before the committee. One will be on behalf of two department stores—Bloomingdale's of New York, and Abraham Straus, of Brooklyn, through the Metropolitan Television Corp. of New York. The second is on behalf of the Grant Union High School, of North Sacramento, Cal., and presumably is premised upon use of the station as a part of its curriculum.

WLW Puts Flood Photos On Facsimile Broadcasts

FACSIMILE pictures of the July 5 flood that swept Morehead, Ky., were broadcast in the early hours of July 6 by WLW, Cincinnati. Photographs were taken by Peter Koch, of the Cincinnati *Times-Star*, who flew over the devastated area with Michael Hinn, WLW announcer. Wilfred Guenther, Crosley's coordinator of facsimile and television, put five photographs on the air with brief descriptive matter.

Hinn gave a description of the scene after the flight. Cecil Carmichael, WLW public relations director, Bob Booth, WLW remote engineer, and Ed Mason, WLW announcer, drove through the waters into the city and broadcast a description by direct wire.

Folger May Go East

J. A. FOLGER & Co., Kansas City (coffee), which has appointed Lord & Thomas, New York, to handle its advertising, may add some eastern stations to the list now carrying the five times a week quarter-hour serial *Judy & Jane*, sponsored by the company in the Midwest for the past three years. Plans for expansion are still indefinite. Stations now carrying the program are: KFYR KOA WHO WEBC WJMS WDAY KPRC WDAF WMC WCCO WKY WOW WFAA KMOX WOAI WIBW KVOO KFH and WNAX.

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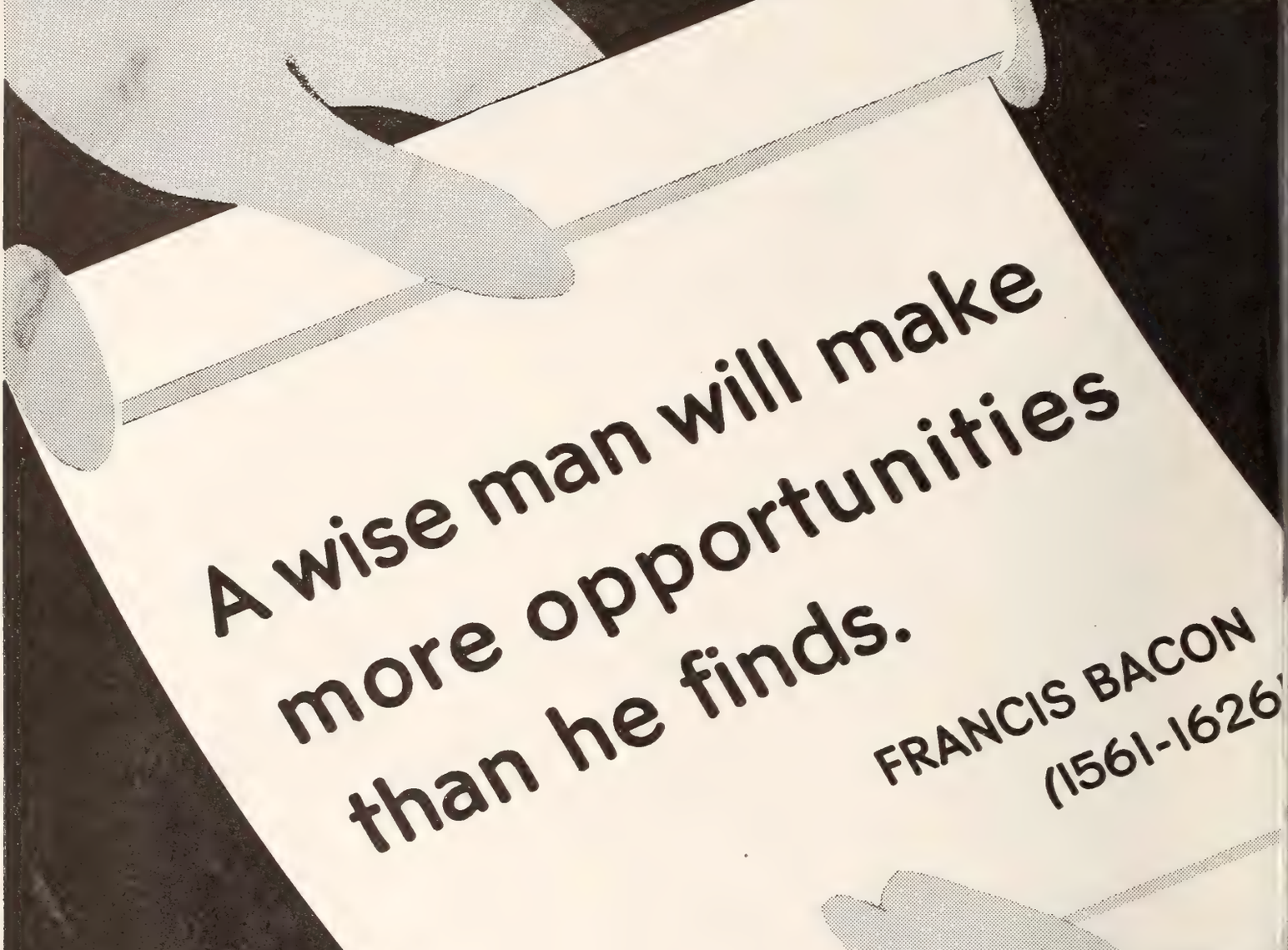
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WSMB	New Orleans	NBC
WHN	New York	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
WRTD	Richmond, Va.	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS
WTAG	Worcester	NBC

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White House Secretary Lauds Radio

Hits Myth of Official Pressure Against Broadcasters

(*Continued from page 19*)

censing authority lay down in advance definite, detailed and rigid standards of public service, implemented by specific rules and prohibitions. It would be difficult, if not impossible to draft such standards free from the odium of censorship. But the elements that compose public service are not vague or mysterious. Each of you broadcasters knows whether your station is doing the right kind of job and, for my part, I would be willing to leave to a jury of broadcasters any specific instance involving the right of a station to have its license renewed.

Plenty of Freedom

You would know the answer. Only recently, I am advised, the Communications Commission has extended the license period from six months to a year for standard broadcast stations. The requirement that a broadcast licensee make annual justification for the use of a franchise granted him by his Government is in no sense incompatible with freedom, as we understand it, and it is *not* necessary to lay down tight regulations to prevent flagrant disregard of the fundamental decencies of broadcasting. The Commission, it seems to me, has ample authority to proceed against any licensee who persists in a course of conduct which reasonable men agree is contrary to any rational standard of public interest.

The question then arises whether, in the process of making this determination, any violence is done to the freedom of radio. Of the 700 odd radio stations, the vast majority of whom have had their licenses regularly renewed since 1927, I am told that less than a half-dozen have had their licenses revoked for cause. Since the Communications Commission was created in 1934, the records show that only a single station has failed to obtain its renewal of license—and that for some violation of technical engineering regulations.

Yet it is said that you gentlemen live in a constant state of fear that your licenses *may* be taken from you and that, therefore, you must spend too great a part of your time and give up too great a part of your time on the air in trying to please the big, bad government in Washington. The big, bad government, standing over you with hand outstretched ready to snatch away your precious license. Of course, I know and I am certain you agree that this just isn't so.

Thus it would seem that there has been no perversion of the duty of the regulatory authority to examine periodically the station's record. What, then, is the basis for the clamor that radio's freedom may be invaded? Certainly the brief history of radio regulation affords no conclusive evidence of any threat to the fundamental American right of freedom of speech.

Censorship a Myth

Nevertheless, certain myths have grown up which deserve examination. The first myth *that should be cracked* is censorship. The Communications Act of 1934—I am certain you have recently read this section—says "nothing in this Act should be understood to give the Commission the power of censorship . . . and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech."

There is nothing ambiguous or equivocal about that language. Legalists may quibble over its commas and semicolons but I stick to the interpretation that it means exactly what it says. And should this Commission or any of its successors promulgate any regulation that violates that section, broadcasters have the remedy of judicial review and, if you *can't* get in the courthouse, you can *ignore* the regulation until the Commission takes you there.

The Shortwave Censorship Rule

The recent outcry over the regulation relating to international broadcasting demonstrates that the people of our country would never tolerate censorship. In this instance, the Commission, as you might expect, disclaimed any attempt at censorship and I understand it now has convened a hearing to determine whether the rule should be revised. It is my personal hope that the final regulations governing this class of broadcast stations will leave no doubt that freedom of speech *is* American culture and that *no* agency of government intends to supervise or control the programs broadcast.

In my opinion, censorship of radio, the press and other media of public information, should it ever develop, would be preceded by a real upheaval in the basic structure of our government and economic system. Professional alarmists may spin learned and fanciful parallels of events here and abroad, but these United States of ours *defy comparison.*

And I reiterate: I am the last person in the world to advocate censorship of what is said by broadcasters in the United States or by newspapers in the United States. I say this not only because I am a firm believer in the constitutional provision for freedom of expression, but also because I am equally a strong believer in the common sense of the American people within our borders. No "columnist", "interpreter" or "broadcaster" who misinterprets, misquotes or invents news out of a clear blue sky survives long. The good sense of the American people catches on to the fact that he is a perverter rather than a purveyor of news.

In the same way the American people soon lose confidence in the type of individual who seeks to stir up prejudice — prejudice against race, against religion or against color.

For Notoriety or Pay

Thus I can conceive of no permanent danger within our country, even though great temporary harm is often done to our national welfare by such people. The average American citizen realizes that in most cases their principal motive is to seek notoriety either for the sake of notoriety itself or because they are paid sums of money by people who have special axes to grind.

There is a real danger—a permanent danger, however — in news stories which might originate in the United States and be directed by foreign agencies to the citizens of other nations. The people of other nations are not as familiar with our own background as we are and the most fantastic stories about what is going on within the United States are readily believed by foreigners when they hear these stories over the shortwave or read them as so-called news stories in their newspapers. They get wholly erroneous ideas not only about facts in the United States, but also about public opinion in the United States. The result is that these foreigners, because of false impressions, become less friendly to us and make it more difficult for us to maintain or to make friendships with them. This affects, of necessity, what we call our American relationship to international affairs as a whole.

I do not have to cite instances or to give illustrations. I do not have to name names. You are just as aware as I am that within the past few years there have been newspaper columnists and radio commentators whose words have been hailed with glee in certain portions of the earth as proof that the United States is friendly to certain principles of international conduct, which, as a matter of fact, the overwheming majority of Americans dislike and abhor. To say that false news of this kind emanating from the United States does harm not only to us but to civilization as a whole is putting it mildly. But that does not mean that the time has come for Government censorship even over such false news.

Avoiding Falsity

It is obvious that those who operate international broadcast stations have a very definite public duty to keep their programs free from false news. Definitely this is their duty—and definitely the Government is watching and will continue to watch with great interest to see whether those in control of these stations continue to observe this public obligation. International broadcasting is but a single aspect of this problem. It is my information that international broadcasting by American stations, largely because of the accuracy of their reports, are relied upon by constantly increasing numbers of foreign listeners. While it is a sad commentary on our civilization that harried citizens elsewhere under the penalty of incarceration or worse must obtain accurate news from without their borders, you international licensees

Feminine Touch

DELEGATES to the National Federation of Business and Professional Women's Club, meeting in Kansas City July 10, ordered a message sent to President Roosevelt urging that a woman be appointed to the FCC. A resolution asking that a "business or professional woman" be named, especially in view of women's importance as listener and program critics, was passed by acclamation.



EARLY CONVENTION arrivals were (bottom row, l to r) Mrs. George Diefenderfer; Maurice C. Coleman, WATL, Atlanta; William Appleby, WPG, Atlantic City; Harold Wheelahan, WSMB, New Orleans; R. H. Mason, WPTF, Raleigh; George Diefenderfer, Paul H. Raymer Co. Back row (l to r) Walter Koessler, WROK, Rockford, Ill.; Clark A. Luther, KFH, Wichita; Stanley Schultz, WLAW, Lawrence, Mass.; Jack Field, WPTF, Raleigh; Fred Brokaw, Paul H. Raymer Co.; Fred Ripley, WSYR, Syracuse.

are performing a genuine service for them. Free men everywhere, I hope, will continue to crave truth even if they must bootleg it.

Although I am not familiar with them in detail, I know that the networks and many independent stations have developed enlightened policies dealing with religion, political discussions and commercial continuities. One specific policy which impresses me with radio's own recognition of its stewardship is that which prohibits the sale of time for propaganda purposes. To permit the individual or group with the greatest financial resources to utilize radio to peddle their own particular brand of social or economic philosophy would be a grave mistake for radio. Among other things, it would deny equality to groups with lesser resources.

Equal Treatment

In dealing with radio, the White House in 1933 adopted and has maintained a policy of equal treatment of networks and stations. When the President speaks, the microphones of any responsible broadcasting organization may seek and obtain their place on his desk. Certain restraints have, as a matter of necessity, been imposed in the relationships of radio to the White House. For example, we have insisted that radio announcers in dramatized news broadcasts or otherwise refrain from imitation of the President's voice, unless specifically authorized with a direct quotation and appropriate explanation that it was not the President speaking. It was done because it had been our experience that such imitations resulted in deception and after such a broadcast the White House mail was heavily loaded with inquiries of bewilderment.

The myth of censorship and the fallacy that broadcasters goose-step to official pressure seem to a sideline observer to be the twin bogey-man of radio. In my opinion freedom from official censorship, freedom from domination by any administration or political party rests with the radio itself. So long as its operations reflect the "doctrine of fair play" as expressed by the provision of the statute governing political broadcasts, so long as programs are interesting, informative and clean—in brief so long as radio serves democracy, it will remain free.

I belong to what may be the old-fashioned school in that I believe a reporter should stick to the facts with appropriate elucidation to make the news understandable and let his reader or listener reach his own conclusions. And I like that portion of the proposed code which you have under consideration, which says originally:

"If a broadcaster devotes a reasonable amount of time to fair and two-sided discussion of controversial public issues, using representative speakers to give differing points of view, he is providing debate and the expression of opinion on controversial issues in a far more effective way than it can possibly be provided by one or even a handful of commentators, regularly expressing personal points of view on every conceivable subject."

Let me speak in conclusion of my own amazement of the growth and development of this industry. It is an old story to you but fascinating to those not engaged in broadcasting to contemplate the fact that in 15 years more than 81 per cent of our families have acquired radio sets. That broadcasting must have done a good job is further evidenced by the fact that these sets are in use almost five hours a day. Through the medium of network systems more than 90% of our population can listen to the voice of their President and to his critics, hear the greatest in music and the drama; and the world is brought to our door. Contrasted with what has been done in other countries, we are convinced that the pattern adopted in America not only is the most consistent with our domestic traditions but affords the greatest opportunity for the development of a superior service.

No one can predict when radio will become of age because the miracles of science apparently have no boundaries. Of this much I am certain—radio in the hands of private enterprise has done amazingly well. With the government assuring free competition in the service to our people, with that sense of public responsibility your codification efforts imply, with that awareness to needs of scientific research you have manifested, there is every reason for you to receive the continued and enthusiastic support of the public—that ultimate tribunal of success.



IS RADIO censored or isn't it, was the question discussed at an informal roundtable during the recent reception given by MBS for John Steele, its European commentator. Taking part were (l to r) Raymond Gram Swing, commentator for the BBC; Mr. Steele; Fulton Lewis jr., MBS Washington commentator, and Elliott Roosevelt, commentator for Emerson Radio and president of the Texas State Network.

Elliott Roosevelt Charges Censorship Of Fear and Urges Indefinite Licenses

STATING that the present term licensing system of radio has placed the American broadcaster under a definite "censorship of fear," Elliott Roosevelt, president of the Texas State Network, turned the scheduled discussion of radio as a news medium here and abroad into a heated discussion of censorship in the United States during the press reception given June 29 by Mutual in honor of John Steele, the network's representative in London and Europe.

Also participating in the roundtable were Raymond Gram Swing, who nominated the advertising agency as the real American censor, and Fulton Lewis jr., MBS Washington commentator, who acted as interlocutor. Reception was held at the Hotel Ambassador, New York, during Mr. Steele's first visit to New York in six years.

In England, Mr. Steele said, scripts intended for broadcasting to English audiences must be submitted to the BBC in advance, but for the foreigner broadcasting from England to his own country there is no censorship at all. This is not true elsewhere in Europe, he added, citing the case of an American broadcasting to the U. S. from Rome who said something the government censor did not like and was cut off the air immediately.

In Case of War

He said that of course the English government in case of war, would censor all talks, shortwave as well as local, and if a commentator such as himself were allowed to broadcast at all, he said, it would probably be by recordings, which could be censored by the government before they were put on the air. Any other form of censorship would be futile, he declared, since "an indiscreet man, or a man who wanted to put something over, could by the use of two words supply the key to the picture puzzle that the enemy was waiting for."

Regarding radio news as currenty received by the English public, Mr. Steele described BBC's news broadcasts as "very fair and very objective, although perhaps restricted, and that about half of the English public has shortwave receivers which can easily bring in newscasts from Germany, Italy, Russia or any other country.

Mr. Swing cut in at this point to state that while his weekly broadcasts to England from the U. S. are theoretically censorable, the BBC representative in this country actually looks at about one script in ten and "in the five years that I have done this broadcasting I have never had anything modified nor any attempt made to influence anything I wanted to say as the BBC commentator in this country."

Asked by Mr. Steele about the possibility of censorship in America through the FCC, Mr. Roosevelt replied that "We have definite censorship in this country, the censorship of fear, fear by the broadcasters of losing their licenses." Advocating a system similar to that of the Interstate Commerce Commission, under which a broadcaster would be licensed indefinitely and have to defend his license only against charges that his operation was not in the public interest, Mr. Roosevelt further declared that "if a radio station or a radio chain desires to have an editorial policy on one side of a public question, I believe they should have the right to have that, as long as they label it as such."

"The trouble I find is that there is too little definition on the part of the FCC of what the rules and regulations should be as to defining what a program is. If they will define a program clearly at the beginning and at the end, then, in my opinion, there should be no fear of censorship or of a station losing its license. If they give out propaganda, all well and good, label it propaganda."

Because of the present term licensing system, he continued, the broadcasting industry "is the only industry of any size whatever that cannot go to a bank for its financing on a regular commercial or industrial basis. We have to depend entirely on private speculative capital for the development of our industry."

Sponsor Censorship

The real censorship in this country is that of the advertising agency rather than the FCC, according to Mr. Swing, who stated that "if a person with political opinions is put on to sell a given product and he has views which are going to awaken opposition, the sale of the product is going to be stopped at a certain place, namely those people who don't agree with him. Your advertising agency will be interested in keeping him from spreading the views which stop the sale of the product, and in the nature of things the expression of political opinion over commercial programs is a matter which has to be examined very carefully, because there you have an automatic censorship directed not for any political end at all, but simply in the promotion of a commercial program."

Pegler Declares Press Must Fight for Free Air

WARNING against a controlled radio that could be used "as a propaganda arm to destroy the freedom of the press", Westbrook Pegler, discussing the recently announced international broadcast rules in his syndicated newspaper column July 6, declared that the "perfidious press" probably will have to take over the fight to establish freedom of the radio, since the broadcasting industry itself is afraid to use its own medium to present its own case because it would "necessarily attack the political agency of the New Deal which controls its conduct and issues the licenses by which it operates" and risk "painful or disastrous reprisals".

Although radio operators as a group are a "dangerous" commercial rival of the newspapers, and the press has a selfish motive for wishing the worst of luck, the press "ironically, finds itself compelled to assist its commercial rival in a feeble struggle against coercion and censorship", he said.

Radio relies on the newspapers to present its case to the public, and it has been the press which has emphasized the hidden significance of the ruling of the Communications Commission which requires that international broadcasts must promote international goodwill, understanding and cooperation," Mr. Pegler commented.

New Net Policies Explained by CBC

Agencies and Stations to Get Official Notice on Hookups

By JAMES MONTAGNES

CANADIAN agencies and stations are to receive a letter this month from the CBC outlining the new CBC policy in regard to all network programs not using the CBC regional or national nets. The new system will require advertisers wanting to use two or more stations connected by landlines to go direct or through an advertising agency to the CBC for time on any independent stations.

The CBC will make all arrangements with the individual stations the advertiser wants to use, will look after all billings, and remit to the stations their full card rate less the usual agency commissions, which it will remit to the agencies. The CBC does not plan to charge anything for the service. The new policy goes into effect about Aug. 15 or Sept. 1.

Heretofore the advertising agency has gone to the CBC for lines for any network programs and for the CBC okay on the program. Now the entire transaction must go through the CBC, which will negotiate with the individual stations wanted by an advertiser for the required time.

A Complicating Factor

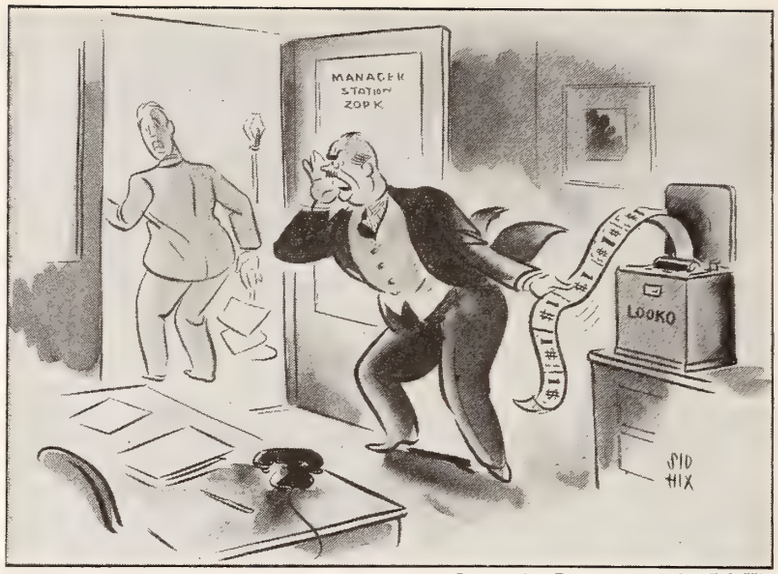
While no official information has as yet gone out on the new CBC policy, news of the change was revealed in a letter sent by Dr. A. Frigon, assistant CBC general manager [BROADCASTING, July 1]. Many station owners and agency executives feel the new policy will complicate their network plans.

The CBC does not plan to use the new hookup policy to bring more business to CBC networks, it being the opinion among CBC officials that the CBC cannot carry more commercial networks as a government-owned body. The outcome of the hookup policy may be a second series of regional networks, but this, CBC officials say, is for future development. Meanwhile Horace Stovin, station relations supervisor, is making a tour of Canadian broadcasting stations to explain the new policy and program matters.

Harry Sedgwick, CFRB, Toronto, president of the Canadian Association of Broadcasters, and Joseph Sedgwick, solicitor for the CAB, were informed of the new policy by the board of governors at Ottawa July 5 and 6, and were told that the change was purely for administrative purposes and would help facilitate network planning. As a result of their talk with the board they are of the opinion that the new policy will work out satisfactorily for the private broadcaster.

New Script Service

READY-TO-AIR Service, a script service designed to provide stations with fresh material for man-on-the-street interview and quiz programs, has been started in New London, Conn., by Bob Howell, of WNLC, New London. The staff, headed by Howell, includes Bea Goodrich, former news commentator of WMEX, Boston, and several other radio people. New scripts are now in preparation for release soon.



Drawn for BROADCASTING by Sid Hix

"Stop That Facsimile Program! We Can't Send Dollar Bills Over the Air!"

Policy on Network Election Programs And Time Division Adopted by the CBC

PRIVATE broadcasters and the CBC will lose considerable income from election broadcasts as the result of a new policy regarding network broadcasts for elections as laid down at the CBC board of governors meeting at Ottawa July 5-7. According to the new system every federal political party will be apportioned time on the national networks, the broadcasts to be carried on a sustaining basis on all Canadian stations with the CBC paying all line charges. The CBC ruling affects CBC-owned and privately-owned stations whether affiliated with the CBC national nets or not.

Election broadcasts can be purchased by any political parties and noncommercial organizations or societies interested in public affairs for regional hookups on privately-owned stations, with the CBC approving the hookup. No CBC-owned stations may take part in such a hookup. For local political broadcasts, privately-owned but not CBC-owned, stations may sell time to candidates. All political broadcasts must stop 48 hours before the polls open.

To Keep Politics in Bounds

The new instructions go into force in regard to a federal election as soon as Parliament is dissolved or an election date is announced. The CBC reserves the right to cancel all purchased political network broadcasts as soon as the date for the dissolution of Parliament is announced.

The new election network regulations were made after consultation with the various political parties and follows the recommendations of the House of Commons radio committee made this spring. The plan is designed to place election broadcasts on a more orderly and democratic basis. From the listener's point of view, it also aims at keeping the total amount of political broadcasts within reasonable limits.

The method whereby the CBC will ascertain how much time will be apportioned to each existing and each new party will be determined by the representation of the various parties in the last two Dominion elections, the House of Commons representatives in each party, the total votes cast for each party in the past two elections, the number of candidates nominated for each party in the past two elections. That the listener is entitled to hear all sides of any national problem will also be a deciding factor in allotting time to all parties. As in Great Britain, the government party in power at the time of the election will have the final national network allotted to it. No network program is to last more than one hour.

The CBC goes on to explain that "the Corporation does not believe in or practice censorship. It neither exercises itself, nor authorizes any private station to exercise any restrictions on matter broadcasts, other than those specifically set out in the printed regulations issued by the Corporation in its capacity as authority over all broadcasting in Canada."

With the possibility of a Dominion election being held this autumn, the outcome of this new policy will be closely watched by the CBC, so that if it is successful, it will be implemented for provincial elections as well.

Individual privately-owned stations may sell time to political candidates and parties for local broadcasts only, subject to the terms of the Broadcasting Act and its regulations.

The CBC issued a regulation July 12 designed to prevent use of transcriptions in circumventing the network election ruling, closing the last loophole in the policy and placing the onus on private broadcasters for acceptance of such disc campaigns.

Cereal Firm's Plans

CAMPBELL CEREAL Co., Minneapolis (Malt-O-Meal), will maintain approximately its spot schedule of last fall, it is understood, using the quarter-hour disc series in Swedish accent titled *Tina & Tim* on a thrice weekly basis this fall. Last fall the series was aired on 17 stations [BROADCASTING, Sept. 15, 1938]. H. W. Kastor & Sons Adv. Co., Chicago, is agency.

50 kw. CBK to Take Air July 29 in Saskatchewan

THE FOURTH 50,000-watt transmitter to be opened by the CBC goes on the air July 29 as CBK, Watrous, Sask. The opening address will be given by CBC chairman L. W. Brockington, from London, England, where he is working on CBC-BBC program exchange.

CBK is a sister station to CBA, Sackville, N. B., opened on April 8. Both stations were built by RCA in Canada, with the vertical radiators built by Canadian Bridge Co., Walkerville, Ont. The station will carry a limited number of commercial network programs at present, but in the autumn when the full CBC commercial network goes into operation with fall business, will be on the network, at a nominal commercial charge. Present CBC network stations in the Saskatchewan area covered by the new station, (CKBI, Prince Albert; CFQC, Saskatoon; CHAB, Moose Jaw; and CKCK, Regina,) will not be dropped from the network because of the installation of the new transmitter. CBK will be on the air from 12 noon to midnight.

Roy Cahoon, formerly with special events department of CBC, has been placed in charge of the station, which for the present will have only an engineering staff, as no programs will originate there.

Other members of the engineering staff are W. W. Grant, F. B. Johnson, C. F. Pattenson, E. S. Haggerty, Harold J. Marshall, R. L. Punshon, and G. Sheffield.

MBS Right to Transmit To Canada Is Renewed

DESPITE the claim of WJBK, Detroit local, that its service had been "impaired", the FCC June 28 made public its proposed findings of fact and conclusions to grant the application of MBS for renewal of its permit to transmit programs to broadcast stations in Canada, notably CKLW, Windsor-Detroit. The Detroit local had contended that MBS service to CKLW not only resulted in "unfair practices" but also had an adverse effect on its business operations. Under the proposed finding, all parties have 20 days from June 27 in which to file exceptions and request oral arguments before the FCC.

The FCC stated that the record in the case "does not disclose sufficient facts to justify Station WJBK's claim that it has been impaired by unfair practices." It added that at this time consideration of the maintenance of a "free interchange of programs with stations licensed by the Government of Canada outweighs the present suggestion of possible adverse effect upon the service rendered by the American station."

24 for Sweets Co.

SWEETS Co. of America, New York, is sponsoring thrice-weekly participations on the *World's Fairest Music* program with Johnny Prentiss on WMCA, New York, will further promote Tootsie Rolls later this month with 150-word spot announcements three to nine times weekly on a list of 24 stations throughout the country, which have not been definitely decided upon as yet. Biow Co., New York, handles the account.

Morning Listening

THE Hooper-Holmes Bureau has just completed a very detailed roster survey in the New York Metropolitan District. This study was sponsored by WOR, National Broadcasting Company, Columbia Broadcasting System, and the Hooper-Holmes Bureau.

The study shows the programs listened to by 6881 families from 6 A. M. to 1 P. M. each day for one week—about 1000 each day. For the first time these sponsors have a definite picture of the audience for each quarter-hour period on thirteen New York stations.

Furthermore, this study shows the division of listeners in the five boroughs of New York and the fourteen counties in the Metropolitan District outside the city proper. And, for each program it gives the economic level of listeners in four groups. The difference in listening of telephone subscribers and non-subscribers is clearly indicated for each program.

If you are interested in seeing a copy of this very complete radio study, get in touch with the Hooper-Holmes Branch in your city.

Any broadcasting station which wants to know the truth about radio in its city should consult us.

★

WHAT IS THE HOOPER-HOLMES BUREAU?

For 40 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. Most of these are made and written by trained Inspectors, all of whom are full-time men. Their work is supervised by 80 Branch Offices. They regularly cover 11,140 cities and towns in their insurance work and their efforts are supplemented by 55,000 part-time correspondents.

Address all inquiries to Market Research Division, Chester E. Haring, Director.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK

N. Y. FAIR USING DISCS IN MIDWEST

TO INDUCE travelers to and from the New York World's Fair to go through New York State and to sell New York's attractions as a vacation place, the Bureau of State Publicity is conducting a spot radio campaign in the Midwest, from which some 5,000,000 cars are expected to come to the Fair during the summer.

The campaign, handled by Barlow Adv. Agency, Syracuse, consists of 20 five-minute transcriptions produced by NBC, featuring talks on New York's many scenic spots by such personalities as Gov. Lehman, Lieut. Gov. Poletti, Alfred E. Smith, Robert Moses, Lowell Thomas, Kate Smith and others. Each speaker describes one part of the State and invites midwesteners to visit it.

Broadcasts started June 28 on a twice-weekly basis on WHAS, Louisville; WTAM, Cleveland; WJR, Detroit; WLS, Chicago; WFBM, Indianapolis, and KSD, St. Louis. Offered on each broadcast is a tourfolder containing a large map of the State and six suggested routes, together with pictures and brief descriptions of the State's beauty spots. Stations also cooperate by distributing these folders to local hotels and travel agencies in their vicinities.

Newspaper space in this region and national magazine space is also being used in the campaign which is described as self-liquidating by E. S. Barlow, president of the agency. "Of the 5,000,000 cars coming from the Middle West," he says, "we need attract only 100,000 of them through New York State to defray the entire cost of the advertising, for it is estimated that each car that travels the length of the State will spend $2.61 in gasoline taxes alone."

Stanco's Larger List

STANCO Inc., New York (Nujol, Mistol, Flit), on July 3 expanded the list of stations carrying the quarter-hour transcribed program *Meet Miss Julia,* heard five times weekly, to a total of 50 throughout the country. Stations are: WCAU WCAE KGW WCSH WJAR WPTF WOKO WGST WBAL WBRC WNAC WGR WJR WLS WLW WGAR WIS WFAA WHO KLZ WKY WOW WMBD WIOD WTMJ KSTP WSM WTAR WWL WOR WREC KFI KMBC WJAX WFBM KPRC WPIC WHP WMBG WHAM WOAI KWK KSFO WGBI KOMO KHQ WFBL KVOO WOL WTAG. Daggett & Ramsdell, New York (cold cream), on July 10 began the quarter-hour transcribed program *Career of Alice Blair,* formerly heard for Stanco products, five times weekly on WNAC WTIC WOR WJR KFI WCAU KSFO WJSB. McCann-Erickson, New York, handles both accounts.

Oshkosh to Place

OSHKOSH OVERALL Co., Oshkosh, Wis., in late summer will use a varying schedule of spot on about 10 stations. Last season the schedule consisted of five weekly quarter-hour periods, but program length is undetermined as yet for the coming schedule, according to Ros Metzger, radio director of Ruthrauff & Ryan, Chicago agency.



KUDOS FOR the NAB staff were heaped upon these headquarters section chiefs by President Neville Miller and other speakers. Left to right: Paul F. Peter, research; Ed M. Kirby, public relations; Edwin M. Spence, secretary-treasurer (who perennially handles all convention details, in thorough fashion, just as he did when he was a station operator); Andrew W. Bennett, legal; Joseph L. Miller, labor relations.

NAB Groups Report Progress

(*Continued from page 23*)

formation as to dollar volume of broadcast advertising as a whole and related data.

In recommending reinstatement of the Index, Mr. Peter also urged its expansion to include other basic data. The need for this information on a current basis within and without the industry is well established, Mr. Peter declared, contending that the only logical place for the collection of the information is in the Association itself.

LEGAL

Work of the Legal Department of the NAB was recounted by Andrew W. Bennett, counsel and a former Special Assistant Attorney General. In a brief report, he brought out that since September, 1938, legal questions presented by stations and their attorneys have required over 750 written communications involving detailed discussion of legal problems, including more than 150 opinions.

All told 344 bills, either directly or indirectly affecting broadcasting, have been introduced in the Federal Congress and State legislatures since Jan. 1, 1939. These required examination in order that the members might be informed of bills adversely affecting the industry and an opportunity afforded broadcasters to bring their views to the attention of the legislators involved.

In the litigation field, several suits involving matters of importance developed. These included appearance at the hearing on the proposed rules governing standard broadcast stations; appearance by the NAB at the hearing scheduled July 14 on international shortwave rules; appearance by the NAB in the proceedings before the FCC on rebroadcasting initiated by the petition of the City of New York; several State suits involving anti-trust laws designed to curb monopolies and in most every case aimed at ASCAP; and the pendency of the phonograph record performance suit in New York, on which a decision is awaited.

ENGINEERING

Technical phases of NAB activity were covered in a report of the Engineering Committee, prepared by R. M. Wilmotte, New York, associated with John V. L. Hogan, chairman of the Engineering Committee, who has devoted most of his time as NAB engineering director. The report pointed out that it is planned to employ a fulltime engineer to take over these functions.

Participation of the NAB in hearings before the FCC dealing with technical rules and regulations constituted the bulk of this activity. Meetings with other organizations, designed to improve technical radio and curb undue interference with reception also were recounted.

PUBLIC RELATIONS

Spirited activity, ranging from publication of a series of studies designed to give the layman a knowledge of radio fundamentals, to the setting up of the Bureau of Radio Advertising as a means of promoting radio as an advertising medium, was reported for the year by Edward M. Kirby, public relations director.

The Bureau, evolved in collaboration with the NAB Sales Manager's Committee, Mr. Kirby said, has as its function not only the conduct of research and studies to sell radio advertising, but also to stop the free-radio-ride abuse and divert as many of the publicity seeking groups into commercial users as possible. It also would act as a buffer for stations who are victims of "undue pressure" from agencies or advertisers in the demand for unusual merchandising service or other concessions.

Mr. Kirby said that contacts had been established with 3,500 key points during the year; that relations with the press had been improved; that cooperation with educational and women's organizations had been enhanced and consumer relations established. He summarized the NAB-RMA goodwill campaign launched with Open House Week last May and described plans for continued performance on a year-round basis.

ACCOUNTING COMMITTEE

Work of the Accounting Committee, particularly in its conversations with the FCC in connection with questionnaires on income and expenses, programs and employment, was detailed in the report of Harry C. Wilder, WSYR, Syracuse, chairman. Reporting on a conference in New York June 1-2 of the Accounting Committee, with William J. Norfleet, FCC chief accountant, and DeQuincy V. Sutton, FCC head accountant, Mr. Wilder declared the committee felt that considerable good has been accomplished and that the new questionnaires covering the 1939 calendar year "will be much simpler in form than previous ones," despite the detail and information that will be required. He added that the committee hoped that the financial information now required to be filed with an application for renewal of license, also will be eliminated and the one financial questionnaire issued by the FCC Accounting Department will furnish all necessary information.

COURT BROADCASTING

WITHOUT making recommendations for consideration of the convention, the Committee on Cooperation Between Press, Radio and Bar, involving court room broadcasts, disagreed with the conclusions of the report of the American Bar Association in this field. That report, it said, places undue emphasis upon an alleged "danger arising from the misuse of radio in connection with trial", with the implication that the danger is greater than that arising from corresponding use of other agencies and publications.

"Your committee," the report added, "further disagrees with the report in regard to prohibiting the use of sound registering devices in the court room. We believe the same rule should apply to sound registering devices as newspaper representatives believe should apply to the use of the camera, namely that the use of such devices may be made with the knowledge and approval of the trial judge. Consent of counsel or other participants in the trial should not be required.

Members of the committee, which met with the bar on May 12, 1939 comprised Neville Miller, NAB president, as chairman; Harry C. Butcher, CBS vice-president; Louis G. Caldwell, Washington attorney; Philip G. Loucks, Washington attorney and former NAB managing director; Frank M. Russell, NBC vice-president.

SALES MANAGERS

Craig Lawrence, chairman of the Sales Managers' Committee, in his report reviewed four major activities of the group held since the last Convention. These included the departmental at the Convention of the Advertising Federation of America in Detroit in June, 1938; steering committee and district meetings, cooperation with the Bureau of Radio Advertising, designed to supply basic selling information on broadcast advertising to stations and otherwise build up the business of broadcasting, and the AFA Convention of 1939 in New York.

Particular emphasis was placed upon the Bureau of Radio Advertising plan, which Mr. Lawrence pointed out was well under way.

INDEPENDENT BROADCASTERS

Problems peculiar to independent broadcast stations that need study and action by a representative body make desirable continuation of a group such as the National Committee of Independent Broadcasters, according to the report of that group, headed by Lloyd C. Thomas, formerly of WROK, Rockford, Ill., as chairman. Pointing out that the activities of the committee were confined largely during the past year to the negotiations with the American Federation of Musicians, the committee nevertheless recommended that the Convention and the membership give recognition to the committee on the premise that problems peculiar and vital to independent stations must be coped with.

Night Baseball Problem

STATIONS carrying baseball broadcasts may well be faced with a new problem next season due to the popularity of night baseball and the resulting conflict in broadcasting schedules. The Chicago White Sox will broadcast a series of six or seven night games beginning in early August and Comiskey Park, Chicago, is being equipped with powerful flood lights. Chicago stations carrying the Sox home games include WGN, WBBM, WJJD and WCFL. Station managers are meeting to devise means of clearing schedules so that the night games may be aired. No decision had been reached as BROADCASTING went to press, but it is understood that WGN and WCFL will definitely carry the Sox night games. WBBM may be able to shift its schedule and carry the games, while WJJD, which leaves the air nightly at 10 p. m., may shift the games to WIND, its sister station.

Oven Ready for Fall

BALLARD & BALLARD Co., Louisville (Oven Ready biscuit flour), early this fall will use a quarter-hour disc series on about 15 stations. It is understood that the series will be aired on a thrice-weekly basis. Program has not been selected, according to Frank Ferrin, radio director of Henri, Hurst & McDonald, Chicago agency in charge.

A Night of Volts

WHEN Al Teachman, engineer of WEEI, Boston, prepared to close the WEEI transmitter out on the Medford marshes one recent night, he stepped into the high-voltage room for a final check and before he knew what was happening the door slammed shut and the spring lock snapped. After spending most of the night in the room, he managed to climb through a small window to the platform holding high voltage transformers, which was completely surrounded by a high steel wall topped with barbed wire. Eventually, by lighting his meager supply of matches and throwing them in the air, his calls drew the attention of some early morning workers passing by. Teachman threw his keys over the wall, and after some difficulty getting the special safety latches unlocked, the men released him.

Kostka Heads NBC Press

WILLIAM KOSTKA, recently magazine editor of NBC, has been named manager of the network's press division, filling the position left vacant last month by the resignation of Wayne Randall. No other changes were made, Edwin P. Curtin continuing as news editor, Richard G. Spencer as night editor and Leonard W. Braddock as manager of the audience inquiry division. Kostka, who joined NBC last fall, has a wide background in newspaper and magazine work, as telegraph editor of the *Chicago Daily Drovers Journal*, central division manager of International News Service, eastern managing editor of Fawcett Publications, magazine editor for Frank A. Munsey Co. and publisher of *Everyday Photography*.



Mr. Kostka

Hearing in Bellingham Scheduled by the FCC

WITH FUNDS available by virtue of the eleventh hour action of Congress in providing the $1,838,000 appropriation for the 1940 fiscal year which began July 1, the FCC June 30 authorized Commissioner George H. Payne to preside at a hearing in Bellingham, Wash., involving the renewal of license of KVOS of that city and the competitive application of the Bellingham Broadcasting Co. for the same local facilities.

A hearing scheduled in Yuma, Ariz., involving revocation proceedings against KUMA and new applications for the facilities in that city, for July 24, to be presided over by Commissioner Norman S. Case, was deferred on the Commission's own motion until Sept. 25. This hearing may be held in Washington rather than Yuma. [BROADCASTING, July 1].

CBS announcers' softball team, on July 1 won a 9-6 victory over a team of NBC announcers in New York, and on July 15 was to play a return match.

DEALER'S CHOICE



Mr. Sidney Williams

WEGMAN'S, progressive home-town grocers, operate a string of super-markets in Rochester. A natural place for an inquiring agency man to ask questions.

"What do you think Rochester people think of WHEC", the agency man asked Sid Williams, Wegman's supervisor.

"I don't have to think, Mister", said Mr. Williams. "We buy three programs a week for ourselves over WHEC."

This actual conversation, reported to us by the agency man (*he bought WHEC, too*), is significant. Rochester grocers know Rochester's listening preferences first hand;—back their opinion of WHEC with their own hard dollars.

The Station of The Gannett Newspapers

Representatives:

PAUL H. RAYMER CO.
New York Chicago Detroit
San Francisco

WHEC
ROCHESTER



..in the Shreveport Market

● Several weeks ago Jerry Bozeman, KWKH sports announcer, casually suggested to baseball fans listening in on the Shreveport baseball game broadcast to "pull off your left shoe and let's put the Sports down in front again".

Many fans actually took off their left shoe, not in superstition, but for the fun of joining in on the unusual.

Demands were made for the organization of a "Left Shoe Off Club". Membership cards were printed and today several thousand baseball fans have actually written KWKH requesting membership in this unique club. Requests are continuing to pour in daily.

The KWKH audience in the Shreveport market is a responsive, able-to-buy audience. KWKH completely covers this audience. KWKH completely covers this rich, prosperous market. Your product advertised over KWKH will find eager buyers.

KWKH
SHREVEPORT ⚡ LOUISIANA
50,000 WATTS
APPROXIMATELY SEPT. 15th
A SHREVEPORT TIMES STATION
.... in the heart of the world's greatest oil and gas area .....
CBS
Represented by THE BRANHAM CO.

Kansas City Sports

SOFTBALL League of Kansas City radio stations completed the first half of the 1939 schedule July 2 with KCKN in first place, KMBC second, KITE third and WHB fourth. With all league games played Sunday mornings, each station has plugged the contests on their sports programs and brought out good crowds for each encounter. Officers of the organization include Joe Matthews, KMBC salesman, president; Wayne Hatchett, KITE chief engineer, vice-president; Francis Reese, KCKN operator, secretary, and Jack Grogan, WHB announcer, treasurer. The softball venture has been so successful that plans now are being made to organize for winter sports.

Lucy Heads Va. Group

C. T. LUCY, general manager of WRVA, Richmond, has been elected president of the Virginia Broadcasters Assn. Ray P. Jordan, WDBJ, Roanoke, was elected vice-president, and Edward E. Bishop, WGH, Newport News, secretary-treasurer. Preparing for the NAB convention, the Virginia broadcasters met in the Hotel Richmond as guests of WRVA to discuss copyright, wage and hour legislation, etc. Attending, in addition to the officers elected, were Charles P. Blackley, WSVA, Harrisonburg; S. C. Ondarcho, WBTM, Danville; Ovelton Maxey, WRTD, Richmond; Barron Howard and Walter R. Bishop, WRVA; John W. New, WTAR, Norfolk; Edward Whitlock, WRNL, Richmond.


Mr. Lucy

Lucky Strike Audition

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on July 7 auditioned a new CBS 45-minute Hollywood studio audience program built around the current *Hit Parade* format. Though denied by Karl Schullinger, radio production executive of Lord & Thomas, it is understood that if the program meets with approval of President George Washington Hill, it will replace or be tied in with the *Hit Parade* next fall, Assisting Schullinger on production of the audition program were Frank Wilson, head script writer of Lord & Thomas, New York, and Thomas Freebairn-Smith, CBS Hollywood writer-producer. James Wright, agency executive on the Lucky Strike account, accompanied by Wilson, returned to New York following the broadcast and took back an air-check of the program for Hill's inspection. Schullinger remains on the West Coast to supervise production of Kay Kyser's *College of Musical Knowledge* sponsored by American on NBC.

Al Jolson was featured on the audition program, supported by Betty Jane Rhodes, vocalist and Carl Hoff's 43-piece orchestra. John Conte and Ken Niles, handled the commercials.

RED CROSS PLANS NATIONWIDE DRIVE

THROUGH its national headquarters in Washington, the American Red Cross is launching a coordinated radio promotion covering local, regional and national activities. Directed at securing 1,000,000 new members during the coming Roll Call, the Red Cross is planning to use individual stations, regional and national networks in the radio campaign to emphasize its educational and disaster work. Through full and centralized cooperation of national headquarters with the industry, it is believed better programs will result.

As part of the radio promotion, two local year-round educational features designed to develop a record of practical experience as a guide for improved local Red Cross programs in all parts of the country, have been started at Norfolk, Va., on WTAR, and at Columbus, O., jointly on WBNS, WCOL, WHKC and WOSU. Twelve regional programs, with scripts written in Washington and produced by large stations and regional network keys, also have been arranged as part of a *Red Cross Cavalcade* series. Each unit of the series stressed Red Cross history in the particular region, with special emphasis on newsworthy events and well-known personalities.

Among stations that have started the series are WLW, Cincinnati; WMAL, Washington; WREC, Memphis; KSO, Des Moines, and a network including WMT, Waterloo, and KMA, Shenandoah; KSTP, St. Paul, and stations of the North Central Broadcasting System and WTMJ, Milwaukee.

To afford nationwide promotion for the Roll Call, the three national networks have allotted eight 30-minute coast-to-coast spots from Oct. 15 to Nov. 11. Now in negotiation is a set of rules on disaster relief broadcasts in the form of a three-way agreement between the NAB, U. S. Weather Bureau and the Red Cross, designed to eliminate confusion over unofficial reports and unauthorized appeals during times of disaster.

Dairy Adds WOR, WNEW

PHILADELPHIA DAIRY PRODUCTS Co., Philadelphia (Aristocrat Ice Cream), on July 3 started a weekly quarter-hour recorded program titled *Midday Melodies* on WOR, Newark, and six times weekly participation in Glenna Strickland's program on WNEW, New York. The company also sponsors weather reports, news programs and musical shows on 12 other stations throughout the East. Scheck Adv. Agency, Newark, is the agency in charge.

John Morrell on WOR

JOHN MORRELL & Co., Ottumwa, Ia. (E-Z Cut hams), is sponsoring 125-word announcements on WOR, Newark, six times weekly. Sponsor is the first advertiser in the station's new quarter-hour program of recorded music made available July 1 for cooperative sponsorship. Program started July 3 in the 10-10:15 a. m. spot, shifting July 10 to 9:45-10 a. m. Morrell agency is Henri, Hurst & McDonald, Chicago.



NO BITE FROM THIS MIKE

MANY a logical prospect has shied away from network broadcasting, haunted by a mental picture of the network microphone chewing large holes in his appropriation.

But Mutual, budget-minded, introduces the new advertiser into network radio step by step, station by station. And this policy has proved so resultful that, *in twelve months . . .*

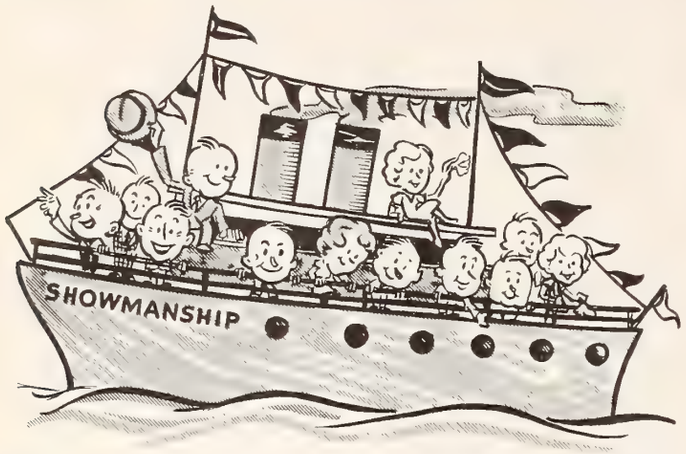
WHEELING STEEL increased their hookup from 5 to 17 to 27 stations . . . and clocked a 15% increase in coast distributors' sales.

WINTER & COMPANY'S piano sales shot to a new high on one of the lowest cost shows in network history.

MAINE DEVELOPMENT BOARD sold *more* potatoes at a higher price (20¢ more per 100 lbs!) than the year previous without radio.

Successes like these have again made Mutual (so far in 1939) the choice of twice as many new network sponsors, as any other major broadcasting chain.

THIS IS THE MUTUAL BROADCASTING SYSTEM



Because it Works

This is not the first time we have suggested that it's good sailing (and sale-ing) on the sturdy craft, "Showmanship." We like the idea because it works. It works for us because it works for our advertisers.

KDYL has the power and the equipment to put strong, clear signals into every part of the vast Salt Lake Market Area. It has the world's leading programs. And it has the flair for showmanship which wins and holds listeners.

That's why KDYL is the popular station.

5000 WATTS DAYTIME
1000 WATTS NIGHTS

KDYL

THE *POPULAR* STATION
Salt Lake City, Utah
Representatives:
JOHN BLAIR & COMPANY
Chicago - New York - Detroit
San Francisco - Los Angeles

NBC RED NETWORK



AFTER HEARING political leaders emphasize importance of radio personality in the 1940 campaign, Announcer Al Stone, of KWTO-KGBX, Springfield, Mo., has decided he owes its to his listeners to be a candidate. Stone comes from a farming district, and says he will run on a farm relief platform advocating Government funds to help harvest wild oats. To see how he would photograph at his press conferences, Stone allowed Operator Herb Wallis to shoot him in characteristic poses, this one being especially characteristic.

A FIGHT WAGER
Sponsor Gambles on Result Of Bout and Wins

MOST unusual "bet" on the Louis-Galento fight was that between NBC, which broadcast the fight, and Magazine Repeating Razor Co., which sponsored the broadcast. Contract, calling for the sponsor to pay for a half-hour period on the 59-station Blue network regardless of whether the bout lasted one minute or more than an hour instead of the usual fight contract form which calls for purchase of consecutive quarter-hour periods as long as the fight continues, was in effect a wager between sponsor and broadcaster as to the length of the contest.

Unlike the previous Louis matches which had ended within a few minutes of the opening round, the Galento match continued for more than three rounds, and, with the following pickups from ring and dressing rooms, kept the broadcast on the air for 45 minutes. Result was that the sponsor saved $1,912, cost of the extra quarter-hour. His bill for time amounted to $5,736; with $15,000 additional for the rights to the broadcast. Arrangements were handled by J. M. Mathes Co., New York, agency for the sponsor.

WMCA Plea Denied

SUPREME Court Justice William T. Collins on June 26 denied an application of the Knickerbocker Broadcasting Co., operators of WMCA, New York, to dismiss a $550,000 action against them by the Metropolitan Life Insurance Co. charging libel on various broadcasts on WMCA by Donald Besdine, insurance counselor. The dismissal was sought on the grounds of failure to state a cause of action, but Judge Collins declared that the alleged statements by Besdine, as presented in the suit, were "clearly libelous" and that a jury must decide the case. Meanwhile, a counter suit by Besdine asking $1,000,000 from Metropolitan Life is pending in Supreme Court.

Radio Clause Is Deleted In State Gambling Bill

PENNSYLVANIA'S "gambling wire" bill, as signed last month by Gov. Arthur H. James, was stripped of all provisions relating to broadcasting, as a result of a vigorous fight carried on by the Pennsylvania Broadcasters Assn. Dr. Leon Levy, president of WCAU, Philadelphia, led the opposition.

The original bill made it necessary for broadcast stations to sign a leasing contract with the telephone company and file a copy with the Public Utility Commission for any remote control pick-ups where private wires were necessary. The law also banned leasing of wires for sporting events, including horse racing, baseball, and football. Stations would have been guilty of participating in gambling had any information been broadcast before or after such an event. Dr. Levy first carried the fight to the Common Pleas Court and on Jan. 3 the court decided against the Utility Commission requiring them to show cause why an injunction should not be issued restraining them from enforcing the Act. The amended Act, signed by Gov. James, provides that this section shall not apply to any private wires furnished for use in radio broadcasting.

Script Rights Denied

SUIT of Irna Phillips, radio script writer, against WGN, Chicago, seeking to show independent ownership of the five-weekly quarter-hour script show *Painted Dreams* was denied July 6 by Judge Donald McKinley of Chicago's Superior Court who sustained a Master of Chancery report. It is understood that an appeal will soon be filed. Miss Phillips alleges that the show was created and written by her, and asked for an accounting. She alleged that she was not on a regular salary while employed by WGN 1930-1932 when the show was started. Judge McKinley ruled that the WGN manager had given Miss Phillips the general outline for the show and that she did not show independent ownership. The show is presently sponsored on WGN by the Borden Co., Chicago. Miss Phillips writes *Guiding Light*, *Road of Life* and *Woman in White* which are produced by Carl Wester & Co., Chicago.

Oke Doke in Chicago

KRAFT PHENIX CHEESE Corp., Chicago (Oke Doke cheese covered popcorn), on July 13 started a series of spot announcements varying from 20-words to one minute on these Chicago stations: WMAQ WBBM WGN WJJD. Individual licensees of the confection are subscribing for the advertising in various cities and the announcements are being placed through J. Walter Thompson Co., Chicago.

Union Pacific's 65

UNION PACIFIC RAILROAD Co., Omaha, on July 5 for 13 weeks started three five-minute transcriptions weekly, entitled *Surprise Your Husband* and featuring dramatized recipes, on 65 stations throughout the country. Caples Co., New York, handles the account.

In St. Louis

KSD

NBC RED NETWORK

LISTENER Preference

THE PROOF

Five of the First Six Are on KSD Programs

750,000 voters took part in the 1939 Radio Guide poll to select the Stars. Five of the first six leaders are on KSD programs. In the 1939 Motion Picture Daily poll, four of the first five and in the World-Telegram poll, eight of the first twelve were heard on KSD.

In previous nation-wide polls leading stars on KSD programs have ranked as "firsts" year after year.

USE KSD TO INCREASE SUMMER SALES!

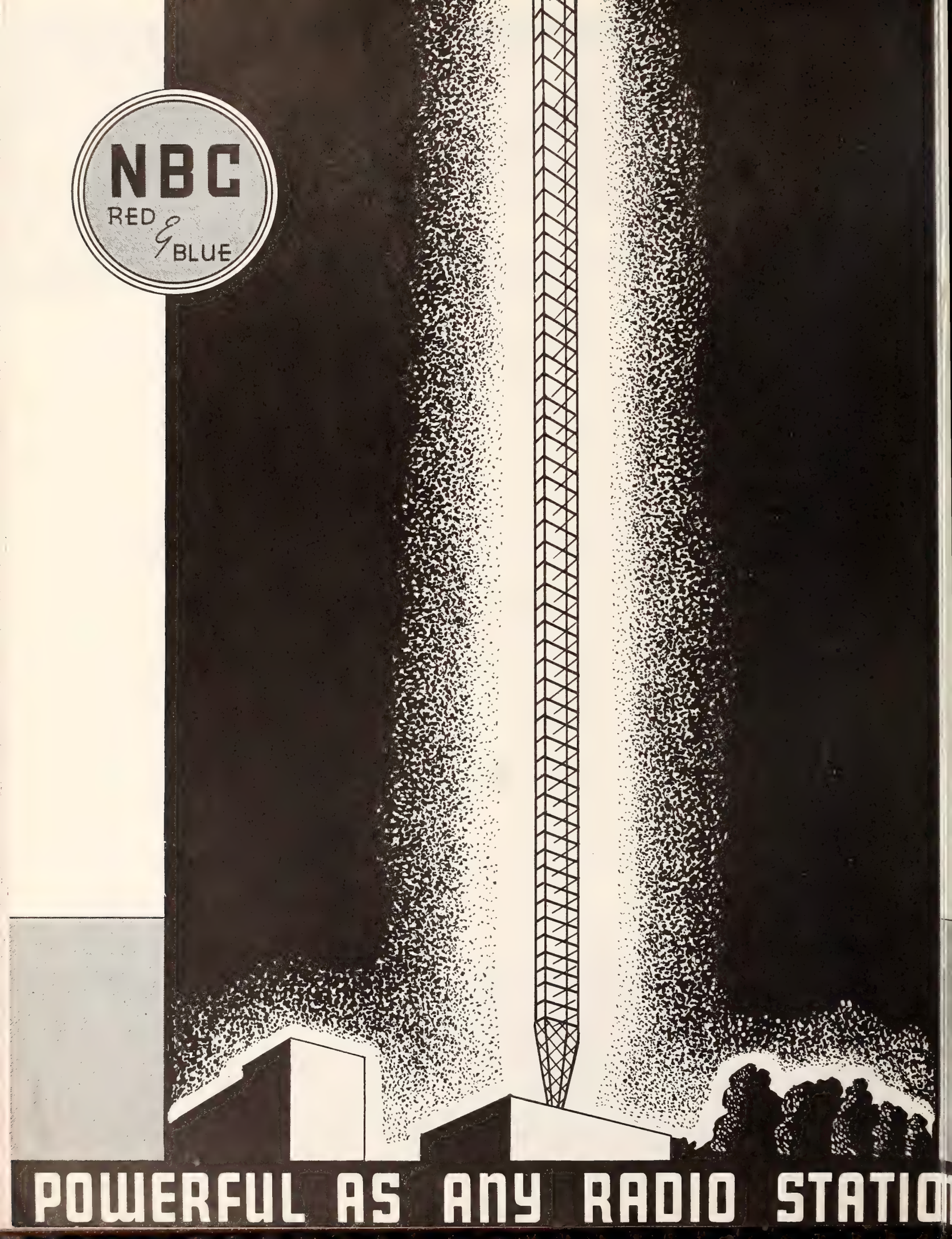
The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

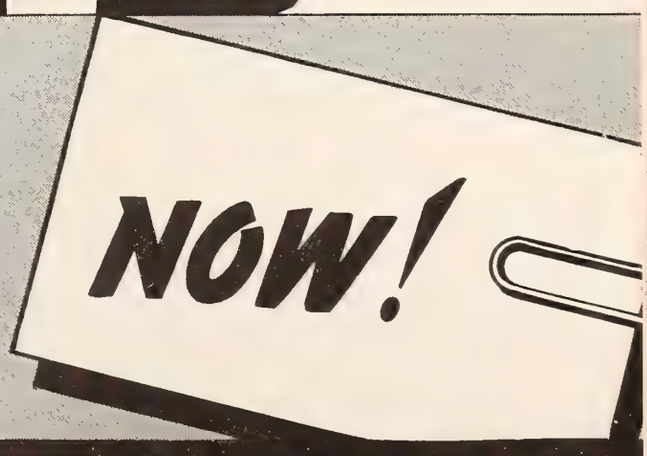

NBC
RED & BLUE
POWERFUL AS ANY RADIO STATIO

BLASTING FIFTY THOUSAND WATTS, DAY AND NIGHT, WITH THE FINEST QUALITY SIGNAL ANYWHERE IN THE WHOLE WIDE WORLD.

58% OF THE POPULATION OF THE UNITED STATES WITHIN THE ONE-HALF MILLIVOLT NIGHT-TIME COVERAGE—McNARY & CHAMBERS, ENGINEERS—WASHINGTON, D. C.

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Bootleg Broadcasting

THE MEXICAN "border station" situation has taken on a more sinister aspect—one that amounts to bootlegging in commercial programs. It is a sad commentary on American business but the records nevertheless reveal that a substantial number of big manufacturers, including those in the soap field, are buying time on these stations to reach not Mexican but American listeners. They are doing it because rates are lower and because there are no restrictions on commercials.

Thus, while we tighten up on ethics and business practices in this country, some American business organizations, interested only in the dollar return today rather than sound building for the future, are helping renegade American broadcasters continue their sabotaging of legitimate broadcasting in this country. These stations, totaling about a dozen, have only their transmitters on Mexican soil, using directive antenna arrays to reach listeners in the Midwest and the Southwest. They are employing higher and higher powers—superpower which we frown upon for our own stations.

For a half-dozen years outlawed American broadcasters, unable to hold licenses in this country, have been squatting at strategic locations just across the border. They have bombarded American listeners with fake cancer cures, goat gland rejuvenations, fortune-telling charlatans and other come-ons to the gullible—all illegal in this country. By one device or another, licenses to operate these stations were obtained through the subterfuge of Mexican corporations. Because there is no agreement on frequency allocations these stations have operated on "mid-channels" causing serious interference to the reception of our own stations.

The Postoffice Department time and again has taken a hand in this situation by refusing to deliver mail on grounds of violation of the Postal statutes. Yet, legitimate American business houses are patronizing these stations which flout our laws and which injure and impede public service of our own stations.

These outlawed broadcasters do not pay taxes in this country and are not amenable to our radio regulations. But they derive their revenues from Americans — not Mexicans. American radio advertisers, buying time on such stations in increasing numbers, are not only condoning these extralegal activities but actually are helping them to become established on firmer ground to the detriment of the best interests of business in this country.

A Dead Issue

WHEN THE FCC took over from the Old Radio Commission exactly five years ago this month, the number of broadcast stations identified with newspaper ownership was slightly in excess of 100. As of July 1 of this year, the number of stations in operation or authorized for construction owned in whole or part by publishing interests was exactly 246—slightly less than one-third of all the stations in the country—and several more were being added by FCC decisions even as these lines are written.

Thus, despite frequent criticisms of newspaper ownership and in the face of the oft-expressed antipathy of the Roosevelt Administration toward newspapers and newspaper-radio control, the trend has continued with greater acceleration under the New Deal than under either the Hoover or Coolidge regimes. The New Dealers may not like it, but they evidently know there is nothing they can do about it under the present law. Many of the stations now in newspaper hands were purchased, but even more are new ones which were authorized for construction by the FCC. As for changing the law, there is no apparent disposition in any quarter at present to change it with respect to newspaper ownership, for the newspaper stations, by and large, have comported themselves with high regard for the public service.

That the FCC is cognizant of its inability to curb newspaper ownership was evidenced last month when, after declaring its intention of making a "test" of the so-called Allentown case, involving the merger of two part-time local stations into one which would be newspaper-controlled, it relented and authorized the merger and transfer unanimously and without the scheduled hearing. A contrary decision probably would not have held water in court.

Recognizing the danger of potential abuses, which happily have been the exception rather than the rule in recent years, it has always been our contention that it is none of the Federal Government's concern what other lines of business station owners may engage in, so long as they meet requirements of public service in the operation of their stations and so long as they are not aliens. A lot of fuss and bother has been raised about newspaper ownership, multiple ownership, local monopoly and similar unjelled issues. Some stabs at policy have been made. But for every apparent precedent one way, one or more can be cited exactly the converse.

Decade of Progress

BECAUSE television, the glamour child, has all but blacked out developments in the more plebeian forms of radio, scant notice has been given outside the broadcasting industry itself to a momentous event. The new rules and regulations governing standard broadcasting constitute the most significant advance in broadcast operations in more than a decade.

Under these rules, which become generally effective Aug. 1, there will be gradual improvement of service to the public in practically all areas—resulting in crisper, stronger, better interference-free signals. In lieu of three present classes of stations (clear, regional and local) there will be four general classes. And except for the Class I clears which are pegged at 50,000 watts, all other classes will enjoy beneficial power increases. A substantial group of the regionals, now limited to 1,000 watts at night, will be enabled to use five times that output. The locals, long operating under the stigma of 100-watt "peanut whistle" power at night, will be permitted to use 250 watts, placing them in what used to be a secondary regional classification.

These are only a few of the forward steps made possible under the new rules. The one-year license, while niggardly under the provisions of the law allowing three-year tenures, nevertheless will tend to alleviate some of the duress under which stations have labored for so long with six-month licenses. But in the purely technical aspects, as embodied in the Standards of Good Engineering Practice, provisions are made for enhancement of station performance. To the listener this means better reception. To the advertiser it means larger circulation per outlet; more for his dollar.

It is unfortunate that the full benefit of the changed rules as originally contemplated, cannot be realized now. There was to have been a reallocation of broadcast facilities, based on the terms of the North American Regional Broadcasting Agreement adopted in Havana in 1937, as the cornerstone of the new structure. Mexico's refusal to ratify this treaty without a concession which would permit it to retain American-financed stations on the border, thus far has balked the reallocation. Instead of receiving changed assignments and full-time operation, many of the economically unsound part-time stations will continue on present assignments in most cases but will reap the benefits of the power increases, interference limitations and other advances which are possible without the actual reallocation.

Through the years the only branch of FCC operations (and of its predecessor Radio Commission) which has not been subjected to severe criticism has been its Engineering Department. Dr. C. B. Jolliffe distinguished himself as the chief engineer who organized the first department of the permanent FCC. His work was ably carried forward by Comdr. T. A. M. Craven, now a Commissioner, and in turn, Lieut. E. K. Jett, the present chief engineer, has kept the technical branch functioning smoothly and harmoniously. The new rules and the projected reallocation can be attributed to the work of this department and to Assistant Chief Engineer Andrew D. Ring who, as engineer in charge of broadcasting, was instrumental in the methodical development of the new engineering practices which make possible these beneficial results.

We Pay Our Respects To —



WILLIAM RUESS

IF YOU happened into Omaha and asked to see the "head man" of WOW, a station with particularly appropriate call letters in view of its ownership, likely as not you would be directed to the city's most ornate building and ushered into a giant bank vault flanked by plain clothes men quietly sitting cross-legged on high stools and armed to the teeth.

In an office nearby you would be greeted by a veritable mountain of a man with snowy hair, who bears the title "personnel director of WOW". But his primary function is really that of chairman of auditors of the Woodmen of the World Insurance Society, owner of WOW. He is the man who keeps an eagle eye on the $128,000,000 in liquid securities which belong to the 400,000 members of the Society. Hence the safe deposit vault.

In such an odd setting sits William [illegible]s, figuratively the helmsman of [illegible]W. He sits behind the scenes, bu[illegible]s genius nevertheless has made a [illegible]stinct impression in radio. Although he has shunned the spotlight, he has been a participant in many important industry matters, notably copyright.

It is the hand of Mr. Ruess that controls the dynamic energy of WOW's dapper young general manager, John J. Gillin Jr. Policy matters, in the final analysis, are settled by Mr. Ruess, who counsels and advises the brilliant Johnny but who keeps entirely in the background insofar as the station's operations are concerned.

Mr. Ruess is known to his intimates as "Big Bill" because of his giant stature. His dress is modish and immaculate, his smile infectious. He is a story-teller of the old school with a limitless repertoire. At WOW staff parties and at luncheons and banquets, he unlooses a Will Rogers type of homespun anecdote and philosophy.

Mr. Ruess entered Woodmen activities via pharmacy and radio via insurance. At the turn of the century he owned his own drugstore in Cleveland, and was the presiding officer of the druggist association of that city. In 1919, after 28 years in the drug business, he sold his business to devote full time to fraternal work. He moved to Omaha in 1933 and was advanced to chairman of auditors of Woodmen in 1936, when he also became the supervising official of WOW.

William Ruess was born in Cleveland, April 23, 1875. He was educated in the grammar and high schools of that city and became a pharmacist in 1895. Three years earlier he had entered the drug business and acquired a part ownership in a drug store. He served as a member of the Board of Trustees in the School of Pharmacy prior to its absorption by Western Reserve University and became an important figure in the drug and pharmacal industry, working actively in national trade organizations in that field.

Establishment of WOW's elaborate studios and offices in the Woodmen headquarters building was largely the work of Mr. Ruess. His supervision of WOW personnel has set some kind of record. The staff has grown to 72 fulltime employes. Changes in personnel are rare. Two or three staff members have left during the last few years to go to fame and glory in radio, but for the most part, the only changes since Mr. Ruess took charge have been due to marriage of young ladies of the clerical staff.

A stickler for maximum performance and appearance, Mr. Ruess has insisted upon introduction of radio's most modern innovations at WOW. He lives a quiet life in Omaha. He was married 40 years ago. Mrs. Ruess died last year.

He finds time to play golf two or three days a week, loves horse-racing and frequently attends the Ak-Sar-Ben Races in Omaha. He is a member of the Omaha Club, Athletic Club, Kiwanis Club and the Omaha Country Club. His intimates know him as an expert poker, pinochle, bridge and rummy player.

Personal NOTES

PAUL WHITE, CBS director of public affairs, sailed from New York July 1 on the *Carinthia* for a month's visit to Europe, where he will confer with CBS representatives and officials of foreign broadcasting companies regarding future CBS broadcasts from Europe to the United States. He expects to return early in August.

J. TREVOR ADAMS Jr., formerly of the sales staffs of WHN and WMCA, New York, has joined Texas State Network as Texas representative. Adams' transfer to the Southwest radio field follows that of his father, John T. Adams, who recently became executive vice-president of TSN.

L. W. BROCKINGTON, CBC chairman, and W. Gladstone Murray, CBC general manager, sailed from Quebec July 8 on the *Empress of Britain* for a ten-day visit in London, England, where they will confer with officials of the BBC.

C. ALDEN BAKER, formerly national commercial manager of WCHS, Charleston, W. Va., has joined WKBN, Youngstown, O., as sales director.

WALTER BIDDICK, head of Walter Biddick Co., Los Angeles, accompanied by James C. McCormick Jr., executive of that firm, left the West Coast July 14 via Union Pacific on a ten-day business trip to Chicago.

E. W. KURTZE, former head of the WLS Artists Bureau, Chicago, resigned July 14 to join Republic Pictures, Hollywood, as assistant to Sol Siegel, Republic vice-president.

E. F. McDONALD Jr., president of Zenith Radio Corp., Chicago, recently announced the election of Sylvester T. Thompson as vice-president of the company and the appointment of John R. Howland as assistant to the president. Mr. Thompson was formerly with Kolster Radio and Federal Telegraph Co., and was general manager and director of Pilot Radio Corp. Mr. Howland served as a deputy administrator under NRA and later joined the staff of Philco.

R. M. WALLACE, manager of WABI, Bangor, Me., is the father of a boy born recently.

CARROLL WEBB formerly with a Norfolk dairy company, and John Beattie, of Norfolk, have joined the sales staff of WRTD, Richmond, Va.

SID ROBARDS of RCA's public relations staff is back on the job after an absence of six weeks because of ill health.

DALE DRAKE, radio director of Crook Adv. Agency, Dallas, has been named commercial manager of WRR, Dallas.

FRANK O. MYERS, recently with KFJZ, Fort Worth, has been named manager of KPLT, Paris, Texas. He succeeds Fred Humphrey, who has been named manager of KGKL, San Angelo, Texas.

HOWARD BANTA Jr., account executive of KFWB, Hollywood, was the victim of an unusual July 4th accident which may cause him to lose the use of his left hand. A porcelain bathroom faucet broke in his hand, severing several small arteries and tendons.

LEW TRENNER, formerly of WFIL, Philadelphia, has joined WIBX, Utica, N. Y., in charge of sales promotion.

NED BUTLER, former newspaperman, has joined the sales department of KLRA, Little Rock, Ark.

JOHN F. ROYAL, NBC vice-president in charge of programs, flew to Europe July 8 aboard the *Yankee Clipper* to see Arturo Toscanini, conductor of NBC's Symphony Orchestra; Paul Archinard, NBC representative in Paris; Fred Bate, London representative of the network, and Max Jordan, NBC's executive in Central Europe. Mr. Royal is due back at his desk in New Jork on July 18.

CAPT. JOHN A. HOLMAN, NBC New England manager of WBZ-WBZA, Boston-Springfield, has been ordered by the U. S. Signal Corp Reserve to report to Plattsburg for two weeks' active duty starting Aug. 14. GENE KEMPER, formerly of WLW and WSAI, Cincinnati and KWK, St. Louis, has joined WIRE, Indianapolis, as sales promotion manager.

ARCH L. MADSEN, recently commercial manager of KUTA, Salt Lake City, has been named manager of the new KOVO, now under construction in Provo, Utah. Work has been started on the offices, studios and transmitter site. Personnel of the new station is being selected and will soon be announced.

JACK LATHAM, former president of American Cigar & Cigarette Co. and well known in radio advertising circles, and Mrs. Latham, are the parents of their first child, John Brace, 7 lbs. 13 oz., born June 12 at Stamford, Conn.

LESLIE W. JOY, general manager of KYW, Philadelphia, was with Philadelphia's Orpheus Club when it presented a program with the Associated Glee Clubs of America at the New York World's Fair, July 1-2. Mr. Joy is a former soloist, whose hobby continues to be singing.

R. E. FORD has been appointed manager of CKCO, Ottawa. He was formerly commercial manager of CKOV, Kelowna, B. C., and just prior to accepting his present position was partner in the Toronto advertising agency of Dickson & Ford.

FRED S. BUGG, general manager of WTMC, Ocala, Fla., new local which he was instrumental in installing, has resigned from that post due to illness.

MARJORIE SNYDER, daughter of Glenn Snyder, manager of WLS, Chicago, has joined the WLS commercial department. Wells Barnett, formerly of Weston-Barnett Adv. Agency, Chicago, has also joined the WLS commercial department. John Gillis has been transferred from the WLS community service division to the merchandising department, a newly created WLS post.

PHIL STEARNS, former supervisor of the radio division, Federal Theater Project, recently joined KFRC, San Francisco, as writer and publicity director. He succeeded Pat Kelly, now free-lancing.

KEITH B. COLLINS, manager of KMJ, Fresno, Cal., and Virginia Govette were married in that city July 1.

WILLIAM G. JAMES, controller of music for the Australian Broadcasting Commission, was in Chicago recently studying facilities and library methods at NBC-Chicago.

FRANK R. MILLS, of the *Champaign* (Ill.) *News-Gazette*, has taken over the duties of advertising director of WDWS, Champaign, Ill., the newspaper's radio station.

WILLIAM W. BEHRMAN, director of WBOW, Terre Haute, Ind., recently was elected first vice-president of the Terre Haute Chamber of Commerce.

HARRY M. CLOW, of the sales staff of WCLS, Joliet, Ill., married Miss Jane Patterson June 6.

STAN HOBSON, formerly with the sales staff of KYOS, Merced, Cal., and commercial manager of KHUB, Watsonville, is now secretary and publicity director of Brookdale Lodge, near Santa Cruz, Cal.

BEHIND the MIKE

LOUIS K. SIDNEY, M-G-M Hollywood producer of the NBC *Good News* program, sponsored by General Foods Corp. (Maxwell House coffee), has been made an associate film producer, having completed his radio duties at the studio. M-G-M association with the program terminated June 29, with the last broadcast of the season. Sidney, who was general manager of WHN, New York, came to Hollywood to handle the *Good News* program at its inception. His first film assignment will be "Ziegfeld Follies" under executive producer Mervyn LeRoy.

GEORGE ALLEN, program director of WABC, CBS station in New York, on July 1 entered his 15th year in radio, having joined the station when it became a separate sales entity from the CBS network in 1938. Starting in radio in 1925 as director and chief announcer of WOK, Chicago, Mr. Allen has directed and produced programs for J. Walter Thompson, Benton & Bowles and J. Stirling Getchell, and for the past year has been active in reorganizing WABC's morning programs and in popularizing baseball for women listeners.

WOLFE PREGER, production supervisor of Macquarie Broadcasting Services, Sydney, Australia, arrived in Hollywood on July 10 on a three-months study of American production methods.

GLENN MARSTON, formerly of KLO, Ogden, Utah, has joined the announcing staff of KGVO, Missoula, Mont., replacing Bob Young who resigned to enter law school in Denver.

EMMETT MACMURRAY, program director of WHBQ, Memphis, is the father of a boy born July 9.

CLAUDINE FRENCH, former newspaperwoman and press agent in Dallas, as well as vice-president and radio director of Grant Adv. Agency, has been transferred by Texas State Network to an announcing assignment.

ROBERT WILL, formerly of WDWS, Champaign, Ill., has joined WIRE, Indianapolis.

DICK WYNNE, formerly of KYA, San Francisco, has been added to the announcing staff of the Golden Gate International Exposition.

OLIVER CLIFF, new to radio, has joined KFAC, Los Angeles, as announcer.

EVERETT TOMLINSON, CBS Hollywood writer, is the father of a girl born July 4.

DICK JOY, KNX, Hollywood, news commentator, is the father of a girl born July 3.

BERNIE GRAY, midnight announcer of KGFJ, Los Angeles, has resigned that post to join WMCA, New York.

ADELAIDE ROBERTS, of Clinton, S. C., has been appointed secretary to Charles Crutchfield, program director of WBT, Charlotte, following resignation of Dorothy Turner.

DON QUINN, author of scripts for the *Fibber McGee* program, sponsored by S. C. Johnson Co. on NBC, on July 7 married Edythe Dixon, press agent for the program, and on July 5 Harlow Wilcox, announcer on the show, married Mari Bishop of Chicago.

JOE WEEKS, announcer of WJR, Detroit, on July 10 married Miss Mildred McKee of Middletown, Ind.

JOHN CONRAD, formerly of KWK, St. Louis, has joined WIRE, Indianapolis, as promotion manager.

GIL NEWSOME, announcer of WRTD, Richmond, Va., is the father of a baby girl, born in June. Mrs. Newsome was formerly a hostess at WRTD.

Parker Heads WEAN

MALCOLM PARKER, for two years New Haven studio manager of WICC, Bridgeport, has been appointed station supervisor of WEAN, Providence, by John Shepard 3d, Yankee-Colonial president. Mr. Parker takes up his new duties at once, filling the position left vacant by the resignation of James Jennison. Jud LaHaye succeeds Mr. Parker at New Haven.

ECKELBERG, PABST WIN PROMOTIONS

APPOINTMENT of Wilbur Eickelberg, manager of KFRC, San Francisco, as general sales manager of the Don Lee Network, with headquarters in Los Angeles, and promotion of William Pabst, assistant manager, as the executive head of the San Francisco Don Lee outlet, was announced July 1 by Lewis Allen Weiss, vice-president and general manager of the network.



Mr. Eickelberg

Mr. Eickelberg has been manager of KFRC for 2½ years. He entered radio nearly a decade ago as manager of the San Francisco office of Scott Howe Bowen Inc. In 1935 he joined the New York office of Edward Petry & Co., and two years later returned to the Coast with Mr. Weiss.

Mr. Pabst, upon graduation from Stanford University in 1927, joined the Don Lee organization and has been with it in various capacities since that time. Ward Ingram, sales manager of the San Francisco Don Lee outlet, was named assistant manager. Ben Harkens remains as program director.

WALTER BLAUFUSS, conductor of NBC-Chicago on the *National Farm & Home Hour*, recently composed a march titled "Forward Future Farmers". During his six years on the program Mr. Blaufuss has written and arranged a number of compositions for use exclusively on the show.

LOU PIERCE, formerly of the announcing staff of WIP, Philadelphia, has returned to the staff as vacation relief announcer.

PAUL CHARLES LAW, graduate of the University of Missouri School of Journalism, has joined the announcing staff of WJBC, Bloomington, Ill.

MARSHALL POPE, chief announcer of Texas State Network, is the father of a girl born recently.

ALLAN BAKER, formerly of CFQC, Saskatoon, Sask., and Don Insley, formerly with Associated Broadcasting Co., Toronto, have joined the announcing staff of CKGB, Timmins, Ont.

LARRY FISK, night studio supervisor of WCCO, Minneapolis, entered the hospital July 6 for a hernia operation. He is to be released about July 20.

FRANCES GOLDACKER, secretary to Maurice Boyd, NBC eastern division spot sales manager, won a $100 United States Savings Bond by writing one of the winning letters in the recent Camay Bond Contest.

WENDELL WILLIAMS, NBC continuity acceptance editor in Hollywood, is to marry Helen Buchta, who recently resigned as secretary to Frank Chizzini, assistant manager of the NBC electrical transcription department.

Meet the LADIES



EDYTHE FERN MELROSE

WHEN Mrs. Melrose joined WJW, Akron, last December, she found the station undermanned and its employes unrecognized. Employed as commercial manager, within a few months she increased the station's business to profitable proportions. Now she is station manager, one of the best known in the broadcasting field. Her chief stock-in-trade, aside from indefatigable energy, is her sense of program values. Her forte is programming and merchandising.

FRED BETHEL, radio producer and former head of the CBS music division, on July 7 joined the program staff of WOR, Newark.

JUNE HYND, assistant director of NBC women's activities, on June 25 won a diamond wristwatch as sole survivor of the team of NBC women competing against CBC men on Paul Wing's *Spelling Bee* program on NBC.

FLORENCE OPPENHEIMER of the guest relations department of WOR, Newark, was married recently to Frank R. Scadden of New York.

MACKLIN MARROW, conductor, composer and musical director, on July 1 became the new conductor of the Concert Orchestra of WNYC, New York's Municipal station, succeeding Joseph Littau, now conductor of "The Trytons," official New York World's Fair band.

HAMILTON RIDDELL, city editor of the KNX, Hollywood, news bureau and Beatrice Raser, of Los Angeles, were married in that city July 9.

RUSSELL HUGHES, KFWB, Hollywood, writer-producer, takes over production duties of the station July 16 when Manning Ostroff, head of that department, leaves on an extended vacation.

ARTHUR GODFREY, announcer of WJSV, Washington, is conducting a daily column in the *Washington Daily News*, titled "As I Was Saying . . ."

TEX OWENS, described as the original Texas Ranger and with KMBC, Kansas City, since 1931 on Aug. 1 joins WLW-WSAI, Cincinnati.

HELEN HARDIN, conductor of *Our American Language* and *Everyday Words* on WGN, Chicago, and MBS, recently married Harold W. Hoots, Chicago businessman.

ARCHIE LEONARD, of the continuity department of WNAX, Yankton, S. D., left recently for Ivoryton, Conn., where he has been awarded a scholarship to play in the Ivoryton Playhouse during the summer season.

JANET BAIRD, KPO-KGO, San Francisco commentator, is now a full-fledged aviatrix, having receieved her pilot's license.

RICHARD A. RUPPERT, promotion manager of WSAI, Cincinnati, recently was graduated from the Cincinnati YMCA night law school with honors, and is taking the state bar examinations. Michael Hinn, WSAI announcer, recently purchased a new two-seater monoplane.

DRESER DAHLSTEAD, NBC Hollywood announcer-producer, has been transferred to San Francisco for two months as network contact on *One Man's Family* and *I Love a Mystery*, both sponsored by Standard Brands.

DONALD E. FINLAYSON, of the publicity department of WLS, Chicago, is the father of a baby boy born June 24.

KLEVE KIRBY, announcer and news commentator of WWL, New Orleans, and his bride of late June, Elsie Buist, of the *New Orleans Item-Tribune*, left for a honeymoon trip to Florida and Mexico.

TOMMY KNODE, of the news staff of WRC-WMAL, Washington, and Mrs. Knode, formerly Catherine O'Neil of the program department, are the parents of a girl born June 24.

FRANKLIN BINGMAN, KHJ, Los Angeles, news commentator, has resigned to join the NBC Hollywood staff.

JOHN BRYSON, new to radio, has joined the announcing staff of WCLS, Joliet, Ill.

RICHARD NOBLE, formerly of WDWS, Champaign, has joined WCBS, Springfield, Ill., as sportscaster.

NELL CLEARY, of NBC Hollywood press department, is recuperating from a major operation.

BILL FROST, formerly chief announcer of WIRE, Indianapolis, has joined the announcing staff of WLW-WSAI, Cincinnati.

FRANKLIN MITCHELL, chief announcer of WJR, Detroit, is the father of twins, a boy and a girl, born June 26.

FRANCIS CRAIG, bandleader featured on WSM, Nashville, recently was commissioned a Tennessee Colonel by Gov. Prentice Cooper. Col. Craig is a cousin of E. W. Craig, executive director of WSM.

BILL BEAL, continuity chief of KDKA, Pittsburgh, on July 1 married Cynthia Cate. Jean Spitalny, personal librarian for her father, Maurice Spitalny, KDKA music director, and Morton Fiedler also recently announced their engagement.

R. GOLDIE BUCKINGHAM, formerly editor of the *Kincardine News*, recently joined CKNX, Wingham, Ont., as merchandising director, succeeding Harry J. Boyle.

WALTER WHITE is producing the weekly half-hour Don Lee-Mutual network program, *Nobody's Children*, from KHJ, Los Angeles. Tony La Frano announces.

BILL HAWORTH, formerly of KEHE, Los Angeles, has joined KHJ, that city, as announcer.

BILL DOUGHERTY, program director and chief announcer in charge of special events at WRBL, Columbus, Ga., resigned recently to join the announcing staff of WTBO, Cumberland, Md.

ROBERT N. PERRY, program director of WORL, Boston, and Helen Howorth, WORL production manager, recently announced their engagement and coming marriage in September.

SAM HAYES, Hollywood news commentator, has inaugurated a new five-weekly quarter-hour program, *Daily Spectator*, on the CBS Pacific Network. Series is directed at women listeners. He continues his weekly quarter-hour *Euclid Ballot Box*, on the CBS California network under continued sponsorship of Euclid Candy Co.

TAKE A TRIP WITH US TO "NEVER-NEVER-LAND"
WLW has paid the topsy-turvy fare!

Recently, WLW has been making some curious statements — in this and other publications. For example, WLW said, regarding a 13-city "survey" in what they term their "primary market":

"Results show that the average audience tuned in to WLW Monday through Friday is 111.8% greater than that of the dominant local stations serving these markets." *Whew!*

And: "The leading local station in each of these 13 markets was able to attract only an average of 22.8%." *Whew!*

And: "WLW so dominates this territory that, day in and day out during the entire week studied, 48.3% of all radio homes were tuned to WLW." *Whew!*

The weather's kind of hot but, even so, our friends of WHAS in Louisville (one of the 13 cities) asked questions . . . *since the "survey" admitted that the week day score showed a Louisville audience almost five times greater for WHAS than for WLW.* The "research organization" explained that *Louisville was an exception* but "elsewhere WLW does dominate the entire area".

So we took *our* pen in hand (Charleston, W. Va., is another of the 13 cities). "How come," we said, "that in the same weekly recapitulation of the same WLW 'survey' during the mornings WCHS had *100% more* listeners than WLW, in the afternoon, *22% more,* and, for the entire week, *20% more* . . . how come the 'elsewhere'?"

The "research organization" answered *us.* "There were two of the cities in which this study was conducted *where the average weekly listener percentage favored the leading local station over WLW. These cities were Charleston, W. Va. and Louisville, Ky.*"—then they added that WLW's claims were the result of "averaging" markets and stations.

So we who questioned the "survey" are left with the claim of a radio station—WLW—offering coverage of a "Never-Never-Land" to which no one ever journeys except to discuss "averages".

WHAS—a *real* station in a *real* city—dominates *its* markets. WLW proved that!

WCHS—a *real* station in a *real* city—dominates *its* markets. WLW proved that!

All of which leaves WLW supreme with its "average audiences" in a mythical kingdom called "Average". So long as that's clear, everybody's happy.

And, by the way, now that we're back to thinking about *real* people in *real* markets, we are grateful to WLW for proving again that in Charleston, more people listen more hours to WCHS than to *any other* radio station!

W C H S

5000 Watts *
*(CP Permit LS)

CBS

580 Kc.

CHARLESTON • WEST VIRGINIA

The Branham Company—National Representatives

FRED SHAWN, assistant manager of WRC-WMAL, Washington, in charge of programs, and Audrey Sieber recentyl took out a marriage license, with the wedding sete for Aug. 5 in St. John's Church, Georgetown.

RUSS HODGES, who joined WBT, Charlotte, several months ago to handle major league baseball broadcast for Wheaties, recently signed as a full-time sports announcer on the station.

DAVID VAILE, for three years with KYA, San Francisco, has been promoted to production manager in addition to being chief announcer.

MARTIN GOSCH, CBS director loaned to Lennen & Mitchell to produce the NBC *Melody & Madness* program sponsored by P. Lorillard & Co. (Old Gold cigarettes), after several weks in Hollywood, has returned to New York.

J. NEIL REAGAN, program director of WOC, Davenport, Ia., was in Hollywood in early July visiting his brother Ronald, Warner Bros. film player and former Iowa announcer.

JAMES W. CREASMAN, announcer of KTAR, Phoenix, Ariz., on June 15 married Miss Dorothy Phillips, of Litchfield Park. Miss Lucile Ming, KTAR receptionist, was married June 4 to Charles H. Bomar.

LEE MARSHALL, formerly of H. W. Kastor & Son Adv. Co., Chicago, has joined the continuity staff of WBBM, Chicago.

FRED BRIGGS, formerly with KGU, Honolulu, T. H., recently has joined the announcing staff at KYA, San Francisco.

ED ALLEN, announcer of WGN, Chicago, married Miss Dolores Dyer, WGN script writer, June 30.

BOB ELSON, sportscaster of WGN, Chicago; Red Barber and Al Helfer, of WOR, Newark, broadcast the All-Star Baseball Game July 11 on MBS from Yankee Stadium.

ROBERT WILL, formerly of WDWS, Champaign, Ill., has joined the announcing staff of WIRE, Indianapolis.

MARC HOWARD, formerly of KWK, St. Louis, and NBC, Chicago, has joined the staff of WDWS, Champaign, Ill. Harry Ridgley, formerly of WDAN, Danville, Ill., has also joined the WDWS staff.

BOB HARRIS, formerly of KVOR, Colorado Springs, and KOA, Denver, has joined the announcing staff of KLZ, Denver.

DAVE MILLER, former announcer of WMCA, New York, has joined the CBS announcing staff in New York.

LOUIS LEWELLYN, Arkansas U. graduate, has joined the announcing staff of KARK, Little Rock, Ark.

EDWARD WILDE, formerly of the Los Angeles office of Tom Fizdale Inc., publicity firm, has been named head of the Fizdale Chicago office.

FLORENCE CLAVERE of the NBC Hollywood traffic department, and Fred Randall, Los Angeles business executive, were married at Yuma, Ariz., in mid-May.

FRED LeMIEUX, recently at WJBO, Baton Rouge, and WNOE, New Orleans, has returned to WHMA, Anniston, Ala.

LUCILLE HOBSON, secretary of Raymond R. Morgan Co., Hollywood and Howard Cheney, free lance copy writer, were married July 7 at Yuma, Ariz.

Leo McMullen

LEO McMULLEN, 50, for ten years commercial manager of KGIR, Butte, died July 1 following an illness of several months. A native of Montana, Mr. McMullen had been with KGIR since 1929 and was well known in broadcasting circles.



AWARDED the Sidney Garfinkel Adv. Agency trophy for 1939 by Mr. Garfinkel (left) was Dick Wynne (second from left) formerly of KJBS and now of the Golden Gate Fair. Walter Guild (third from left), Garfinkel, radio director, presented the perpetual station trophy to Edward Franklin, KJBS manager.

Annual Garfinkel Award Is Given to Dick Wynne

DICK WYNNE, formerly announcer of KJBS, San Francisco, on July 7 was given the Third Annual Announcers' Award, sponsored by Sidney Garfinkel Adv. Agency, San Francisco. Presentation was made at a luncheon in the Palace Hotel and ceremonies were broadcast by KJBS. Wynne is now on the radio staff of the Golden Gate International Exposition.

The trophy was presented to Wynne by Joe Walters, of KSFO, last year's winner. Walter Guild, Garfinkel radio director, presided. With the trophy went the revolving station trophy, which Ed Franklin, KJBS manager, accepted from Philip Lasky, KSFO manager. Lindsey Spight, Pacific Coast manager of John Blair & Company, spoke on behalf of the judges. Mr. Garfinkel, sponsor of the contest, explained it was designed to give San Francisco commercial announcers an additional stimulus to deliver their best performances.

James A. Richardson

JAMES A. RICHARDSON, Winnipeg financier and grain dealer, owner of CJRC, Winnipeg; CJRM, Regina; part owner of CJGX, Yorkton, Sask.; as well as shortwave CJRO and CJRX, Winnipeg, died suddenly as the result of a heart attack on June 26 at his home in Winnipeg, at the age of 53. He was considered one of the wealthiest men in Canada and was director of many Canadian industries as well as the largest privately-owned air transport organization. He was a pioneer in Western Canada with broadcasting and shortwave stations which were used in the beginning primarily to broadcast news about the grain industry for his grain brokerage house.

Comdr. U. J. Herrmann

COMDR. U. J. (Sport) HERRMANN, 67, a director of Zenith Radio Corp., Chicago, since the firm's inception in 1923, died July 2 as a result of injuries suffered in a traffic accident near Sturgeon Bay, Wis. Mr. Herrmann was closely associated with the Radio Manufacturers Assn. and was widely known in the Midwest as a philanthropist and sportsman. He was a past potentate of the Medinah Shrine and a retired commander in the U. S. Naval Reserve. Unmarried, Mr. Herrmann is survived by a brother and niece.

Pouliot to CBC

ADRIEN POULIOT, secretary of the Faculty of Science at Laval University, Quebec, has been appointed to the board of governors of the CBC in place of Mgr. Alexandre Vachon, rector of Laval University, who resigned because of the increase in his duties as rector. Mr. Pouliot is a civil engineer, professor of mathematics, graduate of Laval, University of Montreal, University of Toulouse and University of Chicago. He is a member of the Institute of Civil Engineers, of the Societe de Mathematiques de France and of the American Mathematical Society. He will serve the unexpired portion of Mgr. Vachon's term, which ends Nov. 2, 1941. Ira Dilworth on leave from his position of associate professor of English at the University of British Columbia for the past year to act as regional CBC director for British Columbia, has been permanently appointed to this post by the CBC board of governors, and has resigned from the University.

Carlile Writes Book

A BOOK titled *The Production & Direction of Radio Programs*, written by John S. Carlile, CBS production manager, has been published by Prentice-Hall, New York ($3.75). All phases of production are explained, with illustrations based on incidents within his own experience as well as photographs and diagrams of studio set-ups he has handled. Supplementary chapters are written by Walter R. Pierson, CBS sound effects head, and Clarence R. Jacobs, CBS head of construction operations. Studio sign language, musical setups and a glossary of production terms are included.

Sowell Injured

F. C. SOWELL, general manager of WLAC, Nashville, was severely injured June 17 in an auto accident and is convalescing at St. Thomas Hospital, Nashville. He suffered a fractured skull, brain concussion, broken ribs, punctured lung, broken hip and pelvis, and a triple fracture of the right leg below the knee. J. T. Ward, president of WLAC, who has taken over his duties in directing the station, said that while at the start hope had been abandoned, his physicians are now confident he will recover after a long convalescence.

Shenandoah Queen

THE MAYOR's daughter, who also is a beauty contest winner in her own right, has been added to the talent staff of KMA, Shenandoah, Ia. Betty Lee Ambler, daughter of Mayor Ambler of Shenandoah, student at Christian College in Columbia, Mo., and last year's Miss Iowa, has joined the daily *KMA Country School*, the station's big audience show. Miss Ambler last year was crowned queen of the Iowa Centennial celebration at Council Bluffs, and while at school in Columbia was the University of Missouri's Barnwarmin' Queen.

Radio - Press Executives On Yankee Clipper Flight

WHEN the Pan American Airways' *Yankee Clipper* took off July 8 from Port Washington, Long Island, on the first one-day Transatlantic passenger flight direct to England via Canada, Newfoundland and Ireland, the passengers aboard included John F. Royal, NBC program vice-president; Amon G. Carter, owner of WBAP and KGKO, Fort Worth, and publisher of the *Fort Worth Star-Telegram;* John Cowles, associate publisher of the *Des Moines Register & Tribune,* affiliated with the Iowa Broadcasting System (KSO-KRNT-WMT-WNAX); John D. Ewing, owner of KWKH-KTBS and publisher of the *Shreveport Times.* Among the other passengers were Roy W. Howard, president of Scripps-Howard, and James A. Stahlman, publisher of the *Nashville Banner* and past president of the American Newspaper Publishers Assn.

Jaspert Heads WFIL Sales

GEORGE H. JASPERT, formerly local sales manager, has been named to direct a recently consolidated local-national sales department at WFIL, Philadelphia, according to Roger W. Clipp, general manager. At the same time it was announced that Murray Grabhorn had resigned as national sales manager effective July 15, to join Transamerican Radio & Television Corp. in the New York representative field. Mr. Jaspert has been with WFIL as local sales manager since May, 1937.

Godwin's New Series

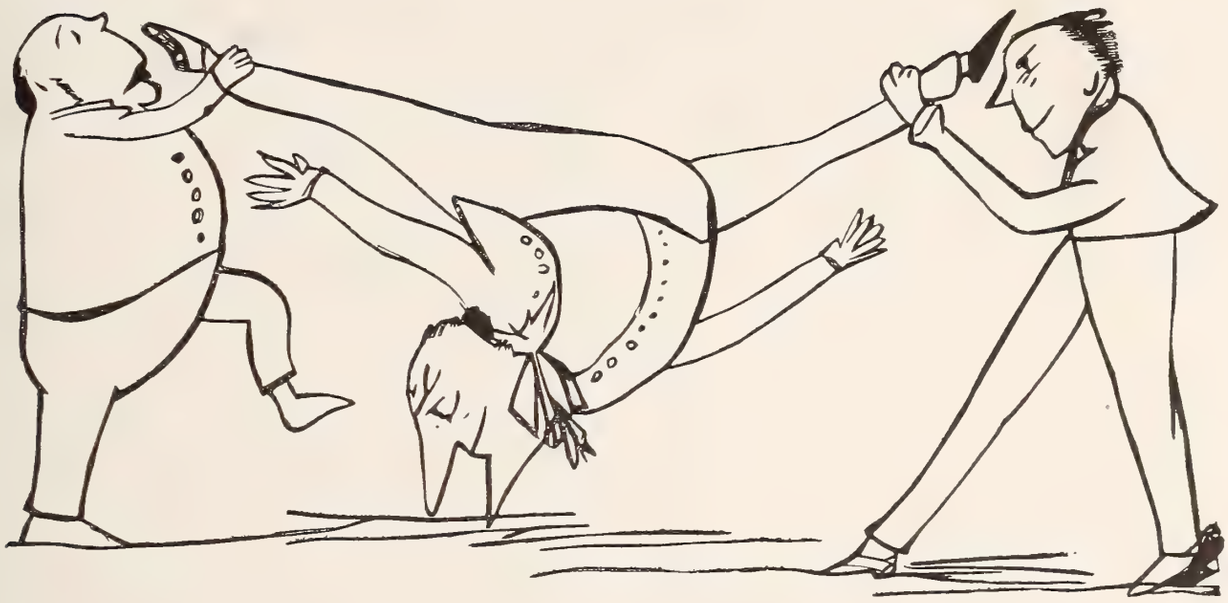
EARL GODWIN, Washington newspaper correspondent and radio commentator, on July 6 started a new series of weekly news commentaries from WRC-WMAL, Washington, Tuesdays, 6:15-6:30 p. m. carried on the NBC Southeast network, including 12 stations covering Florida, Georgia, North and South Carolina, Virginia, Alabama, Mississippi and Tennessee. Summarizing the news of the week, Mr. Godwin, who is president of the White House Correspondents' Assn., and who for the last two years has conducted a six-weekly quarter-hour news commentary on WMAL under sponsorship of the local Thompson's Dairy, will give his own comments on the news together with human interest stories, stressing those of the Southeast.

WABC Staff Additions

THREE additions to the program staff of WABC, New York, were made July 10. Edwin M. Marshall, formerly a free-lance writer, has joined the station's scriptwriters; Richard J. Goggins, previously a CBS apprentice, has been made an assistant producer, and Miss Mary O'Keefe, formerly with WTHT, Harford, has been placed in charge of traffic on WABC operations. With these additions, WABC's program department totals seven persons who work exclusively on local, non-network programs.

DICK BRAY, a race horse named after Dick Bray, sportscaster of WSAI, Cincinnati, recently was entered in a race at Latonia, Ky.

help begins at 1440!



An invitation to join the parade of SMART agency people, advertisers who call on us for FACTS

Here every day come people. Smart people on the prowl. Agency people, advertisers and others plus. More will come tomorrow and more next day — for requests rise steadily.

What on earth brings this regiment?

* The fact that WOR is an old subscriber to, and acute analyst of, the listening findings of such crack services as Hooper, Crossley, Hooper-Holmes, and Ross-Federal. These, in turn, are packaged into the facts YOU want—easy to find, work from, make profit of. All grouped, classified, simplified, to help YOU pick the right time, opposite the right show with minimum trouble and mayhem.

** The fact that MORE THAN 60 SUCCESS STORIES are carefully filed for comparison and profit-making study. Everything from autos to hot dogs to lipstick to turkey. What WOR doesn't have it will search for with the calm ferocity of a Charlie Chan.

*** The fact that our flying wedge of market experts are hip-deep in uncommonly sound facts regarding the greatest market group in America — and HOW you can dig into it at less cost more quickly. We might add, such facts as — trading characteristics as they affect radio, and YOUR radio investment, time selection by buying habits, et al.

**** The fact that some 400 carefully indexed cards record the rise and fall of WOR contests and offers day by day, hour by hour, show by show. What contest is most successful at what time? Does YOUR offer have a chance? What offers and contests have been most successful on WOR? Why? We know.

Here are good radio minds backed with sound radio market and listening dope ready to do expert work for you. WOR is aware, alert — and always particularly anxious to show WHY one greater-New York station deserves your undivided attention.

Pss-st! — a postcard, note or runner directed to WOR, 1440 Broadway, in New York, will bring back pronto a copy of "Morning Audiences in New York", the recent Hooper-Holmes-WOR listening study condensed to nine quick-reading pages.

WOR



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGAR, Cleveland

White Laboratories, New York (Feen-a-mint), 5 *sa* weekly, thru Wm. Esty & Co., N. Y.
Standard Oil Co. of Ohio, Cleveland, 2 *sa* weekly, thru McCann-Erickson, Cleveland.
Procter & Gamble Co., Cincinnati (Ivory flakes), 5 *sa* weekly, thru Compton Adv., N. Y.
NuEnamel Cleveland Co., Cleveland (paint), 6 *sa* weekly, thru Campbell-Sanford Adv. Co., Cleveland.
Montana Flour Mills Co., Cleveland, (Sapphire flour), 5 *sa* weekly, thru Griswold-Eshleman Co., Cleveland.
Metro-Goldwyn-Mayer, New York (Motion pictures), 15 *sa* weekly, thru Donahue & Co. N. Y.
Lever Bros., Cambridge, Mass. (Rinso), 4 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Charles E. Hires Co., Philadelphia (root beer), 5 *sa* weekly, thru O'Dea, Sheldon & Canaday, N. Y.
Chrysler Corp., New York (Plymouth), 8 *sa* weekly, thru J. Stirling Getchell, N. Y.
Diesel-Wemmer-Gilbert, Detroit (R. G. Dun cigars), 5 *sp* weekly, thru Brace Breemer, Detroit.
Dr. Miles Labs., Elkhart, Ind. (Alka-Seltzer), 5 *t* weekly, thru Wade Adv. Agency, Chicago.
Ex-Lax Mfg. Co., Brooklyn (proprietary), 3 *sa* weekly, thru Joseph Katz Co., Baltimore.
Interstate Labs., Louisville (Oculine), 3 *sa* weekly, direct.
Carter Products, New York (Arrid), 3 *sa* weekly, thru Small & Seiffer, N. Y.

WNAC, Boston

Daggett & Ramsdell, New York (cosmetics), 65 *t*, thru McCann-Erickson, N. Y.
Spencer Shoe Corp., Boston, 88 *sa*, thru Chambers & Wiswell, Boston.
Cape Cod Steamship Co., Boston, 25 *sa*, thru Alley & Richards, Boston.
Feminine Products Div., Carter Medicine Co., New York (Arrid), 27 *sa*, thru Street & Finney, N. Y.
Antrol Laboratories, Los Angeles (insecticide), 12 *sa*, thru J. Walter Thompson Co., Los Angeles.
Stanco Inc., New York (Flit), 10 *t* (renewal), thru McCann-Erickson, N. Y.

WBT, Charlotte, N. C.

Black Flag Co., Baltimore, (insecticide), 3 *sa* weekly, thru Al Paul Lefton Co., Philadelphia.
Hav-A-Tampa Cigar Co., Tampa, Fla., 4 *sa* weekly, 26 weeks, direct.
U. S. Tobacco Co., New York (Bruton, Red Seal snuff), 5 *t* weekly, thru Arthur Kudner, N. Y.
Peter Paul Inc., Naugatuck, Conn. (candy), 6 *sa* weekly, thru Platt-Forbes, N. Y.
Stephano Bros., Philadelphia (Marvel cigarettes), 3 *sp* weekly, thru Aitkin-Kynett, Philadelphia.

KGKO, Fort Worth

Bestyett Food Co., Fort Worth, 3 *t* weekly, thru Ray K. Glenn, Oklahoma City.
Campbell Cereal Co., Minneapolis (Malt-O-Meal), 260 *sa*, thru C. C. Lindley, Fort Worth.
Seidlitz Paint & Varnish Co., Kansas City, 13 *sa*, thru Barrons Adv. Agency, Kansas City.

WLS, Chicago

Omar Inc., Omaha (flour), 5 *sp* weekly, thru Lyle T. Johnson Agency, Chicago.
Union Pacific Railroad, Omaha, weekly *t*, thru Caples Co., Omaha.
Illinois Farm Supply Co., Chicago, weekly *sp*, direct.
Life Savers, New York, 10 *sa* weekly, thru Young & Rubicam, N. Y.
Industrial Training Corp., Chicago, *ta* series, thru James R. Lunke & Asso., Chicago.
Dean Studios, Omaha, 3 *sa* weekly, thru Lessing Adv. Agency, Des Moines.
B. F. Goodrich Co., Akron, 6 *sa* weekly, thru Griswold-Eshleman Co., Cleveland.
Rap-In-Wax Co., St. Paul, 3 *sa* weekly, thru Mitchell Faust Adv., Chicago.
Pioneer Hi-Bred Corn Co., Princeton, Ill., *sa* daily, thru R. J. Potts & Co., Kansas City.

KHJ, Los Angeles

Adohr Milk Farms, Los Angeles (dairy products), weekly *sp*, thru Lord & Thomas, Los Angeles.
Basic Foods, Los Angeles (food products), 5 *sp* weekly, thru Bert Butterworth Agency, Hollywood.
Log Cabin Bread Co., Los Angeles (Roman Meal bread), 2 *sp* weekly, thru Scholts Adv. Service, Los Angeles.
Gordon Bread Co., Los Angeles (bread), 3 *sp* weekly, thru Mayers Co., Los Angeles.
Stanco Inc., New York (Flit), 5 *ta* weekly, thru McCann-Erickson, N. Y.

KSFO, San Francisco

Gallenkamp Shoe Stores, San Francisco, 3 *sp* weekly, thru Long Adv. Service, San Francisco.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel) 7 *ta* weekly, thru Joseph Katz Co., Baltimore.
Cook's Products Co., San Francisco (Gerard's French Dressing) weekly *sp*, thru Rufus Rhoades Adv. Agency, San Francisco.
Stanco Inc., New York (Stanco D & R Products) 10 *t* weekly, thru McCann-Erickson, N. Y.

KOMA, Oklahoma City

Great Western Sugar Co., Denver, 52 *sp*, thru McCann-Erickson, Denver.
Carey Salt Co., Hutchinson, Kan., 104 *sa*, thru Ferry-Hanly Co., Kansas City.
Abbott Co., Dallas (Abbo), 13 *sa*, thru Tracy-Locke-Dawson, Dallas.

KMPC, Beverly Hills, Cal.

Smart & Co., Hollywood (cosmetics), weekly *sp*, direct.
Union Pacific System, Omaha, (rail), 5 *sa* weekly, thru Caples Co., Los Angeles.

KNX, Hollywood

Cera-Lac Co., Los Angeles (Crunchettes), 6 *sp* weekly, thru Associated Adv. Agency, Los Angeles.
Stephano Bros., Philadelphia (Marvel cigarettes), 3 *sp* weekly, thru Aitkin-Kynett Co., Philadelphia.
J. A. Folger Co., San Francisco (coffee), weekly *sp*, thru Raymond R. Morgan Co., Los Angeles.
Goodyear Tire & Rubber Co., Akron (tires), 6 *sp* weekly, thru Arthur Kudner, N. Y.
Los Angeles Soap Co., Los Angeles (White King soap), 5 *sa* weekly, thru Raymond R. Morgan Co., Hollywood.
H. & H. Distributing Co., Los Angeles (cream separator), 6 *sp* weekly, direct.
Coca-Cola Bottling Co. of California, Los Angeles (beverage), 5 *t* weekly, direct.
Seven Up Bottling Co., Los Angeles (beverages), 14 *sp*, thru Buchanan & Co., Los Angeles.

WOAI, San Antonio

Duncan Coffee Co., Houston (Admiration), 14 *sa* weekly, thru Steele Adv. Agency, Houston.
Beaumont Laboratories, St. Louis (4-Way tablets), 26 *t*, thru H. W. Kastor & Sons, Chicago.
General Mills, Minneapolis (Gold Medal, Korn Kix), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
Stanco Inc., New York (Flit), 5 *t* weekly, thru McCann-Erickson, N.Y.
Lever Bros., Cambridge (Rinso, Spry), weekly *t*, thru Ruthrauff & Ryan, N. Y.

WLW, Cincinnati

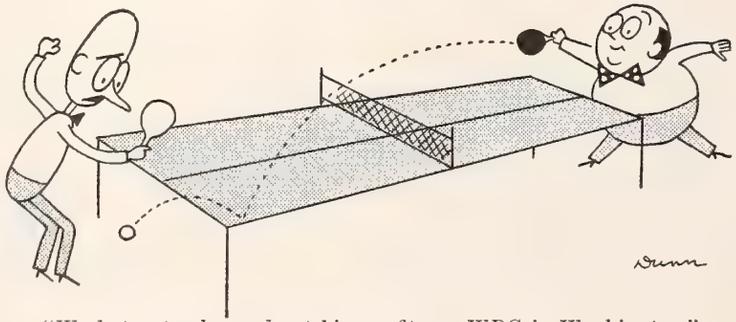
Grove Labs., St. Louis (Bromo-Quinine), 2 *sp* weekly, thru H. W. Kastor & Sons, Chicago.
Beaumont Labs., St. Louis (4-Way tablets), 2 *sp* weekly, thru H. W. Kastor & Sons, Chicago.
Consolidated Drug Products, Chicago (Blondex-Kelp-a-Malt), 6 *sp* weekly, 52 weeks, thru Benson & Dall, Chicago.

KYA, San Francisco

Millbrae Highlands Co., Millbrae, Cal. (real estate) weekly *sp*, direct.
London Baking Co., San Francisco (Snow White Bread) weekly *sp*, direct.
Japanese Committee for Trade & Information, San Francisco (travel bureau) weekly *sp*, thru Brewer-Weeks Agency, San Francisco.

KJBS, San Francisco

Clara-Cal Creamery, San Francisco, 6 *sa* weekly, thru Fletcher Udall & Associates, San Francisco.
Sholl Realty Co., San Carlos, Cal., weekly *sp*, *sa*, direct.
Crab Fishermen's Protective Assn., San Francisco 3 *sa* weekly, direct.



"We bat out sales and net big profits on WRC in Washington."

Pd. Adv.

WMCA, New York

New York Daily Mirror, New York, 4 *sp*, direct.
Lydia E. Pinkham Medicine Co., Lynn, Mass. (vegetable compound), 3 *t* weekly, thru Erwin, Wasey & Co., N. Y.
Davega Stores, New York (radios—sporting goods), 8 *sp* weekly, thru Moser & Cotins, N. Y.
Cushman's Sons, New York (bakery), 6 *sp* weekly, thru S. C. Croot Co., N. Y.
Sweets Co. of America, New York (Tootsie Rolls), 3 *sp* weekly, 13 weeks, thru Biow Co., N. Y.
Famous Furriers, New York, 12 *sp* weekly, 27 weeks, thru Midtown Adv. Agency, N. Y.
Feminine Products, New York (Arrid deodorant), daily *sa*, 26 weeks, thru Small & Seiffer, N. Y.
Yeckes-Eichenbaum, New York (flavor-sealed melons), 5 *sa* weekly, thru S. C. Croot Co., N. Y.

WOR, Newark

Alfred W. McCann Laboratories, New York, 4 *sp* weekly, direct.
Philadelphia Dairy Products Co., Philadelphia, 6 *t* weekly, thru Scheck Adv. Agency, Newark.
Daggett & Ramsdell, New York (cold cream), 5 *t* weekly, thru McCann-Erickson, N. Y.
Modern Industrial Bank, New York, weekly *sp*, thru Metropolitan Adv. Co., N. Y.
Ramsdell Inc., New York (sulphur cream), 5 *sp* weekly, thru W. I. Hamilton, N. Y.

KFI, Los Angeles

O'Keefe & Merritt Co., Los Angeles (stoves & refrigerators), 3 *sp* weekly, thru Richard B. Atchison Adv., Los Angeles.
American Tobacco Co., New York (Rio Tan cigars), 7 *ta* weekly, thru Lord & Thomas, N. Y.
General Foods Corp., New York (cereals), 5 *t* weekly, thru Benton & Bowles, N. Y.
Railway Express Agency, New York (express service), 3 *sa* weekly, thru Caples Co., N. Y.

WFAA-WBAP, Dallas-Ft. Worth

Potter Drug & Chemical Co., Malden, Mass. (Cuticura), 312 *ta*, thru Atherton & Currier, N. Y.
Lever Bros. Co., Cambridge, Mass. (Rinso), 52 *t*, thru Ruthrauff & Ryan, N. Y.
Stanco, Inc., New York (Nujol), 260 *t*, thru McCann-Erickson, N. Y.
White King Soap Co., Los Angeles, 39 *sa*, thru Raymond R. Morgan Co., Los Angeles.

WAAB, Boston

House of Old Molineaux Wines, Boston, 260 *sa*, thru Rossi & Hirshon, New Bedford, Mass.
Friend Bros., Cambridge, Mass. (bread), 52 *sp* (renewal), thru Ingalls Adv., Boston.
Kemp & Lane, LeRoy, N. Y. (Orangeine), 10 *sa*, thru Hughes-Wolff & Co., Rochester.
Larus & Bros. Co., Richmond, Va. (Edgeworth), 65 *sp*, thru Warwick & Legler, N. Y.

WNEW, New York

Dr. Scholl's Foot Comfort Shops, New York, 3 *sa* weekly, 2 weeks, thru Presba, Fellers & Presba, Chicago.
Pilot Radio Corp., Long Island City, New York (radios), 3 *sp* weekly, 52 weeks, thru Austin & Spector, N. Y.

KSRO, Santa Rosa, Calif.

Hick's Bio-Meal, Petaluma, Cal. (health food) 3 *sa* weekly, direct.
Union Pacific Railroad, Omaha (transportation), 3 *t* weekly, thru Caples Co., Los Angeles.

KOY, Phoenix

White King Soap Co., Los Angeles (granulated soap), 5 *sa* weekly, thru Raymond R. Morgan Co., Hollywood.

WJZ, New York

Peter Paul, Naugatuck, Conn. (Ten Crown gum), daily *sa*, thru Platt-Forbes, N. Y.

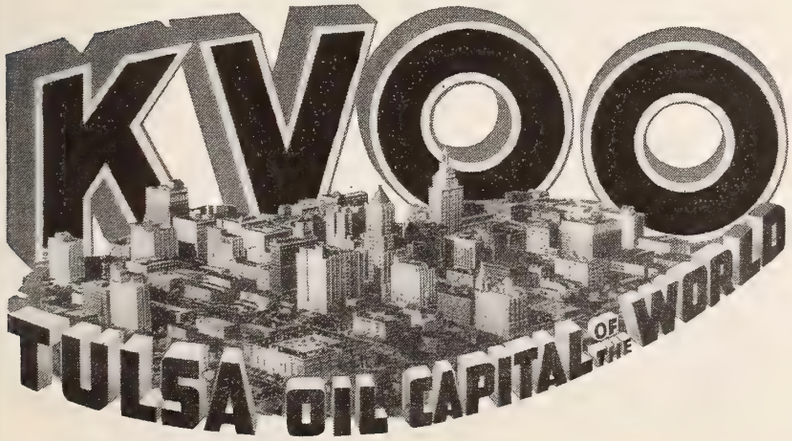
An Advertiser DOES IT AGAIN!



POLL OF TULSA DRUGGISTS SHOWS KVOO PREFERENCE ALMOST 2 to 1

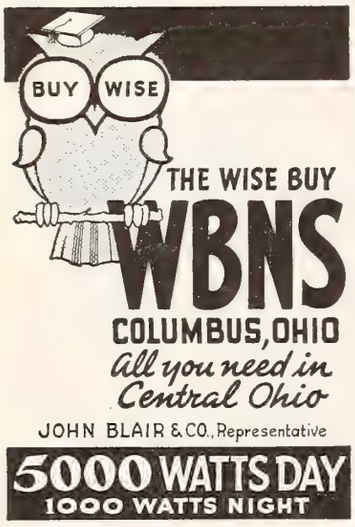
A national drug manufacturer made his own survey of Tulsa Druggists regarding popularity and sales effectiveness of Tulsa stations. *KVOO preference was 61% above competition!* The advertiser is now using KVOO.

Tulsa druggists appreciate KVOO's popularity in the Oil Capital! Their enthusiasm is shared by druggists within a 75 mile radius of Tulsa. This area contains 40% of Oklahoma's population, furnishes 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales! Cover Oklahoma's Greatest Market with KVOO, Oklahoma's Most Powerful Station! Also Primary Coverage counties in Kansas, Missouri and Arkansas! 25,000 watts. Both N.B.C. Networks. Edward Petry and Company, Inc., National Representatives!



Carter's Two Series

CARTER PRODUCTS, New York (Carter's Little Liver Pills), on July 3 started a 52-week campaign of five spot annouuncements weekly on a large list of stations in the East. The exact number of stations was not divulged by Spot Broadcasting, New York, which places the spots for Street & Finney, New York, the agency in charge. Feminine Products Division of Carter also started a campaign July 3 for Arrid deodorant using three spot announcements weekly for 26 weeks on about 20 stations, including WHN, New York, WNEW, New York, WJJD, Chicago, and WIND, Gary. This division is also placed by Spot Broadcasting, with the agency in charge, Small & Seiffer, New York.



Radio Advertisers

BRISTOL-MYERS Co., New York (Sal Hepatica), on July 6 started a 13-week sponsorship of Quin Ryan's quarter-hour news commentary programs, Tuesdays, Thursdays and Saturdays on WGN, Chicago. The program is sponsored the other three weekdays by Manhattan Soap Co., New York, for Sweetheart Soap. Young & Rubicam, New York, handles the Bristol-Myers account, and Franklin Bruck Adv. Agency, New York, placed the Manhattan Soap account.

O'CEDAR OF CANADA, Toronto (floor polish) on Aug. 31 starts a series of Thursday evening half-hour live programs to run 52 weeks entitled *I'll Tell The World*. Program will be produced and emceed by Roy Ward Dickson, Toronto. Account was placed by Dickson & Ford, Toronto.

RAILWAY EXPRESS AGENCY Inc., Chicago, has started a series of thrice-weekly time signal announcements on WGN, that city. Caples Co., Chicago, is agency.

CHICAGO MOTOR CLUB on July 6 started *News With John Harrington* on WBBM, Chicago, in a thrice-weekly quarter-hour series. Aubrey, Moore & Wallace, Chicago, handles the account.

O'KEEFE & MERRITT Co., Los Angeles (stoves and refrigerators), seasonal user of radio time, on July 19 started a thrice-weekly quarter-hour early morning news program featuring Pat Bishop as commentator, on KFI, that city. Contract is for 52 weeks. Agency is Richard B. Atchison Adv., Los Angeles.

Life Savers to Expand

LIFE SAVERS Inc., Portchester, N. Y., on June 22 started ten 50-word announcements weekly for seven weeks on WLS, Chicago, at the end of which period three 20-word announcements weekly will be used for a three-week period. More stations may be added later this summer. Young & Rubicam, New York, handles the account.

MODERN AGE ADVERTISING, New York, has been appointed to handle the French language programs cooperatively sponsored by 10 sponsors: Pinaud Inc. (cosmetics), the French Line, the French Government Tours, and seven French and American manufacturers and restaurants. These 10 advertisers for the past 2½ years have been jointly sponsoring *The French Hour*, a series of skits and music under the direction of Jo Delinois, twice weekly on WBNX, New York. Further radio plans for fall are now under way with two new programs under consideration, one for French students and the other a French detective serial.

RICHARD H. GRANT, formerly with Geyer, Cornell & Newell, Detroit, advertising agency for Nash-Kelvinator Corp., Detroit, has been named advertising manager of the Nash motors division of the corporation, succeeding A. R. Boscow, who has been promoted to assistant to the general sales manager, W. A. Blees.

AERONAUTICAL INSTITUTE of Technology, Los Angeles (aircraft school), is sponsoring a seven-weekly quarter-hour recorded musical program on KIEV, Glendale, Cal. In addition the school is using a five-minute transcribed program, six times a week on KFOX, Long Beach, Cal. Agency is Morgan & Davis Adv., Los Angeles.

OLDEN MINERALS Inc., Los Angeles (Ben-O-Tone foot treatment), new to radio, in a 30-day test campaign which started June 19, is using from two to five daily spot announcements on KFVD, KFBK and KARM. Firm in addition is also sponsoring participation in daily programs on KMTR, KFOX and KMPC. Agency is Heintz, Pickering & Co., Los Angeles.

CHARLES B. KNOX Co., Johnstown, N. Y. (gelatine) on July 3 started sponsoring *Bob Elson's Sports Review* on WGN, Chicago, Monday, Wednesday, Friday, 6:30-6:45 p. m. (EDST) through Kenyon & Eckhardt, New York. B. F. Goodrich Rubber Co., Akron, sponsors the program on the three alternate weekdays.

INDUSTRIAL TRAINING Institute, Chicago (air conditioning school), on July 11 started thrice-weekly two-minute announcements on the *Farmers' Digest*, an early morning participating program on WOR, New York. It is understood that the campaign will soon start on approximately 60 stations. James R. Lunke & Associates, Chicago, handles the account.

LOS ANGELES TIMES, one of the instigators in the campaign which eliminated radio columns from Pacific Coast newspapers, has started using an average of three time signal announcements daily on KNX, Hollywood, placing direct. Contract is for six months, having started July 9.

SUPREME OLIVE OIL Corp., San Fernando, Cal., new to radio, on June 26 started participation six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Contract is for 52 weeks. Elwood J. Robinson Adv. Agency, Los Angeles, has the account.

CERA-LAC Co., Los Angeles (Crunchettes), new to radio, through Associated Adv. Agencies, that city, on July 3 started a 13-week summer campaign on KNX, Hollywood, using six weekly participations in the *Sunrise Salute* program.

B. T. BABBITT Inc., New York (cleanser), sponsoring the five-weekly quarter-hour transcribed *David Harem* series on KNX, Hollywood, for the past six months, on July 24 renews for another 13 weeks. Agency is Blackett-Sample-Hummert, New York.

JOHN R. THOMPSON Co., Chicago (restaurants), on July 19 will sponsor approximately two hours of the Catholic Youth Organization boxing matches on WIND, Gary. John H. Dunham Co., Chicago, is agency.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), has started daily participations in the 3½-hour race track broadcasts on WIND, Gary, Ind., making the sixth sponsor participating in the series [BROADCASTING, June 15, July 1]. Wade Adv. Agency, Chicago, handles the account.

BC REMEDY Co., Durham, N. C., has signed another full-year contract for sports programs on WSM, Nashville. The firm sponsors two sports reviews and three 1-minute afternoon sports bulletins weekly on the station. Harvey-Massengale Co., Atlanta, is agency.

PUBLIX-RICKARD-NACE Theatres, Phoenix, Ariz., operating five theatres in that city, has started a thrice-weekly quarter-hour, *Theatre Time*, on KOY. Contract is for 52 weeks, having started in late June.

COMMUNITY OPTICIANS, Long Island City, N. Y., already sponsoring six programs weekly on WNEW, New York, on July 5 added four new WNEW programs to the schedule, including two news broadcasts by Richard Brooks, a daily program of hillbilly music, and an interview program *In the Spotlight* with Rosalind Sherman. Commonwealth Adv. Agency, Boston, places the account.

Healthaids Test

HEALTHAIDS Inc., Jersey City, preliminary to an enlarged campaign in September for Serutan [BROADCASTING, July 1], started testing two quarter-hour programs July 10 on WOR, Newark, one for Serutan and the other for V-Bev tonic, Mondays, Wednesdays and Fridays from 10:30 to 11 a. m. The first quarter-hour titled *Memories* features Norman Brokenshire accompanied by favorite piano melodies, and the second period is a transcribed series, *Album of Life*, presenting dramatizations of human interest incidents encountered by "The Wanderer" while travelling in foreign lands. If successful, the latter quarter-hour program will be expanded to more stations throughout the country. Austin & Spector, New York, handles the account.

KFVD, Los Angeles daytime station on 1000 kc., has applied to the FCC for authority to shift to 990 kc., using 1,000 watts day and 500 night.



Last year, we received hundreds of letters asking what Toby and Susie look like—how many there are in Les Hartman's German Band—what makes the Cedar Valley Hillbillies go 'round—and so on.

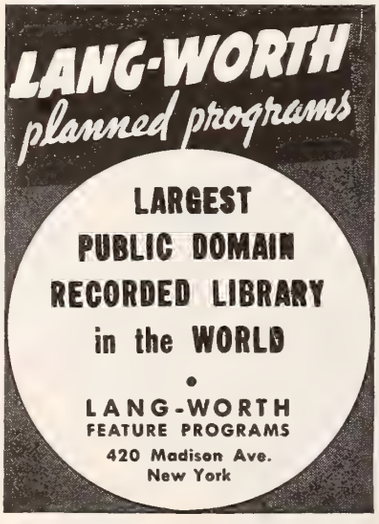
So in January we printed a folder picturing a number of the WMT gang.

For seven days the folder was plugged three times a day. That's a total of 21 plugs. And the response? 17,967 requests piled into the station. 13,715 were from Iowa, 1,547 from Illinois, 1,419 from Wisconsin and 1,021 from Minnesota. That gives you an idea of the concentration WMT gives you in Eastern Iowa, Western Illinois, Southwestern Wisconsin and Southern Minnesota, and the interest of listeners in WMT and WMT programming.

Being the only station in Eastern Iowa with 5,000 watts day and 1,000 watts night power, plus a frequency of 600 k.c., WMT is the "of course" station when you're selling the middle west.

**And, of course you can buy WMT in combination with WNAX and KSO or KRNT at an exceptionally low rate.*

WMT
Cedar Rapids-Waterloo • 600 Kilocycles
NBC Blue-MBS • 5000 Watts L.S. • 1000 Watts Night
Represented by THE KATZ AGENCY
69,000 Square Miles of the RICHEST PART of the MIDWEST



To sell MORE for LESS use the VITAL FIFTEEN

Here are stations that assure real results for the Spot Broadcaster

KGO 7,500 watts (790 KC) **KPO** 50,000 watts (680 KC) **SAN FRANCISCO**	**KOA** 50,000 watts (830 KC) **DENVER**
WENR 50,000 watts (870 KC) **WMAQ** 50,000 watts (670 KC) **CHICAGO**	**WTAM** 50,000 watts (1070 KC) **CLEVELAND**
KDKA 50,000 watts (980 KC) **PITTSBURGH**	**KYW** 10,000 watts (1020 KC) **PHILADELPHIA**
WGY 50,000 watts (790 KC) **SCHENECTADY**	**WEAF** 50,000 watts (660 KC) **WJZ** 50,000 watts (760 KC) **NEW YORK**
WMAL 500-250 watts (630 KC) **WRC** 5,000-1,000 watts (950 KC) **WASHINGTON, D. C.**	**WBZ & WBZA** 50,000-1,000 watts (990 KC) **BOSTON–SPRINGFIELD**

These "super-spots" command great audiences.
THEY ARE THE VITAL FIFTEEN!

VITAL Because they will produce a demand for *your* merchandise.

VITAL Because they will produce this demand in 10 of the richest markets in America.

VITAL Because they are programmed by NBC, assuring the finest in radio entertainment.

VITAL Because they have established clear-cut Local identity and well deserved prestige.

The NBC Spot Specialist in any of these cities (also Detroit and Hollywood) will give you full information on one or all 15 NBC Programmed Stations. And he'll be very glad to assist you in solving your own particular Spot Broadcasting Problem.

NATIONAL BROADCASTING COMPANY

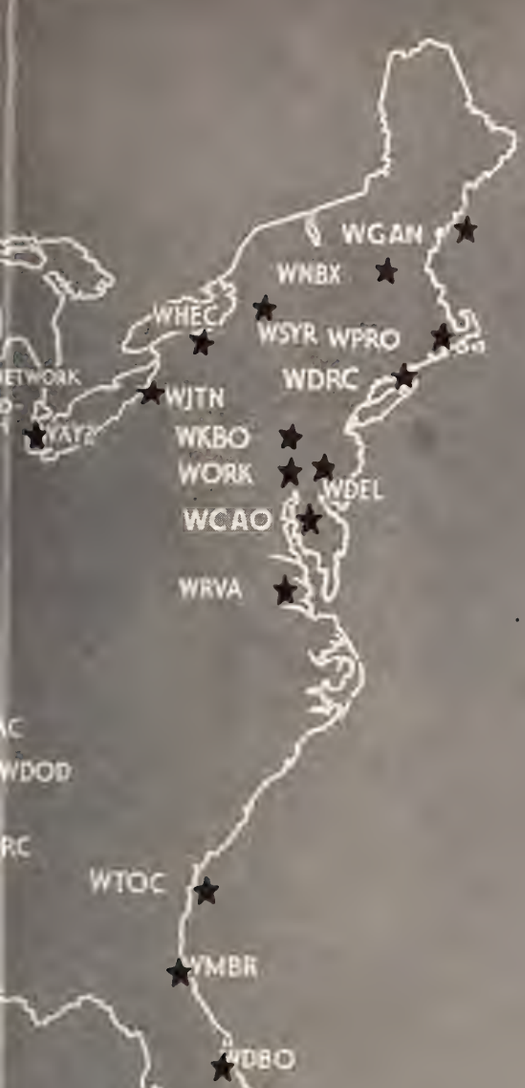
THE WORLD'S GREATEST BROADCASTING SYSTEM

A RADIO CORPORATION OF AMERICA SERVICE



PAUL H. RAYME

Exclusive Radio Station



e of the Paul H. Raymer Company
is concentrated on doing
one job superlatively well:
the job of selling the facilities
of the stations represented.

R COMPANY

epresentatives

NEW YORK CHICAGO DETROIT SAN FRANCISCO

First Disc for Sponsor Is Recorded in Canada

FOR THE first time an American transcription character is making a series of Canadian episodes for the Canadian stations used by the sponsor. An all-Canadian story setting and a cast of Canadian actors are now engaged at Toronto to make 65 episodes for the *Howey Wing* aviation adventure transcription series used by Kellogg Co. of Canada, London, Ont. The actor playing Howey Wing is the only regular member of the cast to take part in the new Canadian series. The shows started production in Toronto July 3 and the first episode was to go over 15 Canadian stations and VONF, St. John's, Newfoundland, on July 14. The production and cutting takes place in the studios of CFRB, Toronto, under direction of Howard Lindsay, of J. Walter Thompson Co., who handle the Kellogg account, and Ray Purdy, of CFRB. The transcriptions are processed by the Compo Co., Montreal. It is not at present planned to use the Canadian episodes on United States stations. With the Canadian story the Canadian stations will offer a map and decoder.

TRANSFER of the ownership of KOBH, Rapid City, S. D., to a group of seven local business men organized as the Black Hills Broadcast Co. of Rapid City was authorized by the FCC June 27. The new owners are Robert J. Dean, manager; C. A. and P. R. Quarnberg, millers; Ward B. Clark, broker; E. F. Gronert, miller; John Boland, machinery and J. L. Curren, lead mining.

In Omaha

Serving 201,430 radio homes in this rich trading area,

KOIL

with its tested, productive 7 POINT PLUS MERCHANDISING PLAN, is now the

Basic Columbia Outlet

offering better programs, more listeners, greater results.

For an Outstanding Job, it's

KOIL-OMAHA

Rep. by The Katz Agency

TRANSCRIPTIONS

DECCA DISTRIBUTING Corp., subsidiary of Decca Records Inc., moved its West Coast sales headquarters from San Francisco to Los Angeles and has established offices at 108 E. 17th St. L. C. Gilman continues as Pacific Coast general sales manager. The firm continues to maintain a San Francisco office at 35 Stillman St.

RADIO division of Warner Bros., Hollywood, has completed 156 transcribed quarter-hour episodes of *The Adventures of Uncle Jimmy*. Series features William Farnum and was cut by Radio Recorders, Hollywood. Telecast Corp., that city, is distributing agent.

RADIO ATTRACTIONS Inc., New York, has established Pacific Coast headquarters at 6253 Hollywood Blvd., Hollywood, with Ed Grigsby in charge as western division manager. Bob Collier is handling promotion and exploitation for the firm. Offices were established by Herbert R. Ebenstein, president, when in Hollywood during early July for conferences with Fields Bros. producers of the *Fu Manchu* series. Radio Attractions Inc. are distributors of the series and their west coast offices adjoin those of Fields Bros.

STANDARD RADIO announces the following new subscribers to its Standard Library Service: WCFL, Chicago; KFDA, Amarillo, Tex.; KOWH, Omaha; WTMA, Charleston, S. C.; CFRC, Kingston, Ont.; VONF, St. John's, Newfoundland; KNET, Palestine, Tex.

ARCHIE JOSEPHSON, head of 20th Century Radio Productions, Hollywood, left the West Coast in early July on a three-week business trip to Chicago and St. Louis.

JAMES ALLEN, producer of Aerogram Corp., Hollywood transcription concern, and Al Christie, film producer, are in New York for conferences with agency executives on *Preview Parade*, a projected half-hour transcontinental show.

EXCLUSIVE RADIO and film rights to the 21 *Oz* books written by the late L. Frank Baum have been assigned by his widow to Mitchell J. Hamilburg, Hollywood agent. Included in the rights are pending radio deals on *The Wizard of Oz*. Film rights to this story belong to M-G-M.

FIELDS BROS., Hollywood producers, has taken additional office space at 6253 Hollywood Blvd., which will provide an audition suite. Complete custom built technical equipment will be installed for auditioning programs and making air checks through a master system.

NEW subscriber to the Library Service of World Broadcasting System is KCRC, Enid, Okla.

TO INSURE YOUR REACHING THE INNER

CALIFORNIA MARKET

SPECIFY

McCLATCHY STATIONS

The Paul H. Raymer Company

Representative

New York Chicago San Francisco



BOAKE CARTER returns to radio with a "syndicated column" type of news commentary on transcriptions, which he demonstrated to broadcasters at NAB Convention in Atlantic City.

NBC Disc Gains

INDICATIVE of the growth of the transcription business during the past few years are figures recently released by NBC covering the revenue of its transcription division. In 1937, the income was $636,000, approximately 40% above that for 1936; in 1938 it rose another 12% to $722,000, and another increase is seen for this year, with billings of $200,000 for the first quarter, plus another $124,000 for May and June. Revenue comes from the Thesaurus recorded library service, off-the-air transcriptions of network programs for use on supplementary stations, syndicated transcription program series, such as the *Lone Ranger* for which NBC holds exclusive rights for use in areas not covered by the network broadcasts of this popular serial, custom built programs for advertisers, and reference recordings for advertiser and agency files.

Discs in Bookstores

NORMAN CORWIN, director of *They Fly Through the Air*, the CBS program which has won several citations from various organizations, on July 21 will be honored at a reception given at the Progressive Bookshop, New York, by the radio divisions of the Theatre Arts Committee and the League of American Writers. An electrical transcription of the program will be played and Mr. Corwin will autograph copies of the book made from the program, which were on display in the bookstore's windows the week prior to the reception. This marks the first step by the Booksellers' Guild to promote the sale of transcriptions along with the books.

'Fag Club'

FORMATION of a "Fag Club" of radiomen who enjoy the distinction of grandfatherhood, was announced at the NAB convention when the Arthur Churches (KMBC, Kansas City) announced the birth of a grandson. Parents are Tom Morris, of the sales staff of KGKO, Fort Worth, and Mrs. Morris, who is the former Virginia Church. The baby was born July 1.

Commentaries on Discs Started by Boake Carter With Convention Exhibit

SPONSORLESS since late August 1938, when he completed his network news commentaries for General Foods (Post Toasties-Huskies), Boake Carter launched his reentry into the radio field via transcription with promotion demonstrations at the NAB convention. Marketed through his own organization, the transcribed commentaries will be available on a five-weekly or three-weekly schedule for individual stations, starting Sept. 11, for use on either a sustaining or local sponsorship basis.

Subject matter of the new series is to be columnar rather than spot news, Mr. Carter declared, and will include commentaries on national and international news events handled in a manner similar to his previous broadcasts and in his syndicated newspaper column.

Operating on a four-day schedule, with transcriptions cut Monday for Friday release, the service also includes a standing supply of six supplementary recordings of a general undated news nature which may be substituted for individual commentaries on the regular schedule at the station operator's discretion. In addition, signed wire spot news bulletins also will be sent all users in instances where an eleventh-hour news development may affect the text, he said. The flashes would be read by the station announcer.

A flat rate is made to all stations using the series on a sustaining basis, while charges for commercial use vary according to population of the city. The commercial rates are based on population rather than coverage or station rates because exclusive service is granted each station in its individual daytime primary area, Mr. Carter explained. The transcriptions are cut by Columbia Recording Co., Philadelphia, and marketing and promotion is under the direction of Alan Scott, Mr. Carter's representative.

Colgate's Sixth on CBS

COLGATE - PALMOLIVE - PEET Co., Jersey City, on July 17 starts its sixth program on CBS with the launching of the quarter-hour five times weekly *Women of Courage*, starring Selena Royal, for Octagon Soap. The program, to be heard on 16 CBS stations throughout the South, was placed by Benton & Bowles, New York.



SURE COVERAGE OF TEXAS—THE NATION'S MOST PROSPEROUS MARKET



NATIONALLY CLEARED FREQUENCY

The Branham Company National Advertising Representatives

Chicago New York Dallas St. Louis Detroit Kansas City
San Francisco Los Angeles Portland Seattle

KRLD, THE VOICE OF THE DALLAS TIMES HERALD

bel canto



THE bell-like quality of a beautiful voice is one of the many kinds of sounds that present a problem to telephone engineers in network broadcasting.

To preserve this beauty, the Bell Telephone System has developed special circuits to link the nation's radio stations. Trained supervisors stand guard over the most modern equipment in order that the public may get the fullest enjoyment from radio.

And in Bell Telephone Laboratories, constant research goes forward to further improve the service and facilities offered to the radio industry.

BELL SYSTEM
AMERICAN TELEPHONE & TELEGRAPH AND ASSOCIATED COMPANIES

RADIO WORKSHOPS USE NBC PROGRAMS

NBC announces that 12 of its programs selected "for their excellence as illustrations of the technique for education by radio" are being used as texts this summer by radio workshops at 15 universities and colleges and the National Music Camp, Interlochen, Mich. The workshops are also studying the NBC student aids issued for use by schools that employ these broadcasts for classroom and assigned home listening.

NBC is providing a number of staff lecturers for several of the workshops. Dr. Franklin Dunham, NBC educational director, is conducting courses at Columbia U. and Harvard U. and will appear as guest lecturer at New York U.; Blevins Davis, director of the NBC Great Play series, is lecturing on drama at the National Music Camp and Ernest LaPrade, director of music research of the NBC music division, is a conductor at the camp. Workshops using the NBC programs for their courses include Syracuse, Catholic, Drake and Wayne (Detroit), Minnesota, Wyoming, Iowa, Wisconsin, Texas, Washington, Southern California universities and Sarah Lawrence College.

Programs used for demonstration include *NBC Music Appreciation Hour, Science on the March, Science Everywhere, Ideas that Came True, Your Health, Adventure in Reading, Story Behind the Headlines, Lives of Great Men, America's Town Meeting of the Air, Great Plays, Youth Meets Government, Art in the News.* A number of NBC programs in the special events field, such as the Munich conference coverage last fall and *This, Our America* are also used in the workshops.

NBC's schedule of programs short-waved to South America was increased from 8 to 11½ hours a day on June 29, when W3XAL began beaming its programs in that direction on the 21,630 kc. channel from 1 to 4:30 p. m. This new frequency, used with the directional beam antenna, feeds to South American listeners programs previously aired exclusively towards Europe, including an English hour, an Italian hour, a German hour and the first half of a French hour, each including the quarter-hour news period that opens each foreign language hour. Programs will continue to be sent to Europe by W3XAL on a frequency of 17,780 kc.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

1,548,109 people are within WDRC's good listening area. These people, who listen regularly to WDRC, have money to spend! Increase your sales by reaching this potent market over WDRC!

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives

PAUL H. RAYMER COMPANY

Radio AND Education

NEW NBC booklet, "How Schools Can Use Radio", contains an introduction by Dr. James Rowland Angell, NBC educational counselor; an explanation of the various types of educational programs and how they may be correlated with classroom work by Dr. Franklin Dunham, educational director of the network; lists of NBC educational programs and program study aids, together with a sample worksheet and classroom questionnaire.

DRAMATIZATIONS of outstanding contributions of college research to the world's progress will make up the new *Human Adventure* series of experimental educational broadcasts to be presented by CBS 8-9 Tuesday evenings beginning July 25. Series will be broadcast in cooperation with the University of Chicago, which will prepare the scripts. Program, designed to show the connection between the American university and man's future, was conceived by William Benton, vice-president of the university and formerly a partner in the advertising agency of Benton & Bowles.

WBT, Charlotte, is organizing an advisory committee of education leaders of North and South Carolina to aid in the development of present and new educational programs on the station.

KOY, Phoenix, is carrying a quiz type of audience participation program as an educational feature. Program, titled *The Little Red School House*, is built around the use of words, and is conducted by Bill Woodson, staff announcer. Experts from all parts of Arizona participate in the weekly quarter-hour broadcast.

HARRIETT HESTER, educational director of WLS, Chicago, believes in practical demonstrations of broadcasting techniques in her summer classes at Northwestern U. Her classes attend rehearsals of various WLS educational features and on July 14 Guy Colby, caller of the *WLS National Barn Dance*, conducted a demonstration in folk dances for the radio classes.

DR. FRANKLIN DUNHAM, NBC educational director, will conduct radio courses at Teachers College, Columbia U, and Harvard this summer on the public service phases of radio broadcasting. His first course is being given at Columbia July 10-21, on "Utilization of Radio in Schools", a subject on which he recently wrote a manual issued to teachers by NBC. He will lecture on "Radio in the Public Welfare" at Harvard July 24-Aug. 6, giving a total of 20 lectures in that period. Both courses will use transcribed NBC programs as illustrative material.

RADIO COUNCIL of the Board of Education, Chicago, announces that its third annual School Broadcast Conference will be held at the local Congress Hotel, Dec. 6-8, 1939, and not at the Hotel Morrison as previously announced.

CBC inaugurated more frequent daily news services July 3, when in addition to the daily evening national network newscast supplied by the Canadian Press, the CBC started noon-hour newscasts from Montreal to the French network in French, from Toronto to the mideastern network in English, a morning newscast from Vancouver to the British Columbia and prairie network in English, and a noon newscast to the British Columbia network from Vancouver. Canadian Press supplies the edited news reports, under supervision of D'Arcy Marsh. Later on this year the service will be stepped up to give four daily newscasts provided by the Canadian Press at a total annual cost to the CBC of $20,000. The newscasts are available to all Canadian stations, either by network broadcast or by individual broadcast at nominal line rates.



Q. So you're the super salesman of Southern California?

A. That's what advertisers say.

Q. Oh, you're a Little Sir Echo, eh?

A. No, just a little surplus.

Q. In the 4th Major Market?

A. In the *3rd*. That's one surplus. Not Los Angeles County alone, but the whole "State of KFI"—the additional coverage that converts the 4th Major Market into the 3rd, and at no extra cost.

Q. Don't tell me you have a twin surplus!

A. Yes, we do. In addition to giving you the 3rd Major Market instead of the 4th, we also give you the dominant station in power, popularity and programs—the station people listen to, whose advertisers people patronize.

Q. That's what they all say. How can you prove it?

A. By a long list of both local and national repeat advertisers who have proved through results that the best buy is KFI.

Q. Now THERE is a point! You may sell an advertiser once, but he won't stay sold unless you deliver results. The best yardstick for station selection is the record of commercially sponsored periods contracted for by advertisers. *Do you have a dotted line handy?*

A. *Yes!* - - - - - - - -

Earle C. Anthony, Inc.
KFI • LOS ANGELES • KECA

The Best Buy is



NBC RED NETWORK
50,000 WATTS 640 KC

EDWARD PETRY & CO. • *National Sales Representative*

AGRAP-CBS Pact

THREE-YEAR agreement between American Guild of Radio Announcers & Producers, independent union, and CBS went into effect July 2, superseding the previous contract covering announcers and production men employed at WABC. Chief changes are the upping of the vacation from two to three weeks annually and an increased scale for production men. The 40-hour, five-day week continues, with a new method of computation. Announcers at the station are members of American Federation of Radio Artists as well as of AGRAP, benefiting by the AFRA contract covering commercial broadcasts as well as by the AGRAP contract covering general working conditions.

WTAG
WORCESTER, MASS.

764,000 central New Englanders are lined up behind their No. 1 station.

NBC BASIC RED NETWORK
YANKEE NETWORK
EDWARD PETRY & CO., Inc.
National Representative

Dunlap Sees Future in Shortwaves

(*Continued from Page 21*)

um; it's a parlor show and the actors who come into the family circle to perform successfully are those who have a friendly approach. Television is no glamour medium. The keynote is the same as in broadcasting—be natural.

People have heard much about television in the past ten years. Few of them have seen it. In New York, daily, more are viewing the images and I have yet to talk with an initiate who does not express amazement at what television can do. They never suspected telepictures could be so clear. They would like to have a tele-set in their homes but it's the price and the fear that tele-sets will change radically within a year or two that keeps them away. When the signs appear that those two factors—high prices and quick obsolescence— are to be removed, that will be the cue to broadcasters that their audience is beginning the mass march into the ultra-shortwave field. That may be five years from now. Nevertheless, this is the time to stake the ultra-shortwave claims and prepare for the exodus from 550-1600 kc. into the promised land. There is little static or fading there. Tonal quality is excellent, because of the wide wave path available. If you want to see yourself in the mirror of the future listen to Armstrong's staticless, ultra-shortwave system. Until then you haven't heard radio perfection.

With television will come greater use for facsimile as a supplemental service. Television is a fleeting picture. Facsimile leaves a permanent record. To date it is more or less of a ticker service. It is not amusement. Therefore it has not caught with the public. Furthermore, it is rather slow and expensive. It lacks the spontaneity of broadcasting. But as new apparatus and tubes are evolved to perfect the use of ultra-shortwaves, facsimile will come into its own. It needs a satisfactory paper that will print by an electric touch, not by ink. Many uses for this facsimile machine of the future can be seen, one of which is likely to be an attachment to the television set to print the program, synopsis of the shows, biographical facts about speakers and summaries of events seen and to be seen on the air.

It is not too much to expect that television sets will be equipped with a bell or whistle actuated by a master signal from the transmitter. It will call the family to the television room for a special event or to warn when the curtain is going up. Radio becomes more automatic. But even then it gives you more to think about. Yours is an unending business, unlimited, and there is not the slightest chance in the world of the progressive broadcaster being supplanted. But the day is not so far away when he cannot be classed as a leader if he operates only a sound theatre when just around the corner on another wavelength his competitors are offering illustrated sound. Today it may seem that television is creeping at the pace of a glacier. But by 1950 broadcasters will be deep into ultra-shortwaves and television. The ice age will not last forever.

Now, there is one more factor to be watched. War threats hang over Europe. Storm signals flutter around the world. The bugle call would stop television's march toward the home, but after a conflict television would emerge greatly advanced. Broadcasting was a so-called byproduct of the World War. Whether history is to repeat in television is something to be considered.



REUNION in Nashville of two of radio's oldtimers was celebrated July 10 as Ford Rush, veteran star (right) started a new series on WSM with George Hay, noted as the *Solemn Old Judge* of pioneer radio days. With Ford, who in 1924 was on Chicago's WLS with Hay and the old *Ford & Glenn* team, appears his son Ford Jr., 20.

Regional Status Granted To KSAL, Salina, Kan.

KSAL, Salina, Kan., has been elevated from local to regional status under an FCC decision authorizing it to shift to 1120 kc. with power of 500 watts night and 1,000 day but requiring it to employ a directional antenna to protect other stations on that frequency. Owned by R. J. Laubengayer, publisher of the *Salina Journal*, the station first went on the air in June, 1937, as a local outlet on 1500 kc.

In another decision June 27, the FCC authorized KSAM, Huntsville, Tex., a recently constructed local station, to increase its daytime power to 250 watts on 1500 kc. In proposed findings of fact, which are subject to ratification, the Commission granted WOLS, Florence, S. C., also a new station, an increase from daytime to fulltime operation, at the same time denying an application of Pee Dee Best. Co. for a new local station on 1200 kc. in Florence. Also proposed for denial was an application of WMFF, Plattsburg, N. Y., for authority to shift from 1310 to 1240 kc. and increase its power from 100-250 watts to 1,000 watts.

WIOD Labor Ruling

NATIONAL Labor Relations Board on June 27 announced an order based upon a stipulation requiring WIOD, Miami, to bargain, upon request, with AFRA and providing for reinstatement of Earle Barr Hanson, a previously discharged employe, with a payment of $500. Charges of unfair labor practices were filed by the AFL radio artists union, and a hearing on the charges was held in Miami May 11-13.

Week of Remotes

DURING one seven-day period in June KVOO, Tulsa, made 92 remote broadcasts, including six pickups from the Tulsa Coliseum and local hotels in connection with the national convention of the Junior Chamber of Commerce; two from Miami, Okla., 110 miles from Tulsa, at the state VFW encampment; the Tulsa U Stadium, where local merchants were conducting a sales day event; Southern Hills Country Club, where Dorothy McCune served as commentator for the Junior League's annual style and fashion show, and dozens of special events jobs that kept popping up all over the KVOO territory.

The Winner!

5,069

—Radio listeners out of 5,491 in West Virginia, Western Pennsylvania and Eastern Ohio named their

First Station

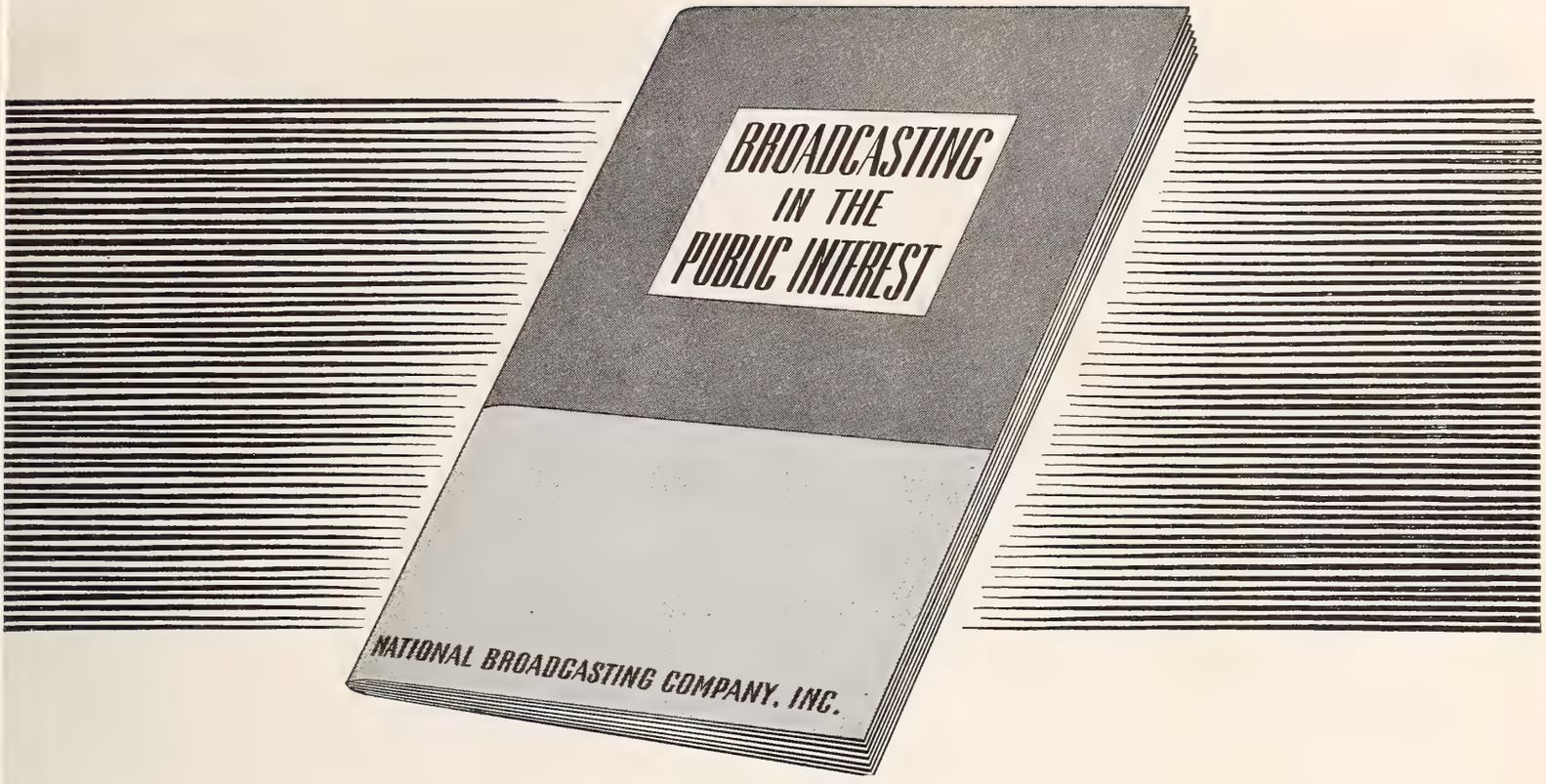
WWVA

It is such outstanding preference that gets results for WWVA Advertisers!

WWVA

5,000 WATTS AT WHEELING, WEST VA.
COLUMBIA Station at Eleven-Sixty
on 2,085,666 Radio Dials
JOHN BLAIR CO — National Representatives





NBC goes on Record

In its new book "Broadcasting in the Public Interest" will be found important statements of policy for all those interested in radio

WHEN you read "Broadcasting in the Public Interest" we believe you will agree that it is an outstanding example of self-regulation on the part of a business. In the 80 pages of this volume you will find NBC policies and standards covering every phase of broadcasting. They have been planned to cover all contingencies that can arise in broadcasting, as near as that is practicable, from the viewpoint of the public interest.

Almost the moment that copies of "Broadcasting in the Public Interest" were sent out we began to receive commendatory letters from distinguished citizens. Members of the Cabinet, Senators, Representatives and other government officials express approval. So do leaders in education, industry, welfare work, medicine, religion and other professions.

In addition to its statement of policies, NBC includes in this book an account of the developments which led to their adoption. There is also a brief prediction of what lies ahead. No man can forecast the future with any certainty. NBC believes, however, that sponsors and station owners can look forward with confidence on the basis of the policies now on record.

Every person who is connected with broadcasting in any way should have "Broadcasting in the Public Interest" in his library. A request to NBC will bring you a copy without charge.

NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System

A RADIO CORPORATION OF AMERICA SERVICE

Agencies

I. D. AUSPITZ, formerly of Auspitz & Lee, Chicago, has joined Erwin, Wasey & Co., Chicago, as account exeutive of the food division of Cudahy Packing Co., that city. Adolph F. Lee remains as president of the agency which retains its firm name of Auspitz & Lee.

McCANN-ERICKSON, New York, will move its headquarters from 285 Madison Ave. to new offices in Radio City on Sept. 4 instead of July 4, as originally planned.

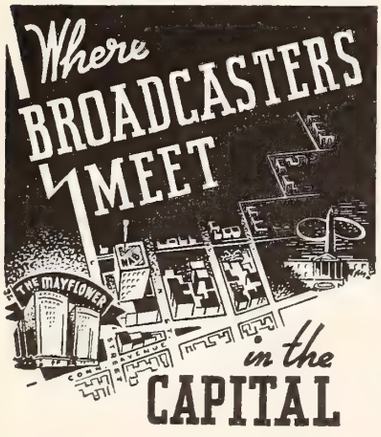
STELLA UNGER, radio writer and formerly with Erwin, Wasey & Co., New York, on July 2 departed for Hollywood to become West Coast representative for *Glamour* Magazine.

H. A. TELFER has been appointed radio executive for E. W. Reynolds & Co., Toronto, succeeding J. M. Bowman, who has joined the Toronto office of Walsh Adv. Co.

HAWKS-VOLCK Corp., Beverly Hills, Cal., talent agency, has been dissolved to form separate agencies. They are now known as William Hawks Inc., and A. George Volck, Inc. Both units remain at 9441 Wilshire Blvd. Hawks will supervise radio activities of his organization. Volck has retained William Shiffrin as radio director of his agency.

JOHN KETTLEWELL, formerly of the radio department of Hays MacFarland & Co., Chicago, and more recently of Arthur Kudner Inc., N. Y., has joined Russell M. Seeds Co., Chicago.

AMORY ECKLEY, who formerly conducted his own Hollywood talent agency, has joined Columbia Management of California, that city, and is in charge of radio relations.



JUST around the corner from the new N.A.B. Headquarters on K Street. In the center of busy Washington.

Air Conditioned

BEDROOMS - RESTAURANTS
LOBBIES
During the Summer Months

The MAYFLOWER

Connecticut Avenue at L Street
WASHINGTON, D. C.

R. L. POLLIO, Manager

Writers Study Pact

EXECUTIVES of the Radio Writers' Guild in New York are studying and revising the new constitution recently adopted by its West Coast affiliate before submitting it to the RWG council and the Authors' League for approval. A general membership meeting of the RWG will be held late in July to vote on the revised constitution, which allows for an expansion of the present council from 15 to 30 members, with 10 each to be elected by the New York, Chicago and Coast regions, who will handle only local matters presided over by a vice-president. An executive committee composed of the three vice-presidents and RWG president will preside over the three regional offices.

ANDRE MERTENS, European general representative of Columbia Concerts Corp., subsidiary of CBS, with headquarters in Paris, is in Hollywood for conferences with motion picture executives. He will remain in Hollywood until September and is maintaining offices at Columbia Management Inc., that city.

TOM REVERE, New York radio director of Benton & Bowles Inc., is in Hollywood to supervise the agency's West Coast activities during absence of Donald Cope, producer, who is on vacation. Revere will remain in Hollywood through July.

HAROLD J. RUDOLPH and Joseph L. Gale recently joined the research department of J. Stirling Getchell Inc., Mr. Rudolph, formerly with Colgate-Palmolive-Peet and Ross Federal Research, as director of copy research for the agency, and Mr. Gale, previously associated with Facts Inc., as production manager of the research department.

JOSEPH C. KEELEY, who has been with J. M. Mathes, New York, for the past year, has been appointed head of the agency's publicity department, succeeding Charles Heaslip, who is planning to organize his own publicity agency in August. Mr. Keeley was formerly in the publicity department of N. W. Ayer & Son, New York.

N. W. AYER & SON, over the July 4 weekend moved its New York offices to new headquarters at 30 Rockefeller Plaza. New telephone number is Circle 6-0200.

DICKSON & FORD, Toronto advertising agency, has moved to 37 Bloor St. West.

INGALLS-MINITER Co., Boston, is the new firm name of Ingalls—Advertising, 137 Newbury St.

EDWARD MEAD, New York writer of Benton & Bowles has been transferred to the Hollywood office.



TWO first prizes in the Pacific Advertising Clubs Assn. exhibit contest, held on Treasure Island, San Francisco, in connection with the recent PACA convention, went to NBC and KPO-KGO, San Francisco, for their promotion work during the last year. Don E. Gilman, NBC vice-president in charge of the Western Division, received a gold cup for the exhibit showing the best use of direct mail, including letters, in the last 12 months, while KPO-KGO won first award for the best job of local radio promotion. Here, with the ivory electric clock they won, are (l to r) Milton Samuel, press manager; Bob McAndrews, sales promotion manager, and Lloyd E. Yoder, general manager of KPO-KGO. Emerson Smith, NBC announcer, and Bob Garred, newscaster of KSFO, San Francisco, also won gold medallions for their convention papers.

WILLIAM B. RICKETTS, of Chicago, active for many years in the field of advertising and market research, will join the Plans-Merchandising Department of N. W. Ayer & Son, Philadelphia, in a research capacity July 24. Mr. Ricketts, a graduate of Washington and Jefferson College and the Harvard Graduate School of Business Administration, is at present manager of the market surveys division of Booz, Fry, Allen & Hamilton, Chicago. He is the author of numerous published studies on the measurement of radio and publication advertising effectiveness.

EDWARD BURNETT, former copywriter of Cecil Warwick & Legler, New York, and Henry E. Brenner, formerly with the research department of Benton & Bowles, New York, have formed a market research agency known as Burnett & Brenner at 280 Madison Ave., New York; telephone is Murray Hill 5-5733.

HENRY URROWS, head of Public Relations Counsel, Quincy, Mass., agency, announced July 4 that Jason N. Silton, had joined that organization as manager in charge of production and personnel.

WBAL
means business in Baltimore

AGENCY Appointments

ZANDE COSMETIC Co., New York, to Foreign Adv. & Service Bureau, New York. Spot radio will be used in about 20 foreign markets, but plans are still indefinite.

SELZNICK INTERNATIONAL Pictures Corp., New York, to Donahue & Coe, New York, for all pictures produced under contract with United Artists Corp. Radio probably will be included in plans.

SEWALL PAINT & VARNISH Co., Kansas City, to Guenther Associates, St. Joseph, Mo.

CHAPPEL BROS., Rockford, Ill. (Ken-L-Ration), to Ruthrauff & Ryan, Chicago.

INTERNATIONAL SHOE Co., St. Louis, to Westheimer & Co., St. Louis, for Peters branch.

FARNSWORTH Television & Radio Corp., Ft. Wayne, Ind. (radios, radio-phonographs, television receivers and transmitters), to N. W. Ayer & Son, Chicago.

TITLE INSURANCE & TRUST Co., Los Angeles (insurance), to Buchanan & Co., that city.

JOHNSON, CARVELL & MURPHY, Los Angeles (Kellogg's Ant paste), to Heintz, Pickering & Co., that city.

CUDAHY PACKING Co., Chicago (food division) to Erwin, Wasey & Co., Chicago. No radio plans for present.

ELMO SALES Corp., Philadelphia (cosmetics), to Ruthrauff & Ryan, New York.

LEIGH COSMETICS, New York, to Briggs & Varley, New York. Radio may be included in future plans.

PA-PI-A Corp., New York (Vanti soft drink), to Erwin, Wasey & Co., New York. Plans for advertising are still undecided.

COMMERCIAL BANKING Corp., Philadelphia (automobile finance), to Ivey & Ellington, Philadelphia. Plans include radio, although details are indefinite.

BAUER & BLACK, Chicago, entire account to Ruthrauff & Ryan, Chicago. Radio will probably be used this fall.

CUDAHY PACKING Co., Chicago, to Erwin, Wasey & Co. for meat products.

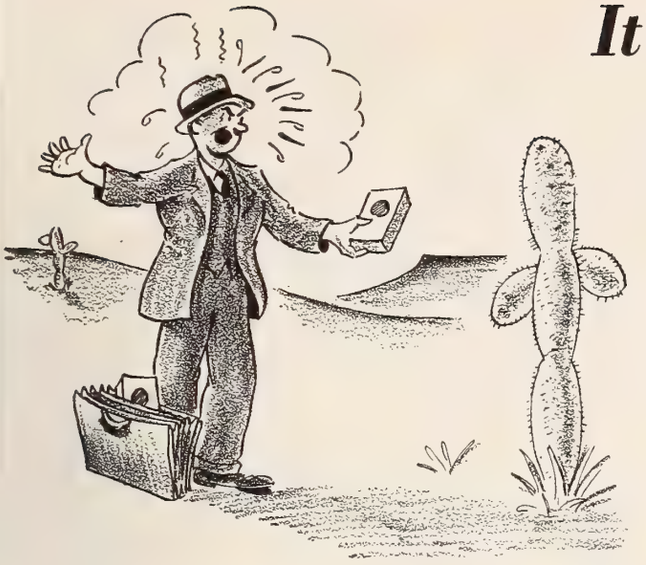
HELBROS WATCH Co., New York, to Frank Best & Co., New York. Will use spot radio in the late fall, but plans are still indefinite.

Writers Join Guild

MEMBERS of the newly-organized western division of Radio Writers Guild, an affiliate of Authors League of America, have received official permission to withdraw from Los Angeles chapter of AFRA to join the former organization. Notice of this approval was given in a letter received by Forrest Barnes, president of the western division of RWG, from Mrs. Emily Holt, national executive secretary of AFRA, who outlined procedure for the withdrawal of Hollywood and other west coast radio writers from the organization. Writers who also participate in radio programs as producers and actors will probably retain membership in AFRA. Details of such an arrangement are now being worked out, Barnes said.

William R. Needham

WILLIAM R. NEEDHAM, president of Needham & Grohmann, New York, advertising agency specializing in hotel and travel service, on June 28 died at his home in Larchmont, New York, after a two months' illness of heart disease. Before founding the agency in 1931 with H. Victor Grohmann, Mr. Needham was promotion manager of Ahrens Publishing Co., and editor of *Institutional Management*. He is survived by his wife and two sons.



It's as Hard to Sell to Cactus as it is to Pick It!

Announcing . . . A NEW STATION FOR CONCENTRATED SELLING IN THE TEXAS PANHANDLE!

K F D A

AMARILLO, TEXAS

At last! A new station that concentrates its coverage where sales are made. A station that contacts more Northwest Texans at a lower cost per capita than any other outlet. New $15,000 studios—experienced personnel—RCA De Luxe Equipment throughout. Reaching 75% of the radio homes in the Texas Panhandle and serving 244,212 people! The Southwest's newest and finest *local* outlet!

TSN
TEXAS STATE NETWORK

Affiliated with

THE TEXAS STATE NETWORK—MUTUAL BROADCASTING SYSTEM

K F D A

Write or Wire KFDA
Nunn Building — Fifth & Polk
Amarillo, Texas

★

For information see the
Texas State Network Offices, Ft. Worth
630 5th Avenue — New York
Wrigley Building — Chicago

Two Seek 710 Kc. With Powers of 10,000 Watts

WTNC, Minneapolis, has made known its intention of applying to the FCC for authority to operate with 10,000 watts on 710 kc., the frequency on which WOR, Newark, is the dominant station. WTCN now operates with 1,000 watts night and 5,000 day on 1250 kc., and proposes to use a directional antenna. On July 12, the same day the FCC authorized KIRO, Seattle, to continue its special experimental operation with 1,000 watts on 710 kc. for six more months from Aug. 1, KIRO applied to the Commission for permanent shift to the 710 channel and asked for an increase in power to 5,000 watts night and 10,000 day.

NEW LIFE FOR QUIZ PROGRAMS

Amazing Value!

WEEKLY script service for man-in-the-street interviews or studio quiz programs. ¶ Six complete 15 minute shows every week. ¶ Over 350 timely, fresh, entertaining questions and answers every week. In every sense, ready-to-air. No editing—no typing—no preparation. Programs are complete. Just hand them to the announcer. ¶ Prices, based on daytime wattage, are from $1.25 to $2.50 per week. The greatest service ever offered. Sells time for you—gives your programs new LIFE. ¶ Write for free samples. No obligation.

READY-TO-AIR SERVICE
P.O. Box 1057
New London, Conn.

Television News Notes

ACTIVE ENTRY of Paramount Pictures into television, through its newly-formed subsidiary, Television Productions Inc., is contemplated under plans to erect a television transmitter at its Hollywood film studio site. This was revealed late in June with announcement of plans to file an application for license with the FCC. The film company is seeking a 1,000-watt outlet to operate on the 66,000-72,000 kc. band. This is the third application Paramount has made through its alliance with DuMont Laboratories. The Paramount-DuMont interests already have a transmitter at Passaic, N. J., which they propose to move to New York, and an application is on file for a telecast station in Washington, D. C.

The Paramount-DuMont license application, if granted, will give the Hollywood area a fourth proposed television transmitter, and the film capital will be prepared for the swing to sight-sound broadcasting. Don Lee which operates the only television station on the West Coast, recently applied to switch its W6XAO from downtown Los Angeles to Hollywood. Earle C. Anthony Inc., operating KFI-KECA, Los Angeles, filed for a license approximately three months ago and proposed to locate its television transmitter on the 14th floor of Bekins Van & Storage Bldg. in Hollywood. The May Co., Los Angeles department store, also has an application on file to construct a 1000-watt experimental television station atop its new $2,000,000 building now under construction. LeRoy's Jewelers, Los Angeles, in early June also applied for a television construction permit for a 1000-watt station, to be located in downtown Los Angeles.

* * *

NEW TYPE vibrator inverter for changing direct into alternating current, eliminating the need for motor-generator sets for television receivers operated in districts served only with direct current, was announced recently by General Electric Co. Motor-generator sets have been a necessary accessory heretofore in districts without alternating current, and previous types of inverters have been incapable of supplying sufficient power to television set operation in making the change in current. The new inverter also can be used for fluorescent and neon lighting on railway and automotive vehicles as well as in police car shortwave radio sets.

* * *

DONALD DAVIS, son of Owen Davis, playwright, and himself an experienced writer for stage and screen, has joined NBC's television staff to devote himself to preparing scripts for this new type of entertainment. Tony Bundsmann, actor and director with many years experience in the theatre and movies, has been appointed a television producer by NBC.

* * *

TELECASTS of feature films on Wednesday and Saturday evening have replaced the three hours of afternoon outdoor telecasts from W2XBS, NBC's New York video transmitter, during July. Changed schedule results from the absence of the telemobile unit, which after demonstrating television to broadcasters at the NAB Convention in Atlantic City was taken to Camden for the installation of a second viewing camera. In August the schedule will again be revised when Studio 3-H, source of most of NBC's studio shows, will be overhauled in preparation for the winter season.

While the American motion picture industry has not rushed forward to offer its new feature pictures for televised previews, NBC reports that it has on hand enough feature film material to last through the summer, chiefly foreign and special releases such as the French film, "Heart of Paris," and the documentary picture of Mexican life, "Adventures of Chico," which made up the first week's film fare.

ANNOUNCEMENT that two London motion picture theatres have been equipped for television reception by Scophony Ltd. and that orders for equipping a number of other London movie houses have been received was made June 5 at the stockholders' meeting of the television company, which voted to increase the capital of the concern from 300,000 pounds to 500,000 pounds to expand plant and personnel to fill the orders for cinema equipment and to begin manufacturing home receivers. It was also announced that S. Sagall, managing director, will shortly come to America to follow up contacts established last winter [BROADCASTING, Nov. 15].

* * *

GEORGE ROSS, conductor of the "So This Is Broadway" column in the *New York World-Telegram*, on July 5 became the first name newspaper writer to enter the television field, when he started a weekly series of quarter-hour interviews with guest stars from the world of cafe society. Eleanor Holm, swimming star, was guest on the first program of the series, telecast by NBC's New York transmitter, W2XBS, each Wednesday at 12:45 p. m.

* * *

DEWEY BULLOCK, president of Roger Verseput & Co., Grand Rapids, Mich., and a member of the board of directors of the American Television Corp., New York, has been elected vice-president of ATC, which has recently named to its board Adolph W. Tahaney of Holland, Mich.; Raymond Starr, former Attorney General of Michigan, and Maxwell Landsman, theatrical producer.

* * *

PIERRE BOUCHERON, general merchandising manager of Remington Arms Co., Bridgeport, Conn., has been appointed general sales manager of Farnsworth Television & Radio Corp., Fort Wayne, to direct sales and merchandising of the Farnsworth and Capehart division and to supervise all advertising and promotional activities of the organization. Mr. Boucheron was formerly editor of *Radio News*, director of advertising and publicity of RCA, and vice-president and general manager of Wireless Press, an RCA subsidiary.

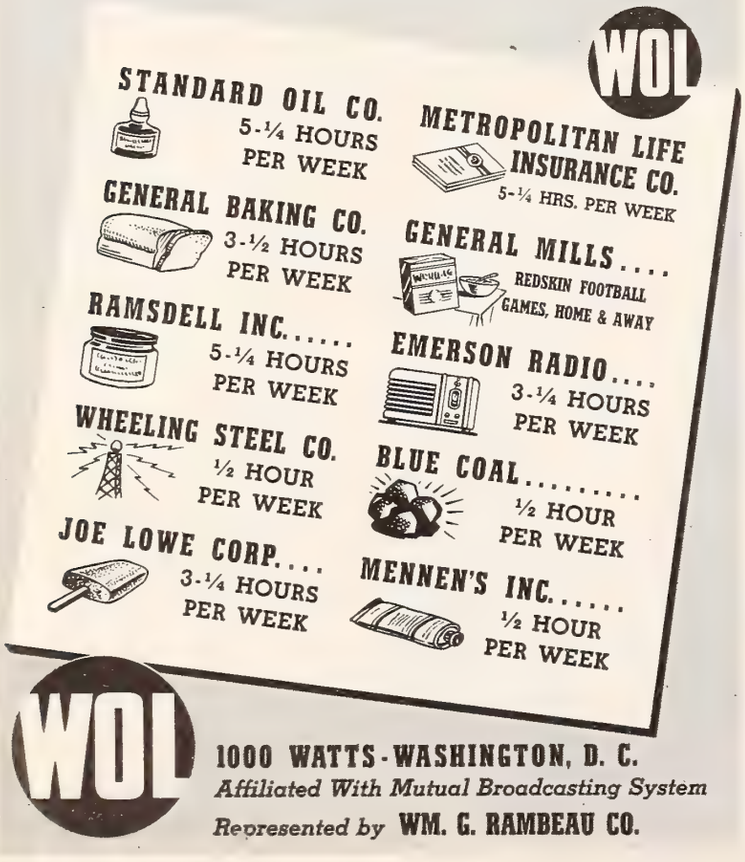
* * *

A METHOD of combining pickups from two television cameras for simultaneous reproduction on a single receiver is the subject of a patent (U.S. Patent No. 2,164,297) awarded to Alda V. Bedford and assigned to RCA. Device allows the televiser to create a blank space in one picture, in which a second image may be inserted. This space may be expanded or contracted at will, but there is a sharp line of demarcation between the two pictures and one cannot be faded into the other although one may be expanded to cover the entire screen and obliterate the other image. Device may be used to show a story teller and his story, to present simultaneous action occurring in different places, or for similar photographic tricks.

SUMMING up the development of television in layman's terms, RCA has published a new educational booklet, *The Birth of an Industry*, tracing the art's technical genesis and outlining the process of visual broadcasting.

SELL YOUR PRODUCT IN THIS COMPANY..

these National Advertisers Successfully Use



WOL

1000 WATTS - WASHINGTON, D. C.

Affiliated With Mutual Broadcasting System

Represented by WM. G. RAMBEAU CO.



THE FIRST of a series of merchandising-television shows known as "Telesales", or "Televisuals", will be presented early in August by Bloomingdale's, New York department store, in collaboration with Audio Productions and American Television Co. This presentation will differ from the televised millinery shows given at the store in May, inasmuch as it makes use of a specially prepared motion picture, which is run through and scanned by the television camera and then conducted by cable to receivers throughout the store.

* * *

MAY SINGHI BREEN and Peter de Rose, NBC's *Sweethearts of the Air*, celebrated their 16 anniversary in radio by making their television debut at an anniversary party televised by NBC on July 11. Graham McNamee, their first announcer on WEAF, and Milton Cross, who announced their first WJZ program, shared honors at the party, which was also attended by Paul Whiteman, for whom it was similarly a premier appearance before the Iconoscope camera.

* * *

ASCAP will begin negotiations for contracts covering the use of copyright music on television programs within the near future, according to John G. Paine, general manager of ASCAP, who said that the Society had delayed opening conversations until after the NAB Convention. Original plan of dealing with NBC only has been expanded to include CBS and Don Lee executives in the discussions and possibly others who are or are planning to go on the air with visual programs.

* * *

TO AID amateur television enthusiasts and experimenters, RCA has put a number of television parts on the market, together with diagrams of typical deflection and power supply circuits.

HARRY F. OLSON, acoustic research director of RCA Mfg. Co., and Frank Massa, of the RCA sound engineering department, are authors of a book, *Applied Acoustics*, whose revised second edition has just been announced [P. Blakiston's Son & Co., Philadelphia, $5.50]. It is a textbook and reference manual brought up to date to include the important advances in the acoustical arts made during the last five years.

BROADCAST service on shortwaves for Alaskan listeners has been added by W6XBE, General Electric station at the San Francisco fair. The program is heard 9 to midnight, and also reaches listeners in Hawaii, the Philippines and other Pacific islands. NBC Red and Blue programs are included, as well as news broadcasts.



The Other Fellow's VIEWPOINT

Production Record

EDITOR, BROADCASTING:

In your issue dated May 1, which has just come to hand—New Zealand being a long way and time from the United States—you feature, on Page 53, a claim for a new transcription production record by the Mitchell-Faust Adv. Co., Chicago, whose actors completed 52 one-minute announcements in six hours of recording.

We do not know whether this is claimed as a record for all studios, or only for the particular advertising and recording companies concerned. In either case, the following will probably interest your readers.

Radio Features Ltd. is an agency handling only broadcasting accounts. Our production department was recently called on to write and record 126 one-minute announcements for the New Zealand Government's Transport Department, to be used as part of their nationwide Road Safety Campaign. The transcriptions were needed in a hurry.

Copywriter John Morris was assigned the job of preparing the script. Starting from scratch, he collected his material, collated it with the rest of the campaign, and turned in the finished series of 126 dramas at the end of three days of eight hours each. His actual writing time was 20 hours. On the morning of the third day of writing, recording began, and was completed on the following day, so that during one day writing and recording were going on simultaneously. With eight artists, an alternative announcer, and Kenneth Fowles as Producer and Chief Announcer, the 126 dramas were recorded in eight hours . . .

We realized, of course, that we were moving fast, but until the writer read your article he had no idea that we might possibly have been establishing world time. Still, 126 announcements in eight hours is very much faster than 52 in six hours, which is the rate claimed as a record in the paragraph referred to, and it is pleasant to feel that here in New Zealand we can get off the mark snappily when the occasion arises.

The writer would be interested to know whether this performance does indeed constitute a record for transcription production, and also whether Mr. Morris' writing of 126 one-minute announcements in 20 hours has been bettered. Perhaps we could find out through your excellent journal, which is always eagerly awaited by executives of this company.

KENNETH FOWLES
Production Manager
Radio Features Ltd.
Wellington,
New Zealand.

June 9, 1939.

A NEW local outlet on 1200 kc. is sought in Sault Ste. Marie, Mich., just across from the Ontario community of the same name, in an application filed with the FCC by a local group, including Vernon W. Atkins, insurance agent, 65% stockholder, and George A. Osborn, publisher of the *Sault Ste. Marie News*, 33%.

The Rains Came

WHILE rain delayed the scheduled Cincinnati Reds-Pittsburgh Pirates night baseball game June 28, some 13,000 customers at Crosley Field sat undisturbed and listened to the NBC-Blue broadcast of the Louis-Galento fight — on WCKY, owned and operated by L. B. Wilson, the only Cincinnati station to carry the broadcast. Joe Aston, sports commentator of the *Cincinnati Post*, wrote next day: "One of the best things you can say for the fight is that it gave the baseball fans something to do while waiting for the rain to stop at Crosley Field. There were enough portable radios scattered through the sheltered portions of the crowd to give almost everyone a chance to hear the blow-by-blow broadcast. The Pirates and the Reds both had radios blasting away in their dressing quarters."

Seeks Limit on Nets

(Continued from Page 28)

that the contractual situation between stations and the national networks should remain in status quo so that the Commission's power to make effective regulations forbidding or preventing such features as may be found to be objectionable will not be restricted.

NBC and CBS have regarded the MBS motion as a "self-serving" one, and view it also as tantamount to an invitation to the Government to regulate private business relationships which might lead to rate regulation. While they have made no formal pronouncements, their attitude nevertheless clearly has been that stations are not in any manner forced to accept affiliations and that all such arrangements obviously are voluntary and in no wise under duress.

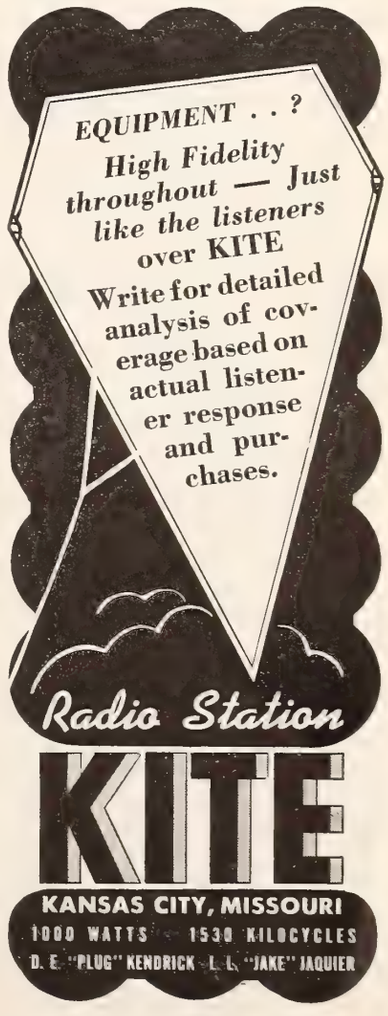
Regarding the Crosley contract [BROADCASTING, July 1] the MBS petition stated that WLW has been a basic outlet of its network since its inauguration. Until WLW signed its contract with NBC it never had a written agreement with that network, the petition contended, and NBC had no exclusive rights or any option on WLW time. The new contract, it was held, gives NBC an option on time of both WLW and WSAI during desirable hours. Moreover, it was stated the compensation provided in the contract for commercials over WLW and WSAI is very much higher than paid any other NBC affiliate, and is "below cost."

Pointing to the Cincinnati situation as one which tends toward freezing it out, MBS said inability of a national network to provide service in that market "means that a large proportion of petitioner's network accounts will be lost to it and will go to a competitor." Unless relief is afforded, MBS said it will be "severely and irreparably injured, and, to a corresponding degree, the public will be deprived of the benefits which have proceeded from competition by petitioner with the other national networks."





EXAMINING the new CBS automatic cueing flash [BROADCASTING July 1], are (left-to-right) E. K. Cohan, CBS director of engineering, Paul White, director of public events and special features, and V. N. James, engineer. The device provides split-second warning when to go off the air and was developed by CBS engineers.



A NEW ANGLE on discerning listener preference is reported by KOWH, Omaha. Jackie Lee, pretty receptionist, makes a habit of jotting down all requests for program times, special features, names of artists, etc., as she takes them on the telephone.

Manager Bing Smith happened to notice her calendar pad, checked into the number of calls a day, and decided that right there was a listener preference expressed in terms of calls for information on favored shows.

Now the *Omaha World-Herald*, owners of the station, carries a daily display advertisement headed "Jackie Lee's Daily-Double". Highlighted on a cut of a calendar pad are two selections a day, chosen from the programs receiving most listener attention.

* * *

Likes of Sponsors

PROMOTION department of KVOE, Santa Ana, Cal. makes selected clients more conscious of the station by submitting a synopsis of all programs in a particular classification of interest to the sponsor, so he will know when to listen to the type of broadcast that will please him most. For instance, if the station knows that a sponsor likes fine music, the promotion department checks the weekly log for all concert music broadcasts. This time information, together with a squib about each program, is then sent to the client. Same goes for dramatics, dance music, news broadcasts and other types of programs, depending upon what form of radio entertainment the individual is interested in for his personal enjoyment.

* * *

Taking Up the Slack

AN EXAMPLE of how radio business can be created in a slack season has just been demonstrated by Fred A. Palmer, manager of KOY, Phoenix, Ariz., who promoted a Used Car Week. He devoted station breaks to general institutional announcements for the affair, urging listeners to buy a good used car during the week. In addition, he sold regular spot announcements to the city's dealers for tie-in of their names and special used car offers.

* * *

Store's Promotion

TO BUILD UP listeners for its *Morning Watch* feature on KOCY, Oklahoma City, John A. Brown's local department store, is using daily newspaper advertising envelope stuffers for customer mailing, and 100 special banners for all company trucks—the first time an Oklahoma City department store has used three-color truck poster to boost a radio program, according to KOCY.

* * *

WWL Seeks Title

WWL, New Orleans, is offering a $25 award for the most appropriate name for its early morning farm program, 6-7 o'clock. The award is open to everyone in the United States and Canada, except WWL employes.

* * *

Druggists' Plug

THE *Ohio Valley Druggist Association Journal* recently ran a four-page advertisement promoting WSAI, Cincinnati, in return for the station's part in supplying talent for the Association's picnic.

Merchandising & Promotion

Lobby Notes—Business Getter—Receiver Show—Favorite Players—Pacific Sights

Sets on Display

ACCEPTING the invitation of WJSV, Washington, radio distributors of the District of Columbia are displaying their latest models in the station's reception room in downtown Washington. Each week, beginning July 10, a different distributor arranges an exhibit of his newest radios and accessories. Placards and advertising literature are at hand, and WJSV receptionists answer visitors' questions. Exhibitors take turns in order of the alphabetical sequence of the trade names of their sets, and the exhibit will last indefinitely until each distributor has had an opportunity to display his goods. The idea, advanced recently by Manager A. D. Willard Jr. at a joint NAB-RMA session, was subscribed to by every Washington distributor.

* * *

Cel-Ray Movie Deal

AMERICAN BEVERAGE Corp., New York (Cel-Ray tonic), on July 10 started an unusual radio-theatre cooperative deal with the Paramount Theatre, Brooklyn, New York, and WOR, Newark, for the weekly broadcast of *Monday Night at 8:30*, conducted by Benay Venuta. The program is now broadcast each week from the stage of the theatre and the entire loge of the theatre is reserved for 400 radio fans, who are given tickets to the broadcast and are admitted free to both the broadcast and the motion picture currently featured. Because Monday is a comparatively dull night for movie-goers, the theatre hopes attendance will be increased by the double attraction of the broadcast. L. C. Gumbinner, New York, places the account.

* * *

1,000 Free Radios

FOR a box top and the usual written statement as to why the product was considered best, Kleenex (International Cellucotton Products Co.) recently gave away 1,000 General Electric portable radio sets during its *Her Honor Nancy James* script series on CBS.

Popular Players

WLS, Chicago, is running a contest to pick the most popular player of the Chicago Cubs and White Sox teams on its evening *Sports Review* conducted by Freddy Lindstrom. Winner from each team will be presented a Longine wrist watch of $100 value during the *WLS National Barn Dance* July 29. Listeners vote for their favorite player of each team by card or letter. WLS and its associate *The Prairie Farmer*, are promoting an All-Indiana State picnic to be held July 30 at Noblesville, Ind. From Noblesville the Little Brown Church will be aired on WLS and during the afternoon WLS *Barn Dance* talent will entertain. More than 20,000 Hoosiers are expected to attend.

* * *

WLW Crews Seek Data

ORGANIZATION of investigating crews to carry out the plans of the WLW "Method of Market Research" inaugurated several months ago has been announced by Miss Beulah Strawway, WLW promotion director. Special WLW investigators will operate in a number of the key cities included in the recent 13-city Ross Federal-Alberta Burke Survey. Their work will be directed toward an intensive program of market research to be launched in September, 1939.

* * *

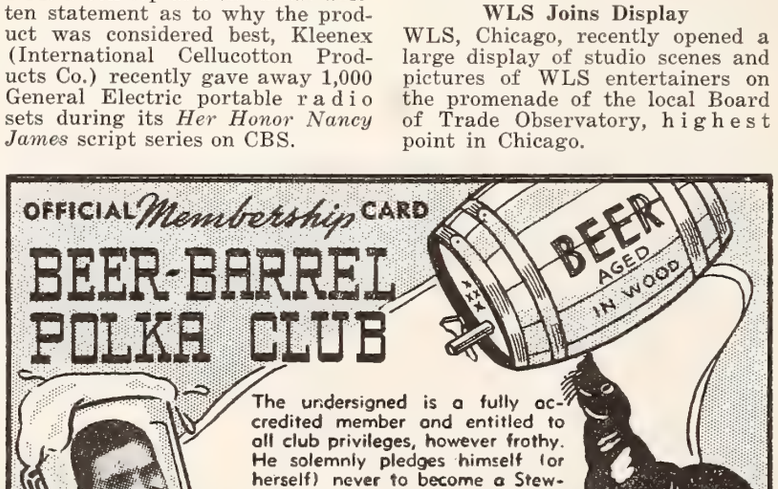
County Fairs Boosted

SUMMER-LONG series of 100-word spot announcements plugging Midwestern county fairs was launched recently by WLW, Cincinnati. The announcements are designed to promote no specific fair or fairs, but apply to county fairs in general, according to George C. Biggar, WLW rural program supervisor.

* * *

WLS Joins Display

WLS, Chicago, recently opened a large display of studio scenes and pictures of WLS entertainers on the promenade of the local Board of Trade Observatory, highest point in Chicago.



SOME 8,000 persons have sent for this card, admitting them to the Beer-Barrel Polka Club, in connection with a transcribed program on WSGN, Birmingham, in the five weeks it has been on the air. Joe Ford and Fred Blanton announced the show, six noon half-hours weekly.

National Tea Contest

NATIONAL TEA Co., Chicago (grocery chain), is testing a song title game called *Musico* on WROK, Rockford, Ill. The half-hour Friday night show is patterned after Bingo, is played with cards distributed at the sponsor's stores. Cards are divided into squares which contain the names of songs played on the program in groups of five, including old favorites as well as new dance tunes. As the listener-player recognizes the songs he marks the proper square and when he gets five in a row he phones WROK. First one to get a row and call the station wins $5 cash; winner of the second series gets $10 and the winner of the third $15. The cards are arranged as in Bingo and the number of winners is limited. Those listeners who aren't first in calling the station present their cards next day at a National Tea store and receive a basket of groceries. The series may be expanded following the test, according to Bob Jennings, radio director of H. W. Kastor & Sons, Chicago agency.

* * *

Northwestern Reel

HUGH M. FELTIS, commercial manager of KOMO-KJR, Seattle, personally showed the stations' three-reel film "Pacific Northwest" before the Department of Interior Travel Bureau, the Department of Commerce research staff and representatives of the U. S. Archives in Washington, D. C., July 7. On Washington Day at the San Francisco Exposition June 30, Mr. Feltis also showed the film in the Hall of Western States. After a tour of various cities following the NAB convention, Mr. Feltis was due to return to Seattle Aug. 10.

* * *

For Grouches Only

MORE THAN 25,000 persons from all parts of Southern California were expected to attend the first annual Grouch Club convention to be staged in Hollywood Bowl on July 16 by General Mills (Korn-Kix) as promotion for its weekly half-hour NBC *Grouch Club* program.

* * *

Plugged by Clips

CLIPPED frames of the movie trailer film used for local promotion by KGVO, Missoula, Mont., were used as business cards by A. J. Mosby, president, at the NAB convention in Atlantic City. Each frame of the 35 mm. film carries a promotional message along with the call letters.

BROCHURES

WJR, Detroit: Illustrated offset-print booklet covering station executives, personalities, activities and programs.

WLAW, Lawrence, Mass.: Folder describing its 15-hour exclusive on-the-scene coverage of the *Squalus* disaster.

WBT, Charlotte: "Fact from a Fevered Fortnight", a colorful folder featuring a letter from a contented client.

WBZ, Boston: Four-page folder describing "Radiopolis".

WIBW, Topeka: Promotion folder with screwdriver attached.

RCA: Illustrated booklet, "Rip Discovers Radio", telling in narrative form of Rip Van Winkle's experiences on a tour through all the RCA operations.

KTSA, San Antonio: Illustrated promotion brochure.

Reps

MURRAY GRABHORN, who has resigned from WFIL, Philadelphia, has joined New York sales staff of Transamerican Radio & Television Corp. John Hatfield, formerly with the Rodney Boone Organization, has joined Transamerican in Chicago.

JOHN MacKENZIE WARD, formerly sales representative in the Midwest for WMCA, New York, has been appointed western branch manager by Donald Flamm, WMCA president, operating from the Chicago offices of the station located at 360 N. Michigan Ave. Prior to his connection with WMCA, Ward was sales representative for Transamerican and the *Herald-Tribune*.

FREE & PETERS, national representative firm, announces that the address of its recently opened Los Angeles office is 650 S. Grand Ave.; phone, Vandike 0569. Hahn J. Tyler is in charge.

WORC, Worcester, Mass., has appointed Weed & Co. as national representatives, effective July 15. WTAG, formerly represented by Weed, recently named Edward Petry & Co.

ROBERT DAVIES of the New York office of George P. Hollingbery Co., station representative, on June 26 became the father of an 8-pound boy, Donald Bila.

EDWARD PARRO has resigned from the Chicago office of the Texas State Network and has announced no future plans.

WSPD, Toledo, has appointed The Katz Agency as its national representative, effective Aug. 1.

MIKE J. THOMAN, formerly of Weed & Co., Detroit and Chicago offices, has joined the Chicago staff of Radio Adv. Corp.

RADIO ADVERTISING Corp., national representative firm, announces the exclusive national representation of KITE, Kansas City.

HOWARD H. WILSON Co., national representative firm, announces its appointment as national representative of KYSM, Mankato, Minn.

FORJOE & Co., station representatives, has opened a Chicago office at 134 N. La Salle St.; phone, Andover 1685. William L. Klein and Egmont Sonderling are in charge of the Chicago office.

UNITED BROADCASTING Co., Chicago representative firm, has opened a New York office at 19 West 44th St., phone, Vanderbilt 6-3816. Joseph Bloom is in charge.

WFBL

SYRACUSE

Another Advertiser Reports . . . .

"We have sold 250 fur coats over a period of three weeks in our out-of-season sale, from our daily morning program on WFBL," says Mr. George Block, president of Jay-Cobbs, Syracuse's busiest women's store.

This advertiser is only one of many who have found that WFBL advertising brings immediate results. Write or wire for time available and rates.

WFBL
Syracuse, N. Y.
or Free & Peters, Inc.
National Representatives

Glenn's Opus

SONGWRITER Snyder they call him at WLS, Chicago, for Glenn Snyder, WLS manager, recently wrote the music for a bang-up patriotic march titled "We Thank You, Uncle Sam". Published by the OKay Music Co., Chicago, the march was featured recently on the *WLS National Barn Dance*.

CJRC, Winnipeg, and CJRM, Regina, have appointed Jack Slatter, Toronto, as exclusive representative in Toronto, effective Sept. 1, 1939, when their contract with the Toronto office of Joseph H. McGillvra terminates.

KTAR, KVOA Organize Five-Station Arizona Net

EXPANSION of the hookup of KTAR, Phoenix, and KVOA, Tucson, both controlled by the *Phoenix Republic & Gazette*, into a five-station state network, was announced July 7 by Richard O. Lewis, general manager of the Arizona Broadcasting Co. The network will include, besides the two regional stations controlled by the newspapers, three local outlets — KWJB, Globe; KCRJ, Jerome, and KUMA, Yuma. They will be linked whenever sponsors demand the combined networks, but more generally will be served by transcriptions of national or regional accounts handled at a group rate.



Mr. Lewis

Mr. Lewis made the deal for the hookup with Irvin W. Hubbard, KCRJ manager; Bartley Sims, owner-manager of KWJB, and E. N. and E. B. Sturdivant, KUMA. The new network will be represented nationally by Paul H. Raymer Co., and in Los Angeles by Walter Biddick Co. The ABC Network, as it will be known, is the State's second grouping. Recently formed was the Arizona Network, with KOY, Phoenix, as the key, and linking KGAR, Tucson, KSUN, Lowell, and KGCU, Safford.

Orchestra Popularity Poll

FINAL results in Martin Block's sixth semi-annual Orchestra Popularity Poll for WNEW, New York, which drew a total of 334,476 votes, showed Benny Goodman regaining the top place held by Artie Shaw last February. Shaw finished in second place with Tommy Dorsey coming in third, all three of these top-ranking orchestras also placing first in the same order in the swing band division. In the sweet music division, Sammy Kaye received first honors, followed by Richard Himber, Glen Gray, Kay Kyser and Guy Lombardo in that order.

PREFACING his return as conductor of the NBC Symphony Orchestra, Arturo Toscanini has been booked for two concerts on NBC-Blue Aug. 3 and 16 to be relayed from the Lucerne International Music Festival in Switzerland. Other highlights of the Festival to be carried by NBC include the Strasbourg Cathedral Choir Aug. 13 and the Sistine Chapel Choir Aug. 27.

RAILWAY SPONSOR
Promotes Travel With Series Recreating Fair

SPONSORED by Southern Pacific Co. to promote its train service from Los Angeles to San Francisco, KMPC, Beverly Hills, Cal., is originating the daily *Your Trip to Treasure Island*, which through use of studio sound effects and material compiled from on-the-spot research recreates all sorts of sight-seeing adventures at the Golden Gate Exposition in San Francisco. The idea was developed and sold to the railway several months ago when KMPC decided a program about the Exposition would gain the attention of Southern California listeners and would make a good travel advertising vehicle.

Before the program started, Jerome Schwartz, staff writer, visited the Exposition and did the research for the *Treasure Island* series. KMPC also has kept in close touch with the radio and publicity departments of the Exposition. Using every resource of the sound effects department, the more than 130 broadcasts made to date have recreated special events that include motor boat races, Navy plane maneuvers, searchlight drills, Coast Guard demonstrations, Chinese street festivals, Japanese cormorant fishing, rodeos, jitterbug contests, fireworks displays, regattas and trips to the ocean floor.

KGVO, Missoula, Mont., has formed a Listeners Radio Committee which meets once a month with station officials at dinner to discuss program policies. Members of educational and other local groups are represented.

Grove Auditions

GROVE LABORATORIES, St. Louis (Bromo-Quinine) on July 1 auditioned a new Hollywood network show which was piped East on NBC's private line for sponsorship consideration. Titled *Adventures of Sherlock Holmes*, the program features Basil Rathbone in the title role with Nigel Bruce as Dr. Watson. If accepted for sponsorship, the program will be heard Sunday evenings on NBC starting in fall. John Conte was announcer on the audition program.

Cuticura on 15

POTTER DRUG & CHEMICAL Co., Malden, Mass., early in July started its third series for Cuticura soap, using daily one-minute announcements transcribed by NBC and placed on a list of over 15 stations throughout the country. Atherton & Currier, New York, handles the account.

In Populous Pennsylvania

a **3** way test area

Mining :: Agricultural :: Industrial

★ WKOK ★

SUNBURY, PA.

1210 Kilocycles

NOW ON FULL TIME

Represented by
Wythe Walker, New York and Chicago

KOIN The Journal

STUDIOS AND OFFICES
New Heathman Hotel
• PORTLAND • OREGON

Today's Error, Tomorrow's Fact.

July 5, 1939

Mr. Martin Codel
Broadcasting
National Press Building
Washington, D. C.

Dear Mr. Codel:

In your July 1st issue we ran a full page ad boasting about the fine increases in May business volume in the Portland and KOIN market. We referred to "green pastures" in Oregon for spot buyers, and emphasized the substantial gain enjoyed by the station itself. When, however, your excellent magazine reached our desk our full page ad gave us considerable of a shock. Somewhere between the proof and the press the figures 12 had become 21, and our ad announced a gain for May of 21.1% instead of 12.1%.

Now, we're not in the least bashful - in fact, we don't even claim to be modest (with a station like KOIN, why should we be) .. but we do value our reputation for truthfulness. Maybe the weather was hot and the printer developed a yearning for the cool "green pastures" of Oregon that gave him a desire to show things out here even better than they are. But the truth is plenty good enough. We showed a May gain of 12.1% over last year, and we have just completed the biggest six months in the history of the station. That ought to be good enough, don't you think? ...

So now we're putting it up to you to correct your printer's error in your next issue. We don't care how you do it, just so long as your readers know the correct figure for May was 12.1% gain and we're proud of it.

Very truly yours,

KOIN, Inc.

C. W. Myers
President

CWM
ro

p.s. Maybe your printer was clairvoyant - our auditor has just advised me that our increase was 21% for June!

Purely PROGRAMS

Skyline Vox Pop

NEW HIGH in vox pop programs is *Rooftop Vox Pop*, weekly quiz feature on WGAR, Cleveland, on which teams composed of patrons of the two downtown roof gardens, on the Allerton Hotel and Cleveland Athletic Club, engage in a battle of wits. Five contestants are selected in each spot, and Sid Andorn and Maurie Condon referee a roof apiece. Loudspeakers let each team and the audiences hear the entire verbal battle.

* * *

Housing Problems

NEW series of programs titled *Housing & Loans* featuring prominent citizens of the Bronx, New York, as guest speakers, is presented twice weekly on WBNX, New York, by the Bronx Board of Trade in cooperation with the Federal Housing Administration.

What Station—

has broadcast an hour and a half program — the WNOX Midday Merry-Go-Round—six days a week before a paid audience for almost four years?

Why It's **WNOX** 1010 KC 5000 W Day 1000 W Night CBS

KNOXVILLE, TENNESSEE
Scripps-Howard Radio, Inc.
Representative
THE BRANHAM CO.

Daily Interpretation

A SIX-WEEKLY quarter hour news commentary, *This Moving World*, has been launched on the NBC Pacific Blue network and is an interpretation of the vital happenings of the day. Leonard Regg writes the scripts using International and United Press news. Mary Dawley gives the woman's slant on current events, while Franklin Bingman and Ben Alexander present the man's point of view. Title of the series is the result of a contest among NBC Hollywood employes. It was submitted by Harold Haklik, tour guide, who received a $5 award.

* * *

Clock Shop Gossip

RICHARD BENNETT, screen and stage star, is featured in a new weekly series, *The Main Street Emporium*, on WIP, Philadelphia. With well-known visitors as guests, the action revolves around a small-town clock store proprietor, played by Bennett, through whose shop all the doings of the town seem to pass. Scripts for the program are written by Earl Crooker, who also plays a small-town reporter in the series. Other characterizations are handled by members of the Bucks County Playhouse.

Livestock Auctions

WKZO, Kalamazoo, Mich., finds that radio is an effective method of selling livestock and carries a weekly series of broadcasts from the auctions held by Kalamazoo Livestock Sales Co. Attendance at sales has increased 40% during normally slow months, following seven weeks of broadcasts, according to John E. Fetzer, WKZO manager. Sponsor of the livestock programs is Charles Knappen Milling Co.

* * *

The Gay 90's

A NEW program has been launched by KOY, Phoenix, for Arizona Network. Built around news and song numbers of the 90's, the strictly old-fashioned program is done in costume for a studio audience. All surroundings and atmosphere carry out the old-fashioned theme. Featured are Sunshine Sally (Mavis Green), as vocalist, with Joe Dana as the old-time news announcer, and Roberta Bragdon, organist.

* * *

Bright Ideas

TO HELP harassed mothers keep youngsters on vacation busy with instructive as well as interesting diversions, NBC is presenting a weekly program called the *Bright Idea Club*, under the direction of Madeline Gray, who schedules daily activities for her young listeners, and awards $5 weekly to the listeners sending in the two best "bright ideas".

* * *

Resort News

NEW vacation program, *Door County Express*, heard thrice-weekly on WTAQ, Green Bay, Wis., gives vacation information to listeners. The feature, sponsored by summer resorts of Door County, Wis., promote the district as an ideal vacation land.

* * *

Sink Suds

ONE of the consistent mail-pullers of WOWO, Fort Wayne, Ind., is *Dishpan Parade*, morning feature using a combination of transcribed band music and original poetry sent in by listeners.



LIKE the young man on the flying trapeze was Harry Lebrun, chief announcer of WHEC, Rochester, with the recent advent of a daredevil circus. Harry rode the high wire, perched on the shoulders of Otto Cretano, wire artist. Said Cretano, "I did it once before in California. Only trouble was the announcer was so scared he couldn't say a word all the way across the wire." Lebrun chattered like a magpie as he described his journey. Cretano weighs 135 pounds, Lebrun 190.

* * *

For Western Motorists

IN COOPERATION with the California State Highway Patrol, KSRO, Santa Rosa, recently inaugurated *Safety On the Highway*. Each Wednesday night a member of the highway patrol is interviewed by Gordon Brown, program director. During the interview the motorist is instructed how to drive on mountain roads, what to do when passing cars, how not to crowd fellow motorists off the highway and also is warned that the throwing of cigarettes or cigars from an automobile is a fire menace and a violation of the California Motor Vehicle Act.

* * *

Dakota Doings

WDAY, Fargo, N. D., has started *Meet Your Neighbor*, which combines special events, news, hobbies, interesting neighbors and similar angles. The program, sponsored by Gate City Building & Loan Assn., of Fargo, consists of transcribed scenes picked up during the week around Fargo and Moorhead. These are built into a half-hour show with musical curtains introducing and closing each interview.

* * *

Ladies' Hour

KITE, Kansas City, has started a full-hour variety program directed to women, with Betty Paige as emcee. Besides keeping women in touch with current events, the program includes KITE talent, odd news items and livestock market reports.

* * *

News About Art

IN RECOGNITION of the growing interest in art in the United States, NBC is presenting a weekly *Art in the News* program in cooperation with the National Art Society, under the direction of Dr. Bernard Meyers, critic and teacher at New York University.

* * *

Lay History of Steel

A RECENT feature in Arizona is the *Allison Steel Concert Hour*, sponsored on KTAR, Phoenix, by Allison Steel Mfg. Co. Midway in the program of classical music, J. August Rau, Allison chief engineer, discusses historical development of steel in lay language.

Why KMMJ?

BECAUSE four-fifths of Nebraska's population lives on farms and in small towns. And for 14 years KMMJ has kept itself a farm station—giving these loyal, friendly people the programs THEY like and want, and **only** those advertising messages they can believe in and use to their honest satisfaction. Result is that KMMJ is Nebraska's No. 1 farm station—and 80% of Nebraska is **rural!**



Grand Island is Nebraska's third city; outstanding dairy and poultry center; world's second largest horse and mule market; major livestock auction center; three road railroad center; nearly 3 million dollar annual payroll.

Now, KMMJ's new antenna and transmitter means even **greater** results for you . . . dollars and cents results you can recognize.

Nebraska's farm income, 1st quarter 1939, gained 30% over same period last year. Among all states Nebraska ranks third in percent of income gain.

Tap this rich, eager market through KMMJ. Wire or write for costs and availabilities.

•

RANDALL RYAN, General Manager
HOWARD W. WILSON CO.
Representative

The Dominant Selling Force to Four-Fifths of Nebraska
KMMJ
GRAND ISLAND, NEBRASKA

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Wheeler's Tips

A NEW half-hour Saturday night show on WFAA, Dallas, *Sizzle School*, features Elmer Wheeler, president of the Tested Selling Institute of New York City, and the originator of "sizzle salesmanship". Each program dramatizes two versions of a typical household problem, illustrating how different are the results when the right and wrong words are used by hubby or wife. Wheeler tells listeners how they can sizzle socially, tells the boys how to win the girl and the girls how to win the boy with the right word, which always is a sizzle. Wheeler also answers letters from listeners. Hal Thompson is emcee.

* * *

Traffic Information

WHN Traffic Information Service, organized by the New York station to broadcast bulletins on road conditions Sunday afternoons and evenings, now covers Nassau and Suffolk counties as well as all New Jersey areas. The Special Features Division of WOR, Newark, has also arranged for the broadcast of traffic bulletins on Sunday evenings through the cooperation of the New Jersey State Police, Westchester County Police and Nassau County Police.

* * *

News of Religion

A REVIEW of religious activities of all denominations is the subject of the *Religious News Reporter* programs heard Sunday afternoons on WMCA, New York, and the Intercity Network under the auspices of the National Conference of Christians & Jews. Compiled by the Religious News Service, official religious news gathering agency for the clerical press, the program is conducted by Si Paddock, formerly a chaplain in the U. S. Army.

* * *

Sidewalk Superintendent

SHORTWAVE broadcasts from the site of a new C. H. Payne Grocery Store, with Announcer "Stretch" Miller giving a five-minute description of the building progress and boosting the store, are being carried by WJBC, Bloomington, Ill. Payne, a pioneer advertiser on the station, already has two stores in Bloomington and is constructing a third. Started late in May, the broadcasts will continue periodically until the store is opened for business, probably in August.

* * *

Travel Letters

A NOVEL daily quarter-hour program, *Letters From an Arizona Rural Woman*, is being conducted on KOY, Phoenix. It features letters from Mrs. H. M. Nelson, prominent Arizona woman, who is on a tour of England. Arrangements were made in advance for her to write daily letters about her travels across the United States, the Atlantic and in England. Mrs. Nelson was recently elected Arizona's most representative rural woman.

* * *

Arizona Pioneers

ARIZONA NETWORK, in cooperation with the Arizona Museum, Phoenix, has started a new weekly quarter-hour series of talks on early Arizona history. Programs, which originate from KOY, are so highly regarded that air checks are made for the State's archives.



UNIQUE special events program was aired recently on WLS, Chicago, when Barney Connett set out across Lake Michigan in his one-man submarine. Barney didn't make it but WLS remoted four broadcasts. It's a draw as to whether WLS listeners or WLS engineers had the more fun.

From the Fair

JOHN S. YOUNG, director of radio and television of the New York World's Fair, will act as m.c. on the new CBS series *Let's Go the The Fair*, which starts July 16 and will be heard Sundays 10-10:30 p. m. Music from the Fair will be featured in addition to interviews with persons holding unusual jobs in the different concessions.

* * *

Family Forum

WIND, Gary, Ind., has started a Wednesday evening series called *Your Family* and featuring Prof. R. G. Fester, professor of home economics at Chicago U., in discussion of home problems. Subjects will include "Are you fit to Marry?", "Is the Family Breaking Up?", "Money and Marriage", "Marriage is a Life Job."

* * *

Camp Items

TO RELIEVE worried parents while their children are at summer camps, WBBM, Chicago, recently broadcast a program called *Camps & Health*, a dramatization of first aid for youngsters. Given under auspices of the Illinois Medical Society, the show featured actors from the local Boys Club Radio Guild.

* * *

Chuckle Struggle

LAUGH contest, with $10 for the studio listener whose laugh was most infectious, was aired recently on WCBS, Springfield, Ill. The program was a tie-in broadcast promoting a comedy film at a local theatre. Studio audience got almost hysterical while the local folk laughed their way to glory, according to WCBS.

WWNC

ASHEVILLE, N. C.

Full Time CBS Affiliate

1,000 Watts

ADVERTISERS

Big Opportunity!

Asheville and Western Carolina—the Quality Market of the Southeast—now enters its resort season of *doubled population . . .* and *doubled business.* Sell over WWNC—the area's ONLY radio station.

Screen Starlets

YOUNGSTERS being groomed for stardom in the movies are heard on the new weekly NBC-Blue series, *Hollywood Ladder of Fame*, heard Fridays, 10-10:30 p. m. (EDST). The new series, arranged by NBC in cooperation with major film studios, is designed to spotlight attention on the newcomers, with different artists heard each week in dramas broadcast from the NBC Hollywood studios.

* * *

Chicago Problems

TITLED *S.O.S. CHICAGO*, a new series has started on WJJD, that city, featuring prominent local civic and business leaders in a weekly discussion of municipal problems such as subways, airports, recreation, housing and land surveys. Experts in the various fields are presented in cooperation with Mayor E. J. Kelly and the Chicago Plan Commission.

* * *

Cow Bell Tickets

A COW BELL is the price of admission to the daily quarter-hour noon hour progam, *Rural Rhythm* at KOY, Phoenix. The bell is checked at the studio and returned to its owner for use as future admission. Show features Polo Verde and Roberta Bragdon, singers, and "Smokey Joe", fiddler.

* * *

The Way Out

INVENTING situations that could occur to ordinary people registered with the Social Security Board and then explaining the way out of their difficulties, *Security Sam*, played by Maj. P. A. Frederickson, head of the local Social Security office, is heard regularly on KWOS, Jefferson City, Mo.

KRIC

Beaumont, Texas

CAN



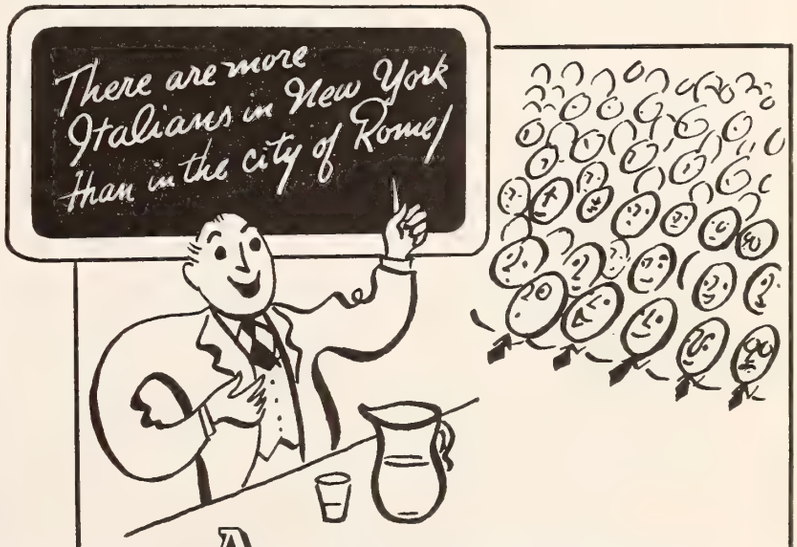
MOW 'EM DOWN

and

RAKE 'EM IN

Ask

KELLY-SMITH



And this group who are really Italo-Americans are buying every day more and more American-made products. That's why more and more American manufacturers are advertising THE ITALO-AMERICAN WAY to reach our *concentrated* market with its *large* purchasing power!

WOV NEW YORK 1000 WATTS

THE INTERNATIONAL BROADCASTING CORP. NEW YORK

WBIL NEW YORK 5000 WATTS

COME AND GET IT!

A ready-made audience with a constant supply of ready cash is the golden combination offered you on WAIR. If it's volume you want—it's here! Come and get it!

WAIR

Winston-Salem, North Carolina

National Representatives
Sears & Ayer

NEWS THAT STUDENTS LIKE

Los Angeles Survey Reveals Average Newscast Is Too Difficult to Comprehend

By GENE GRADY
Production Manager,
Division of Radio-Television,
University of Southern California,
Los Angeles

A NEW INSIGHT into broadcasting of news to public schools has been brought out in Los Angeles in the first known scientific research exclusively devoted to this one phase of education by radio. Although an academic study, made primarily for a master's degree in education at the University of Southern California, the survey presents a fund of practical information unrevealed heretofore, despite the growing use of radio newscasts in the classroom. In a comprehensive survey, directed at finding whether the rewriting of radio news with a simplified style and vocabulary is advisable for an adolescent audience, scores of other findings were developed.

Most important was the discovery that junior and senior high school students of Los Angeles schools are sold on news by radio. Some 85% of the boys and girls listen regularly. But as many as three out of four of the students frankly declared that the average news broadcast is too difficult to understand readily and to follow. Reasons for this are various. The most common faults reported are too long and too involved sentences, use of words not clear in meaning, and machine-gun delivery.

What They Like

The preferences of pupils for various news announcers and news programs reveal heavy partiality for personality as expressed in a reporter's voice over the air. But the format of the newscast, the inclusion of explanatory paragraphs in the continuity, and a touch of dramatization caught and held the interest of many youngsters surveyed.

With this basis for further procedure, the aid of the news bureau of Columbia's Hollywood station, KNX, was enlisted in preparing a test program. A regular newscast which has been broadcast over KNX was taken as a typical rewritten news broadcast intended for adult listeners. This was broken down into a simplified script prepared for classroom consumption, with emphasis placed on careful delineation of the news items, something of the background, and the use of color words and phrases readily grasped by junior and senior high school pupils.

The two newscasts were recorded by a KNX news announcer and played back to representative groups of students in various public schools to get their reaction. A test to determine the degree of comprehension of each newscast followed. The simplified script scored considerably higher than the regular adult news program.



GENE GRADY, production manager, Division of Radio-Television, University of Southern California, (left) and Nelson G. Pringle, managing editor of the KNX, Hollywood, news bureau, presenting their transcribed version of news rewritten especially for students of Los Angeles county schools.

What this signifies, in terms of practical application in commercial broadcasting, is obviously a need of more careful preparation of news intended for schoolroom use. The sponsor who seeks the privilege of having his newscast heard in public schools can gain cooperation of school authorities more readily by presenting a simple, explanatory format at a normal speed of talking, planned to tie into the dozen or more school subjects supplemented by the daily news. The person who can prepare such a newscast needs to have a balanced understanding of educational psychology and the significance and trend of news, a unique but not impossible combination.

The survey also brings food for thought for the regular station newscasters, indicating a dislike on the part of high school students . . . and, by the same mental yardstick, a large part of the adult listening audience as well . . . for the usual type of press-wire reading by an announcer attempting to establish a new verbal speed record.

Congress Cigar Sports

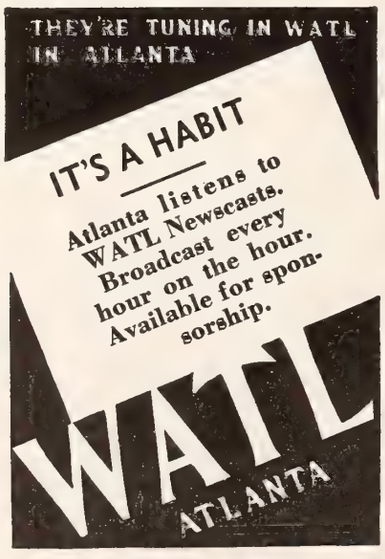
CONGRESS CIGAR Co., New York, late in September will start a football comment series for La Palina cigars which will feature Ed Thorgersen on a probable hookup of 20 MBS stations. Starting date and time for the quarter-hour program have not been set, according to Marschalk & Pratt, New York, the agency handling the account.

JACK I. STRAUS, vice-president of R. H. Macy & Co. with supervisory responsibility of WOR, Newark, controlled by Macy's, has been named acting president of the company. Although retaining his title of vice-president, Mr. Straus assumes complete operating direction of the organization and continues as supervisor of WOR.

HAVE YOU SURVEYED GALLUP, (KY.)?

If you have ever surveyed the real town of Gallup, you know it's one of the hundreds of small towns in Kentucky that mean very little on your sales-map (and doesn't even *appear* on WAVE's!) . . . As a matter of fact, the big Louisville Trading Area is about the *only* section of Kentucky that offers really concentrated advertising opportunities. . . . To *cover* this area you need only *one* radio station—WAVE, located in the heart of downtown Louisville—WAVE, which brings radio's *best programs* to the *best* part of Kentucky. May we send you the *proof?*

LOUISVILLE'S
WAVE
INCORPORATED
1000 WATTS • • • 940 K C. • • • • N.B.C.
NATIONAL REPRESENTATIVES: FREE & PETERS, INC.



WE FORGET NO ONE

For Chicagoans who speak English well, WGES provides distinctive programs of entertainment, education, and information. For the many thousands who don't, there are parallel programs in a dozen different tongues—with the emphasis on Americanization. Here's REALLY COMPLETE Chicago coverage for your product!

WGES
In The Heart of Chicago

Studio Notes

KFI-KECA, Los Angeles, chess teams captained by Byron Cole, engineer, defeated those of NBC Hollywood studios in two meets staged June 28 and July 5. Players engaged in 17 games with KFI-KECA winning 8 and NBC 7. Two games were declared draws. KFI-KECA contestants were Jose Rodriguez, editor and educational director; Douglas Evans, announcer; Seymour Johnson, engineer; H. L. Blatterman, co-chief engineer and Ernest Felix, auditor. William Andrews, night manager, captained the NBC team composed of Carl Lorenz, engineer; Alex Petry, of music library; John Wagner, auditing and Adolph (Lefty) Lefler, traffic.

KOIN, Portland, Ore., covered the consolidation of the U. S. Lighthouse and Coast Guard Services with a broadcast extending 30 miles along the Coast and 10 miles out to sea. Government shortwave facilities were tied in with the KOIN remote equipment and the broadcast was fed to CBS.

THE California Historical Department has placed in the Sutter's Fort Museum a bound volume of the 26 scripts of the *Centennial Hour*, sponsored in Northern California by the Red and White Grocery Stores, independent chain. Broadcasts originated at KFBK, Sacramento, Cal., and were heard Sunday afternoons. Larry Robertson of KFBK produced, with John Tobin collaborating on the script. Frank Nicholson handled remote broadcasts.

OBSERVING the ninth anniversary of KGNF, North Platte, Neb., the local *Lincoln County Tribune* carried a full page of text and pictures June 29 covering the station's enlarged news service, personnel and facilities.

INCLUDING in its promotion of the event a 5-column 15-inch ad in the *Detroit Free Press*, WXYZ, Detroit, on June 23 observed the 1,000th broadcast of its *Lone Ranger* serial and during a special accompanying program received the 1939 *Radio Guide* award for the most popular children's program.

TO PROMOTE an improved highway in the Thumb and River District of Michigan, WHLS, Port Huron, Mich., recently helped organize a 200-car caravan from communities along the proposed road which escorted Highway Commissioner Murray D. Van Wagoner over the route.

WFAA, Dallas, lost only two minutes on the air June 30 when a fire of outside origin cut off all power from the station studios for 25 minutes. A transcribed program was on the air when all equipment went off, but Olin Brown and W. C. Ellis, engineers, wired a battery-operated remote control panel to the studio microphones, and the station originated a regularly scheduled commercial program for Texas Quality Network, with announcer and musicians using flashlights for illumination.

NATURAL wonders of Rocky Mountain National Park in Colorado are the subject of *Nature Sketches*, a series of 12 summer broadcasts picked up by NBC from shortwave transmitters in the packs carried by youthful hikers in the park who are enrolled in the government-conducted Junior Nature School.

NBC-Chicago announces that three former members of the Chicago Symphony Orchestra and one former member of the Kansas City Symphony have joined its music department. Respectively, they are, Bernard Senescu, Leonard Sorkin, James Lanningan and Bruce Chase.

MAURY MAVERICK, former Texas Congressman, has started a series of *Fireside Chats* on KTSA, San Antonio.



GOING direct to Camp Clatsop, down by the Pacific Ocean and 110 miles from home, KEX, Portland, Ore., picked up periodic descriptions of National Guard maneuvers during the two-week period from June 12 to 25, complete to the sham battles, parades, formation maneuvers, band music, interviews and even the sound of howitzer and machine gun fire. Descriptions were handled by Bill Ross, who sent a daily quarter-hour from the camp, and Bob Tomlinson, shown here with a pack transmitter.

SERIES of twelve *Sunset Symphonies* by Washington's National Symphony Orchestra started July 6 on a two-a-week basis on NBC-Red and Blue. Picked up from the floating band shell at the Potomac Water Gate near the Lincoln Memorial, all twelve pop concerts will be carried locally by WMAL, with pickups for the Red on Sundays, 9-10 p. m. (EST), and for the Blue, 9-9:30 p. m., Wednesdays.

PROMOTING the golden jubilee celebration of North Dakota, to feature a state-wide entertainment and pageant in Bismarck Aug. 21-25, KFYR, Bismarck, is presenting a series of weekly 5-minute programs, titled *Progress of the Prairies*, dramatizing historical facts about the state.

WJJD, Chicago, will continue its half-hour Wednesday evening broadcasts from the local traffic court with Judge Eugene S. Holland on the bench while Judge Gutknecht is on his annual European vacation. Judge Gutknecht, an authority on European affairs, and will broadcast a series of political analyses on WJJD this fall.

CKSO, Sudbury, Ont., is building new studios on the top floor of the *Sudbury Star* building, and is erecting a new vertical antenna.

WGN, Chicago, has started a Friday evening half-hour program of semi-classical music, *Friday Promenade*, featuring its musical director, Henry Weber. Fed to MBS, the summer series will include Eva Wachter, 15-year old pianist, and Emery Darcy, baritone.

CHNS

HALIFAX, NOVA SCOTIA
Is Located in the Centre of the Radio Audience of the Province.

You Cannot Miss If You Use This Station As Its Audience Has Learned to Rely on It Over a Period of Thirteen Years of Uninterrupted Service.

Write The Station Director
LORD NELSON HOTEL, HALIFAX

CHICAGO stations are broadcasting the Grant Park concerts given under auspices of the Chicago Park District under supervision of James C. Petrillo, president of the Chicago Federation of Musicians, for the fifth consecutive year. Stations airing the nightly symphony concerts on a varying schedule are WMAQ WENR WBBM WIND WGN WCFL.

COOPERATING with the local Dupuis Freres store and Northern Electric Co., CKAC, Montreal, recently prepared a special window display incorporating photos of featured local and CBS radio artists with an exhibit of old and new broadcast equipment.

WCBS, Springfield, Ill., kept its listeners posted during the recent endurance flight for light planes above the city by airing eight daily two-way broadcasts from the plane. Pilots' wives were interviewed and their two-way conversations with their husbands aired.

WCFL, Chicago, on July 9 broadcast an hour program of special events as a part of the city's celebration of Navigation Day. Designed to acquaint Chicagoans with the historical development of the city's waterfront, the celebration included broadcasts from Navy planes and Coast Guard cruisers. Announcers Bob Purcell, Ed Paul and Bill Leyden handled the program.

TO 1,000 advertising and agency executives over the country and NAB convention-goers, KSFO, San Francisco, is distributing its newest two-color promotion folder, tying in its cooperation with the Golden Gate International Exposition with an invitation to attend and use the conveniences supplied to Exposition visitors by the station. The folder, printed blue on buff stock, was conceived by Robert W. Dumm, KSFO sales promotion manager.

THE VOICE OF MISSISSIPPI
WJDX
5000 D
1000 N.
JACKSON
MBS.

JACKSON Builds UP!

BUILDING ACTIVITY continues upward in Jackson with the total expenditure in May double that of April.

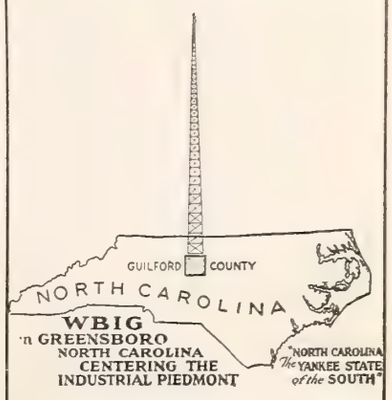
RETAIL SALES
Annual per capita retail sales average $379 in Jackson as compared with a national average of $270.

EMPLOYMENT
One person out of every two is a worker in Jackson as compared with a national ratio of two out of five.

PAY ROLLS
According to federal reports more than 80 per cent of Jackson's total annual payroll is spent locally.

Invest your advertising dollars with WJDX and build up sales. Mississippi's dominant radio station builds customer acceptance in a thriving retail market.

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI



WBIG in Greensboro, N.C.

centers an area of fifty miles that leads every like area surrounding any city south of Baltimore — in population, value of manufactured products, in amount of annual wages paid, in value of live stock, in value of agricultural products sold, and is the center of greater educational institutions. This rich and populous area will soon be served by WBIG's newest and most modern transmitting equipment.

5000 WATTS DAY
1000 WATTS NIGHT

5 kw

Means more power, greater service for this rich and populous area!

ALWAYS A GOOD SHOW!

WBIG GREENSBORO NORTH CAROLINA
EDNEY RIDGE
DIRECTOR
George P. Hollingbery Co. *Natl. Reps.*

Classroom Broadcasting Found More Efficient in Junior High School Test

THAT classroom radio broadcasts actually give more efficient instruction than the ordinary personal instruction of teachers was indicated in an experiment conducted in ten New York junior high schools recently. Pupils who had the benefit on supplementary radio instruction registered a 3% higher average in their examinations on the particular subject covered, hygiene and health knowledge, than non-listeners, according to the annual report of Dr. I. H. Goldberger, assistant director of health education for the city's schools.

Four thousand pupils participated in the experiment, half of them listening to health broadcasts for one school term, and the other half —the "control group"—not receiving this supplementary instruction. The broadcasts, presented under auspices of the American Medical Assn. and NBC, included 30 weekly dramatized health lessons. Pupils who had heard the broadcasts showed superior results in the examinations held at the end of the term.

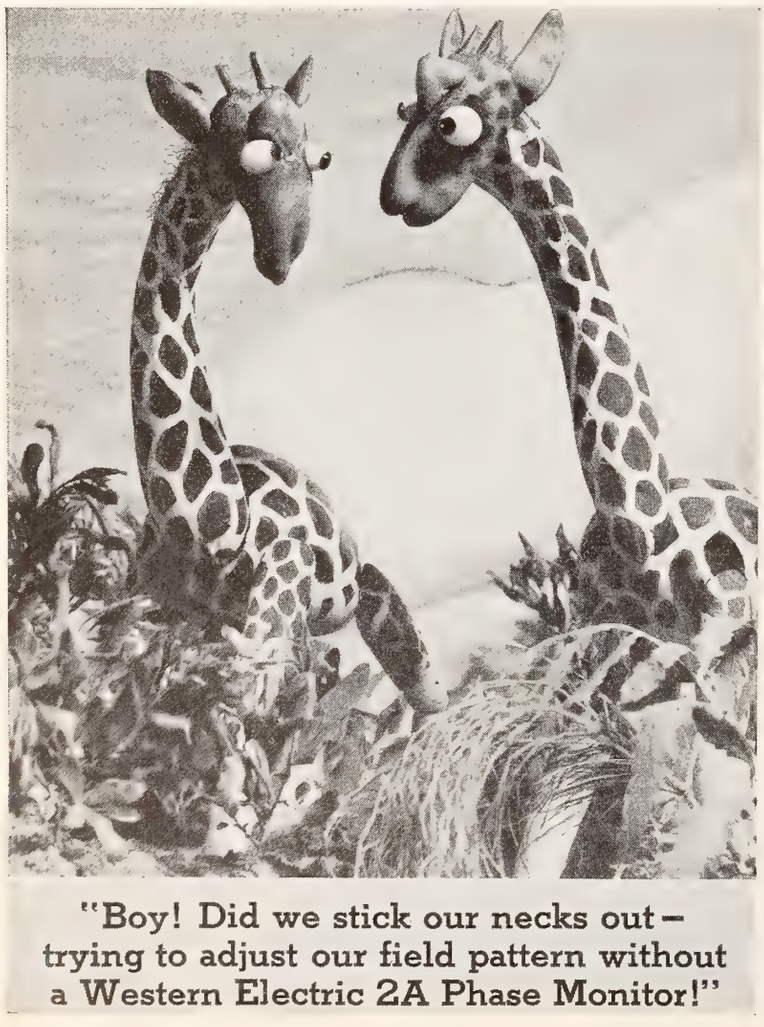
Dr. Goldberger's report also indicated that radio reception in individual classrooms, using a small radio and small listening groups, was more satisfactory than reception before larger groups in assembly periods. In classes where the teachers had the benefit of the script before the broadcast, the percentage of correct answers in the test proved higher than in groups of students who did not have this additional instruction.

FCC Rules Text

BROADCASTING Magazine has published in booklet form the full text of the Rules Governing Standard Broadcast Stations adopted June 23 by the FCC, to become effective Aug. 1, 1939, and will make copies available upon bona fide request as long as the supply lasts.

Schick Injector Plans

Schick Injector Razors will probably sponsor more time on the air one of these days. That is, if the record of Schick Injector Razor sales in St. Louis immediately following the sponsorship of the Louis-Galento Fight has anything to do with it. St. Louis KWK made a quick survey the day after the fight and discovered, not to its surprise, that Schick Injector sales had jumped far higher than you can throw a dull blade. One large drug concern sold 150 the first hour the store opened the day after the fight. Moreover, wholesalers—those "cousins once removed" report extra grosses moving from warehouse to truck to store. It was a nice fight Tony — St. Louis KWK was glad to serve it to its tremendous audience. Pd. Adv.



"Boy! Did we stick our necks out— trying to adjust our field pattern without a Western Electric 2A Phase Monitor!"

Equipment

RCA MFG. Co., Camden, announces a portable two-speed turntable providing both recording and instantaneous playback of 16-inch records through any public address system when used with a recording attachment.

RADIO NORMANDIE, of France, has ordered Finch facsimile apparatus through Capt. Leonard F. Plugge, M. P., of London, who recently surveyed the American market. One hundred receivers were included in the order. Finch Telecommunications Laboratories also announces that it has received an order from WOKO, Albany, conditional upon an FCC grant of its application for a facsimile license.

DORSEY OWINGS, former special events and publicity director of WINS, New York, and previously radio director of H. W. Kastor & Sons, New York, has been named president and general manager of Portable Electric Power Inc., at 30 Rockefeller Plaza, New York. The firm markets rechargable batteries for portable transmitters. Plans for advertising and distribution to broadcasting companies have not been definitely formed.

COLLINS transmitter equipment and a Lehigh vertical radiator have been ordered for the new KTOH, Lihue, Hawaii, which the FCC last November authorized the *Garden Island Republican* to construct with 100-250 watts on 1500 kc. Starting date has not yet been determined, according to C. J. Fern, who will be manager.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has started to produce its new Universal Cinema model microphone, crystal and dynamics, in several impedances. Designed in swivel yoke, primarily for cinema use, it is also adapted to stage or orchestral purposes.

CORNELL-DUBILIER Electric Corp., South Plainfield, N. J., has published two new catalogues, illustrated with photos and dimensional drawings, listing specifications and prices of its radio transmitter capacitors and Quietone radio noise filters.

ROBERT PRELL, recent graduate of the Los Angeles City College, has joined the research department of Universal Microphone Co., Inglewood, Cal.

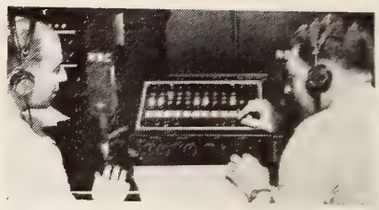
NEW lightweight portable transcription playback machine, called the "Porto-Playback", has been added to the list of transcription products marketed by Charles Michelson, New York, and is now being used by WDGY, WWJ, WBIG, WJHL and WNAX, according to the firm.

KDKA, Pittsburgh, is installing a new three-manual Wurlitzer organ, specially voiced for radio work, similar to that used in NBC New York and Hollywood studios. Specifications for the instrument were written by Bernie Armstrong, KDKA staff organist, and approved by Jesse Crawford, NBC organist. Installation is expected to be completed in August.

WCCO, Minneapolis, recently completed construction of a new coaxial antenna for its high frequency outlet, W9XHW, and is conducting field intensity surveys at 1,000 measured points in a 15-mile radius to estimate the resultant effects on coverage.

Mennen's Fall Plans

THE 1939 Mennen Gift Boxes for Men will be promoted this fall as last year by Mennen Co., Newark, on the two programs, Sam Hayes' *People's News* on CBS, and *People's Rally* on MBS. Both series are off for the summer, but will have returned to the air by early November, when the gift boxes will be offered. H. M. Kiesewetter Adv. Agency, New York, is agency.



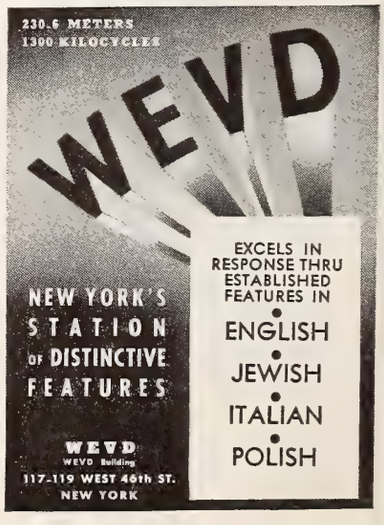
WITH this new portable master control unit weighing only 450 pounds in all, NBC has simplified outside pickups. Each of the six parts, including this 25-pound control panel, can be lifted by hand. During the recent visit of British royalty in New York, 10 microphone positions were linked without any loss in switchbacks. Three rows of red, green and white lights, 10 to a line, indicate which positions are on the air or in communication with the base of operations. It links field crews and operations directors, as well as feeds programs being broadcast to all points so any position may take the air immediately.

Monitor Bill Favored

WITH a favorable report from the Senate Interstate Commerce Committee, Senator Wheeler (D-Mont.) plans to obtain Senate approval for his bill (S-2611) appropriating $30,000 to enable the FCC to establish a new and improved radio-monitoring station at the earliest opportunity. The new station will replace the one now in use at Hingham, Mass. According to the report of the Interstate Commerce Committee approving the bill, this station is no longer suitable for efficient operation in the broadcast band and is not adequately equipped to cover the extension of radio communication in the frequency spectrum above 30 megacycles.

Bastille Day Program

ALL THREE major networks brought programs from Paris to America on July 14 so that United States listeners might eavesdrop on the celebration of France's national holiday, Bastille Day. Mutual picked up a speech of President Lebrun, as he renewed his oath of office, and the responses of the deputies. President Lebrun and Premier Daladier spoke also over NBC, while CBS avoided the dignataries to bring its audience eye witness accounts of the celebration in Paris, described by American correspondents. NBC also celebrated the day with a half-hour historical drama *Vive la France*.



in the CONTROL ROOM

THOMAS J. BUZALSKI, in charge of the NBC television transmitter on top of the Empire State Bldg., New York, celebrated his tenth anniversary with the network in June. Operator of his own "ham" station W2BRR, Mr. Buzalski was one of the first experimenters at the old RCA-NBC television station atop the New Amsterdam Theatre in Times Square, after serving as engineer for the WJZ and WEAF transmitters and in the Radio City studios.

C. DELMAR DENGATE, engineer of WIP, Philadelphia, and Marian Baley, of Lansdowne, Pa., recently announced their engagement and coming marriage Sept. 16.

CLIFF MELLOH, transmitter engineer, and John Beeston Jr., research engineer of WHO, Des Moines, both are fathers of boys born recently.

DR. LEE de FOREST, pioneer radio inventor, on June 27 was issued U. S. Patent No. 2,163,749, covering a radial scanning television system, which he has assigned to American Television Laboratories Inc., Hollywood.

CLARENCE WISE, transmitter engineer of WOWO, Fort Wayne, Ind., is the father of a girl born recently.

FRANK WELTMER, KOY, Phoenix, engineer and Alice Yoakum, of Los Angeles, are to be married at Lordsburg, N. M., July 31.

H. H. LANCE, chief engineer of WPAR, Parkersburg, W. Va., resigned recently to install the new WGBR plant at Goldsboro, N. C.

J. D. BLOOM Jr., chief engineer of WWL, New Orleans, recently started a series of lectures, open to the general public, at WWL's new transmitter at Kenner, La. He first lectures on radio operation and later answers questions pertaining to the radio science.

HULBERT HINKLE, engineer, formerly of KGO, San Francisco, has been added to the KYA engineering staff for the summer.

ART SMITH, program director, and Maurice Mitchell and Stan Whitman of the engineering staff of Yankton, S. D., became fathers within the period of a few days. Smith's baby is a boy, the other two girls.

KENNETH A. TAYLOR, formerly chief operator of WLNH, Laconia, N. H., has joined Yankee Network in Boston.

HARRY BRYANT, KHJ, Los Angeles, studio engineer, is the father of a girl born July 10.

ROBERT MURRAY, KHJ, Los Angeles, studio superintendent, is the father of a girl born July 10.

Crew on Manhunt

WEBC, Duluth, covered the recent manhunt for the killer of two deputy sheriffs by recording frequent programs from the scene of the hunt, near Hayward, Wis. Following capture of the fugitive, a studio program was presented with members of the posse appearing. The station claims to be the only one offering actual voices of the sheriff and deputies. Announcer Don McCall and Operator Frank Cooke recorded the discs.

WHP, Harrisburg, Pa., on July 14 started operating its new 5,000-watt transmitter, using 1,000 watts at night and 5,000 days on 1430 kc.

DAYLIGHT PAINTING
WOR Now Refurbishes Tower While on the Air

BECAUSE WOR's transmitter is located at Carteret, N. J., in the midst of an industrial region whose air reeks with chemical fumes that make it necessary to repaint the antenna tower at frequent intervals, and because doing the painting at night after the station had signed off was both inconvenient and expensive, Charles Singer, chief of transmitter operations, began to wonder if the tower could be painted while in operation.

Thinking over the problem, he soon concluded there would be no danger provided the painter was careful never to touch the ground and the tower at the same time. He tested out his idea successfully and today WOR's antenna gets its fresh paint by daylight, under the following procedure:

A wooden ladder is placed against the tower, high enough to permit the painter to get his body above the insulated section on which the tower is based. This places his body at tower potential. To be doubly sure, he carries an all-metal wrench and touches the tower while at the top of the ladder. There is either no or at most a slight spark. No gloves are worn, since the positive contact of hand to tower is best and radio frequency may burn through leather or even rubber if a capacity is built up. The painter can use ropes to haul up paints or brushes from the ground.

Once above the insulator the painter steps off the ladder and onto the tower, and as long as he is on the tower there are no voltage nodes between body, brush, clothes, etc. In coming down he steps on the ladder and when down a step or two transfers his hold from tower to ladder and so descends to the ground. As long as he remembers never to touch both tower and ground simultaneously all will be well, says Mr. Singer, in passing his method along to others who may be faced with the same problem.

MBS has added KOL, its Seattle affiliate, to the list of stations carrying the five-weekly news commentaries of Fulton Lewis Jr. from Washington, D. C. KOL and KFRC, San Francisco, not only broadcast the live version of the program, but also a recorded version at 9 p. m. (PST) the same day for those who are unable to hear the earlier broadcast.

A GOOD SPOT FOR TEST CAMPAIGNS

99% American Born White

High income groups
Both city and farms

KGVO

5000 w. Day — Missoula
1000 w. Night — Montana
CBS Affiliate

Covering that territory between Butte and Spokane

Sky Trouble

KOY, Phoenix, nearly had a vacancy for a new transmitter engineer when Hal Lines, occupant of that position and an enthusiastic amateur aviator, essayed a trip over the mountain wilderness of Northern Arizona in his small cabin plane. High over the Bradshaw Mountains, Lines' motor stopped cold. With no possible landing place within miles, he managed to nose into a small semi-clearing. He came down to a decidedly bumpy, but safe landing, many miles from any human habitation. After repairing his plane, he was able to take off and navigate back to the home field.

Free Telegrams

WNEW, New York, in cooperation with Postal Telegraph Co., on July 4 started a series of thrice-weekly programs from the New York World's Fair, during which any person appearing on the program is permitted to send a telegram free to anyone in the United States, provided he or she consents to reveal the contents of the telegram in a short interview with Budd Hulick, m.c. of the program. To promote the start of the program, Postal and WNEW sent wives of local radio editors blue and white compacts with their names and addresses engraved on the covers and "Greetings from the Fair and Budd Hulick" on the backs.



FINCH FACSIMILE —A NEW MILEPOST IN BROADCASTING!

- The use of Finch Facsimile by fifteen nationally-known broadcasting stations signalizes a new era in radio. It points the way to a new source of revenue that can be capitalized by all stations . . . regardless of size or location.
- With Finch Facsimile you can reproduce a full-size tabloid newspaper right in your listeners' homes. Anything that can be printed, photographed, drawn or written can be transmitted and received by Finch Facsimile equipment. News bulletins, pictures and advertisements are handled with equal ease and facility at the amazing speed of eight full pages per hour!
- Finch Facsimile can be added to your station equipment at surprisingly low cost. Write for Bulletin "B" which shows how you can bring this outstanding new radio development to your service area.

When in New York be sure to see Finch Facsimile in action. It will be a pleasure to give you a special demonstration by appointment.

—FINCH—
TELECOMMUNICATIONS LABORATORIES Inc.
1819 BROADWAY NEW YORK, N. Y.
Plant and Aircraft Laboratory, Bendix, N. J.

CFCF
MONTREAL



first
IN
CANADA'S RICHEST MARKET

Most sponsors of broadcast time on CFCF run year after year. They know from experience that CFCF is the most listened-to radio station in the Montreal area.

CFCF can build sales for you.

CFCF and Short Wave CFCX
owned and operated by
CANADIAN MARCONI COMPANY

Representatives:
CANADA
All Canada Radio Facilities
U. S. A.
Weed & Company

NBC Affiliate

CFCF
dominates a
BI-LINGUAL AUDIENCE
of over
1,000,000

Jack Armstrong Serial To Seek Parental Favor

TO WIN parent as well as juvenile support for its serial *Jack Armstrong* when it returns to the air this fall, General Mills, Minneapolis, has redesignated the program so that it will educate while it entertains. Talbot Mundy, the author of the series as well as of innumerable novels, will take his hero into far-off places in search of treasure during the 1939-40 series, but the adventures will give not only excitement but vivid pictures of real places which the author has visited as well as dramatizations of events of actual history. Thus, the sponsor believes, the young listeners will derive from the program broadened horizons and stimulated imaginations. Series placed through Knox Reeves, Minneapolis, advertises Wheaties. It returns to the air Sept. 25 on a 16-station NBC-Red network, on a quarter-hour five-times-a-week basis.

His Pet Scheme

WHEN KECA, Los Angeles, inaugurated a daily lost and found pet department as part of the afternoon news broadcast on June 29, Douglas Evans, who conducts the program began the service by describing his own missing pets, a Scotty and a Dachshund. His family reported the pets as missing a few moments before he started the department as a public service.

IRNA Takes Action

(*Continued from Page 22*)

Vincent F. Callahan, WWL, New Orleans; Arthur B. Church, KMBC, Kansas City; John A. Kennedy, WCHS, Charleston; I. R. Lounsberry, WGR-WKBW, Buffalo; C. W. Myers, KOIN, Portland.

MBS: John Shepard 3d, Yankee Network; Gene O'Fallon, KFEL, Denver; Lewis Allen Weiss, Don Lee; H. K. Carpenter, WHK-WCLE, Cleveland.

In opening the IRNA session July 11, which had carried over from the preceding day when no action was taken, Mr. Rosenbaum recounted the activities of the organization in recent months. While conversations had been held with the networks with respect to correlation of trade practices and general policies, he said no final conclusions had been reached.

Regarding copyright, he explained that the NAB copyright committee, of which he is a member, had been striving for an early showdown with ASCAP. There was considerable discussion of ASCAP, and the consensus of the group was that networks should clear at the source, with the industry as a whole paying royalties only on programs using ASCAP music. Because the subject of copyright was on the agenda of the NAB convention the following day, with positive action slated, IRNA did not take formal action.

HEAD of the Lakes Broadcasting Co., operating WEBC, Duluth, WMFG, Hibbing, and WHLB, Virginia, northern Minnesota outlets, was authorized by the FCC July 20 to erect a new 1,000-watt high frequency broadcast station to use 26.3 mc.

Maxwell House Plans

GENERAL FOODS Corp., New York (Maxwell House Coffee, on Sept. 7 will return to NBC with a musical variety program produced by M-G-M similar to the *Good News* program which was discontinued for the summer June 29. Another name will be chosen for the new program and a new m.c. will be selected, but the program will continue to feature Fanny Brice and Hanley Stafford, Connie Boswell and Meredith Wilson's orchestra. Benton & Bowles, New York is the agency in charge.

Enna Jettick on Red

DUNN & McCARTHY Co., Auburn, N. Y., pioneer user of radio and the first shoe manufacturer to use a coast-to-coast network, will return to the air in August with a quarter-hour Sunday afternoon musical program broadcast over 72 NBC-Red stations to advertise Enna Jettick shoes. Title *Enna Jettick Melodies*, program will feature Jimmy Shields, tenor, the Norsemen Quartette and D'Artega's orchestra. Advertising copy will feature the Shoe of the Week. Program was tested last spring locally in New York station. Marschalk & Pratt, New York, is the agency.

Pro-Phy-Lac-Tic Special

PRO-PHY-LAC-TIC BRUSH Co., Florence, Mass., division of Lambert Pharmacal Co., late in July will promote the "90-cent value" of its tooth powder and toothbrush for 49 cents on the 52 CBS stations carrying the program *Grand Central Station*. Lambert & Feasley, New York, places the account.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
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PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

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Consulting Radio Engineer
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CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

National Radio Employment Bureau wants experienced salesmen, announcers, operators and other employes, except talent. Complete information free. Paramount Distributors. Box 864, Denver, Colorado.

Wanted: Experienced woman copy writer. Must have background of local station service work. Send full details to WBOW, Terre Haute, Indiana. Position open August 1, 1939.

2 outstanding salesmen. Commission against draw of $150.00, regional station, fine market. Box A426, BROADCASTING.

Situations Wanted

Trained college woman, part time radio experience, much musical, some writing. Go anywhere. Box A416, BROADCASTING.

Salesmanager . . . Outstanding twelve years' record successful advertising selling metropolitan areas desires connection with progressive station. Single. Age 34. Irish. References. Go anywhere. Desires reasonable salary or drawing account. Box A413, BROADCASTING.

Announcer-Actor, experience handling announcing controls—willing to go anywhere. Best references. Salary secondary. Recording available. Box A414, BROADCASTING.

Cherchez la femme no longer! Young, alert, capable woman with thorough newspaper and radio background, plenty of ideas, now employed by important network station, wants a GOOD job, at a GOOD salary. Prefer New York, Chicago or Los Angeles—network, station of importance or agency. Executive ability—but don't mind taking orders and can fill them. Experience includes continuity of all types, programming, producing and years before mike. Good voice, pleasing appearance, ability to meet people. Good knowledge of publicity. Splendid recommendations. Box A417, BROADCASTING.

Situations Wanted (Cont'd.)

Young college graduate with newspaper experience, anxious to enter radio as continuity writer or do publicity or promotion work. Willing to go anywhere. Excellent references. Box A415, BROADCASTING.

Experienced radio executive desires to manage independent station. Qualified in program supervision, production, and station management. Excellent record in selling time and supervision of sales. Box A418, BROADCASTING.

Competent experienced engineer. Excellent transradio any copy style. Details. Box A419, BROADCASTING.

Announcer — News, Narrator and Studio Utility. Experienced programming, Dramatics. References, Recordings. Box A422, BROADCASTING.

Announcer—Single man, experience with network outlet, wishes announcing anywhere. Box A421, BROADCASTING.

Engineer desires change. Experienced and available at once. Now employed on network station. Desire better opportunity. Address Box A420, BROADCASTING.

Engineer now employed on regional station. Eight years experience. Good record. Reference from present employer. Address Box A423, BROADCASTING.

News announcer and editor wants connection with progressive station any part of country. Six years announcing and newscasting with large stations east and midwest. Last seven months newspaper work, but now desire return to broadcasting. Reliable and sober; age 26. Box A424, BROADCASTING.

News! Thoroughly experienced newscaster, editor, commentator. Background advertising, travel. Now employed, seeking better opportunity. Ten years in radio. Can also handle interviews, special features, continuity. Transcription available. Box A425, BROADCASTING.

CHILDREN'S DAY
KTSW Completely Taken Over By 1,200 Kiddies

CHILDREN had their day July 3 at KTSW, Emporia, Kan., when they took over the station from top to bottom, with more than 1,200 participating. The youngsters sold their own advertising, including spot announcements and quarter-hour programs.

Divided into teams, the 1,200 put on their own programs under supervision of station personnel. Broadcasts varied from straight musical to quiz and no attempt was made by station personnel to direct programs prior to the time they went on the air.

A parade of children carrying signs, and including business floats, opened the day. In the evening KTSW awarded cash prizes for signs, floats and for best announcers and programs. On July 5 those who participated were given a free movie show.

Advertising rates for Children's Day were reduced drastically since the event was not promoted as a money-maker.

To Examine Biow

NEW YORK SUPREME Court Justice Ernest Hammer on June 26 granted an application by Monroe B. Levoy, also known as Roy Post, to examine before trial Milton Biow, president of Biow Co., and officials of Philip Morris & Co. in connection with a $250,000 suit brought by Levoy against Biow Co., the cigarette company, and NBC. The plaintiff claims that an idea entitled "The Perfect Crime" was submitted by him to the agency in September, 1938, and that the idea was plagiarized when Philip Morris & Co. sponsored a radio program of the same name on NBC in November, 1938.

Actions by the FTC

THE Federal Trade Commission has issued orders against Wyeth Chemical Co., Jersey City, to cease certain claims for its Freezone corn treatment; against Silver Mfg. Co., Silver Sales Co. and World-Wide Radio Co. to cease alleged lottery methods in the sale of radios. Six radio stations (KDYL, WJDX, KGVO, WOW, KFRU, WTCN) have agreed to cease allegedly misleading claims regarding their power. Simonize Co., New York, has been charged with unlawful price discrimination in the sale of beds and mattresses.

A Car a Day

CONTEST conducted by American Tobacco Co. in which a car is given away daily for the best slogan witten on the backs of Roi Tan cigar bands on the Sophie Tucker programs on CBS last spring is being continued through the summer by an announcement campaign, backed up with direct mail. Results have been very satisfactory, according to the agency, Lord & Thomas, N. Y.

THE FCC on July 13 made final its recent proposed findings [BROADCASTING, June 15] authorizing a new 250-watt daytime station in Mansfield, O., in which John F. Weimer, president of WJW, Akron, and a group of local business men are the stockholders.

ASCAP Suit Revival

(*Continued from Page 21*)

that music which automatically is cleared at the source insofar as copyright payment is concerned. This contention, of course, has been disputed, though it may evolve as a test of the clearance-at-the-source issue.

Court Defiance Claimed

Montana broadcasters contend that ASCAP, in seeking to cancel licenses of Montana stations actually is defying the State court, which already had decreed that stations in the state are restrained from making payments to ASCAP under the temporary injunction.

Following issuance of the temporary injunction, John G. Paine, ASCAP general manager notified NBC and CBS that ASCAP had "found it necessary to cancel the licenses of the Montana radio broadcasting stations". He added that the performance of ASCAP music over these stations would be an infringement of copyright, and concluded:

"We hereby advise you that you may no longer supply programs containing our music to these stations".

In its reply June 28, CBS took issue with ASCAP's contention it could no longer supply programs to the stations. After quoting the contract between ASCAP and CBS dealing with performing rights, CBS stated "we do not recognize the validity of the advice contained in the last paragraph of your letter."

The contract, CBS stated, provides among other things "that so long as licensee hereunder shall fully perform each and all of its obligations hereunder Columbia Broadcasting System Inc., may continue to carry on its business of maintaining and operating a radio broadcasting chain or network and may do and cause to be done any and all things necessary, or proper in the conduct of such business."

In some quarters, the position taken by CBS in interpreting the terms of the contract was viewed as one which augured for clearance and payment at the source, thus possibly releasing stations from infringement action on network originations. If this view is verified, it would mean that stations paying ASCAP on network emanations as well as their own programs in effect would be making double payments.

It is ASCAP's contention that it "has not been enjoined from anything" in the Montana situation. One spokesman stated "We can't be enjoined without being served and we can't be served because we are not doing business in the State."

AUTHORITY to the FCC to submit a further brief in the so-called Courier-Post case, involving the application of the newspaper for a local station in Hannibal, Mo., [see page 30] was granted by the U. S. Court of Appeals for the District of Columbia July 11, at which time it vacated its order mandamusing the Commission to act favorably on the application. The court, however, denied the Commission's request for oral argument and gave it ten days in which to file a further brief.

KFPY

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Congratulates

the Broadcasting industry upon its adoption of the revised code of ethics.

Over many years of operation under even higher standards than contained in the revised code, KFPY has proved that adherence to such high standards results in audience preference and increased profits.

KFPY

SPOKANE • WASHINGTON

Nationally Represented by

THE KATZ AGENCY

Nine Transfers of Ownership Are Authorized by the FCC

WFBM, WIBC, WKBO, WJBY, KANS, KWOC, WGTM, WSPR and WWSW Changes Granted

TRANSFERS of the ownership of nine broadcasting stations, the largest being WFBM, Indianapolis, were authorized by the FCC during its summer windup decision days, July 12 and 13. All of the grants were made without previous hearings in line with the Commission's policy of recent months to avoid unnecessary hearings so far as possible. Several of the transfers were to newspaper interests.

The stations involved in the deals which received the Commission's sanction, in addition to WFBM, were WIBC, Indianapolis; WKBO, Harrisburg; WJBY, Gadsden; KANS, Wichita; KWOC, Poplar Bluff, Mo.; WGTM, Wilson, N. C.; WSPR, Springfield, Mass.; WWSW, Pittsburgh.

WFBM Transfer

Transfer of WFBM involves a reported sum of $450,000, the seller being the Indianapolis Power & Light Co., last of the public utility firms to operate a broadcast station, and the purchaser being WFBM Inc. Jesse L. Kaufman, former general manager of WCAE, Pittsburgh, and later a Hearst Radio executive, is president of the company. Associated with him in the purchase, and the principal stockholders, are Harry M. Bitner, publisher of Hearst's *Pittsburgh Sun-Telegraph*, with which WCAE is affiliated, and Harry M. Jr., his son. Mr. Kaufman will assume active charge of the station.

The WFBM transfer grant was one of the quickest on record, the application having been made in latter May [BROADCASTING, June 1].

Also in Indianapolis, WIBC was sold by Glenn Van Auken, local attorney who founded the station last year, to H. C. Wall, Detroit attorney and counsel for George B. Storer, Detroit industrialist and chief owner of WSPD, Toledo, and WWVA, Wheeling, among other stations. Mr. Wall, whose wife already owned 49% of the common stock of the Indiana Broadcasting Corp., bought the remainder for a reported price of between $10,000 and $15,000.

WKBO, Harrisburg, transfers from one newspaper owner to another. Controlled by the publishers of the *Harrisburg Telegraph* who also operate WHP in that city, 75% interest was recently sold to J. H. and John F. Steinman, publishers of the *Lancaster* (Pa.) *New Era* and *Intelligencer Journal* and operators of Mason-Dixon Group of stations. The purchase price was $27,500. It will be joined with the Mason-Dixon Group, which includes WGAL, Lancaster; WORK, York; WEST, Easton; WAZL, Hazleton, all in Pennsylvania, and WILM and WDEL, Wilmington, Del. This transfer was at first set for hearing, but the Commission reconsidered and granted it without hearing.

Bascom Hopson, operator of WJBY, Gadsden, Ala., a son-in-law of FCC Commissioner Thompson, was authorized to acquire WHBB, Selma, Ala., local, from S. A. Cisler Jr., operator and part-owner of WGRC, New Albany, Ind.; H. A. Shuman, and G. W. Covington Jr., Montgomery businessman. Commissioner Thompson did not participate in the vote in this case.

KANS Stock Sold

The KANS transfer involves the sale of his two-thirds interest by Charles C. Theis, local businessman, to Herb Hollister, KANS manager, and Don Searle, manager of KOIL, Omaha, who own the remainder. The price was undisclosed. Messrs. Hollister and Searle also are partners in the ownership of KMMJ, Grand Island, Neb. The same day the Commission denied petitions of KANS and KFH, also of Wichita, for a rehearing on the recently granted authorization for the removal of KFBI from Abilene, Kan. into Wichita.

KWOC, established in May, 1938, in Poplar Bluff, Mo., by a partnership of Don L. Lidenton and A. L. McCarthy, has been sold for $15,000 to a new group headed by J. H. Wolpers, publisher of the *Poplar Bluffs American Republic*.

Ben Farmer, 33% stockholder in WGTM, Wilson, N. C., sells his interest to a group comprising H. W. Wilson, now 33% stockholder; Charlotte L. Burns, sister of Mr. Wilson, also 33% stockholder, and George C. McDonald, head of the Monroe Steel Castings Corp., Monroe, Mich. Mr. McDonald will acquire 50% for $5,000 under the deal.

WSPR, Springfield, Mass., is transferred to a new corporation, WSPR Inc., with the present three partners — Quincy A. Brackett, Lewis B. Breed and Edmund A. Laport — each continuing to own one-third of the stock.

Transfer of control of the Walker & Downing Radio Corp., operating WWSW, Pittsburgh, to the P. G. Publishing Co., publisher of the *Pittsburgh Post-Gazette*, was authorized. This was perfunctory, however, since the newspaper already controlled the licensee corporation.

The sole remaining Hearst station transfer deal, involving the proposed sale of WINS, New York, to Metropolitan Broadcasting Corp., controlled by Milton Biow, advertising agency executive, was ordered set for hearing "to determine the relationship between proposed owner and owner of other stations in the New York area." The Commission presumably intends to find out whether Mr. Biow is acting for Arde Bulova, New York watch manufacturer, and owner of a group of stations in New York and other cities.

Docket Nearly Clear

During its record decision days, July 12 and 13, the FCC cleared all but 15 cases, not including 5 kw. night applications and Havana Treaty conflicts. Members now plan summer vacations, leaving routine to individual commissioners who will take their turns.

Bulova's New York Grant

(*Continued from Page 15*)

the Commission said this was a matter of "private concern" between the city and the Greater New York Corp. and does not require Commission consent or approval. It added that insofar as the application by Atlantic City for assignment of license to broadcast is concerned, the same is dismissed for the reason that, in the view which the Commission takes of this case, the application for a construction permit of the Greater New York Broadcasting Corp. does not involve a transfer of license now held by the City of Atlantic City to operate a radio broadcast station on 1100 kc. with 5 kw. power, specified hours, in Atlantic City, but in substance and effect involves request for authority to establish a radio broadcast station to operate on the frequency 1100 kc. with 5 kw. power unlimited time in New York City.

Los Angeles Parallel

It was with this ruling that opposing stations appear to find most fault. That was because the FCC on June 21 in a decision and order involving the sale of KEHE by Hearst Radio to Earl C. Anthony Inc., for $400,000, had denied the Anthony application to sell KECA, his second station, for $97,000 subject to its removal to San Diego [BROADCASTING, July 1].

Several attorneys expressed the view that the Commission's ruling in the KECA matter was diametrically opposite that in the WPG case, particularly since it said it had no jurisdiction over the sale of the WPG equipment at the $275,000 figure.

The FCC stated further in its WPG conclusions that insofar as the application for construction permit is concerned, "no opposition has been filed by any party whose interest would be adversely affected by the granting of the application." It was likewise apparent that the protesting stations would take issue with that conclusion, on the ground that they had protested vigorously the operation of a new fulltime station in New York, by whatever term the facility might be described.

The final paragraph of the Commission's conclusions held that the granting of the Bulova application would serve public interest and that it should be authorized to commence operation of the new full time station "upon the surrender for cancellation by the City of Atlantic City for the license of WPG."

Record in Grants Of New Stations Is Made by FCC

Eleven Locals Authorized in Closing Docket for Summer

THE LARGEST number of new station grants ever authorized at one sitting by the FCC was announced after its July 12-13 meetings. Eleven local outlets, all but one in communities now without stations, and all assigned to local channels, were authorized for construction. For the most part the grants were made without previous hearings, although two involved action on examiner's reports held over from the former system of hearings.

That the Commission intends to continue to authorize new locals on a generous scale, is indicated by the fact that thus far this year 29 CP's for new stations have been issued. For all of last year the number was 52. These do not include "proposed findings" approving new outlets, three of which were issued at its July 12-13 meetings.

The new stations granted at the meeting, which winds up the Commission's summer docket, will be located in Sarasota and Fort Lauderdale, Fla.; Brunswick and Moultrie, Ga.; Fort Dodge, Ia.; Salem, Mass.; Hastings, Neb.; Sumter, N. C.; Greenville, S. C.; Victoria and Plainview, Tex. "Proposed findings", which are equivalent to grants but require later ratification if no onbjections are raised to the proposed decisions, approved new stations in Spartanburg, N. C.; Suffolk, Va., and Grants Pass, Ore.

Two Each in Fla., Ga.

The Sarasota station will be licensed to WSPB Inc., which presumably will be its call letters. It was assigned 100 watts night and 250 day on 1420 kc. Its stockholders are S. C. Hutcheson, miller, 32%; R. C. Jones Jr., merchant, 32%; S. H. Campbell Jr., wholesale oil distributor, 32%. All are residents of Chattanooga, Tenn. C. L. Babcock, retired, of Punta Gorda, owns 2% of the stock, and Clyde H. Wilson, Sarasota attorney, 2%. The station at Fort Lauderdale, Fla., was assigned 100 watts night and 250 day on 1370 kc. Its licensee will be Tom M. Bryan, contractor and real estate man.

The new station at Brunswick, Ga., will operate with 100 watts at night and 250 day on 1500 kc. Licensee will be the Coastal Broadcasting Co., 98% owned by Alma W. King, city manager for three local theaters. The station at Moultrie, Ga., was assigned 100 watts night and 250 day on 1370 kc. Its licensee will be Frank R. Pidcock Sr., for the last 40 years a railroad man, who is listed as executive vice-president of the Georgia Northern Railroad.

Ft. Dodge and Salem, Mass.

The Fort Dodge, Ia., station will operate with 100 watts night and 250 day on 1370 kc. Licensee will be the Northwest Broadcasting Co., comprising a group of local business men headed by Edward Breen, attorney, and president of the cor-

(*Continued on Page 86*)

'Censorship' Hearing

(*Continued from page 17*)

sorship", Mr. Ballard asserted that the international broadcast rule action conflicted with this observation. He said the question, from the Union standpoint, was whether there resides in the rule as written the potentialities of program censorship.

Under the procedure established by the Commission for the hearing, arguments of counsel would be heard following presentation of direct testimony and cross-examination of witnesses for the ten groups which filed appearances.

On behalf of Westinghouse, and of WIOD, Miami, which has an international adjunct, Horace L. Lohnes, Washington counsel, declared that in view of the Commission's statement on the censorship issue, Westinghouse would not present testimony. He then joined in the Sherley motion for the change in language.

Commissioner Thompson asked the attorney whether any effort to censor Westinghouse international station programs has been made since the rule became effective. Mr. Lohnes declared the station has operated very much in the same fashion but felt that the balance of the rules, which were not under discussion in the current hearings, worked to the detriment of international stations. Commissioner Thompson observed that he "just wanted to be sure" that there had been no evidence of censorship by the Commission since the rule became effective.

No Restraint

Rev. Curran delivered a sharp statement supporting the rules and attacking commercial broadcasting, the NAB, and all other opposition. When General Counsel Dempsey sought to check this line of testimony, asserting that it did not meet the issues at the hearing, Mr. Sherley said he hoped there would be "no restraint on freedom of speech by the present speaker".

Declaring that the rules should be retained as written, Rev. Curran attacked the "false and malicious statements" of those interested "in dollars". He questioned the "Americanism" of certain of the objecting groups, and said that as an American citizen he could not understand how there could be any objection to the rule.

NAB's argument against the rules, Rev. Curran declared, "falls to the ground" because commercial broadcasters "exercise c o m p l e t e censorship" of everything broadcast. He said he had been forced to delete the name of a "leftist" by NBC, and on another occasion was prevented from mentioning the name "of a particular racial group". Declaring the international rule had developed "strange bedfellows" he made reference to the combined efforts of NAB and Civil Liberties Union to change the rules.

When NAB President Miller took the witness stand, Commissioner Thompson immediately began his examination of the circumstances surrounding the writing of the letter of protest to the Commission. It was Commissioner Case who inquired whether the international stations were NAB members as such, and Mr. Miller pointed out that there was no classification for that type of station but that a change in bylaws was planned. He declared, however, that standard long-wave broadcast stations of most of the international broadcast stations were NAB members and that therefore the association could act as their representatives with complete propriety. It was then that Commissioner Thompson sought to ascertain whether Mr. Miller had procured the approval of the NAB membership as a whole or of the board of directors.

[The NAB executive committee, meeting in Atlantic City July 9, unanimously approved President Miller's letter and his action in the international broadcast matter. The NAB membership, on the closing day of the convention July 13, adopted a strong resolution commending President Miller and fully supporting his action.]

Prefers Conferences

Mr. Miller testified that he had no intention of embarrassing the Commission in writing the letter of June 3. He said he personally felt that better results always can be procured across the conference table. Moreover, he pointed out that his public statements during the past year have been few.

He said that when the rule was made public May 23, he was in the process of gathering information on international broadcasting, in the hope of discussing the matter with the Commission.

When Mr. Miller disclosed he had been advised that a rule was being drafted the day before its release, Commissioners T h o m p s o n and Payne pursued this point seeking to ascertain where the information was obtained in advance. Mr. Miller said he recalled that Ed Kirby, NAB public relations director, had given him the information. Commissioner Thompson requested that Mr. Kirby be called as a witness.

After the noon recess, the FCC continued its questioning along the same line, stressing the point of Mr. Miller's authority to represent the broadcasters concerned and asking him for opinions on various statements and recommendations made by Mark Ethridge, former NAB president and other radio spokesmen at hearings last year before the Congressional committees considering bills to set up a government - operated shortwave station.



WHEN newsboys from Cincinnati's three newspapers took part in a Newsboys Calling Contest over WKRC the other day, they vied for cash prizes and their volume was indicated by this specially built machine rigged up by Jack Tiffany, chief engineer. The broadcast took place in downtown Tiffany Square.

Counsel, Witness Angered

Questioning and statements of counsel climaxed late in the day when Mr. Sherley alluded to "star chamber proceedings" and declared, "The courtesy shown the witness is rather conspicuous by its absence." He continued by declaring that it was also unfair to place an objector to the form of a rule in the position of opposing the objectives of the rule, as he claimed was being done. Also commenting on this matter, which brought FCC members to the edge of their chairs, Mr. Miller said, "I have certain rights as a private citizen and NAB president for which I have the right to fight here or anywhere else without being made to appear as doing any discourtesy to a public official."

As BROADCASTING went to press, the proceedings were adjoruned to July 15 with Mr. Miller still on the stand.

* * *

Order Issued July 6

The FCC's second refusal to grant a hearing postponement came July 6 when it announced that it had denied the petition of seven international broadcast station licensees to postpone the hearing until Sept. 5, enlarge the scope of the hearings to include all of the international rules, and suspend the effective date of the rules until after the hearing.

The FCC took the same action on the petition of the NAB, filed June 24. The Commission said it had concluded to confine the July 14 hearing to the simple issue directly designated in the petition of the Civil Liberties Union. The licensees, it added, will have ample opportunity to be heard subsequently on any other issues in the rules as adopted, should they desire a hearing in the fall.

In its orders, the Commission said the petitions were denied without prejudice to the filing of petitions requesting a hearing upon or a reconsideration of the Commission's rules or regulations applicable to international stations.

The appearance and petition for licensees was filed on behalf of CBS, NBC, Crosley, General Electric, Isle of Dreams Broadcasting Corp. (WIOD), WCAU and Westinghouse.

Reaction in Congress

In addition to the resolution introduced by Rep. Corcoran [page 17] designed to kill the international rule, there were other repercussions in Congress. Rep. McLeod (R.-Mich.) in an address in the House July 12 sharply attacked the FCC hearing action and declared that the agency did not deserve any consideration. He received an outburst of applause when he observed "we must indict them for what they are—usurpers, law violators, and worst of all, violators of their solemn oath to uphold the Constitution of the United States."

Stating no one could make him believe that the Commission did not know that it was "imposing cencorship of the rankest kind and that it fully intended to impose such censorship," Mr. McLeod declared that every time its fingers tightened about the throat of the radio industry "an enlightened public defeated its purpose." He added that this "thoroughly discredited Federal body imposes drastic censorship, which will, if allowed to stand, destroy the American system of broadcasting and substitute therefor the Hitler system, the Mussolini system and the Stalin system." "Its action, he declared, was in flagrant violation of the Federal Communications Act.

Mr. McLeod pointed out that resolutions for investigation of the FCC are pending in both Houses of Congress. He expressed the hope that before adjournment one of these resolutions would be reported out and that a committee of the House "will be authorized during the recess to probe into the unhealthy conditions existing at the FCC." "And I hope further," he added, "that if this body does not immediately rescind these Nazi international broadcast regulations that its members be removed from office at once."

WFIL
PHILADELPHIA
announces the appointment of
GEORGE H. JASPERT
as SALES DIRECTOR
National Representative
EDWARD PETRY & CO.

Four Stations Get Better Facilities

Power Increases, Full Time Among Grants July 12-13

FOUR stations won improved facilities by action of the FCC at its July 12-13 meetings. WCOU, Lewiston, Me., was authorized to increase its daytime power on 1210 kc. to 250 watts. KRBA, Lufkin, Tex., a 100-watt daytime station on 1310 kc., was boosted to 250 watts but continues daytime operation only. KROY, Sacramento, Cal., was boosted from daytime to fulltime operation, using 100 watts on 1210 kc., and the same was granted WHMA, Anniston, Ala., on 1420 kc.

In proposed findings requiring later ratification if no objections are raised, the FCC entered an order approving a change in facilities for WJAC, Johnstown, Pa., from time-sharing with WFBG, Altoona, on 1310 kc., to fulltime operation with 100 watts night and 250 day on 1370 kc.

Other Facilities Granted

Other proposed findings approved the following:

KAND, Corsicana, Tex. — Fulltime with 100 watts on 1310 kc. in lieu of its present part-time.

KPLT, Paris, Tex. — Change from 250 watts daytime on 1500 kc. to fulltime operation with 100 watts night and 250 day on same frequency.

WHDF, Calumet, Mich. — Fulltime on 1370 kc. in lieu of specified hours, with 100 watts night and 250 day. In same decision, application of Lane J. Horrigan for part-time station with same facilities in Hancock, Mich., adjoining Calumet, was denied.

Denied in final form was the application of WFBR, Baltimore, for a satellite station at Frederick, Md. to operate in synchronization with WFBR on its 1270 kc. frequency, using 10 to 100 watts power. Proposed for denial was an application of KRRV, Sherman, Tex., for 1,000 watts fulltime on 880 kc. in lieu of its present daytime assignment of 250 watts on 1310 kc. KOCA, Kilgore, Tex., was denied a petition for rehearing of its application for a shift from 1370 to 1340 kc. and a change in power and hours of operation from 250 watts daytime only to 1,000 watts fulltime.

New Kentucky Local

WITH Lee B. Jenkins, tobacco broker and farmer of Kinston, N. C., as principal stockholder, a new 100-watt night and 250-watt day station on 1310 kc. in Bowling Green, Ky., has been authorized for construction by the FCC. Mr. Jenkins, who will be secretary-treasurer of the Bowling Green Broadcasting Co., owns 90% of the stock. Five per cent each is owned by Rayburn R. Rose, real estate man, president of the concern, and Ennis P. Harris, tobacco warehouse owner, vice-president. Messrs. Rose and Harris are Bowling Green residents. Call letters will be WLBJ.

SALES AFFILIATES, New York, has appointed Grey Adv. Agency, New York, for its new product, Wisk hair remover. Radio may be included later in advertising plans.

CHILDREN LIKE ADULT PROGRAMS

New York Survey Shows That Youngsters Are Close Followers of World Events

CHILDREN over ten years of age are not as vitally interested in the juvenile radio programs prepared especially for them as they are in adult programs such as newscasts, sports broadcasts and quiz programs, according to a recent survey conducted by Youthbuilders Inc. among 3,000 New York City school children, aged 10 to 15 years.

General conclusions of the survey showed the children to be close followers of world events, many of them expressing marked personal opinions with the desire to discuss these opinions among themselves or on forum broadcasts. With this preference in mind, Youthbuilders has been experimenting for the past six months with its *Youth Forum* broadcasts on WNYC, New York municipal station, allowing children to take part in the discussion of current political or international questions and issues suggested by the radio audience.

Satisfying Mothers

Such a program, according to Sabra Holbrook, executive director of Youthbuilders, seems to appeal to the children as well as to mothers who have complained of the bad psychological effect most juvenile programs have on children. A second remedy for this parental dislike of "harmful, blood and thunder" programs, Miss Holbrook stated, is the practice of having a child psychologist attend all meetings of sponsors and agencies during which scripts are planned, as done by Wander Co. for the *Little Orphan Annie* program, thus giving the mother "a sense of security about the program to which her child is listening."

Improved communication facilities, especially radio, have made children today much more interested in adult questions than in past generations, Miss Holbrook continued, an interest which is further encouraged by a more adult type of training in schools. The survey, for instance, revealed that 92% of the children listen regularly to news broadcasts, with 10% listening more than once a day. The newscasts, along with *The Lone Ranger* and *Gangbusters*, were the most popular programs among all age groups participating in the survey with the dramatized news program *Five-Star Final*, sports, jazz, Charlie McCarthy and *Dick Tracy* following in that order.

High up among the favorite programs were *We the People*, Jack Benny, *Hobby Lobby*, *Lux Theatre* and *Calvacade of America*, while 76% answered that they would listen to a *Youth Forum* program such as the one with which Youthbuilders has been experimenting and 45% would take part in such a program by sending in questions for discussion and by voting on which side presented the better argument.

Eleven New Locals Authorized

(*Continued from Page 84*)

poration, who with Allen R. Loomis, secretary-treasurer, a local creamery executive, holds 58% of the common stock.

The Salem, Mass., outlet will be a fulltime 100-watter on 1200 kc., licensed to North Shore Broadcasting Co. Chief executive and stockholder is Charles W. Phelan, formerly with the John Shepard 3d radio interests as Yankee Network sales manager, with Mrs. Phelan and Edward F. Flynn, attorney, as qualifying stockholders.

Lloyd Thomas' Station

Hastings, Neb., original home of what is now KYW in the early days of radio under Westinghouse operation, gets a 100-watt night and 250 day station on 1200 kc., the licensee to be the Nebraska Broadcasting Co. Chief stockholder is Fred A. Seaton, publisher of the *Hastings Daily Tribune*, and a stockholder and promoter of the venture is Lloyd Thomas, who once managed the Westinghouse station at Hastings, later became an NBC official, and until recently was manager and part owner of WROK, Rockford. Mr. Thomas will manage the Hastings station.

In granting the application of 22-year-old J. Samuel Brody, son of a local dry goods merchant, for a new 100-250 watt outlet in Sumter, N. C., the Commission at the same time denied an application by WIS, Columbia, S. C., for authority to erect a satellite station at Sumter to operate synchronously with WIS on its 560 kc. frequency with a daytime power varying from 10 to 100 watts.

J. J. White, local automobile man, doing business as the Greenville Broadcasting Co., was granted the new station in Greenville, S. C., to operate with 250 watts daytime on 1500 kc. In the same decision the Commission dismissed on request of applicant the application of Nathan Frank for the same frequency, but with 100 watts fulltime, in New Bern, N. C.

Two More in Texas

Texas gets new outlets in Victoria and Plainview. The Victoria station will operate with 100 watts night and 250 day on 1310 kc. The Commission last April 10 denied this application, which was heard by an examiner under the old system of considering applications, but it set aside its order and granted the station to Radio Enterprises Inc., owned chiefly by Fred W. Bowen, oil operator; Charles C. Shea, attorney, with Walter T. Martin, radio advertising man, as a stockholder. The station at Plainview will operate with 100 watts daytime only on 1200 kc. Its licensee will be W. B. Dennis, who is in the radio service business in Granbury, Tex.

Proposed New Grants

In "proposed findings of fact and conclusions", which require later formal action by the Comission, new stations were approved for the Spartanburg Advertising Co., Spartanburg, S. C., 100-250 watts on 1370 kc.; Suffolk Broadcasting Corp., Suffolk, Va., 100-250 watts on 1420 kc.; Southern Oregon Broadcasting Co., Grants Pass, Ore., 100 watts fulltime on 1310 kc.

Vatican Tribunal Grants Plenary Indulgence for Broadcast Benedictions

THE Vatican's Sacred Apostolic Penitentiaria, the tribunal that grants absolution and dispensations, decreed July 12 that Catholics listening to broadcasts of the apostolic benediction *urbi et orbi* (to the city and the world) shall henceforth benefit by the plenary indulgence that follows the benediction to the same extent as those physically present at the ceremony, according to a Rome dispatch to the *New York Times*. The indulgence, which cleanses of all sins, will not be limited hereafter by distance. The Vatican has long operated its own international short-wave station, the gift of the late Senatore Marconi, inventor of wireless.

This decree, which the Holy See expects will be greeted with jubilation by Catholics all over the world, was issued at Pope Pius's request, the *Times* reported.

"Vatican circles said the Pope, who is just as modern in his views as his predecessor, was 'desirous that the scientific progress of our time may be used to improve and preserve the health of souls.'

"This means that Catholics in the United States, kneeling before their radios, will be allowed to participate in that thrilling moment when the Pope, after having celebrated Pontifical mass, appears on St. Peter's balcony, surrounded by his court, and, slowly raising his hand, blesses Catholics massed in the square below."

New Florida Station

PANAMA CITY, Fla., a community of slightly more than 5,000 population, located in northwestern Florida on the Gulf of Mexico just 92 miles south of Dothan, Ala., has been allocated a new local broadcasting station by action of the FCC June 27. It authorized the Panama City Broadcasting Co. to construct a 100-watt night and 250-watt day outlet on 1200 kc. Principals, each holding one-third interest, are Phillip A. Roll, attorney, president; E. D. DeWitt, retired newspaper broker, vice-president; W. J. Cook, Ford dealer and bank vice-president, secretary-treasurer.

Plant Food's Plans

KEM LABORATORIES, Jersey City, which since May 20 has been testing five times weekly participations in the *Polly Shedlove* program on WHN, New York, to promote its liquid plant food recently put on the market, will increase the use of radio late this summer along with expansion in other media as the scope of distribution for the product is increased. Radio plans will not be announced till late in August. Williams & Saylor New York, places the account.

Radio At Its Best

- Without tax, license or dues, repaid only by support of their products, advertisers give the people of America the finest radio programs in the world.

Advertising dollars invested on these Montana Stations bring greater returns per dollar invested because here advertising content of programs is limited so as to insure greater listener interest.

Maximum Commercial Copy

Chain break announcements 30 words
Spot announcement ..... 100 words
Number of words per 15 minute program ..... 250 words

One announcement NEVER follows another announcement.

No anouncement programs

The Listener Has Found The Best In Radio On:

KGIR Butte

Montana's Largest City

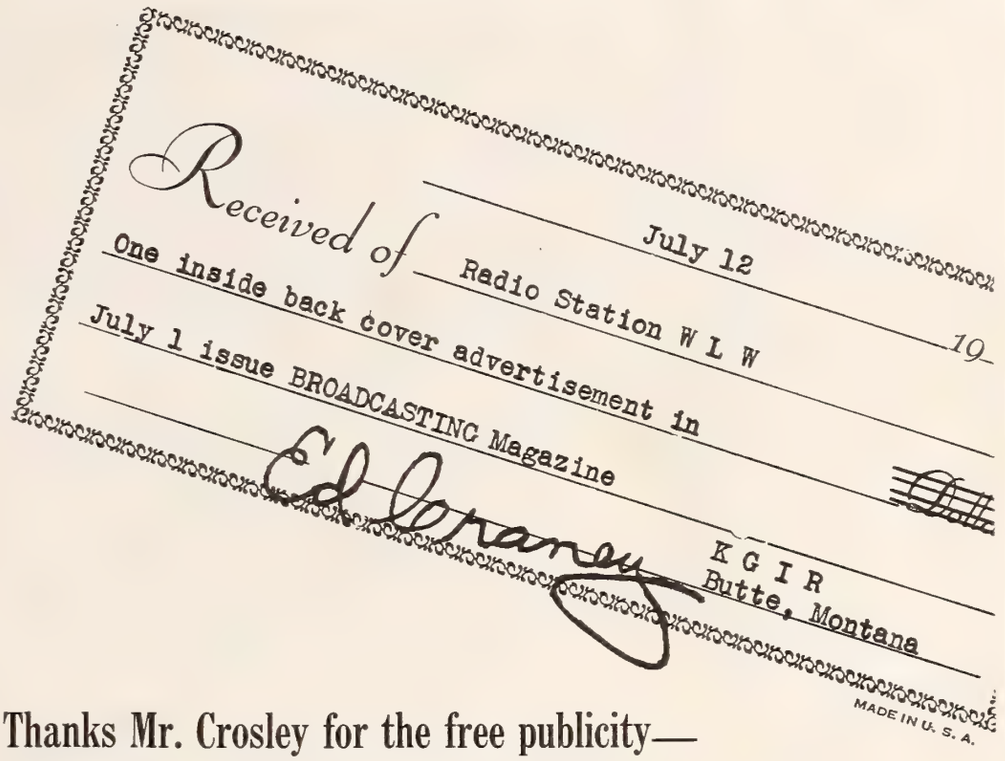
KPFA Helena

Montana's Capital City

Advertising dollars spent in this area, when invested on these stations return large dividends.

Available under a single contract

GENE FURGASON & CO.
Representative



Thanks Mr. Crosley for the free publicity—

BUT—

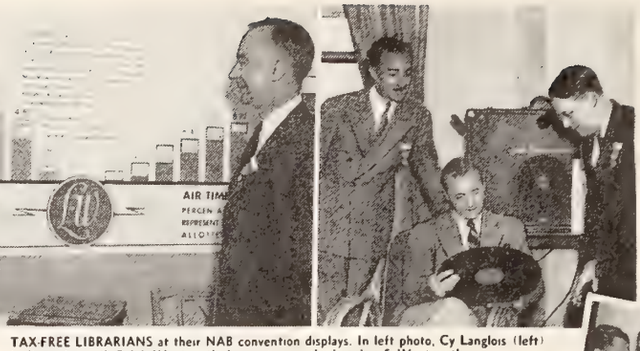
Publicity was *not* the idea behind our advertisement in the June 15th BROADCASTING. If you *really* want to know, we will be glad to publish some of the reasons in this magazine. All of them would take more pages than we have money to spend. We believe our advertisement did a very great service, not for us but for the entire radio broadcasting industry. By this time Mr. Crosley, your Rev. Cadle (who has been hoofing it around the Senate in Washington for your benefit) should be able to give you some idea of just how great this service really was.

Ed Craney

NAB Among the Exhibitors



STANDARD Radio's partners, Milt Blink (left) and Jerry King, contemplate a newly signed contract



TAX-FREE LIBRARIANS at their NAB convention displays. In left photo, Cy Langlois (left) is discussing with Ralph Wentworth, his partner in the Langlois & Wentworth firm, the vagaries of popular music. In right photo are representatives of the new Davis-Schwegler library firm (l to r) Ted Turner, Christian Phillips and Carl Haverlin.



ASSOCIATED Music Publishers has Dr. D. G. Young, WDGY, Minneapolis (right) considering a deal. In the group are (l to r) Myron Elges, M. E. Tompkins, John Mayo and Ben Selvin.

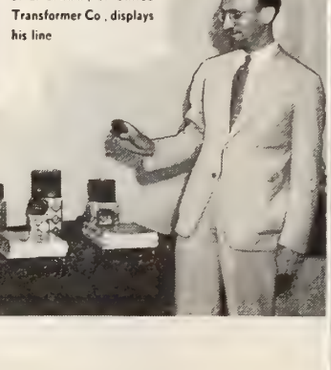


THESAURANS and visitors at NBC Thesaurus exhibit (l to r) are R. Thomas, NBC; H. R. Carson, All-Canada Radio Facilities Ltd.; Lloyd Egner, NBC; Ted Steele, NBC; Guy Herbert, All-Canada; Charles Hicks, WXYZ, Detroit; Frank Chizzini, NBC.

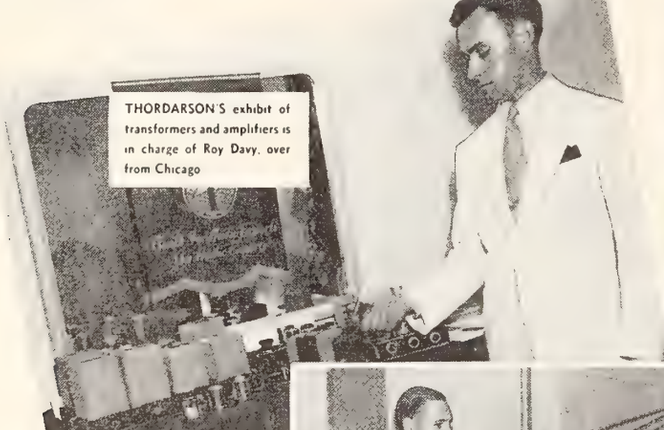




RECORDERS show their wares. In left photo E. C. Powell, general sales manager of Presto, and Tom Aldrich, New York salesman. In right photo (l to r) are Fairchild's exhibitors (l to r) R. H. Lasche, C. V. Kettering, B. H. Collins, Lewis Windmuller



S. L. BARAF, of United Transformer Co., displays his line



THORDARSON'S exhibit of transformers and amplifiers is in charge of Roy Davy, over from Chicago

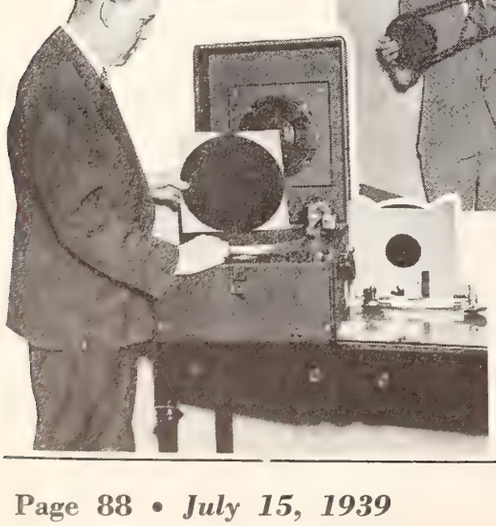


SOLA ELECTRIC'S C. H. Humes shows his company's constant voltage transformer



ALLIED RECORDING PRODUCTS Co. has W. A. Savory (left) and H. L. Eitelbach on hand to demonstrate its recording machines.





NEW IN RADIO field is Atlantic Metalcraft & Radio Corp., Needham, Mass., whose L. A. Nowell (left) shows how its mike boom works as Winslow T. Porter stands by. Firm also makes radio pickup amplifiers, speed turntables and mike plates



AMPEREX ELECTRONICS Products has N. Anton A. Senauke and S. Norris on hand.

P. K. TRAUTWEIN, of Mirror Record Corp., New York, exhibits his recording blanks

NAB Takes Action on Code, ASCAP

Plans Special Meeting During September On Copyright

(*Continued from page 14*)

& Hour Administrator, while they might be appealed and possibly reversed by the courts, nevertheless would not become retroactive in event of reversal. President Miller emphasized the significance of this statement.

Dr. John W. Studebaker, U. S. Commissioner of Education, and Dr. Leonard Power, research director of the Federal Radio Education Committee, both briefly reviewed different phases of the activities and program of FREC [See page 21]. In the absence of Orrin E. Dunlap Jr., radio editor of the *New York Times*, who was unable to make a scheduled appearance because of illness, his previously prepared discussion of the future effect of television and facsimile on standard broadcasting was read at the convention by Edward M. Kirby.

Advertising Bans

Without a word of floor debate, at its closed session July 12, the convention unanimously adopted the resolution embodying clarification of the phrase "accepted standards of good taste" as set forth in the basic code. These listed 13 "taboos", specifying types of advertising which stations shall not accept. The only speakers on the subject were members of the Program Standards Committee, Messrs. Glade, Hollister and Bill, who outlined briefly the reasons for the resolution [see page 9].

The resolution specified that member stations shall not accept advertising of liquor, remedies or products the sale of which violate the law; fortune-telling and similar programs; school offers of questionable merit; matrimonial agencies; homework offers except by firms of unquestioned responsibility; "dopester", tip-sheet and track publications; all forms of speculative finance; cures and products claiming cures; false, deceptive or grossly exaggerated advertising claims; copy which describes repellantly, any functions or symptomatic results of disturbances, and the like; unfair attacks upon competitors; misleading statements of price or value, or misleading comparisons.

Norton Uncontested

Because many members left the convention following copyright action July 12 and the banquet that evening, difficulty was encountered in setting a quorium for the closing session July 13. It adjourned before noon after reading several reports and voting resolutions brought in by the Resolutions Committee.

The election of Mr. Norton as a regional director was uncontested when his nominated opponent, Don Searle, formally withdrew. Mr. Searle said the pressure of work in Omaha and Lincoln, which he assumed a year ago as general manager of Central States Broadcasting Co., required his undivided attention during the coming year. In asking for a "rain check", Mr. Searle said he hoped he would be honored later with an opportunity to serve. Praising Mr. Norton, who he said had done a great deal of work during the last year, Mr. Searle said he deserved "unanimous election".

The report of the committee on affiliation of State organizations with the NAB, headed by W. Walter Tison, WFLA, recommending circumstances under which they should be admitted to membership, was referred to the board upon motion of Mr. Shepard, who opposed certain provisions. Mr. Shepard held that whereas the recommendation was that at least 25% of the stations of the State association be members of the NAB to warrant affiliation with the NAB, he felt the percentage should be substantially larger.

Joe Marty, executive secretary of Radio Servicemen of America, outlined a plan for cooperation between broadcasters and servicemen under which guaranteed repair service would be rendered, with broadcasters promoting the service.

Audience Check

His plan included a unique method of checking audience reactions, since the serviceman is in a position to ask questions while handling repairs. Surveys already conducted by IRS, he said, disclose that many sets are out of operation, resulting in coverage loss. Last June the percentage in Chicago was 33, he said. The listening public, he declared, is prone to blame the broadcaster for everything, and never attributes bad reception to his set because that would reflect upon his own judgment and he is disinclined to admit it.

Asserting that the serviceman is in a position to take broadcasters "off the spot", Mr. Marty contended he is the only "invited guest" in the radio industry who enters by the front door. Because his advice is asked, and is freely given, he is in a position to serve as a goodwill ambassador, he said. The station makes the listener want to listen, he pointed out, and servicemen "keep him listening".

Mr. Kirby outlined the results of the joint NAB-RMA promotional campaign and said it was planned to line up a new department to undertake this work, possibly under the NAB banner alone.

While details have not been worked out, Mr. Kirby said it was planned, in connection with the change from daylight time, to seek the cooperation of radio advertisers in promoting the new Fall programs. Point of purchase material, wrapper promotion and other means of expanding the desire of listeners to listen more are contemplated.

Annual Accounting

As a second plan, he mentioned the "Radio's Annual Report" proposal, under which all radio, coordinated through NAB on New Year's Day, would give an accounting of its stewardship. This is in line with the campaign to promote radio by radio.

Mr. Kirby read to the membership telegrams received from women's organizations praising the revised self-regulation code as a forward step. Among these were Lucy R. Milligan, radio chairman, General Federation of Women's Clubs; Mrs. William Corwith, National Radio Chairman, American Legion Auxiliary; Dorothy M. Lewis, national radio chairman, National Society of New England Women, and Sidone Matsner Gruenberg, director, Child Study Association, and chairman, Parent Education Committee, National Advisory Council on Radio in Education.

Arthur B. Church, chairman of the NAB Research Committee, offered a resolution recommending to the board of directors the reentry of NAB in the service of reporting monthly broadcast advertising revenue in detail. Unanimous action was taken. A similar proposal had been voted down, 9 to 6, by the outgoing board at its meeting July 9.

The Church committee resolu-

All for ASCAP

BOB HALL, well - known stage and radio entertainer, provided one of the highspots in the entertainment at the NAB convention banquet July 12 when he ad libbed an account of the pressing ASCAP situation in words and music. Chanting his rapid-fire commentaries on everything from preceding numbers on the program to personages seated at the speaker's table, Hall drew hearty guffaws as he concluded, "The Society gets 5%, and now they want 10%; so for your information, why not give them your stations."



SMILING Steve Early, White House secretary, was greeted by Quaker Maid hostesses Betty (left) and Eleanor Grey of WFIL, Philadelphia, just before he made his convention speech.

Studebaker Tells of Educators' Work In Improving Programs; Hails New Code

THE MOST desirable "freedom" from an educational viewpoint is "freedom to the learner to learn" rather than "freedom to the teacher to teach", and that principle is the underlying concern of the Federal Radio Education Committee, made up of broadcasters and educators, Dr. John W. Studebaker, U. S. Commissioner of Education, told NAB members at a general convention session July 12.

Observing further that the people's confidence in the art leads to greatest successes in broadcasting as well as any other undertaking, he hailed the NAB code as a wise step toward self-regulation, a step which also must be learned by educational and non-profit groups in cooperating with the radio industry.

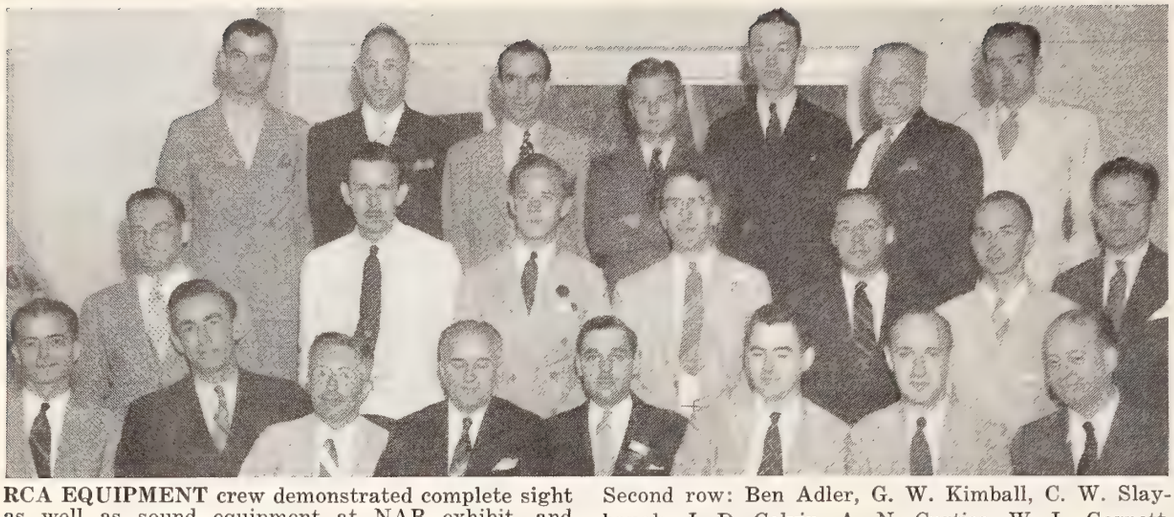
Laying a Foundation

The FREC is "taking plenty of time to lay a solid foundation for the solution of our common problems", Dr. Studebaker commented, adding that its activities are directed at creating school radio facilities that would justify educators' requests for radio time. He briefly outlined the organization and research and script exchange functions of the FREC before turning the discussion over to Dr. Leonard Power, project director of the FREC, for a detailed review of its research principles and activities.

Studying "ear appeal" for radio, like "eye appeal" has been studied for visual advertisers and visual media, the trained psychologists, sociologists and educators on the FREC research staff are "the social engineers of the radio industry studying radio as a social phenomenon", Dr. Power said. With this listening research centering at Princeton U., another staff at Ohio State U. is evaluating broadcasts planned for use in schools, he explained, along with other studies and the educational script exchange directed from the Office of Education.

"Our study of cooperation between radio stations and local nonprofit groups which use station facilities has some important sociological implications," he declared. "On the network level we find that many national organizations, through radio committees, are cosponsoring excellent sustaining programs. The success of these programs has implications for the American way of broadcasting. Those who believe in democracy also believe that the pooled wisdom of voluntary associations and broadcasters who are jointly creating programs is superior to bureaucratic creations, and we know that democratically conceived and administered broadcasts retain a more desirable responsiveness to the listeners.

"Coming down to the local level, the principal problem seems to be that of raising program standards so that local civic programs are airworthy, at least to the extent that the listener does not reach for the little knob when these programs are announced. It is a proper function of education to improve the air-worthiness of local programs."



RCA EQUIPMENT crew demonstrated complete sight as well as sound equipment at NAB exhibit, and was headed by I. R. Baker, chief of transmitter sales. Seated (l to r) are W. M. Witty, R. P. May, D. A. Reesor, P. V. Lutz, A. R. Hopkins, J. P. Taylor, S. W. Goulden, Harold C. Vance (in charge of facsimile). Second row: Ben Adler, G. W. Kimball, C. W. Slaybaugh, J. D. Colvin, A. N. Curtiss, W. L. Garnett, C. M. Lewis. Back row: W. L. Lyndon, W. P. Dutton, Tom Hall, B. W. Robbins, Ted Smith (in charge of television), E. M. Washburn, E. S. Winlund.

Crossley NAB Survey

AN ACTUAL listener survey by telephone was enacted for the first time at an NAB Convention by Crossley Inc. when, on July 12, delegates were invited to listen-in on extension phones while calls were in progress.

Other features of Crossley survey operations were in operation, including mechanical recorders metering the use of sets. Archibald Crossley, president of Crossley Inc., was in charge.

Broadcasters See Fair

A GROUP of 230 broadcasters, including families, visited the World's Fair in New York July 14 as the guests of Grover Whalen and Dr. John S. Young, director of radio and television. The invitation was extended through Dr. Young at the NAB convention. A whirlwind special tour of the fair, together with dinner at Perylon Hall, and other special events were staged for the radio delegation.

tion emphasized the importance of information of this character within the control of the NAB. It was recited there is no need now to fear misuse of gross revenue information, since actual income figures are now prepared by the FCC on a yearly basis. This FCC information will serve to correct any false impressions, the resolution continued, and the revival and expansion of the NAB index is desirable in the industry. If the information is gathered by NAB, it will be in a position to specify what information may be released. The industry thus would be in a position to control its own figures "and not have them subjected to handling by outside agencies where misrepresentations are likely to occur", said the resolution, and centralization in the NAB would lessen the need for special questionnaires.

Adopt Resolutions

In quick order, under the hammer weilded by Chairman Carpenter of the Resolutions Committee, the convention adopted a series of resolutions in which those commending President Miller for his action in the abortive international rules controversy, and the three-year license plea were most significant. Other resolutions thanked convention speakers, gave President Miller and his staff a unanimous express of appreciation "for their loyalty, cooperation and whole-hearted support during the year", and otherwise expressed gratitude for service and courtesies during the convention.

The international rule resolution chronologically recounted the events leading up to the demands for hearings on the rule, to modify its language and remove the objectionable features. Because the FCC, or at least certain of its members, became indignant over the NAB attitude, the unanimous vote was particularly significant. The resolution concluded that the membership affirms and believes that the statements contained in Mr. Miller's original letter "constitute a fair and accurate expression of the fundamental issues involved" and then commended him for his "prompt and vigilant action in calling to the attention of the Commission and the public the fact that the regulations governing international broadcasting stations, as drafted, contained elements of a genuine threat to the right of free speech by radio communication, not only in the operations of international broadcast stations, but in the domestic field as well."

Finally, the resolution expressed the hope that the Commission, following the hearing on the regulation, "through appropriate revision or modification" will make it clear that it could not in any way be construed or interpreted "to abridge in any manner the fundamental right of free speech by means of radio communication."

The three-year license resolution expressed commendation of the action last month of the FCC in extending licenses from six months to a year, declaring it will contribute to the stability of the industry and enhance the opportunity for increasingly better public service. But it went further by resolving that the NAB should continue its efforts to obtain the maximum-length licenses for three-year terms as permitted under the law. Copies of the resolution were ordered sent to the FCC membership "as an expression of appreciation of the confidence which the extension of the license period evidences."

Believe It or Not

AT 6:14 p.m., July 12, during the NAB conventoin, Lloyd Thomas, chairman of the National Committee of Independent Broadcasters and former head of WROK, Rockford, Ill., resigned his post because he no longer was actively engaged in station operation. He was unanimously elected executive secretary. At 6:58 p.m. he received a phone call from Washington informing him that the FCC had just granted his application for a new local station at Hastings, Neb.

Independents Enlarge Committee, Name New Committeemen; Music Group Picked

THE National Committee of Independent Broadcasters was enlarged from 9 to 17, representing each district of the NAB, at meetings held during the NAB's Atlantic City convention.

Lloyd Thomas, general manager of a newly-granted station at Hastings, Neb., and former head of WROK, Rockford, Ill., resigned the chairmanship of the committee after serving nearly two years. but became executive secretary. H. A. Lafount, WOV, New York, automatically succeeded to the chairmanship from the vice-chairmanship. A new chairman and executive committee of five will be selected at the first meeting of the committee.

Twelve committeemen were selected during the closing meeting of the NIB, including seven holdovers. The remaining five will be appointed by the executive secretary after consulting NAB board members from the districts still open.

Reelected were: District 1, Stanley N. Schultz, WLAW, Lawrence, Mass.; District 2, H. A. Lafount, WOV, New York; District 3, Frank R. Smith Jr., WWSW, Pittsburgh; District 4, H. Bliss McNaughton, WTBO, Cumberland. Md.; District 7, Jack R. Howard, WCPO, Cincinnati; District 10, Edgar Shutz, WIL, St. Louis; District 11, Gregory Gentling, KROC, Rochester, Minn.

Newly elected were: District 13, James R. Curtis, KFRO, Longview, Tex.; District 14, Frank E. Hurt, KFXD, Nampa, Ida.; District 15, Arthur Westlund. KRE, Berkelev, Cal.; District 16, Leo Tyson, KMPC, Los Angeles: District 17, T. W. Symons Jr., KXL, Portland, Ore.

Music Committee

Created as an emergency group to represent independent broadcasters during negotiations with the musicians' union in 1937, and never officially within the NAB, the NIB moved to petition the NAB board to recognize its existence within the association.

Major issues during the several sessions were copyright and the threat of "push-button" sets. The proposed code was given scant group consideration beyond the overwhelming sentiment for adoption.

Following a report by John Elmer, WCBM, Baltimore, on the results of a copyright survey among independent stations which he recently had completed, the independent broadcasters passed a resolution favoring payment to ASCAP on the basis of programs as used, with clearance and payment at the source.

Hit Push-Button Sets

The "push-button" type of receiving set received severe criticism. Averaging only four buttons per set, and generally excluding the independent stations, push-button sets would, according to a resolution passed by the NIB, "in five years at the present rate of replacement seriously reduce the possible listening audience of the independent stations, thereby causing inestimable damage to the independent broadcasters through the loss of advertising revenue." The resolution further stated that continuation of the sale and distribution of push button sets by members of the RMA constituted an unfair trade practice and a monopolistic condition in the broadcasting industry. Unless a satisfactory solution to this problem is secured by the RMA, warned the resolution, the matter would be brought to the attention of the proper governmental agencies.

The NAB convention adopted a motion by Walter J. Damm, WTMJ, Milwaukee, that the resolution be referred to the board for future action in view of the absence of a representative vote at the concluding session.

WHEN NAB conventioners observed that William Fay, general manager of WHAM, Rochester, was not present for the first time in years, inquiries were made of his chief, Edward A. Hanover, executive of Stromberg-Carlson, station owners. It was revealed that Mr. Fay, even though he's more than passed his majority, was confined to bed with chocken pox.

Official Registration of Delegates and Others at NAB Convention in Atlantic City...

NAB Members

Abert, Don B., WTMJ, Milwaukee
Adams, John T., KFJZ, Fort Worth
Affleck, Gordon Burt, KSL, Salt Lake City
Akerberg, Herb, CBS, New York
Anderson, H. Vernon, WJBO, Baton Rouge, La.
Appleby, William H., WPG, Atlantic City
Arnoux, Campbell, WTAR, Norfolk
Ashby, A. L., NBC, New York
Atlass, Ralph L., WJJD, Chicago
Atteberry, Ellis, KCKN, Kansas City, Kan.
Avery, Lewis H., WGR-WKBW, Buffalo, N. Y.

Bailey, Charles L., WHP, Harrisburg, Pa.
Bailey, Dean A., WIBW-KCKN, Topeka-Kansas City, Kan.
Baker, C. Alden, WKBN, Youngstown, O.
Baltimore, Louis G., WBRE, Wilkes-Barre, Pa.
Bannister, Harry, WWJ, Detroit
Barroll, Hope H., Jr., WFBR, Baltimore
Barry, Jimmie, KFPW, Fort Smith, Ark.
Batchelder, Harold W., WFBR, Baltimore
Bausman, Robert E., WIRE, Indianapolis
Behrman, William W., WBOW, Terre Haute, Ind.
Bell, John C., WBRC, Birmingham
Benson, Lester A., WIL, St. Louis
Berkeley, Kenneth H., NBC, Washington
Bess, Herman, WNEW, New York
Beville, Hugh M., Jr., NBC, New York
Bill, Edgar L., WMBD, Peoria, Ill.
Billings, Ford, WGL, Fort Wayne
Bishop, Edward E., WGH, Newport News, Va.
Bishop, Frank, KFEL, Denver
Blossom, Roy E., WFBM, Indianapolis
Bockoven, Leslie F., Western Electric Co., New York
Bondurant, Hale, WHO, Des Moines
Borel, Richard A., WBNS, Columbus
Borland, Robert D., WHK, Cleveland
Born, H. H., WHBL, Sheboygan, Wis.
Borton, F. W., WQAM, Miami
Boyd, Maurice M., NBC, New York
Boyle, John J., WJAR, Providence
Brackett, Quincy A., WSPR, Springfield, Mass.
Branch, Gerald E., WLW, Cincinnati
Brandt, Otto P., NBC, New York
Brennen, H. K., KQV, Pittsburgh
Bright, Arthur L., KFPY, Spokane
Brown, Dave D., WHIO, Dayton
Brunton, Ralph R., KJBS, San Francisco
Buckwalter, I. Z., WGAL, Lancaster, Pa.
Burbank, Mortimer L., WJAR, Providence
Burk, Rev. Wallace A., WEW, St. Louis
Butcher, Harry C., CBS, Washington

Caley, Charles C., WMBD, Peoria, Ill.
Calkins, John T., WENY, Elmira, N. Y.
Callahan, Vincent F., WWL, New Orleans
Cartwright, Bill, Edward Petry & Co., Detroit
Campbell, Martin, WFAA, Dallas
Cargill, E. K., WMAZ, Macon, Ga.
Carmichael, Mike, KWK, St. Louis
Carpenter, H. K., WHK-WCLE, Cleveland
Carr, Eugene, WGAR, Cleveland
Chadwick, Lee, WTAR, Norfolk
Chafey, Clifford M., WEEU, Reading, Pa.
Chernoff, Howard L., WCHS, Charleston, W. Va.
Church, Arthur B., KMBC, Kansas City
Cisler, Stephen A., WGRC, New Albany, Ind.
Clark, Plez S., KFH, Wichita
Clifford, Marie E., WHFC, Cicero, Ill.
Clipp, Roger W., WFIL, Philadelphia
Coleman, George D., WGBI, Scranton
Coleman, Maurice C., WATL, Atlanta
Convey, Bob., KWK, St. Louis
Cook, Charles R., WJBL, Decatur, Ill.
Cook, Nathan W., WIBX, Utica, N. Y.
Corey, James, WABY, Albany, N. Y.
Cosby, Clarence G., KXOK, St. Louis
Couch, Sterling, V., WDRC, Hartford
Coulson, W. Lee, WHAS, Louisville
Cowles, Gardner, KSO-KRNT, Des Moines
Cowper, Irwin C., WTIC, Hartford
Cox, Lester E., KCMO, Springfield, Mo.
Craig, Edwin W., WSM, Nashville
Craig, W. F., WLBG, Muncie, Ind.
Craney, E. B., KGIR, Butte, Mont.
Cross, "Red", WMAZ, Macon, Ga.
Curtis, James R., KFRO, Longview, Tex.

Damm, Walter J., WTMJ, Milwaukee
Danforth, Harold P., WDBO, Orlando, Fla.
Dannenbaum, Alexander W., WDAS, Philadelphia
Delaney, Charles G., WTHT, Hartford
Dellar, Lincoln, WBT, Charlotte
Dewing, Harold L., WCBS, Springfield, Ill.
DeWitt, John H., WSM, Nashville
Dittman, William F., WTMJ, Milwaukee
Dobyns, John A., KGER, Long Beach, Cal.
Dobyns, Merwin, KGER, Long Beach, Cal.
Dolph, William B., WOL, Washington
Doolittle, Franklin M., WDRC, Hartford
Draughon, Jack M., WSIX, Springfield, Tenn.
Duncan, Walter, WNEW, New York
Dyer, Gene T., WGES, Chicago

Eaton, Joe., WHAS, Louisville
Egner, C. Lloyd, NBC, New York
Eighmey, F. C., KGLO, Mason City, Ia.
Elias, Don S., WWNC, Asheville
Elmer, John, WCBM, Baltimore
Enns, Ted, KSO-KRNT, Des Moines
Evans, Ralph, WHO, Davenport, Ia.
Everson, Carl M., WHKC, Columbus

Fahy, A. A., KABR, Aberdeen, S. D.
Fellows, Harold E., WEEI, Boston
Feltis, Hugh M., KOMO-KJR, Seattle
Fetzer, John E., WKZO, Kalamazoo
Feyl, Albert J., WBAB, Atlantic City
Fields, John H., Jr., WPTF, Raleigh
Fitzer, H. Dean, WDAF, Kansas City, Mo.
Fitzpatrick, Leo J., WJR, Detroit
Fitzsimonds, Frank E., KFYR, Bismarck, N. D.
Flanigan, Ed, WSPD, Toledo
Foster, Cedric W., WTHT, Hartford
Foster, Ralph D., KGBX, Springfield, Mo.
Fox, Myron, KDYL, Salt Lake City
Fuld, Stephen, WABC, New York

Gammons, Earl H., WCCO, Minneapolis
Gellard, Samuel J., WLTH, New York
Gentling, Gregory P., KROC, Rochester, Minn.
Gillin, John J., Jr., WOW, Omaha
Gimbel, Benedict, Jr., WIP, Philadelphia
Glade, Earl J., KSL, Salt Lake City
Gluck, Earle J., WSOC, Charlotte
Godfrey, Earle, WPG, Atlantic City
Gould, Purnell H., WFBR, Baltimore
Gove, Edward L., WHK-WCLE, Cleveland
Gray, Gilson, CBS, New York
Gregory, Sherman D., KDKA, Pittsburgh
Grignon, G. W., WISN, Milwaukee
Gude, John G., CBS, New York
Guy, Raymond F., NBC, New York

Haase, Walter B., WDRC, Hartford
Hackathorn, Ken K., WHK-WCLE, Cleveland
Hager, Kolin D., WGY, Schenectady
Hagman, Clarence T., WTCN, St. Paul
Halff, Hugh, A. L., WOAI, San Antonio
Hamilton, Ray, V., KXOK, St. Louis
Hamilton, Thomas, WNEW, New York
Hanover, E. A., WHAM, Rochester, N. Y.
Hanson, O. B., NBC, New York
Harm, George, KARM, Fresno, Cal.
Hatcher, Ralph, WTAR, Norfolk
Hauser, Bertram, NBC, New York
Hedges, William S., NBC, New York
Heiser, Albert E., WLVA, Lynchburg, Va.
Henkin, Joseph, KSOO-KELO, Sioux Falls, S. D.
Herman, A. M., WBAP, Fort Worth
Hibb, C. G., WAIR, Winston-Salem, N. C.
Hibbs, E. Douglass, WTEL, Philadelphia
Hickox, Sheldon B., WEAF, New York
Hill, Edward E., WTAG, Worcester, Mass.
Hill, Luther L., KRNT, Des Moines
Hinkle, Felix, WHBC, Canton, O.
Hirsch, Oscar C., KFVS, Cape Girardeau, Mo.
Hoessly, Harry, WHKC, Columbus
Hollister, Herbert, KANS, Wichita
Holman, John A., WBZ, Boston
Hopkins, James F., WJBK, Detroit
Horn, C. W., NBC, New York
Horton, Kingsley F., WEEI, Boston
Hough, Harold V., WBAP, Fort Worth
Howe, James L., WLVA, Lynchburg, Va.
Hubbard, Stanley E., KSTP, St. Paul
Hull, Clair B., WDZ, Tuscola, Ill.
Hurt, Frank E., KFXD, Nampa, Ida.
Hutchinson, William E., WAAF, Chicago
Hyde, Charles A., WHK, Cleveland

Imbrogulio, Joseph, WFBR, Baltimore
Inman, Don E., WMT, Waterloo, Ia.
Ioset, Don, WLOK, Lima, O.

Jayne, Dan E., WELL, Battle Creek
Johnson, George W., KTSA, San Antonio
Johnson, Leslie C., WHBF, Rock Island, Ill.
Johnson, Walter, WTIC, Hartford
Johnston, Henry P., WSGN, Birmingham
Johnston, Kenneth B., WCOL, Columbus
Jones, Merle S., KMOX, St. Louis
Jones, M. Tilford, KXYZ, Houston
Jordan, Ray P., WDBJ, Roanoke, Va.
Joscelyn, A. E., WABC, New York
Joy, George E., WRAK, Williamsport, Pa.
Joy, Leslie, NBC-KPO, San Francisco

Kapner, Leonard, WCAE, Pittsburgh
Karol, John J., CBS, New York
Kaufman, David, KFNF, Shenandoah, Ia.
Kaufman, Jesse L., KFNF, Shenandoah, Ia.
Kay, Lambdin, WSB, Atlanta
Kaye, Sydney M., CBS, New York
Kelchner, Jay O. J., WMMN, Fairmont, W. Va.
Kelly, George F., Jr., WCSH, Portland, Me.
Kendrick, Alfred J., World Broadcasting System, New York
Kennedy, John A., WCHS, Clarksburg, W. Va.
Kennett, Bob L., WHAS, Louisville
Kettler, Stanton P., WALR, Zanesville, O.
Kiggins, Keith, NBC, New York
Klauber, Edward, CBS, New York
Koessler, Walter M., WROK, Rockford, Ill.
Kyler, Jim, WCLO, Janesville, Wis.

Lafitte, St. George, WKAQ, New York
Lafount, Harold A., WCOP, Boston
Lahr, Melvin, WKOK, Sunbury, Pa.
Landis, DeWitt, KFYO, Lubbock, Tex.
Lane, C. Howard, KFBK, Sacramento
Lang, Joseph, WHOM, Jersey City
LaStayo, Paul H., WAAT, Jersey City
Laubengayer, R. J., KSAL, Salina, Kans.
Laux, John J., KQV, Pittsburgh
Lavin, Barney J., WDAY, Fargo, N. D.
Lawrence, Craig, KSO-KRNT, Des Moines
Leich, Clarence, WGBF, Evansville
Levy, Isaac D., WCAU, Philadelphia
Levy, Leon, WCAU, Philadelphia
Lewis, Dick, KTAR, Phoenix
Leyshon, Hal I., WIOD, Miami
Locke, C. B., KFDM, Beaumont
Lodge, William B., CBS, New York
Loeb, Howard M., WFDF, Flint
Lohr, Lenox R., NBC, New York
Long, Dewey H. WSAI, Cincinnati
Lord, Nathan, WAVE, Louisville
Lounsberry, I. R., WGR, Buffalo
Loyet, Paul A., WHO, Des Moines
Lucy, Calvin T., WRVA, Richmond, Va.
Ludy, Ben, WIBW, Topeka
Luther, Clark A., KFH, Wichita

MacPherson, Kenneth O., KPFA, Helena, Mont.
McCarthy, C. L., KQW, San Jose, Cal.
McClancy, B. F., NBC, New York
McCollough, Clair R., WGAL, Lancaster, Pa.
McConnell, James V., NBC, New York
McCormack, John C., KWKH-KTBS, Shreveport
McDonald, George C., WGTM, Detroit
McDowell, R. E., WGBI, Scranton
McGill, W. B., KDKA, Pittsburgh
McKernan, Edward, WIBW, Topeka
McLaughlin, C. A., WIBC, Indianapolis
McNaughton, Henry B., WTBO, Cumberland, Md.
Macy, Noel, WFAS, White Plains, N. Y.
Maland, Joseph O., WHO, Des Moines
Malo, William F., WDRC, Hartford
Marshall, Glenn K. G., WBRC, Birmingham
Maslin, Robert S., Jr., WFBR, Baltimore
Mason, Richard H., WPTF, Raleigh
Mathiot, Jac. E., WGAL, Lancaster, Pa.
Maxey, Ovelton, L., WRTD, Richmond, Va.
Megargee, Frank, WGBI, Scranton
Melrose, Edythe Fern, WJW, Akron
Mendelsohn, Monroe L., WBAB, Atlantic City
Merryman, Philip I., NBC, New York
Meyer, Harold H., WSUN, St. Petersburg
Meyer, P. J., KFYR, Bismarck, N. D.
Meyers, Carl J., WGN, Chicago
Milbourne, Lewis M., WCAO, Baltimore
Mitchell, L. S., WDAE, Tampa
Moore, William I., WBNX, New York
Morency, Paul W., WTIC, Hartford
Morgan, Clay, NBC, New York
Moroney, James M., WFAA, Dallas
Morris, Felix J., WIBW-KCKN, Topeka-Kansas City
Morton, Oliver, NBC, Chicago
Mosby, Art J., KGVO, Missoula, Mont.
Moskovics, George L., KNX, Los Angeles
Musselman, B. Bryan, WCBA, Allentown, Pa.
Myers, C. W., KOIN-KALE, Portland, Ore.

Neal, E. Johnston, WRAL, Raleigh
New, John W., WTAR, Norfolk
Nichols, Horace W., WHAI, Greenfield, Mass.
Norton, George W., WAVE, Louisville
Norton, John N., Jr., WJZ, New York
Nunn, Gilmore N., WLAP, Lexington, Ky.
O'Dea, Richard, WNEW, New York
O'Fallon, Eugene P., KFEL, Denver
O'Neil, Norris L., WSJS, Winston-Salem, N. C.
Orr, B. F., KTRH, Houston.
Orr, Wilbert I., WBNS, Columbus
Outler, John M., WSB, Atlanta

Palmer, B. J., WHO, Davenport, Ia.
Patrick, Talbot, WGBR, Goldsboro, N. C.
Patt, John F., WGAR, Cleveland
Patt, Ralph H., WPAY, Portsmouth, O.
Patterson, Mrs. Betty, WFAS, White Plains, N. Y.
Pearson, John E., KGBX, Springfield, Mo.
Penny, Royal E., WBT, Charlotte
Petry, Edward, Edward Petry & Co., New York
Pfaff, Angus D., WHLS, Port Huron, Mich.
Phillips, Charles F., WFBL, Syracuse
Pierce, Morris, WGAR, Cleveland
Pribble, Vernon H., WTAM, Cleveland
Pulliam, Eugene C., WIRE, Indianapolis
Pyle, K. W., KFBI, Abilene, Kan.

(Continued on next page)



WESTERN ELECTRIC, Graybar and Bell Labs contingent at the convention included (front row, l to r) Will Whitmore, George W. Davis, Fred Allman, Al Wise, Fred Cunningham, H. A. Reise; (middle row) H. E. Mendenhall, Walt Ponsford, E. W. Thurston, A. J. Eaves, L. F. Bockhaven, Louis Walker; (back row) Jack Lynch, Frank Stahl, D. B. McKee, William Jonker, W. L. Black, H. Vaderson, R. A. McCurdy, R. E. Poole, W. H. Doherty, James LaMarque.

NAB Convention Registration . . .

(*Continued from preceding page*)

Quarton, Sumner, WMT, Cedar Rapids
Quarton, William B., WMT, Cedar Rapids

Rae, Marvin DeWitt, WNEW, New York
Ream, J. H., CBS, New York
Redmond, Abe K., WHP, Harrisburg, Pa.
Reed, Norman, WPG, Atlantic City
Reed, Vernon E., KFH, Wichita
Reineke, Earl C., WDAY, Fargo, N. D.
Reinsch, James L., WHIO, Dayton
Richmond, Russell W., WHK, Cleveland
Ringson, W. Ray, WRDW, Augusta, Ga.
Ripley, Fred R., WSYR, Syracuse
Rivers, John M., WCSC, Charleston, S. C.
Roberts, Elzey, KXOK-KFRU, St. Louis
Roberts, E. M., Jr., KXOK-KFRU, St. Louis
Robertson, Dale, WBAX, Wilkes-Barre, Pa.
Rodgers, James W., WROK, Rockford, Ill.
Roeder, George H., WCBM, Baltimore
Rosenbaum, Samuel R., WFIL, Philadelphia
Rothschild, Walter J., WTAD, Quincy, Ill.
Runyon, Mefford R., CBS, New York
Russell, Frank M., NBC, Washington
Ryan, John H., WSPD, Toledo

Sambrook, A. B., WBS, New York
Schamberg, John M., WBS, New York
Schilling, John T., WHB, Kansas City
Schmid, Robert A., WOR, Chicago
Schudt, William A., WKRC, Cincinnati
Schultz, Stanley N., WLAW, Lawrence, Mass.
Schwartz, Ray E., KYSM, Mankato, Minn.
Scripps, William J., WWJ, Detroit
Searle, Don, KFAB-KOIL, Omaha
Seitz, Frank A., WFAS, White Plains, N. Y.
G. Richard Shafto, WIS, Columbia, S. C.
Sharp, Ivor, KSL, Salt Lake City
Shepard, John, 3rd., Yankee Network, Boston
Shouse, James D., WLW, Cincinnati
Shumberger, John C., WCBA, Allentown, Pa.
Shutz, Edgar P., WIL, St. Louis
Sibson, Ken L., KRGV, Weslaco, Tex.
Slavick, Henry W., WMC, Memphis
Smith, Calvin J., KFAC, Los Angeles
Smith, Frank R., WWSW, Pittsburgh
Smith, George W., WWVA, Wheeling
Smith, Harold E., WOKO-WABY, Albany
Smith, Neal A., WCOL, Columbus
Smith, T. Frank, KRIS, Houston
Soule, O. P. KTFI-KSEI, Salt Lake City
Stapp, Jack S., WSM, Nashville
Stearns, Frank M., WSAL, Salisbury, Md.
Steinman, John F., WGAL, Lancaster, Pa.
Steinman, J. Hale, WGAL, Lancaster, Pa.
Stoer, E. M., Hearst Radio, New York
Stone, Harry, WSM, Nashville, Tenn.
Stone, Peggy, Hearst Radio, New York
Storer, George, Toledo
Streibert, Theodore C., WOR, New York
Strotz, Sidney N., NBC, Chicago
Swartley, W. C., WGL, Fort Wayne
Symons, T. W., Jr., KXL, Portland, Ore.

Taylor, Cliff, WBEN, Buffalo
Taylor, O. L., KGNC, Amarillo
Thayer, Thomas E., WWNC, Asheville
Thomas, Eugene S., WOR, New York
Thomas, Harold, WATR, Waterbury, Conn.
Thomas, Lloyd C., Rockford, Ill.
Thompson, Roy, WFBG, Altoona, Pa.
Thornburgh, Donald W., CBS, Los Angeles
Thurston, Elbert W., Western Electric Co., New York
Tincher, Robert R., WNAX, Yankton, S. D.
Tips, Kern, KPRC, Houston
Tison, W. Walter, WFLA, Tampa
Towner, Orrin W., WHAS, Louisville
Trace, Gene, WMBD, Peoria, Ill.
Trammell, Niles, NBC, New York
Trenner, Lew, WIBX, Utica, N. Y.
Tully, J. C., WJAC, Johnstown, Pa.
Twamley, Edgar H., WBEN, Buffalo
Tyson, Leo B., KMPC, Beverly Hills, Cal.

Uridge, Owen F., WJR, Detroit

Van Volkenburg, Jack L., CBS, Chicago
Venard, Lloyd George, WCKY, Cincinnati
Vorpe, John T., WHK-WCLE, Cleveland
Voynow, Edward E., Edward Petry & Co., Chicago.

Wagner, James A., WHBY, Green Bay, Wis.
Wagstaff, W. E., KDYL, Salt Lake City
Walker, George D., WAIR, Winston-Salem, N. C.
Watson, Loren L., Hearst Radio, New York
Weil, Ralph N., Hearst Radio, Chicago
Weiner, Max, WNEW, New York
Weiss, Lewis Allen, Don Lee, Los Angeles
Whaley, Storm, KUOA, Siloam Springs, Ark.
Wheelahan, Harold, WSMB, New Orleans
Wheeler, Clarence, WHEC, Rochester, N. Y.
Whitlock, Edward S., WRNL, Richmond, Va.
Wiig, Gunnar O., WHEC, Rochester, N. Y.
Wilder, Harry C., WSYR, Syracuse
Willard, A. D., Jr., WJSV, Washington
Williamson, Warren P., WKBN, Youngstown, O.
Williamson, William J., WKRC, Cincinnati
Willis, Stephen P., WPRO, Providence
Wilson, Hal W., WGTM, Wilson, N. C.
Wilson, L. B., WCKY, Cincinnati
Wilson, William A., WOPI, Bristol, Tenn.
Woodruff, Jim W., Jr., WRBL, Columbus, Ga.
Woodworth, Samuel, WFBL, Syracuse
Wooten, Hoyt B., WREC, Memphis

Yocum, Ed, KGHL, Billings, Mont.
Young, Dr. George W., WDGY, Minneapolis
Young, John S., New York World's Fair

Non-Members

Adler, Ben, RCA Mfg. Co., New York
Allen, Edwin C., Reynolds-Fitzgerald, Chicago
Allman, F. L., Graybar Electric Co., Richmond, Va.

Baker, I. R., RCA Mfg. Co., Camden, N. J.
Benson, John, AAAA, New York
Black, Elizabeth, Joseph Katz & Co., New York
Blair, John, John Blair & Co., Chicago
Blink, Milton M., Standard Radio, Chicago
Bolling, George W., John Blair & Co., New York
Boyle, Edward L., A. C. World, Atlantic City
Boynton, Stanley G., Aircasters Inc., Detroit
Brokaw, Fred C., Paul H. Raymer Co., New York
Brown, Millard F., Market Research Associates, Buffalo
Burn, Walter P., Walter P. Burn & Assoc., New York

Carson, Harold R., All Canada Radio Facilities, Calgary, Alta.
Carter, Boake, Philadelphia
Carter, Nick, Press-Union, Assoc. Press, Atlantic City
Chrisman, David D., Miller Broadcasting System, New York
Codel, Martin, BROADCASTING, Washington
Connolly, James H., Branham Co., New York
Cornwell, Lionel B., Cinaudagraph Corp., Stamford, Conn.
Coyle, William, Evening Star, Washington
Creighton, V. E., XEW, Mexico City, Mex.
Culmer, Claude C. J., SESAC, New York

Davy, Roy E., Thordarson Elec. Mfg. Co., Chicago
de Frouchy, William J., Street & Smith Pub. Inc., New York
Dorrell, Ward, John Blair & Co., Chicago

Eaves, Augustus J., Graybar Electric Co., New York
Elwood, John W., New York

Ferguson, R. L., Wythe Walker & Co., New York
Foote, Ernest B., SESAC, New York
Frieder, Oscar E., Willard Tablet Co., Chicago

Gatchell, Creighton, E., WGAN, Portland, Me.
Gentling, David, Rochester, Minn.
Gillett, Glenn D., Washington
Godley, Paul F., Montclair, N. J.
Goldberg, Alvin M., Buffalo
Goodman, Harry S., Harry S. Goodman Adv. Agency, New York

Hammann, Jack S. K., Philadelphia
Harker, Tom, Street & Smith, New York
Haverlin, Carl, Davis-Schwegler, Los Angeles
Headley, Frank M., Kelly-Smith Co., New York

OLDTIMER'S FORM
Dodo Club to Get Data on Radio's Evolution

ORGANIZED "to collect and preserve records reflecting the origin and evolution of radio", a new broadcasters' organization, the Dodo Club, was formed at the NAB Atlantic City convention. The society's guiding genius, Lambdin Kay, the "Little Colonel" of WSB, Atlanta, was named president—under the title "Original Cat-Whisker"—by the oldtimers at their organizational meeting held in conjunction with the NBC cocktail party preceding and at the convention banquet July 12.

The club, also going under the monicker of "Disappearing Order of Decrepit Oldtimers", and named after the extinct dodo bird, specifies in its membership requirements that all members must have been identified with radio prior to midnight Dec. 31, 1922, "because the last radio dodo was hatched prior to Jan. 1, 1923". Among members admitted at the initial Atlantic City meeting were: Charles W. Horn, NBC, who was named Chief Static Eradicator; C. M. Jansky, Washington consulting engineer; Arthur B. Church, KMBC, Kansas City; I. R. Lounsberry, WGR-WKBW, as the committee on eligibility; Harold Hough, WBAP, treasurer; Graham McNamee; Leo Fitzpatrick, WJR, Detroit; George D. Hay, WSM, Nashville; Bill Hay, *Amos 'n' Andy* announcer; John Schilling, WHB, Kansas City; James Maroney, *Dallas News*; Gene Rouse, NBC; W. R. Ringson, WRDW, Augusta, mascot.



HARRY S. GOODMAN, agency executive and program producer, plumps for his *Voices of Yesterday* program which is winning wide acclaim on many stations.

Heller, Lawrence J., Washington
Herbert, Guy F., All Canada Radio Facilities, Toronto, Ont.
Hicks, Charles C., King-Trendle Broadcasting Corp., Detroit
Hollingbery, George, George P. Hollingbery Co., Chicago
Hooper, C. E., New York
Hopkins, A. R., RCA Mfg. Co., Chicago
Hoppes, William L., Electrical Research Products, New York
Horswell, Bert, KRIC, Beaumont, Tex.
Humes, C. H., Sola Electric Co., Chicago

Jadossohn, Kurt A., SESAC, New York
Jaeger, C. P., Transamerican, New York
Jansky, C. M., Jr., Jansky & Bailey, Washington
Jansky, Maurice M., Davies, Richberg, Beebe, Busick & Richardson, Washington
Josephson, Al, RCA Mfg. Co., Chicago

Langlois, Cy, Lang-Worth Feature Programs, New York
Lehman, A. W., Assn. of National Advertisers, New York
Lippincott, H. P., H. Palmer Lippincott, Philadelphia
Lohnes, Horace L., Washington
Lynch, Thomas H., Wm. Esty & Co., New York



QUIZZICAL QUINTET are (l to r) Frank Headley, Kelly-Smith Co., New York; N. L. Mendelsohn, WBAB, Atlantic City; Jack Draughon, WSIX, Nashville; Robert Rains, Kelly-Smith Co., Detroit; M. L. O'Neil, WSJS, Winston-Salem, N. C.

MacGregor, C. P., Hollywood
McCurdy, Robert G., Graybar Electric Co., Kansas City
McKey, Dixie B., Graybar Electric Co., Atlanta, Ga.
McGillvra, Joseph H., Joseph Hershey McGillvra, New York
Martin, Reggie, WJNO, W. Palm Beach, Fla.
Marty, Jos., Jr. Radio Servicemen of America, Chicago, Ill.
Michelson, Charles, Charles Michelson Transcription Co., New York
Midgley, C. E., BBDO, New York
Miller, Allen, University Broadcasting Council, Chicago

Nelson, Linnea (Miss), J. Walter Thompson Co., New York
Novik, Morris S., WNYC, New York
Nowell, Lawrence A., Atl. Metalcraft & Radio Corp., Boston

Page, E. C., Page & Davis, Washington
Phillips, Christian, Davis & Schwegler, Los Angeles
Porter, Winslow B., Atl., Metalcraft & Radio Corp., Boston
Potter, John T., Radiograph Corp., New York
Powell, Ralph C., Presto Recording Corp., New York

Radner, Roy, WIBM, Jackson, Mich.
Rains, Robert B., Kelly-Smith Co., Detroit
Raymer, Paul H., Paul H. Raymer Co., New York
Read, Harold C., A T & T, New York
Reed, Dwight S., Kelly-Smith Co., Chicago
Reesor, D. A., RCA Mfg. Co., Atlanta
Rock, James B., Westinghouse, Baltimore
Rorabaugh, N. Charles, National Radio Records, New York
Rosenberg, E. J., Transamerican, New York
Rothrock, Harold B., Washington
Sabin, Thomas L., New York
Sadenwater, Harry, RCA Mfg. Co., Haddonfield, N. J.
Schuebel, Reggie, Biow Co., New York
Schuette, Oswald F., RCA, Washington
Scott, Alan, Rep. Boake Carter, Philadelphia
Sedgwick, Harry, Canadian Assn. of Broadcasters, Toronto, Ont.
Shuman, Howard A., WHBB, Hot Springs, Ark.
Siegel, Norman, Cleveland Press, Cleveland
Silk, Leonard, Press-Union, Atlantic City
Spector, Raymond, Austin & Spector Co., New York
Sprague, Stuart, New York
Steel, Jack, N. Y. Herald-Tribune, New York
Stringer, Arthur C., Evanston, Ill.
Studebaker, John G., Federal Radio Education Committee, Washington

Taishoff, Sol, BROADCASTING, Washington
Taranto, Alman J., Wm. Esty & Co., New York
Taylor, John P., RCA Mfg. Co., Dallas
Tidmore, A. V., WFMD, Frederick, Md.
Tompkins, Merrit E., Associated Recorded Program Service, New York
Turner, Ted N., Davis-Schwegler, Los Angeles, Cal.

Vanderhoef, G. T., Federal Housing Adm., Washington
Vaughan, Carl, KPAC, Port Arthur, Tex.

Walker, Wythe, Wythe Walker Co., Chicago
Wallen, Arthur C., Truscon Steel Co., Youngstown, O.
Walter, John C., RCA Mfg. Co., Camden, N. J.
Weed, J. J., Weed & Co., New York
Wentworth, Ralph C., Lang-Worth, New York
West, Paul B., Assn. of National Advertisers, New York

Whitmore, W. E., KGFL, Boswell, N. M.
Wilson, Clyde E., WHBB, Hot Springs, Ark.
Wilson, Howard H., Howard H. Wilson Co., Chicago
Winger, Earl W., WDOD, Chattanooga, Tenn.
Young, Stanley, Street & Smith, New York
Zimmerman, Ed, KARK, Little Rock, Ark.

Ladies

Anderson, Sara M., Baton Rouge, La.
Arnoux, Mrs. Campbell, Norfolk, Va.

Barry, Mrs. Jimmie, Fort Smith, Ark.
Bockoven, Dorothy B., New York
Borton, Frances, Miami

Cannam, Luella R., Omaha
Chafey, Mrs. C. M., Reading, Pa.
Chernoff, Mrs. Howard L., Charleston, W. Va.
Church, Mrs. Arthur B., Kansas City
Clark, Mrs. P. S., Wichita
Clipp, Marjorie A., Philadelphia
Coleman, Mrs. George, Clarks Summit, Pa.
Cross, Gertrude H., Macon, Ga.
Damm, Mrs. Walter J., Milwaukee
Doherty Mrs. William H., Morristown, N.J.
Doolittle, Mrs. Franklin M., Hartford
Doran, Dorothy, Akron
Duval, Josephine B., Monessen, Pa.
Eaton, Mrs. Joe, Louisville
Elias, Mrs. Don S., Asheville
Elmer, Mrs. John, Baltimore
Elmer, Betty, Baltimore
Evans, Mrs. Ralph, Davenport, Ia.
Everson, Alice M., Columbus

Fitzpatrick, Mrs. Leo, Detroit
Frieder, Kathryn, Chicago

Gellard, Mrs. Ruth, New York
Gentling, Mrs. Gregory P., Rochester, Minn.
Gluck, Gladys V., Charlotte, N. C.
Gregory, Mrs. S. D., Pittsburgh

Haase, Mrs. Walter, Hartford
Hanover, Mrs. E. A., Rochester
Hauser, Mrs. Bertram, New York
Hedges, Mrs. William S., New York
Hemmilman, Louise C., Baltimore
Henkin, Ruth, Sioux Falls, S. D.
Hibbs, Mrs. E. Douglass, Philadelphia
Hirsch, Mrs. Oscar C., Cape Girardeau, Mo.
Hoessly, Martha, Columbus
Horswell, Beverly, Beaumont
Hubbard, Mrs. Stanley E., St. Paul
Hyde, Mrs. Charles A., Cleveland

Jacobs, Maxine, Rochester, Minn.
Jayne, Iola F., Battle Creek

Kay, Mrs. Lambdin, Atlanta
Kelly, Agnes F., New York
Kiggins, Mrs. Keith, New York

Lane, Mrs. C. Howard, Sacramento
Leich, Mrs. Clarence, Evansville
Locke, Mrs. C. B., Beaumont
Loeb, Ruth O., Flint
Lounsberry, Mrs. I. R., Buffalo

McClancy, Mrs. B. F., New York
McCollough, Mrs. Clair R., Lancaster, Pa.
McCurdy, Agnes M., Kansas City
McGillvra, Mrs. J. H., New York
McNaughton, Mrs. H. B., Cumberland, Md.
Malo, Mrs. W. F., Hartford
Martin, Mrs. R. B., West Palm Beach
Megargee, Mrs. Frank, Scranton
Myers, Mrs. C. W., Portland, Ore.

Pearson, Mrs. J. E., Springfield, Mo.
Poole, Ruth, New York

Reed, Mrs. Lorena M., Wichita
Roeder, Mrs. George H., Baltimore

Scripps, Virginia S., Detroit
Seitz, Mary A., White Plains, N. Y.
Smithgall, Celestia B., Atlanta.
Spence, Mrs. E. M., Washington
Sprague, Mrs. Stuart, New York

Thomas, Mrs. Lillian, Waterbury, Conn.
Thomas, Mrs. Lloyd C., Rockford, Ill.
Tison, Mrs. W. W., Tampa
Turner, Mrs. Thelma, Hollywood

Venard, Mrs. Lloyd G., Cincinnati

Whaley, Mrs. Storm, Siloam Springs, Ark.
Wilson, Mrs. H. W., Wilson, N. C.
Wilson, Mrs. Howard H., Chicago
Winger, Viva H., Chattanooga
Woodruff, Mrs. J. W. Jr., Columbus, Ga.

ARNOLD CONSTABLE & Co., New York department store, will put on four fashion shows for the television audience of W2XBS, New York, on successive Thursday noons beginning July 27. Although television broadcasters are still licensed for experimental operations only and cannot sell time for sponsorship, NBC is cooperating with advertisers who wish to try out ideas in preparation for the eventual commercialization of television.



INFORMAL GROUP snapped by our photographer; left to right: L. A. Benson, WIL, St. Louis; C. P. MacGregor, Los Angeles; G. A. Jones, and Ed Allen, Reynolds-Fitzgerald; Ed Shutz, WIL.

FOR THE KANSAS CITY RECORD

WHB Transcribes Many Events and Finds Novel Uses for Its Recording Equipment

By DON DAVIS
President, WHB, Kansas City

WHAT business does a radio station have with records? Well, the transcription department is one of the busiest divisions of the WHB shop. Since 1935, we've been looking to "homemade records" for programs, commercial auditions, show ideas, sound effects, special events, promotion stunts and any number of other special needs—and we've never looked in vain. We're sure we're providing much better radio menus now that we can serve the public "on our own platters". J. Nelson Rupard, WHB program coordinator, also serves as head of the recording staff.

We never present live auditions to prospects any more. With a nervous, one-time shot, there's always a chance that the soprano's high C will turn into a B-plus—or that some artist will unwittingly confide to a live mike just what he thinks of the sponsor's product. Live auditions are dangerous, so WHB records them—saving time for the auditionee and the auditioner—saving cold sweat for the sales staff.

Announcers' Mirror

We use a mirror in acetate so announcers can hear themselves as others hear them. Another trite use of transcriptions is in relaying network programs. An average of 7½ hours of MBS programs per week hits Kansas City at the wrong time, so we store them in discs and spin them out when the coast is clear. During the Papal coronation, we cut 21 consecutive quarter-hour faces without missing a syllable, and then started a relay broadcast at 6 a. m. We manufacture sound effects and thrill special studio visitors by letting them broadcast to themselves.

There's a world of potential good will tied up in this transcription package. For instance, the Kansas City Council of Churches has the 7:30-7:45 hour over WHB on Sunday morning.

We frequently employ the "before and after" technique on "hot copy", transcribing before air time to get a true slant on the copy, and then—if it's okayed—transcribing during the broadcast for use as evidence if the speaker's opponent gets a lawyer. Important luncheon club speakers, who would find no audience at all in a noontime remote control broadcast, are waxed with mobile transcription equipment and delayed until the early evening hours when they are sure of an audience.

Would you like to have your transcription facilities produce a new sponsor? Ours did that job—produced not only a sponsor but also a ream of publicity for the station. We are now holding, under the sponsorship of a local jeweler, a "high school announcers' contest" —with *actual spot announcements.* The aspirants get together just one night a week, but their voices are heard three times a day, seven days a week. The public does the judging—casting ballots at the sponsor's stores. Transcriptions please the contestants because, win, lose, or draw, they get to hear themselves on the radio.

When a celebrity stops off at the airport or pauses between trains at Union Station, Rupard and his records are on hand to greet him. They represent the WHB *Radio News Reel,* which somehow manages to catch the gist of the news each week "in the actual voices of those who made that news" and provides a half-hour Sunday commercial.

WHB never throws any records away — although we occasionally hunt all over the shop to find them. When Dec. 28 rolls around each year and procrastination and buck-passing have been carried to the breaking point, someone gets out all the transcriptions of the year, auditions, edits, cues and curses them and brings forth a New Year's Day production—*Milestones of* —. Only transcriptions would make such a review possible.

NAB Fishermen

PERHAPS he was somewhat griped that his boat did not carry an RCA radiotelephone, as many Atlantic Coast chartered boats now do, so Frank Mullen, RCA public relations director, used the next best thing—a carrier pigeon—to send a message to the convention office of BROADCASTING in Atlantic City's Ambassador Hotel. The pigeon arrived at the Atlanic City Tuna Club after an over-water flight of 30 miles and the message was then phoned. With Mullen on the expedition were William J. Scripps, WWJ, Detroit; Stanley Hubbard, KSTP, St. Paul, and Earl Gammons, WCCO, Minneapolis. The convention's most successful fisherman was in another boat —John Rivers, WCSC, Charleston, S. C., who caught a 25-pound tuna.

QUICK ECONOMICAL RESULTS for CLASSIFIED ADVERTISERS

BROADCASTING's complete coverage of the radio broadcasting industry is your assurance of reaching the largest number of prospects for what you want to buy or sell.

Help Wanted

You may choose a new employee from numerous experienced applicants if you insert a Help Wanted classified ad in BROADCASTING.

Situations Wanted

Outline your experience and qualifications in a classified ad in BROADCASTING. Some concern may need you — reach your next employer through BROADCASTING. Others have done it with success.

Wanted to Buy or Sell

If you would like to buy some used equipment, insert a classified ad in BROADCASTING and choose from several attractive offers.

Services

If you have a service for the broadcasting industry there is more business for you if you outline your services through a classified ad in BROADCASTING.

Copy should reach this office five days prior to date of publication. 7c per word for Help Wanted and Situations Wanted. All others 12c per word.

BROADCASTING
Broadcast Advertising

870 NATIONAL PRESS BLDG.
WASHINGTON, D. C.

BROADCASTING

Broadcast Advertising

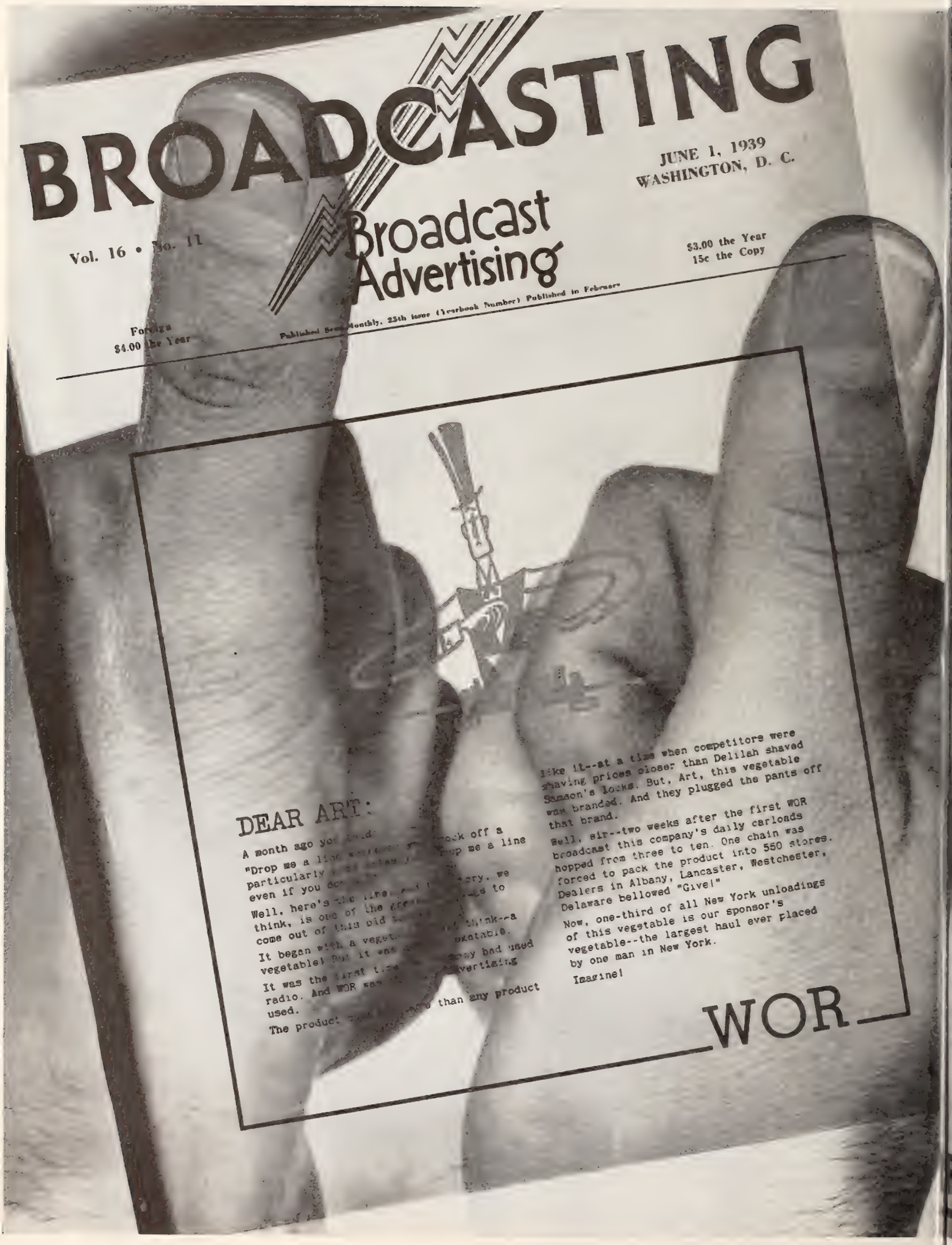
JUNE 1, 1939
WASHINGTON, D. C.

Vol. 16 • No. 11

$3.00 the Year
15c the Copy

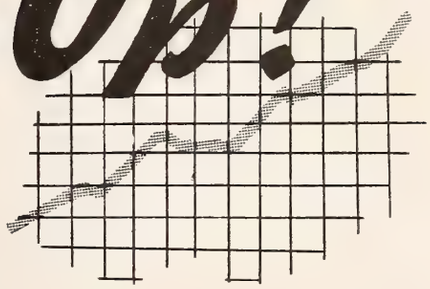
Foreign
$4.00 the Year

Published Bi-Monthly, 25th Issue (Yearbook Number) Published in February



THUMBS UP . . .

Sales Up!



Renewals = Results, say current advertisers who have used BROADCASTING three years or longer!

CKAC ★★★
CKLW ★★★
KANS ★★★
KDYL ★★★★★
KFH ★★★
KFRU ★★★★
KFYR ★★★★
KGIR ★★★★
KGVO ★★★
KLZ ★★★★
KMBC ★★★★★★★★
KSD ★★★★★★
KSFO ★★★★★
KSTP ★★★★★★★★
KTSA ★★★
KVOO ★★★★★
KVOR ★★★★
KWK ★★★★★
KWKH ★★★
WAIR ★★★
WATL ★★★
WAVE ★★★★★
WBAL ★★★★★★
WBIG ★★★★
WBNS ★★★
WBNX ★★★★★
WCKY ★★★
WDAY ★★★★
WDRC ★★★★★
WFBG ★★★
WFBR ★★★★
WGAR ★★★★★★
WGBI ★★★★
WGES ★★★★
WHAS ★★★★★★★
WHK ★★★★
WHN ★★★★
WHO ★★★★★★
WIBW ★★★
WJDX ★★★★★
WJR ★★★★
WKBN ★★★
WKY ★★★★★
WLS ★★★★★★★
WLW ★★★★★★
WMBD ★★★★
WMC ★★★★
WNAX ★★★★
WOR ★★★★★★★★
WOV ★★★
WOW ★★★★★★
WOWO ★★★
WPTF ★★★★
WSAI ★★★★
WSM ★★★★★★★
WSPD ★★★★★★
WSYR ★★★★★
WTCN ★★★★★
WTIC ★★★★★★
WWJ ★★★★★
WWNC ★★★★★
WWVA ★★★★★★
WXYZ ★★★★
CBS ★★★★★★★★
COLONIAL ★★★
DON LEE ★★★★★★
NBC ★★★★★★★★
YANKEE ★★★★★★
AMP ★★★
BLAW-KNOX ★★★★★
BLILEY ★★★
CREI ★★★★★★
FREE & PETERS ★★★★★
JOHNS-MANVILLE ★★
LANG-WORTH ★★★★
PETRY ★★★★★★
PRESTO ★★★★★
RCA MFG. ★★★★★★★★
RCA COMMUN. ★★★★★★★
SCIENTIFIC ★★★★★★
STANDARD ★★★★
U.P. ★★★★★
WE ★★★★★★★★
WEED ★★★
WBS ★★★★★★★

★ Each star indicates one year in BROADCASTING

BROADCASTING *Blankets* TIME BUYERS

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

JUNE 27 TO JULY 14, INCLUSIVE

Decisions . . .

JUNE 27

NEW, Panama City Bcstg. Co., Panama City, Fla.—Granted CP 1200 kc 100-250 w unl.

NEW, Bowling Green Bcstg. Co., Bowling Green, Ky.—Granted CP 1310 kc 100-250 w unl.

KSAM, Huntsville, Tex.—Granted CP increase D to 250 w.

KOBH, Rapid City, S. D.—Granted vol. assign. license to Black Hills Broadcast Co., and renewal license.

JUNE 28

KSAL, Salina, Kan.—Granted CP 1120 kc 500 w 1 kw unl., directional N, conditional on performance of antenna.

WFAS, White Plains, N. Y.—Granted applic. transfer control to Valentine E. Macy Jr. and J. Noel Macy.

KEHE, KECA, Los Angeles—Denied joint petition to amend final order of 6-21-39, which consented to assignment license of KEHE to Earle C. Anthony Inc. on condition KECA license be surrendered prior to his operation of KEHE, asking that Earle C. Anthony Inc. be permitted to retain its interest in KECA license pending final Commission action on Nos. 5378 and 5381.

JUNE 30

MISCELLANEOUS—KVOS, and NEW, Bellingham, Wash., Com. Payne assigned to hearing 8-10-39 in Bellingham; WMC, Memphis, granted extension temp. auth. 5 kw N; WBBM, Chicago, and KFAB, Lincoln, Neb., granted extension temp. auth. Simul. to 8-8-39; WPTF, Raleigh, granted appearance re applic. Lakeland Bcstg. Co., Willmar, Minn.; KUTA, Salt Lake City, denied amendment issues re CP applic. change freq., power; KDYL, Salt Lake City, granted amended hearing notice re KUTA; NEW, Vincennes Newspapers Inc., Vincennes, Ind., passed motion nisi for advancement hearing date to 7-6-39, with motion by applicant (Emison) to continue case granted; WORC, Worcester, Mass., granted intervention applic. C. T. Sherer Co.; KFVD, Los Angeles, granted amended applic. to 990 kc 1 kw 500 w unl.; NEW, Lakeland Bcstg. Co., Willmar, Minn., granted amended applic. to D only; NEW, Catawba Valley Bcstg. Co., Hickory, N. C., granted petition re depositions.

JULY 1

WPTF, Raleigh, N. C.—Denied extension temp. auth. operate 11-12 p. m.

JULY 5

KQV, Pittsburgh—Hearing set for 7-12-39, 10 a. m., re applic. mod. license.

WPRP, Ponce, P. R.—Denied temp. auth. rebroadcast sustaining international programs.

JULY 6

MISCELLANEOUS — W2XWC, Irvington, N. J., granted CP move to Carlstadt, N. J., continue operation 30 days; WJBW, New Orleans, granted license new equip., etc.; WHBC, Canton, O., granted mod. CP extending completion to 9-17-39; WTMA, Charleston, S. C., granted license new station; WPAY, Portsmouth, O., granted CP change equip., 1370 kc 100 w unl.

JULY 7

MISCELLANEOUS—WTAG, Worcester, Mass., granted petition intervene applic. C. T. Sherer Co.; WRBL Columbus, Ga., granted petition intervene Opelika-Auburn Bcstg. Co.; WCOV, Montgomery, Ala., granted leave amend applic. by changing name to Capital Bcstg. Co., change to 1210 kc 100 w unl.; KNEL, Brady, Tex., granted postponement hearing; KRLH, Midland, Tex., granted leave eliminate request for increased day power; KQV, Pittsburgh, granted continuance hearing to 7-12-39.

JULY 8

WPTF, Raleigh—Reconsidered action of June 30 in denying request to operate 11 p. m.-midnight (EST) 7-9-39 and ending 8-1-39, and granted (by Payne) same for nonprofit purposes only.

JULY 10

MISCELLANEOUS — WJJD, Chicago, granted extension temp. auth. 5-6 a. m. operation to 9-23-39; KWJJ, Portland, Ore., granted extension temp. auth. 1040 kc ltd., and resume 9 p. m. to 3 a. m. 8-1-39 to 2-1-40; WBBM, Chicago, granted extension temp. auth. use WENR **aux.** trans.

JULY 12

NEW, Tom M. Bryan, Ft. Lauderdale, Fla.—Granted CP 1370 kc 100-250 w unl.

NEW, W. B. Dennis, Plainview, Tex.—Granted CP 1200 kc 100 w D.

NEW, W. G. H. Finch, New York—Granted license high-frequency.

WIBC, Indianapolis — Granted consent transfer control to H. G. Wall.

WGN, Chicago; WHO, Des Moines; WSM, Nashville; WLW, Cincinnati; WOR, Newark—Granted extension spec. auth. facsimile.

WPTF, Raleigh—Granted extension exp. auth. 5 kw LS at KPO to 11 p. m. EST directional.

KWOC, Poplar Bluff, Mo.—Granted vol. assignment license to A. L. McCarthy, O. A. Tedrick, J. H. Wolpers, d/b Radio Station KWOC.

NEW, Head of Lakes Bcstg. Co., Superior, Wis.—Granted CP high-frequency.

KANS, Wichita—Granted auth. transfer control to stockholders (to Herb Hollister).

NEW, Don Lee Bcstg. System, Los Angeles—Granted CP portable television.

WSPR, Springfield, Mass.—Granted assignment license to WSPR Inc.

WGTM, Wilson, N. C.—Granted transfer control to H. W. Wilson, Charlotte L. Burns, George C. McDonald.

WFBM, Indianapolis—Granted vol. assignment license to WFBM Inc.

NEW, WSPB Inc., Sarasota, Fla. — Granted CP 1420 kc 100-250 w unl.

WAPI, Birmingham—Granted renewal license.

WWL, New Orleans—Granted extension exp. auth. unl. directional.

KWKH, Shreveport, La.—Granted extension exp. auth. 1100 kc 10 kw unl. directional N.

WBBM, Chicago—Granted extension exp. auth. Synch—KFAB; KFAB, same.

NEW, Frank R. Pidcock Sr., Moultrie, Ga.—Granted CP 1370 kc 100-250 w unl.

KIRO, Seattle—Granted extension exp. auth. 710 kc 1 kw unl.

WBTH, Williamson, W. Va.—Granted license 1370 kc 100 w D.

KSL, Salt Lake City—Granted CP new trans.

SET FOR HEARING — NEW, Hazlewood Inc., Orlando, Fla., CP 1390 kc 1 kw unl; WNYC, New York, mod. license re house; NEW, Harold Thomas, Bridgeport, CP 1310 kc 100-250 w unl.; WNBX, Springfield, Vt., CP move to Keene, N. H. directional 1 kw; KWK, St. Louis, CP directional, change 1350 to 630 kc; NEW, Nevada Bcstg. Co., Las Vegas, Neb., CP 1420 kc 100-250 w unl.; NEW, Radio Voice of Springfield, O., CP 1310 kc 100 w unl.; KMAC, San Antonio, CP amended re trans., equip., change 1370 kc 100-250 w ltd. to 930 kc 1 kw unl.; WINS, New York, vol. assignment license to Metropolitan Bcstg. Corp.; WRUF, Gainesville, Fla., CP move trans., studio, change equip., directional increase 5 kw ltd. to 5 kw 10 kw D unl., directional N.

MISCELLANEOUS — KOVC, Valley City, N. D., denied petition dismiss without prejudice CP, and denied change in frequency, increase in power; KFH, Wichita, denied KFH and KANS petitions for rehearing on applic. KFBI move to Wichita (granted 5-23-39); NEW, Nebraska Bcstg. Co., Hastings, Neb., granted CP 1200 kc 100-250 unl.; NEW, S. Nebraska Bcstg. Co., Hastings, Neb., denied as in default applic. CP 820 kc 1-5 kw unl.; NEW, Presque Isle Bcstg. Co., Erie, Pa., set for further hearing re citizenship of officers etc.; KUMA, Flagstaff, Ariz., continued hearing to 9-25-39 on order of revocation of KUMA license; KFJB, Marshalltown, Ia., authorized corrected license changing name to Marshall Electric Co.; WCOU, Lewistown, Me., granted without hearing applic. CP increase D to 250 w; KOCA, Kilgore, Tex., denied rehearing applic. KFRO change freq., power; NEW, North Shore Bcstg. Co., Salem, Mass., granted without hearing new station 1200 kc 100 w unl.; WKRO, Harrisburg, Pa., granted without hearing consent transfer control to J. H. Steinman and John F. Steinman; WWNC, Asheville, N. C., denied rehearing applic. WOSU mod. license; WSYR, Syracuse, denied reconsideration WOSU applic.; World Wide Bcstg. Corp., Boston, denied continuance hearing re international stations.

JULY 13

NEW, Richland Inc., Mansfield, O.—Granted CP 1370 kc 250 w D.

WKAQ, San Juan, P. R.—Granted renewal license.

KSAN, San Francisco—Granted renewal and assignment license to Golden Gate Bcstg. Corp., dismissed applic., assign. CP to change trans. site and install new antenna.

WHBB, Selma, Ala. — Granted consent transfer control to Bascom Hopson.

NEW, Coastal Bcstg. Co., Brunswick, Ga.—Granted CP 1500 kc 100-250 k unl.

WWSW, Pittsburgh — Granted consent transfer control to P. G. Publishing Co.

KRBA, Lufkin, Tex.—Granted CP change trans., increase D to 250 w.

NEW, Northwest Bcstg. Co., Fort Dodge, Ia.—Granted CP 1370 kc 100-250 w spec.

KROY, Sacramento—Granted mod. license to 100 w unl. 1200 kc.

KGDE, Fergus Falls, Minn.—Granted renewal license.

WJAC, Johnstown, Pa.—Granted mod. license to 1370 kc 100-250 w unl.

NEW, Greenville Bcstg. Co., Greenville, N. C.—Granted CP 1500 kc 250 w D.

NEW, Nathan Frank, New Bern, N. C., applic. CP 1500 kc 100 w unl. dismissed with prejudice.

WFBR, Baltimore—Denied exp. auth. satellite station 1270 kc 10-100 watts unl. at Frederick, Md., to operate synchronously with WFBR.

WIS, Columbia, S. C.—Denied exp. auth. satellite station at Sumter, S. C., synchro.—WIS 560 kc 10-100 w LS to sunrise.

NEW, J. Samuel Brody, Sumter, S. C.—Granted CP 1310 kc 100-250 w unl.

NEW, Radio Enterprises Inc., Victoria, Tex.—Granted petition reconsider decision 4-10-39 denying CP 1310 kc 100-250 w unl., and set aside order and granted CP.

JULY 14

WTAR, Norfolk, Va.—Granted extension 5 kw directional to 6-12-39.

WNEL, San Juan, P. R.—Denied temp. auth. rebroadcast international sustaining programs.

Proposed Decisions . . .

JUNE 27

WMFF, Plattsburg, N. Y.—Denied CP new trans., change antenna, shift 1310 kc 100-250 w to 1240 kc 1 kw unl. directional N.

Mutual Broadcasting System—Granted applic. renewal permit to transmit programs to stations in Canada.

NEW, Pee Dee Bcstg. Co., and WOLS, Florence, S. C.—Pee Dee Bcstg. Co. denied CP 1200 kc 100-250 w unl., and WOLS granted increase to unl. time and renewal license.

Greater New York Bcstg. Corp., New York—Granted CP 1100 kc 5 kw unl., with WPG ceasing to operate in Atlantic City and WOV ceasing to operate in New York.

JULY 13

WHDF, Calumet, Mich.—Granted mod. license to full time and renewal license; denied without prejudice to filing of CP application for another frequency the application of Copper Country Bcstg. Co. for new station at Hancock, Mich., 1370 kc 100-250 w spec.

NEW, Suffolk Bcstg. Corp., Suffolk, Va.—Granted CP 1420 kc 100-250 w D unl.

NEW, Spartanburg Adv. Co., Spartanburg, S. C.—Granted CP 1370 kc 100-250 w unl.

NEW, Brown Co. Bcstg. Co., Brownwood, Tex.—Denied CP 990 kc 1 kw D.

KPLT, Paris, Tex.—Granted mod. license to 100-250 w unl.

KRRV, Sherman, Tex.—Denied CP move trans., new equip., directional antenna, on 880 kc 1 kw unl.

WHMA, Anniston, Ala.—Granted mod. license to 100 w unl.

NEW, So. Ore. Bcstg. Co., Grants Pass, Ore.—Granted CP 1310 kc 100 w unl.

KAND, Corsicana, Tex.—Granted CP to 100 w unl.

Applications . . .

JUNE 28

WPTF, Raleigh, N. C.—CP increase to 10 kw, unl., directional N, amended to 50 kw.

WSAV, Savannah, Ga.—Vol. assign. CP from Arthur Lucas to WSAV Inc.

KSL, Salt Lake City—CP new trans.

JULY 1

CBS, New York—Extension auth. transmit programs to Canada.

NBC, New York—Extension auth. transmit programs to CMX, Havana.

WDEV, Waterbury, Vt.—Mod. license 500w to 1 kw.

WEBR, Buffalo—Mod. license N to 250 w.

WGAN, Portland, Me.—CP new trans., change antenna, change 640 kc 500 w ltd. to 1390 kc 1-5 kw unl.

WKST, New Castle, Pa.—Cp new trans., increase 250 w to 1 kw.

KLO, Ogden, Utah—License for power increase etc.

WTMC, Ocala, Fla.—License for new station.

WRAL, Raleigh, N. C.—Mod. license N to 250 w.

KVOD, Denver—Mod. CP change power, freq., time to request new trans.

JULY 7

NEW, Travelers Bcstg. Service Corp., Avon, Conn.—CP television.

NEW, WOKO Inc., Albany, Ga.—CP facsimile, 25050 kc 500 w.

WTAG, Worcester, Mass. — CP new trans., antenna, increase D to 5 kw.

WJLS, Beckley, W. Va.—Mod. license N to 250 w.

WSOC, Charlotte, N. C.—Mod. license increase N to 250 w.

WSJS, Winston-Salem, N. C.—Mod. license N to 250 w.

KTHS, Hot Springs, Ark.—Extension exp. auth. Simul.-WBAL.

KRLD, Dallas — Extension exp. auth. Simul.-WTIC.

KWKH, Shreveport, La. — Extension mod. spec. auth. 50 kw unl.

WSBC, Chicago—Mod. license increase N to 250 w.

WLBC, Muncie, Ind.—Mod. license N to 250 w.

NEW, Lakeland Bcstg. Co., Willmar, Minn.—CP 680 kc 250 w ltd., amended to D.

NEW, Journal Co., Milwaukee — CP 42600 kc 5 kw.

JULY 11

WOKO, Albany, N. Y.—Exp. auth. facsimile.

NEW, Worcester Telegram Pub. Co., Holden, Mass.—CP high-frequency 1 kw.

WROL, Knoxville—CP new trans., directional antenna N, increase to 500 w kw D change to 620 kc.

KNOW, Austin, Tex.—CP new trans., increase D to 250 w.

KRLD, Dallas—License for new trans. directional antenna, increase power.

WMBI, Chicago—Vol. assignment license from Moody Bible Institute Radio Station to Moody Bible Institute of Chicago.

JULY 12

WHAI, Greenfield, Mass.; WCNW, Brooklyn; WBLK, Clarksburg, W. Va.; WACO, Waco, Tex.; WLAK, Lakeland, Fla.; KTOK, Oklahoma City; WCBS, Springfield, Ill.; WEMP, Milwaukee; WCLO, Janesville, Wis.; KRNR, Roseburg, Ore.—Mod. license increase 100-250 w to 250 w unl.

WJDX, Jackson, Miss.; WFLA, Tampa —Mod. license 1-5 kw to 5 kw unl.



KANSAS CITY demonstrates its television, too, as KITE, in conjunction with its daily broadcast from the exhibition hall of the National Association of Retail Grocers convention, brings talent before the Iconoscope of W9XAL, visual broadcasting outlet of First National Television Inc., with which KITE is affiliated. Shown here being televised are Sherwood Durkin, announcer (right of mike), *Lucille the Puppeteer* and the Swift & Co. *Jewell Cowboys* from Memphis.

Network Accounts

All time EDST unless otherwise indicated.

New Business

HOTEL ROOSEVELT, New York, on June 28 started *Come to the Fair* with Ed East on 7 MBS stations, Mon., Wed., Fri., 1:15-1:30 p.m. Agency: M. H. Hackett, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Octagon), on July 17 starts *Women of Courage* on 16 CBS Dixie stations, Mon. thru Fri., 10:45-11 a. m. Agency: Benton & Bowles, N. Y.

QUAKER OATS Co., Chicago, on Sept. 4 starts *Quaker Party* with Tommy Riggs and Betty Lou on 59 NBC-Red stations, Mon., 8-8:30 p. m. (EST). Agency: Ruthrauff & Ryan, Chicago.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on Sept. 25 starts *Alec Templeton Time*, 52 weeks on 54 NBC-Red stations, from Hollywood, Mon., 9:30-10 p. m. (EST). It is understood the network may be considerably enlarged after starting date. Agency: Wade Adv. Agency, Chicago.

WARD BAKING Co., New York (Tip Top Bread), on Oct. 6 starts *Joe Penner* on 30 NBC-Blue stations, Fri., 8:30-9 p.m. Agency: Sherman K. Ellis, N. Y.

GENERAL ELECTRIC Co., Incandescent Lamp Division, Cleveland, on Sept. 17 starts for 52 weeks *Hour of Charm* on 59 NBC-Red stations, Sun., 10-10:30 p. m. Agency unnamed.

LANGENDORF United Bakeries, San Francisco (bread & cake), on July 24 starts for 52 weeks *Rush Hughes* commentary series on 3 NBC-Pacific Red stations (KFI, KPO, KOMO), Mon. thru Fri., 3:30-3:45 p. m. Agency: Leon Livingston Adv. Agency, San Francisco.

OHIO OIL Co., Columbus, on Sept. 1 starts musical-variety program on 4 NBC-Blue stations (WSPD, WLW, WOWO, WLS or WENR), Fri., 10:30-11 p. m. Agency: Byer & Bowman Adv. Co., Columbus.

DUNN & McCARTHY Co., Auburn, N. Y. (Enna Jettick shoes), on Aug. 20 for 52 weeks starts *Enna Jettick Melodies* on 72 NBC-Red stations Sun., 5-5:15 p. m. Agency: Marschalk & Pratt, N. Y.

WANDER Co., Chicago (Ovaltine), on Sept. 25 starts *The Carters of Elm Street* on 7 NBC-Red stations thru Fri., 12-15:15 p. m. (repeat for WRC, 12:30-12:45 p. m.) Agency: Blackett-Sample-Humert, Chicago.

GENERAL FOODS Corp., New York (Maxwell House coffee), on Sept. 7 starts musical program on 82 NBC-Red stations, Thurs., 9-10 p.m. Agency: Benton & Bowles, N. Y.

ADAM HAT STORES, New York (hat store chain), on Aug. 22 starts series of at least 17 fight broadcasts on a coast-to-coast NBC- Blue network, to be broadcast as they occur during the 1939-40 fight season. Agency: Glicksman Adv., N. Y.

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart Dog Food), on Oct. 1 starts *Bob Becker's Chats About Dogs* for 39 weeks on 30 NBC-Red stations, Sun., 3:45-4 p. m. Agency: Henri, Hurst & McDonald, Chicago.

V. LaROSA & SON, New York (macaroni) on Oct. 21 starts operatic programs on MBS, Tues., 8-8:30 p. m. Agency: Commercial Radio Service, N. Y.

J. W. BEARDSLEY SONS, Newark (foods and cans), on Sept. 19 starts Phil Cooks' *Morning Almanac*, on WABC, New York, Tues. and Sat., 7:30-7:45 a. m. Agency in charge is Neff-Rogow, New York.

Show That Clicked

SO ENTHUSIASTIC were officials of Ford Motor Co. about the broadcast which WKRC aired on the occasion of the 27 millionth Ford visiting Cincinnati last week that they have had transcriptions of the quarter-hour show made and run off on WHIS, Bluefield, W. Va., and WJHL, Johnson City, Tenn., as a promotion stunt. James M. Patt, director of special events for WKRC, produced the broadcast and wrote the script. Officials of Cincinnati's largest department store were so impressed with the caliber of the broadcast that they auditioned the show and sent a transcription to their home office in Columbus for consideration.

Renewal Accounts

FRANCISCAN FRIARS, New York, on July 9 renewed for 52 weeks the *Ave Maria Hour* on 3 Intercity Network stations (WMCA, WIP, WCBM), Sun., 6:30-7 p. m. Placed direct.

EX-LAX MFG. Co., Brooklyn (proprietary) on June 18 renewed 13 weekly participations in *Yankee Network News* on 17 Yankee stations. Agency: Joseph Katz Co., N. Y.

KRAFT-PHENIX CHEESE Corp., Chicago, on July 27 renews *Kraft Music Hall* on 73 NBC-Red stations, Thurs., 8-9 p.m., EDST., for 52 weeks. Agency: J. Walter Thompson Co., Chicago.

RICHFIELD OIL Corp., Los Angeles (petroleum products), on Aug. 13 renews for 52 weeks, *Richfield Reporter*, on 7 NBC-Pacific Red stations (KFI KMJ KPO KGW KOMO KHQ KFSD), Sun. thru Fri., 10-10:15 p. m. (PST). Agency: Hixson-O'Donnell Adv., Los Angeles.

LEVER BROS. Co., Cambridge, Mass. (Spry), on July 3 renewed for 52 weeks *Aunt Jenny's Stories* on 59 CBS stations, Mon. thru Fri., 11:45-12 noon (rebroadcast, 2:15-2:30 p.m.). Agency: Ruthrauff & Ryan, N. Y.

LEVER BROS. Co., Cambridge, Mass. (Rinso), on July 3 for 52 weeks renewed *Big Sister* on 66 CBS stations, Mon. thru Fri., 11:30-11:45 a. m. (rebroadcast, 2-2:15 p. m.). Agency: Ruthrauff & Ryan, N. Y.

AMERICAN TOBACCO Co., New York Lucky Strikes), on July 29 renews for 39 weeks *Your Hit Parade* on 101 CBS stations, Sat., 9-9:45 p.m., Agency: Lord & Thomas, N. Y.

FELS & Co., Philadelphia (Naptha soap), on July 5 renewed *Hobby Lobby* on 51 NBC-Blue stations, Wed., 8:30-9 p.m. Agency: Young & Rubicam, N. Y.

ALBERS BROS. MILLING Co., Seattle (cereals), on July 7 renewed for 52 weeks *Good Morning Tonight* on 5 NBC-Pacific Red stations (KPO, KFI, KGW, KOMO, KHQ), Fri., 12-12:30 midnight. Agency: Erwin, Wasey & Co., Seattle.

PERSONAL FINANCE Co., Newark, on July 24 renews *Doc Barclay's Daughters* on 26 CBS stations, Mon. thru Fri., 2-2:15 p. m. Agency: Blackett-Sample-Hummert, N. Y.

PACIFIC COAST BORAX Co., N. Y. (20 Mule Team Borax), on Sept. 29 renews *Death Valley Days* for 52 weeks on 31 NBC-Red stations, at the same time shifting the program from Fri., 9:30-10 p. m. to Sat., 9:30-10 p. m. (repeat, Fri., 11:30-midnight until April 26, 1940, moving May 3 to Sat., 12:30-1 a. m.). Agency: McCann-Erickson, N. Y.

Network Changes

PROCTER & GAMBLE Co., Cincinnati (Ivory), on July 3 for 12 weeks replaced *The Gospel Singer* with *Life Can Be Beautiful* on 14 NBC split Red stations, Mon. thru Fri., 9:45-10 a. m. Agency: Compton Adv., N. Y.

BROWN & WILLIAMSON Tobacco Co., Louisville (Bugler) on June 9 added 10 stations to NBC-Blue *Plantation Party*.

PROCTER & GAMBLE Co., Cincinnati (soap), on July 3 added 33 CBC stations to NBC-Red network carrying the following programs all broadcast Monday through Friday: *Story of Mary Marlin*, 3-3:15 p. m. (Ivory Flakes), thru Compton Adv., N. Y.; *Ma Perkins*, 3:15-3:30 p. m. (Oxydol), thru Blackett-Sample-Hummert, Chicago; *Pepper Young's Family*, 3:30-3:45 p. m. (Camay), thru Pedlar & Ryan, N. Y.; *Guiding Light*, 3:45-4 p. m. (White Naphtha soap), thru Compton Adv., N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes), on July 8 shifted *Camel Caravan* on NBC-Red stations from New York to San Francisco for four weeks.

WILSHIRE OIL Co., Los Angeles (Polly gasoline), on July 6 shifted *Pull Over Neighbor*, on 2 NBC-Pacific Red stations, to 3 CBS-Pacific Network stations (KNX, KSFO, KARM), Thurs., 8-8:30 p. m. (PST). Agency: Dan B. Miner Co., Los Angeles.

LADY ESTHER Co., Chicago (cosmetics), on July 17 for seven weeks shifts Guy Lombardo on 49 CBS stations, Mon. from 10-10:30 p. m. to 9:30-10 p. m. Agency: Pedlar & Ryan, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Drene), on Sept. 12 after a seven-week hiatus resumes *Jimmy Fidler* on 24 CBS stations, Tues., 7:15-7:30 p. m. Agency: H. W. Kastor & Sons, Chicago.

INTERNATIONAL CELLUCOTTON Co., Chicago (Kleenex), on July 28 discontinues *Her Honor, Nancy James* on 40 CBS stations, Mon. thru Fri., 12:15-12:30 noon. Agency: Lord & Thomas, Chicago.

STANDARD BRANDS, New York (Fleischmann Yeast), on Oct. 2 adds the Canadian Maritime, Ontario, Prairie and British Columbia regions to *Getting the Most Out of Life*, on 20 NBC-Blue stations, Mon. thru Fri., 11:45-12 noon. Agency: J. Walter Thompson Co., N. Y.

ALFRED DUNHILL Co., New York (Dunhill cigarettes), on Aug. 9 shifts *Name Three* on 4 MBS stations from Mon. 8-8:30 p. m. to Wed. 8-8:30 p. m. Agency: Biow Co., N. Y.

PHILIP MORRIS & Co., New York (cigarettes), on Aug. 7 shifts *Breezing Along* on 3 MBS stations from Fri., 8-8:30 p. m. to Mon. 8-8:30 p. m. Agency: Biow Co., N. Y.

"The Crystal Specialists Since 1925"

SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

Approved by FCC
Two for $75.00 $40 Each

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

PROCTER & GAMBLE Co., Cincinnati (Teel dentrifice), on July 12 shifted *Knickerbocker Playhouse* from Sun. to Wed. night. 9-9:30 p. m., on 59 CBS stations. Agency: H. W. Kastor & Sons Adv. Co., Chicago.

CARNATION Co., Milwaukee, on July 3 added 9 Canadian stations in the Ontario region to *Contented Hour* on 63 NBC-Red and 27 CBC stations, Mon., 10-10:30 p. m. Agency: Erwin, Wasey & Co., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on July 31 drops *Houseboat Hannah* on NBC-Blue network, adding a new five weekly script serial titled *Second Fiddle*. 9:45-10 a. m., CSDT, on WLS WOOD WXYZ and the Michigan Network. *Houseboat Hannah* continues on the Red network for Lava. Agency: Blackett-Sample-Hummert, Chicago.

P & G Prizes

PROCTOR & GAMBLE Co., Cincinnati, on July 11 only offered to listeners a $1.50 catalin matched brush set in exchange for 50 cents and four wrappers from medium-sized Ivory soap on four of its programs promoting the product. Programs were *Story of Mary Marlin* on NBC, *The O'Neills* on NBC, *Life Can Be Beautiful* on NBC and CBS, and several of the stations carrying the transcribed version of *The Gospel Singer*. Compton Adv., New York, handles the account.

* * *

Compliments of KROC

NEW SUSTAINER on KROC, Rochester, Minn., is *On the House*, which each day features public service bulletins and a complete preview of the day's program schedule.





DIVISION ENGINEERS of NBC here photographed with their wives as they are entertained in the Ford Exposition at the New York World's Fair. They came to New York to attend their annual convention in Radio City. Standing (l to r) are George McElrath, New York; A. E. Johnson, Washington; C. D. Peck, San Francisco; S. E. Leonard, Cleveland; C. A. Peregrin, Denver; A. H. Saxton, Hollywood; H. C. Luttgens, Chicago; G. O. Milne, New York; W. J. Purcell, Schenectady. Seated are Mrs. Leonard, Mrs. Saxton, Mrs. Milne, Mrs. McElrath and Mrs. Purcell.

Late Personal Notes

GERALD MAULSBY, formerly assistant director of program operations for CBS, has been appointed production manager of the network in charge of announcing staff and assistant directors and administration of studio facilities, in addition to his duties as supervisor of operations of all network programs. He succeeds John S. Carlile, who has resigned following an extended leave of absence to engage in free lance program building and general production work. Roy Passman, who has been Maulsby's assistant, succeeds him as assistant director of program operations. All appointments are effective immediately.

LOUIS de GARMO, former president of Fulton, de Garmo & Ellis, New York agency, has been placed in charge of the New York office of J. M. Korn & Co., Philadelphia, as executive vice-president. The New York office is at 369 Lexington Avenue; phone, Lexington 2-5535.

C. E. MIDGLEY, Jr., radio timer buyer of BBDO, New York, on July 6 became the father of a boy, Frank Murray.

LLOYD O. COULTER and John J. McCarthy, account executives of McCann-Erickson, New York, for Twenty Grand and Gruen Watch respectively, have been named vice-presidents.

GEORGE M. BURBACH, director of KSD, St. Louis, and advertising manager of the *St. Louis Post-Dispatch*, sails with Mrs. Burbach this month for a cruise to South America.

GERALD DICKLER on July 12 resigned as general counsel of American Guild of Radio Announcers and Producers. Resignation had been contemplated for some time, he stated, but had been postponed until the new AGRAP contract with CBS for WABC employes was concluded.

OTTIS ROUSH has rejoined the staff of KBTM, Jonesboro, Ark., as production manager. He served with KBTM four years ago and comes from WIBC, Indianapolis, where he was chief announcer and continuity director.

MYRON A. ELGES, formerly with Edward Petry Co., has joined the sales staff of Associated Music Publishers, New York. Mr. Elges was previously with William G. Rambeau Co. and Transamerican and at one time was an account executive with Birmingham, Castleman & Pierce.

BOB COLVIG, announcer of KOIN, Portland, Ore., on July 5 married Betty Howell.

FCC Disclaims Intent to Censor

(*Continued from page 17*)

would result in benefits to the people of the United States through the stimulation of international good-will, understanding and cooperation and would promote our foreign commerce.

Among other things, it was necessary to keep in mind at all times that from a technical standpoint the licensing of international stations presents a different problem than that of regular domestic broadcast stations. As an example, the problem of providing an interference-free channel between the transmitter and the receiver is not one subject generally to the control of this governemnt alone; for any of these frequencies or all of them could be rendered useless for our purposes if other countries permitted stations to operate, or create interference, on the same frequencies.

It was also necessary to consider in connection with this rule the international policy which our government had a major part in formulating with respect to the use of these frequencies. This policy is reflected in Article VII, Section 22 of the General Radio Regulations annexed to the Telecommunication Convention of Madrid, the Cairo revision of which carries forward and makes more restrictive the similar provisions in the Madrid regulations (Article VII, Section 19). The Cairo provision reads:

> § 22. (1) It is recognized that the frequencies between 5,000 and 30,000 kc (60 to 10 m) are capable of propagation over great distances.
>
> (2) The administrations shall make every possible effort to reserve the frequencies of this band for long-distance communications, in view of the fact that their use for short- or medium-distance communications is likely to interfere with long-distance communications.

No Censorship Desired

In summary, Section 42.03(a) was intended to do two things: (1) to require international broadcast stations to direct their service to foreign countries rather than the United States; (2) to define the public interest to be served through the licensing and operation of such stations. It has not been the practice of the Communications Commission in the past, nor is it the intention of the Commission now, with respect to the rule, ever to require the submission of any program continuity or script for editing, modification or revision, or for any other purpose prior to its use by a station.

It cannot be emphasized too strongly that the Commission has no desire, purpose or intention of setting itself up as a board of censorship, and that it does not and will not exercise any such jurisdiction.

The Commission deems it appropriate in the interests of orderly procedure to place this statement formally upon the record in this hearing which has been duly set upon a proper petition, and hopes that the statement will contribute materially toward a constructive result.

Lists The Issues

The fundamental issue in this hearing may be stated as follows:

1. Is the public interest, convenience or necessity within the meaning of the Communications Act of 1934, as amended, served through the licensing and operation of international broadcast stations?

2. How is the public interest, convenience or necessity served through the licensing and operation of international broadcast stations?

3. Is the Commission on the basis of the public interest, convenience or necessity to be served through the licensing of such stations justified in limiting the stations to an international broadcast service as distinguished from a domestic broadcast service?

It is of the greatest importance that these issues be considered and discussed without possibility of confusion arising from any ambiguity in or misinterpretation of language or phraseology. The Commission, therefore, pending an opportunity to hear and consider the evidence, views and arguments to be presented on the issues in this hearing has ordered that the operation of Section 42.03(a) be suspended.

PARACHUTERS AIRED
WOR Covers Stranding of Couple at Fair

PLIGHT of the J. Cornelius Rathbornes of Old Westbury, Conn., who were stranded in mid-air from 11:30 p.m. July 12 until 4:40 the following morning when their parachute at the World's Fair parachute jump stuck about 100 feet from the ground, was completely covered for the radio audience by WOR, Newark. Alvin Josephy, special features broadcaster, was putting away his equipment after a remote from the Fair about midnight when he discovered the accident and immediately reassembled his apparatus, broadcasting his first account at 12:25.

After a second broadcast at 1 a.m. he had a cable run through to the side of the jump and had also arranged for the station to stay on the air past its usual signoff time of 2 a.m. After several other bulletins, Josephy climbed to a platform half-way up the jump and broadcast from there from 3:45 to 4:40 when the rescue was effected. He then interviewed Mr. and Mrs. Rathborne and Mr. Mott, head of the concession, and arranged for Harry Mitchell, mechanic who performed the hazardous rescue, to appear on WOR's *Welcome Neighbor* program the following night.

PANAMA'S "La Voz de la Victor" station at Colon, which has been visited by many radiomen en route through the Canal, on July 24 changes its call letters from HP50 to HOK. It also shifts frequency the same day from 1440 to 640 kc.

IN PROPOSED findings July 13, the FCC disapproved an application of Joe N. Weatherby and William J. Lawson for a new 1,000-watt daytime station on 990 kc., the clear channel of WBZ-WBZA, Boston-Springfield.

400 Feet Up

DESCRIBING the entry of the U. S. fleet through the Golden Gate into San Francisco Bay from a post atop the 400-foot Tower of the Sun at the Golden Gate International Exposition gave two announcers and an engineer of KSFO, San Francisco, a good workout—physically as well as vocally. Announcers Bob Garred and Jack Gregson and Engineer R. V. Howard climbed the 30-story theme tower hand over hand on a temporary ladder, carrying equipment strapped to their backs. The broadcast, which included shortwave pickups from the decks of the flagship *U.S.S. Pennsylvania*, the *U.S.S. Moffatt* and the cruiser *U.S.S. Honolulu*, was fed to CBS.

WLW visits old Friends



AT 36 FAIRS • 7 STATES

Since January 1st, operating through WLW Artists' Bureau, WLW Boone County Jamboree entertainers have played before more than 174,281 people in listeners' home towns.

Between July 4 and September 15 these "Ambassadors of Good Will" are scheduled to appear in "command performances" at 36 State and County Fairs in 7 states; striking evidence of the loyalty of WLW listeners throughout the Middle West.

These personal appearance tours are creating a true bond of friendship between the Nation's Station and its listeners . . . a bond of which we are tremendously proud, because this direct contact with listeners means much to every present and future user of WLW.

"THESE THINGS, TOO, WE THINK ARE PART OF THE STORY OF WLW"

WLW

THE NATION'S STATION


DOING THE REAL JOB FOR THE ADVERTISER!
AT
WCKY
RCA 50-D
50-KILOWATT TRANSMITTER
RCA transmitters will do a real job
for EVERY station's advertisers! There
are types to fit stations of any size.

BROADCASTING

Broadcast Advertising

Vol. 17 • No. 3

AUGUST 1, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



The Things People Ask US

"Excuse me, gentlemen, but could you tell me the name of this WOR sponsor?"

We turned and looked at him.

"That, sir, is a man whose name we can't reveal, better known as Adams, and famous for the commodity he makes."

He received this statement with gentle indifference.

"His sales increased 200% after the first WOR broadcast," we continued, "and a few weeks later they had jumped from two to six-thousand units per week."

He gazed up at us with blue but meditative eyes.

"Excuse me, gentlemen," he began again, "but didn't the recent Hooper-Holmes New York listening study show that, on a Monday to Friday average, WOR was FIRST in total families listening?"

"It did, sir. And that on Saturday, 46% more families were listening to WOR than to the next most popular station."

"Wouldn't it be wise, then, to combine good sales with listening and show people you manage both?"

"That, sir," we agreed, "is an IDEA!" Then, turning hastily on our heel, we beckoned frantically for the orchestra to begin.

WOR



PATSY MONTANA
WLS ARTIST
Featured in Republic's New Picture "Colorado Sunset"

HOLLYWOOD SHOWMANSHIP IN CHICAGO

...at *WLS* of course!

WLS in Chicago has one of the largest live talent staffs on any radio station in the country. More than 100 radio artists participate regularly in WLS programs. No sustaining recorded or transcribed program has been broadcast on WLS for more than seven years. WLS carries no daytime network sustainers. Everything is live talent.

Popularity of WLS acts and personalities is reflected in the number of them featured in Hollywood motion pictures. Gene Autry, Smiley Burnette and Max Terhune are all from WLS. Present staff members recently featured in pictures are Patsy Montana, Lulu Belle and Scotty, Hoosier Hot Shots, Maple City Four and Salty Holmes. Republic has bought two WLS programs for production this fall: "WLS National Barn Dance" and "Hometown."

Live talent programs with famous radio stars are the reasons for WLS extensive coverage of the entire Middle West. WLS programs are produced and presented by the WLS staff. They are entirely different from the network sustainers which listeners can hear over their hometown stations. To hear WLS programs, listeners must tune to 870 kilocycles—WLS itself.

WLS Gets Results

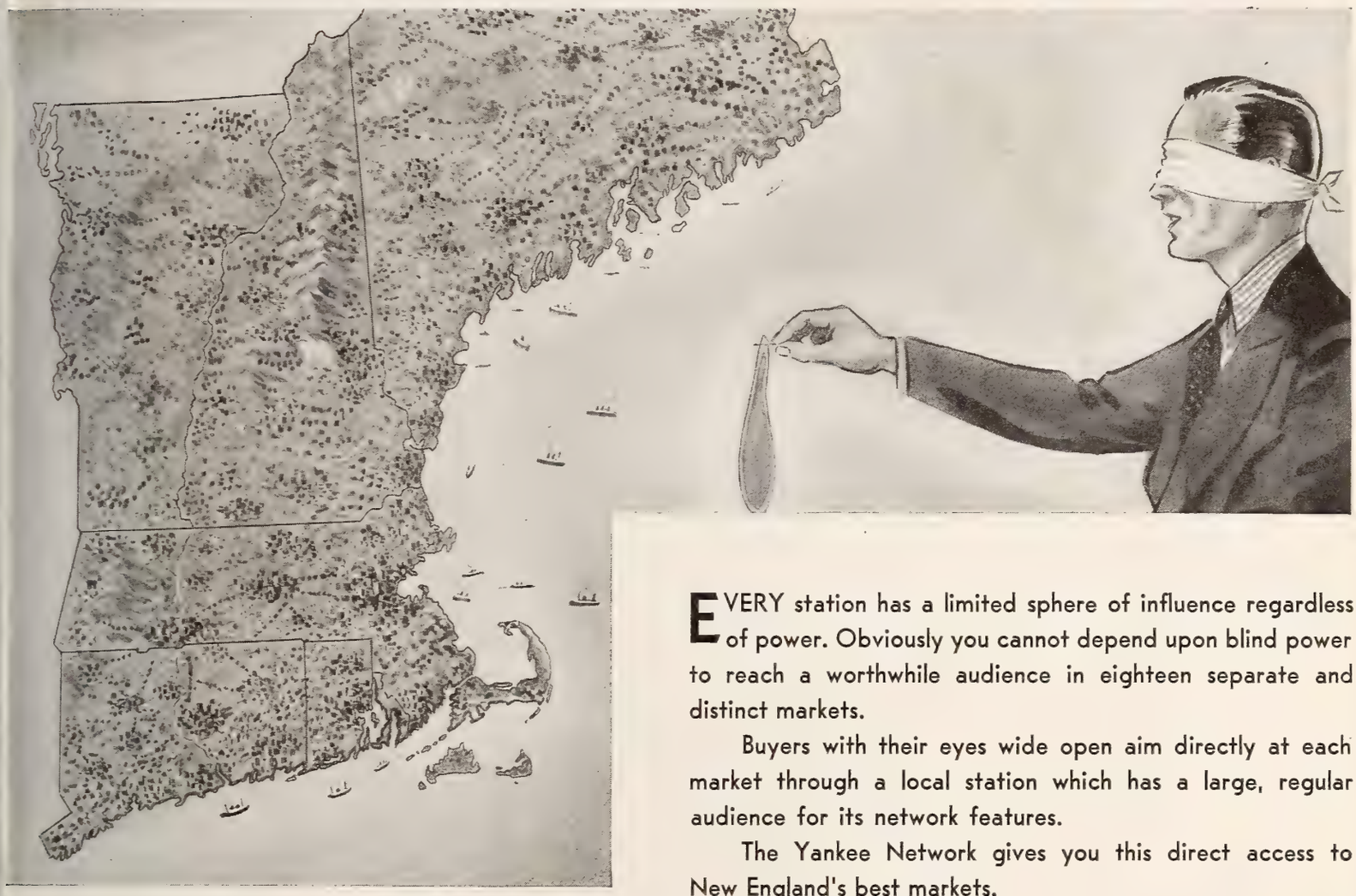
WLS

Burridge D. Butler, *President* CHICAGO Glenn Snyder, *Manager*

Represented By:

JOHN BLAIR & COMPANY, *New York, Chicago, Detroit, Los Angeles, San Francisco*

You can't play . . .
"PIN THE TAIL TO THE DONKEY"
In New England



EVERY station has a limited sphere of influence regardless of power. Obviously you cannot depend upon blind power to reach a worthwhile audience in eighteen separate and distinct markets.

Buyers with their eyes wide open aim directly at each market through a local station which has a large, regular audience for its network features.

The Yankee Network gives you this direct access to New England's best markets.

It reaches eighteen spots where population density and consumption of goods assure maximum results in retail turnover.

It offers you the most intensive means available in New England to coordinate distribution and advertising effort and thus avoid the costly disappointment of blind groping.

18 STATIONS

WNAC	Boston	WSAR	Fall River
WTIC	Hartford	WNBH	New Bedford
WEAN	Providence	WHAI	Greenfield
WTAG	Worcester	WBRK	Pittsfield
WICC	Bridgeport, New Haven	WLLH	Lowell, Lawrence
WNLC	New London	WLNH	Laconia
WCSH	Portland	WRDO	Augusta
WLBZ	Bangor	WCOU	Lewiston, Auburn
WFEA	Manchester	WSYB	Rutland

EDWARD PETRY & CO., INC.
National Sales Representative

THE YANKEE NETWORK
21 BROOKLINE AVE. BOSTON, MASS.

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.


CBS
agai

n in 1939

This year, as last year, and the year before, and every year since 1934, more of the country's largest advertisers choose CBS than any other network!

There are good reasons for this continued lead. *CBS power is where the people are.* CBS is, for example, the only network with a 50,000 watt station in each of the five American cities of over 1,000,000 population. In these five cities live over 22,500,000 people. And in the primary areas of the five CBS stations live 43,000,000 people!

Four new CBS 50,000 watt stations in the South will bring the total of maximum-powered CBS stations to 15—in the great markets of America. In the rest of the country, CBS delivers more "exclusive" major markets, covered intensively from within, than any other network. CBS takes the advertiser's message to America . . . fast! And at lowest cost per advertiser's dollar!

Columbia Broadcasting System

THE DETROIT NEWS

WWJ

EST. AUG. 20 · 1920
920 KC.
DETROIT, MICH.

An Open Letter to Radio Advertisers and Agency Time Buyers

Gentlemen:

Where can you spend your advertising dollars and get more back? What great market offers the most promise of big returns from fall and winter campaigns?

The answer to both questions, in our opinion, is un questionably---DETROIT.

Business has been good in Detroit all through 1939. Tremendous gains have been made in nearly all major classifications of business. For example, the figures for the first six months of 1939 compared with the same months of 1938 show:

AUTOMOBILE PRODUCTION.....UP 55.7%

HOME BUILDING.....UP 79.3%

PASSENGER CAR DELIVERIES.....UP 265.0%

Add to the importance of these great increases the significance of healthy plus indicators in bank debits, bank clearings, industrial power consumption, retail sales and big gains in many other divisions of business and it is easy to understand why Detroiters are looking to the fall and winter months with a great deal of optimism, indeed!

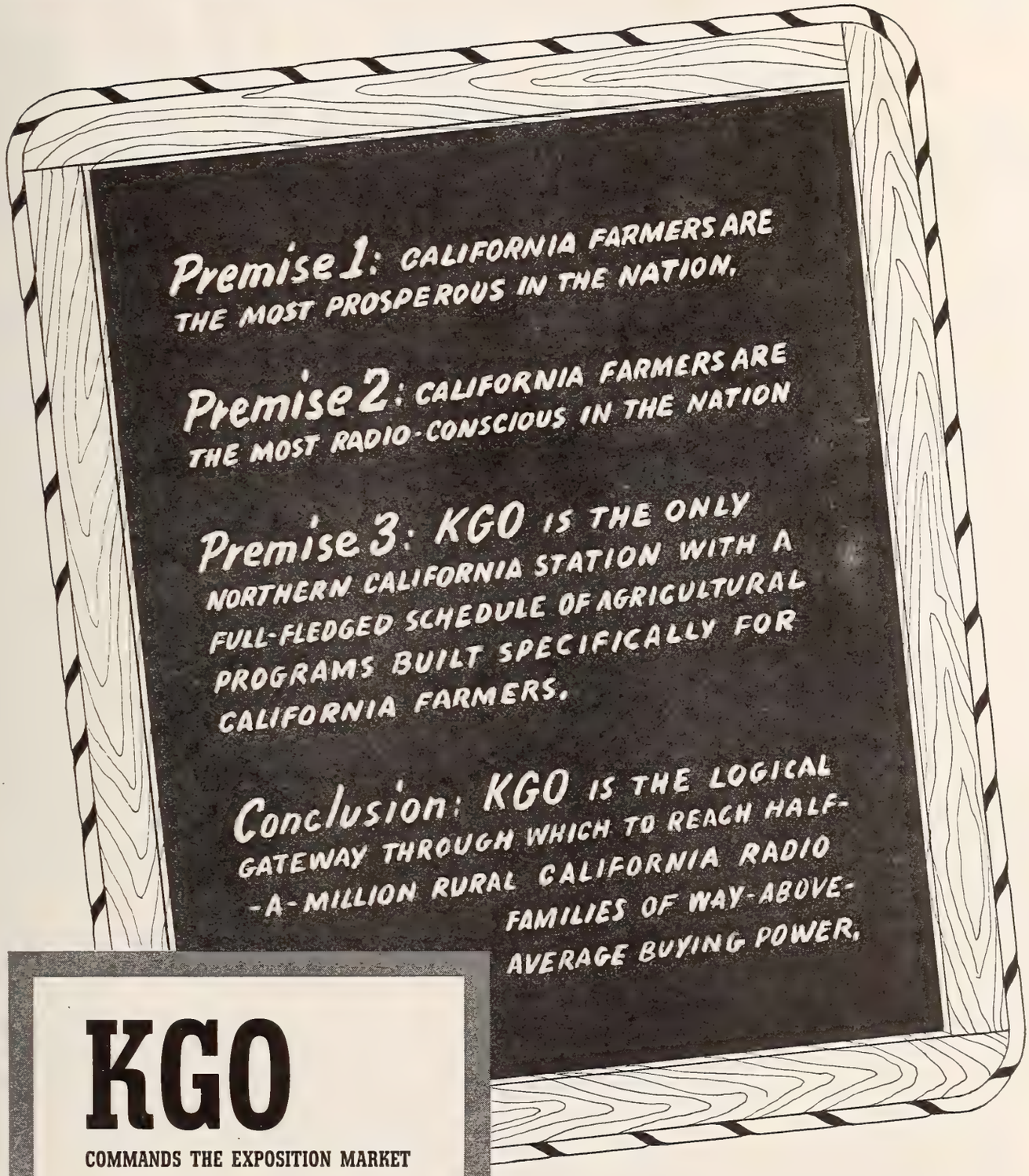
Detroit should be a "must" on all your fall and winter schedules, as should WWJ. For ALL SURVEYS show that WWJ is the favorite radio station of Detroiters---that no other Detroit station even closely approaches the listener-interest commanded by WWJ in this important market!

Very truly yours,

RADIO STATION WWJ

National Representatives,
The GEORGE P. HOLLINGBERY CO.,
New York, Chicago, Kansas City, Atlanta.

This really makes sense, don't you think?



KGO

COMMANDS THE EXPOSITION MARKET

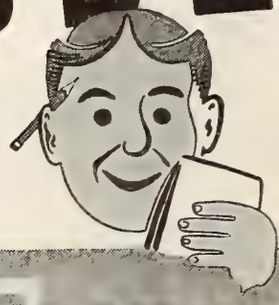
NATIONAL BROADCASTING COMPANY.
A Radio Corporation of America Service,
111 Sutter Street, San Francisco, Calif.

If you're interested, we'll be glad to quote facts and figures proving any or all of our three premises.





EIGHT MILLION MIDDLE





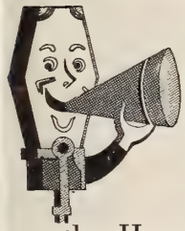


BROWS* MUST BE RIGHT..

..and 350,000 grocers agree, when the NBC *Blue* helps Canada Dry increase Sales 23%



America wakes up on Tuesdays...the night when "Information *Pleases*." It was back in May, 1938 that "Information Please" was first heard as a sustaining program over the Blue Network. Alert critics hailed it with delight; fan mail soared; but radio critics—while admitting its entertainment value—labelled the program "too highbrow for commercial use." Fortunately for millions of listeners, Canada Dry thought otherwise and so November 15, 1938 saw "Information Please" make its bow as a sponsored show.



Big Boy Blue Blows!

Starting with a chain of 43 stations, Canada Dry found results so favorable that the list was increased to 59 stations, within six months. Here was another program that swiftly demonstrated the selling power of the Blue Network. During the first seven months of the program Canada Dry sales averaged a 9.2% increase over the year before, while general grocery sales decreased 3.5%. For May, 1939 (latest figures on hand), sales of Canada Dry products showed a *23% gain* over May, 1938! No wonder that Big Boy Blue is blowing his horn so vigorously!



Give yourself something to crow about

Coming in the mail is your copy of "America Wakes Up on Tuesdays," the complete success story of Canada Dry's "Information Please." Watch for it.

The same great national medium that put the sparkle in Canada Dry sales is available to you in the NBC Blue Network. Its stations are so strategically located that they are able to deliver your program to 95% of all the major market radio families of the country—not to mention the cream of the small town and rural audience. And if coverage like that doesn't bowl you over, you'll be absolutely overwhelmed when you find out how little it costs to put Big Boy Blue to work for you. A flick of the forefinger on the phone will bring an NBC representative with the whole story (and a contract, too).

NBC BLUE NETWORK

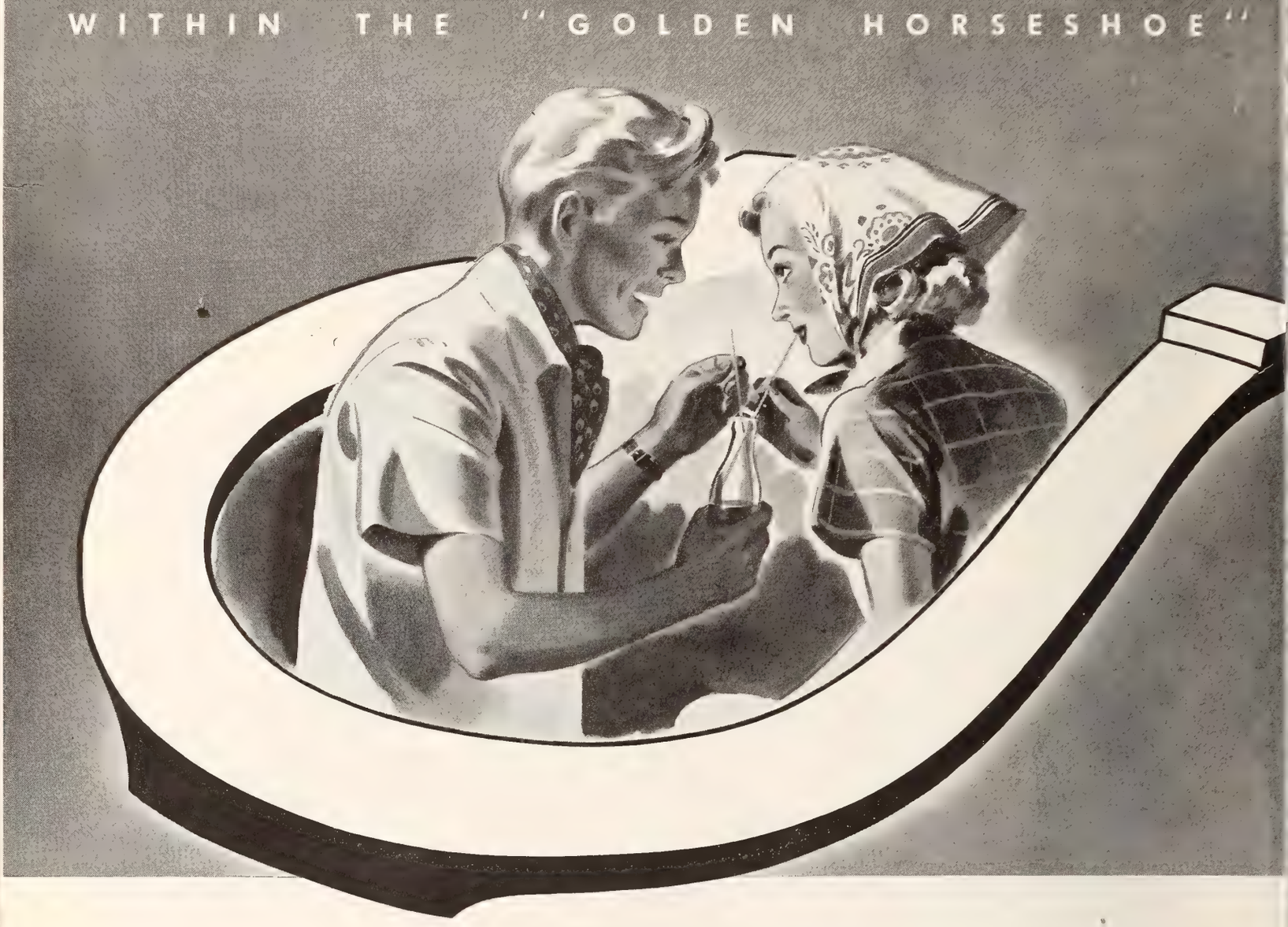
NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

"Better Buy Blue"

* ...not only middle-brows, but "all-brows" tune in the Blue, with its programs that reach from Toscanini to Tin Pan Alley, from Shakespeare to Skits.

WITHIN THE "GOLDEN HORSESHOE"



WHERE SOFT-DRINK "TOPERS" SPEND

Twenty Million Bucks A YEAR

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THE GREAT STATIONS OF THE GREAT LAKES

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THE GOODWILL STATION
Detroit



W·G·A·R
THE FRIENDLY STATION
Cleveland

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Vol. 17. No. 3 WASHINGTON, D. C., AUGUST 1, 1939 $3.00 A YEAR—15c A COPY

James L. Fly to Become Chairman of FCC

By SOL TAISHOFF

TVA General Counsel Succeeds McNinch; Takes Office Sept. 1; Confirmation by Senate Deemed Certain

IGNORING political considerations, President Roosevelt on July 27 named James Lawrence Fly, general counsel of the Tennessee Valley Authority and a top-ranking Government attorney, to the FCC, succeeding Chairman Frank R. McNinch, who resigned two days earlier because of continued ill health. Mr. Fly is slated for the chairmanship.

A Government lawyer for the last ten years, serving during both the Hoover and Roosevelt administrations, Mr. Fly will take office Sept. 1. His nomination is subject to Senate confirmation, which is expected without delay. The White House checked with members of the Senate prior to the actual nomination to ascertain whether Mr. Fly's confirmation could be procured promptly since adjournment is only days away. There appears to be no opposition.

Mr. Fly, who is 41 years old, was selected for the FCC post after a wide field of prospective candidates had been surveyed by the President. He now resides at Knoxville, TVA headquarters, but was born in Texas and practiced law in New York before becoming a Special Assistant Attorney General in 1929.

NEW CHAIRMAN OF THE FCC



JAMES LAWRENCE FLY

A Merit Appointment

The appointment was hailed as one based entirely on merit. Although he has had no previous association with radio or communications, Mr. Fly's wide experience in Government regulatory work, plus his reputation for keen analytical judgment, were viewed as excellent qualifications for the new assignment. His appointment was espoused by Senator Norris (R-Neb.), father of TVA and a vigorous Government power advocate.

While friends described Mr. Fly as a liberal, they nevertheless pointed out that he has not been a militant Government ownership advocate in the utility field, except insofar as water power is concerned. Despite the many tribulations of the TVA with which he has been identified since 1934, Mr. Fly himself has kept out of controversy.

In transmitting the nomination to the Senate July 27, the President designated the Tennessee Democrat as a member, rather than as chairman of the FCC, for the McNinch unexpired term ending June 30, 1942. It was understood, however, that the President would name him chairman following confirmation or at the time he assumes office.

Mr. Fly arrived in Washington July 26 after an overnight flight from Portland, Ore., where he has spent considerable time since last May on a special mission with Bonneville Dam activities.

Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, which considers FCC matters, said he would have Mr. Fly appear before the committee in executive session July 31. No public hearing was contemplated. Accompanied by Mr. McNinch, Mr. Fly called on Senator Wheeler July 27.

Contrary to published newspaper reports, Mr. Fly has not served as secretary to Senator Harrison of Mississippi. A cousin, Eugene Fly, did serve in that capacity and now is a Collector of Internal Revenue in Mississippi.

Chairman McNinch, absent from the FCC since last May due to impaired health, will not return to the Commission, though his resignation does not become effective until Sept. 1. He will enter private law practice in Washington but it is understood he already has been retained as Government counsel and advisor in several cases, primarily in the power field. Mr. McNinch leaves the FCC after nearly two years of stewardship during perhaps the most tumultuous period of its five years.

President Roosevelt did not accept Mr. McNinch's resignation until he formally announced appointment of the new member. The appointment is for Mr. McNinch's unexpired term, which ends June 30, 1942. Mr. McNinch, in turn, had been appointed on Aug. 17, 1937, to fill the vacancy created by the death of Anning S. Prall, of New York.

At the time the diminutive North Carolinian was named to the FCC, the President announced it was for a temporary period to "clean up the mess". He did not take office until October 1937, with the understanding that he would return to the chairmanship of the Power Commission within three months. Bitter internal strife developed within the Commission after Mr. McNinch sought to institute many reforms in its operations. This culminated earlier this year in a proposed reorganization bill drafted with the President's support, under which the FCC was to be reduced from seven to three members. The bill, however, has been pigeonholed. The internal feud revolved largely around Commissioners George H. Payne and T. A. M. Craven, who were frequently at loggerheads with the Chairman.

Fresh Viewpoint

While there were strong indications that Mr. McNinch would not return to the FCC [BROADCASTING, July 1, 15], he did not formally submit his resignation until July 25, at which time he lunched at the White House with the President. Following an hour-and-a-half conference, the chairman stated he had advised the President of his desire to relinquish administrative work because of his health. This was followed two days later by the Fly nomination.

Selection of Mr. Fly for the chairmanship, rather than elevation of one of the incumbent Demo-

cratic commissioners to the post, was interpreted in quarters close to the FCC as growing out of a desire on the part of the President to infuse new blood and inject a fresh viewpoint into FCC affairs. Commissioner Frederick I. Thompson, who succeeded the veteran Judge E. O. Sykes last April, had been mentioned as the possible successor to Chairman McNinch at the time of his appointment. Commissioner T. A. M. Craven, former chief engineer, who was elevated to the Commission at the time Chairman McNinch was named in 1937, likewise had been regarded as Mr. McNinch's probable successor.

Mr. Fly will be the youngest man to hold the FCC chairmanship. He was born on a farm in Dallas County, Texas, Feb. 22, 1898, coming from pioneer Colonial stock. Like Comdr. Craven, he is a graduate of the U. S. Naval Academy but he served in the Navy only three years, retiring in September, 1923. He then studied law at Harvard, winning scholarships each year.

Mr. Fly began his Government legal career in 1929 when Attorney General William D. Mitchell appointed him as special assistant to handle a number of major anti-trust suits. Under the New Deal, he was in charge of the preparation of two major TVA cases which won favorable decisions from the Supreme Court, and in 1935 he assisted former SEC General Counsel John J. Burns in defending the Utility Holding Company Act. He became general solicitor of the Tennessee Valley Authority in 1934 and three years later was named general counsel as "a fitting recognition of his present responsibilities and past services." During the past year he has been on a special assignment to make a study of the Bonneville Washington Power Administration and has spent considerable time in the Pacific Northwest.

The Legal Approach

In legal parlance Mr. Fly is described as a "desk" type lawyer—of brilliant mind though not dynamic manner. While never a prominently publicized official, he had been mentioned in the past for a major Department of Justice post, such as Solicitor General and Assistant Attorney General in charge of anti-trust work. In many big government cases he has supervised detailed preparations and writing of briefs, pursuits in which associates describe him as unexcelled.

Mr. Fly's brilliant legal background, however, does not overshadow his ability as administrator. Many of his assignments, such as the current Bonneville Dam project, have been executive rather than legal. His former associates pointed out that he has always followed the practice of delegating authority, and that therefore he would be inclined to favor departmentalization of operation such as exists at the FCC.

The only inkling in his written works as to his views on utility ownership by the Government was found in an address delivered in 1937 before the American Bar Association convention. Speaking on the role of the Federal Government in the conservation and utilization of water resources, and defending the need for Government ownership of power utilities where water resources predominate, his remarks appeared to have little bearing on possible similar views pertaining to broadcasting or communications.

Calm and Personable

TVA associates describe the new chairman as a man who approaches problems in a legal-minded way, taking all the time necessary to ferret out all the facts rather than indulging in hasty or sensational conclusions. A stickler for accuracy, he was said to be unusually energetic and industrious, and almost entirely unexcitable.

Personable and easy to meet, the incoming chairman is soft spoken, with a decided Southern accent. During his TVA career, it was reported he gained the friendship of power companies and won their admiration because of his fair manner in handling Government-utility negotiations.

In another quarter it was stated Mr. Fly is not an individualist in his functioning and believes in cooperation and consultation with associates. He has never used his position for personal glory or press fanfare. Because of the thorough manner, legal background and technical knowledge acquired in his naval service, his friends believe he would quickly grasp a knowledge of broadcasting and communications generally.

McNinch Recommendations

The White House July 28 released an exchange of correspondence between Mr. McNinch and the President, on the resignation. Mr. McNinch on July 25 left with the President a letter in which he set forth the reasons for his resignation. He said that in justice to his family and himself he felt he should not continue "to carry the onerous burdens of an administrative position and I have decided to reenter the practice of law, which I hope may be more lucrative but which will certainly be less burdensome and exacting physically than my present duties."

Mr. McNinch said the procedure for handling the work of the Commission had been radically reorganized and certain personnel changes effected during his tenure, "all of which have contributed toward a marked improvement in the efficiency of the Commission." He added, however, that he felt "it is not possible to reach the maximum of efficiency in the public interest with the present personnel and within the inadequate framework of the Communications Act. It was this conviction that moved me to recommend to you last winter a reorganization of the Commission and a revision of the Act, both of which recommendations I now renew."

He advised the President that when he assumed the chairmanship Oct. 1, 1937, he found the Commission "so fraught with problems and difficulties and the Commission so disunited that not until now have I felt justified in respectfully requesting you to release me from further service at the Commission." Mr. McNinch stated that at the close of his service, Sept. 1, he would submit to the President a summary report "of the major improvements in the FCC since I took office."

Accepting the resignation, the President, July 28, in a "My dear Frank" letter, said he did so "with reluctance and sincere regret because of the high type of service you have rendered in the public interest."

"I realize that I imposed a heavy burden upon you when I asked you to resign as chairman of the Federal Power Commission and assume the duties of the chairmanship of the FCC. I know that the task of reorganization, with which you were confronted, was a heavy one, and I appreciate your present conviction that you could not see the work through to completion without continuing with the Commission indefinitely.

"For all that you have done—much of it imposing a tremendous strain on your physical strength—I desire to express gratitude and appreciation. And although your retirement from the public service is deeply regretted I do hope that in the less exacting demands of private life you will find speedy restoration to health and strength."

While Mr. McNinch will engage in private law practice in Washington, he is certain to be named special counsel and advisor on particular assignments for the Government this fall. Because he is regarded as an expert on power and because the Administration is actively engaged in a number of broad power development projects, it is thought his counsel will be sought more in the power line than in communications.

Following the White House conference, Mr. McNinch returned to his office at the FCC to pack his personal effects. He announced his intention of making a long boat trip, to Europe or South America, returning this fall. Though suntanned after a long sojourn at nearby beaches, Mr. McNinch did not appear to have regained his full strength. The retiring chairman said that while radio has proved a "tremendously interesting work" he felt that "power is my field".

Pioneer Colonists

The history of the Fly family is the history of America itself. His paternal great-great-great grandfather, John Fly, was a founder of the James City, Va., colony in 1636. At the time of the Revolution, many members of the family had moved 60 miles south to Northampton County, N. C. His great-great grandfather, another John Fly, left North Carolina about 1790 and settled in Warren County, Tenn. A large number of descendants of John Fly now reside in Tennessee, Mississippi, Texas and other Southern States.

During the Civil War, the grandfathers of both his paternal and maternal branches served in the Confederate Army and his paternal grandfather was killed in that conflict. His grandmother and her children, including Mr. Fly's father moved to Texas shortly after the Civil War and settled 20 miles southeast of Dallas.

Mr. Fly attended country grade schools at Seagoville, Dallas County, until 1914 and graduated from the Dallas City High School in 1916, where he early displayed talents by participating in debates and oratorical events. While attending school his work included farming, a job at a cotton gin,

(*Continued on page 69*)

FCC Meets Aug. 7

THE FCC at its meeting July 26 decided to hold another "summer session" to clear up accumulated business on Aug. 7. Because two of its members—Walker and Payne—leave for the Pacific Coast Aug. 9 on FCC business, it was decided to schedule the meeting at that time. The FCC at its meeting July 26 and 27 virtually cleaned up its docket with all cases ready for decision said to be current.



Drawn for BROADCASTING by Sid Hix

"He Says He Can't Afford to Get Two Weeks Behind the Rest of the World!"

AFRA and Broadcast Groups Discuss Means to Avert Strike

Revised Code Contains Concessions in Rates; Adoption of Compromise Plan Foreseen

PROSPECT that a threatened strike of announcers and talent in Chicago would be averted was indicated July 28 as BROADCASTING went to press. National officials of the American Federation of Radio Artists met in Chicago July 27 and 28 with directors of the Chicago chapter to discuss provisions of the compromise code for local broadcasts.

The revised code had not been submitted to the broadcaster-agency committee — representing networks, stations, advertisers and agencies—on July 28, but it was expected a code would be promulgated the week of July 31. Mrs. Emily Holt, AFRA executive secretary, and her assistant, George Heller, flew to Chicago from New York July 26 to participate in the negotiations.

Adopted by Members

The new code, containing purported concessions to the broadcaster-agency committee, was approved July 25 at a general meeting of the Chicago chapter of AFRA, during which the 500 members present discussed the preceding negotiations and elected new officers. The fee for announcers broadcasting spot announcements was dropped from the new code and, in general, the scale for actors, singers and announcers was reduced from 5 to 10% down the line. But the new 36-page code specifies a scale for announcers of quarter-hour, half and full hour shows.

The broadcaster-agency committe had flatly refused to pay staff announcers any additional fee for reading commercial copy except when a sponsor wanted a special announcer. The resulting deadlock had broken off negotiations on July 14 [BROADCASTING, July 15] and forced concessions from AFRA in their meeting of July 25.

S. N. Strotz, manager of NBC-Chicago and chairman of the combined committee of broadcasters and advertising agencies, on July 15 addressed a letter to Chicago agencies which said in part, "The AFRA representatives said the withdrawal was due to your committee's unanimous adherence to the principle that staff announcers should continue to read commercial copy without the payment of a special fee in addition to their staff salaries in those cases in which the sponsor or the advertising agency does not choose to employ a special announcer."

Jack Scott, partner of Schwimmer & Scott, prominent Chicago agency, and a member of the committee, wrote a comprehensive analysis of local radio advertising. Mr. Scott's discussion formed the basis of arguments by the broadcaster-agency committee.

In the new code, the announcers' scale for a quarter-hour show across the board on Class A (50,000-watt) stations was reduced from a proposed $70 weekly to $50. The scale for one 15-minute program with rehearsal was reduced from $16 to $13; for half-hour show with rehearsal, from $26 to $21. It is understood that the new code provides for a weekly salary of $50 for staff announcers (reduced from $70), but staff announcers on this scale are to broadcast only sustaining shows and spot announcements.

The new code provides reductions in the scale for singers of from 5 to 10%. A quarter-hour period under the new actor's scale is reduced from $16 (rehearsal included) to $15, for half-hour shows from $26 to $24. In short, the new code is approximately 60% of the present network scale.

New officers elected at the July 25 meeting are: Virginia Payne, re-elected president; Sam Thompson, re-elected first vice-president; Charles Calvert, second vice-president; Bob Purcell, re-elected third vice-president; Gene Byron, recording secretary; Philips Lord, treasurer; Ray Jones, re-elected executive secretary. The membership also voted on delegates to the national AFRA convention to be held at Chicago's Hotel Sherman, Aug. 24-27.

The Chicago Federation of Labor, which owns and operates WCFL, that city, joined with the Illinois State Federation and the AFL in expelling the Chicago chapter of AFRA recently for "gross disloyalty". According to John Fitzpatrick, head of CFL, the expulsion followed the formation of an AFL committee to aid the Newspaper Guild during the boycott of two Chicago newspapers employing about 2,000 AFL members. A member of the Chicago chapter of AFRA became a member of this committee, which action he said "aided the CIO" and was therefore "traitorous to the AFL". The contract of AFRA with WCFL does not expire until mid-September, Mr. Fitzpatrick said, and until then AFRA members will continue on the station.

Scott's Summary

Mr. Scott on July 13 addressed a letter to AFRA summarizing his analysis of local radio advertising. Mr. Scott's analysis had been the basis of the committee's arguments. Tracing the development of local radio advertising he said, "The local advertiser is only able to take advantage of a limited portion of the total circulation of any radio station and an especially small percentage of the total audience reached by one of the major stations in a city the size of Chicago. Even the largest of local advertisers, such as Marshall Field, at best, can take advantage of less than 50% of the audience reached by a major station."

Continuing, he said, "Another very important factor that enters into the limited results that a local advertiser can obtain from radio is the fact that the chains have the preference of the better times on the air. Since the total talent cost of the local advertiser's program is charged to the one market, the result is that the local advertiser pays more for talent per city and pays for time that in most instances is less desirable."

Mr. Scott's analysis traced the development of local radio in Chicago beginning with the 1933 period. He discussed the bulk package deals and mentioned station rate reductions offered local advertisers. "Even in spite of these packages, and the other things that have been done by the broadcasters to bring the cost down to the local advertiser, local radio today is more expensive to the local advertiser than ever before", he said.

Comparison of Costs

In discussing costs Mr. Scott wrote, "As a comparison between the costs charged against the Chicago market for two shows of the same type, one network and one local, let's use the following comparison: *Professor Quiz* broadcast over 34 stations—approximate estimate talent cost including prize money, $1,000 weekly. The *Salerno Questionnaire* broadcast over WMAQ, approximate estimated talent cost, including prize money—$300 weekly. Based on these figures, on the *Professor Quiz* show, the advertiser charged $87 against the Chicago market, whereas the entire $300 of the *Salerno Questionnaire* was charged against the Chicago market. The sponsor of *Professor Quiz* took complete advantage of the total circulation coverage of WMAQ, whereas, because of Chicago distribution only, Salerno could take advantage only of the Chicago portion, or less than one half of the total circulation coverage of WMAQ."

The main point of disagreement between the committee and AFRA concerned announcers' fees. Of this point, Mr. Scott said, "In connection with the request for pay for staff announcers to broadcast commercial messages, we have always felt that wherever the advertiser could afford to pay extra for a special announcer, one should be employed. However, we certainly believe that the advertiser who finds it necessary to purchase a program at the lowest possible cost should be given the opportunity to have his commercial messages delivered by an employee of the radio station at no additional cost to the advertiser."

After discussing the increased costs if the AFRA announcers' scale were adopted, Mr. Scott said, "We believe that to establish a fee for staff announcers, regardless of the size of the fee, would kill more than 50% of all local radio over a reasonable period of time."

The analysis concluded, "Nothing should be done that will destroy the opportunity of the small local advertiser to use radio for time cost only when found necessary, and, we do know one thing—if anything is done to increase the cost of advertising to the local advertiser who is using the minimum type of program, it will kill local radio for this most important type of radio buyer."

No Demand

OBSERVING that there is "some competition in the radio industry" Rep. William M. Whittington (D-Miss.), veteran member of the House, declared in Congress July 25 that there is no demand for regulation of that competition. In addressing the House on ICC legislation dealing with inland waterways, the Mississippian, who has been a member of the House since 1925, observed that regulation of competition "should be in response to public demand".

FCC Action Seen On Power Boosts

May Hold August Session on 250 watts, 5 kw. Petitions

WITH APPLICATIONS piling up for increases to the new 5,000 watts and 250 watts night power maximums for regional and local stations respectively the FCC may hold a special meeting during August to act on non-conflicting requests which do not involve interference questions.

At its final regular meeting prior to summer recess July 26, the FCC did not take action on any of the pending regional and local applications, since the new regulations under which the power increases are made possible do not become generally effective until Aug. 1. It was tentatively agreed, however, that another meeting would be held during August at which time it might pass upon a batch of the pending applications which meet all requirements as to non-interference and form.

Little difficulty is anticipated with most of the applications of local stations for power increases from 100 watts to 250 watts at night, since few can raise any serious technical problems. Such applications have been coming in rapidly.

The 5,000 watt regional grants for Class III-A stations probably will be less speedy, because of possible engineering questions. The FCC announced last month that final action will be deferred on pending applications requesting such power which would involve "serious interference problems if other pending applications requesting use of 5 kw. power on such frequencies are granted." [BROADCASTING, July 15].

Although technically, the FCC will be in recess until Sept. 5, meetings may be called at about two-week intervals for clearance of routine.

GENERAL MILLS, Minneapolis, has added WFMD, Frederick, Md., to its Wheaties football schedule for this fall, linking the station with WOL, Washington, to carry pro games of the National League. General Mills also has shifted Harry McTigue, who has been announcing baseball games of the Rochester Red Wings on WSAY, to Washington, D. C., where he is assisting Walter Johnson on WJSV. Garnett Marks, assistant to Arch McDonald in covering the Yankee and Giant home games on WABC, New York, takes over the Rochester post.

Court Rule May Bring Recording Fees

Appeal Deemed Likely In Vital New York Decision

By BRUCE ROBERTSON

SUPPLEMENTING a permanent injunction issued earlier in the month in favor of RCA against WNEW, New York, [BROADCASTING, July 15] restraining the station from further unauthorized broadcasts of RCA phonograph records, Federal District Judge Vincent L. Leibell on July 24 handed down his formal decision which may have the eventual effect of requiring payment by broadcast stations of performing rights fees covering such recordings.

Although the opinion was not regarded in legal and radio circles as all-inclusive, since it deals only with the common law of the State of New York, it nevertheless was significant since it held that the broadcasting of phonograph records without special authorization constitutes "unfair competition" by the station, both with record manufacturer and recording artist. The opinion came in the case of RCA against Paul Whiteman, WBO Broadcasting Corp., licensee of WNEW, and Elin Inc., sponsor of the record program. NAB, through Stuart Sprague, New York attorney, intervened.

Appeal Likely

Because of the possible far-reaching effect of the decision it is felt an appeal is likely, particularly since clarification of the fundamental issue is desirable. The WNEW case was regarded as an extreme one, in that the court indicated it was much concerned with the fact that the stations, in the particular programs in question, traded on the name of the artists by simulating a line of one-way conversation which did not clearly denote that the artist was not present in the studio.

It was pointed out that if the unfair competition question had been raised under normal circumstances, where a station simply performs phonograph records without any attempt to convey the impression that the performance is being rendered by the artist in person, the outcome might have been far different. Mr. Sprague offered the view that the decision need not be followed by courts of other States or even by the State courts of New York.

It was learned [BROADCASTING, July 15] that RCA shortly will formulate a "licensing plan" under which stations would pay a "reasonable fee" for the performing right. The manufacturing company, in turn, would seek to divide the fees equitably among the recording artist, copyright proprietor and manufacturing company. Decca Records and Columbia Recording Corp., other major manufacturers of phonograph records, also were said to be studying the decision closely but made no announcement regarding a procedure similar to that planned by RCA.

While NAB was studying the opinion, it was thought likely that it would seek in some fashion, in the interests of the industry as a whole, to carry the Leibell decision up to the U. S. Circuit Court of Appeals in New York. This conclusion will depend upon conferences with WNEW counsel and NAB's own attorneys.

It was felt, in view of the court's decision in favor of RCA, that the National Association of Performing Artists, which has sought for several years to build up an ASCAP type of operation whereby stations would be licensed by it to broadcast phonograph records, had received a decided jolt.

Although RCA does not plan to act pursuant to the injunction until it has devised its station license plan, WNEW has temporarily discontinued use of RCA Victor and Bluebird records. Two of WNEW's major recorded programs, *Make-Believe Ballroom* and *Milkman's Matinee*, have used Victor Record themes of those names, now discontinued.

History of Case

The case began when Whiteman asked for an injunction against station and sponsor to prohibit them from broadcasting his records. RCA then filed suits against both Whiteman and his defendants. Whiteman withdrew his suit. Station and sponsor did not defend RCA's suit, but Whiteman did. It was heard last December [BROADCASTING, Dec. 15, Jan. 1] with David Mackay as counsel for RCA; Maurice J. Speiser, general counsel for NAPA, representing Whiteman, and Mr. Sprague, for NAB.

Case was concerned chiefly with nine records made by Whiteman for RCA and its predecessors, although testimony concerning Guy Lombardo, Tommy Dorsey and other artists recording for RCA was also introduced. Of the nine Whiteman records, three were made under a contract in which Whiteman assigned to the Victor Co. all rights "to manufacture, advertise, license or sell" the recordings.

Four of these records were made under a verbal agreement, concerning which the court held that "in the absence of any reservation by Whiteman of his common law property rights, all his rights therein passed to the complainant [RCA]." The remaining two records were made under a contract containing a restriction that the "company does not acquire the right to manufacture or sell or otherwise dispose of the records for broadcasting."

The court held that Whiteman, "because of his unique interpretations of musical selections," had a common law property right in his renditions. RCA, according to the decision, had no such common law right, because in recording the discs it did not make the essential "intellectual and artistic contributions." In the first two contracts the Court said that Whiteman had passed his right along to the company. In the third contract he had reserved his artistic right, but this did not deprive the company of its right to prohibit the broadcasting of the records or to limit their use to phonographs in homes.

"I think," said the court, "that the main basis for enjoining the defendants, WBO Broadcasting Corp. and Elin Inc., from sending over the radio the musical renditions impressed on complainant's [RCA] phonograph records, is that such conduct on their part constitutes unfair competition. It is evident that the complainant and the broadcasting stations using complainant's records are competitors in the business of public entertainment. . . . That the broadcasting of phonograph records containing Whiteman's renditions constitutes unfair competition with Whiteman is manifest. Hence, the defendants should be enjoined to protect Whiteman's interests also."

Final Decree

The final decree, also dated July 24, ordered a writ of injunction with six provisions: (1) Restraining Whiteman from claiming any right to control the commercial use of records made under the first two contracts (2) restraining Whiteman from claiming the sole right to control the use for broadcast of records made under the third agree-

(*Continued on Page 64*)

Full Text of Decision in RCA vs. Whiteman Case . . .

FOLLOWING is the text of the final decree handed down July 24 by Judge Leibell of the U. S. Court, Southern District of New York, in the case of RCA Mfg. Co. vs. Paul Whiteman, WBO Bcstg. Corp. and Elin Inc.:

Paul Whiteman, a performing artist and orchestra leader, filed suit in this Court against WBO Broadcasting Corp., owner and operator of station WNEW, and Elin Inc., sponsor of the programs which gave rise to this litigation.

Whiteman claiming to be a unique artist and performer in his field as an orchestra conductor, and also, by his peculiar interpretations of musical compositions, a creative musical artist, with a national and international reputation as such, sought an injunction against the defendants, WBO Broadcasting Corp. and Elin Inc., prohibiting the use for broadcasting purposes of any phonograph record, made and created by the plaintiff and his orchestra. Whiteman based his claim to injunctive relief on the grounds that such indiscriminate and unauthorized use of his records interfered with his common-law property right in and to his musical interpretations and renditions inscribed on said records; hindered his chances of obtaining contracts for the use of his services; forced him to compete with himself; curtailed his income based on royalties from such records; interfered with his agreement with RCA Victor Talking Machine Co.; and that defendants' actions constituted unfair competition with Whiteman in his various fields of activity.

By order of this court the RCA Mfg. Co. received permission to file a bill of complaint against both Whiteman and said defendants, which would be ancillary to Whiteman's main suit. The permission to file the bill was granted on the grounds that RCA has a deep interest in the litigation and one which was antagonistic to the claim asserted against the defendants by Whiteman. This court held that RCA also had a grievance against the defendants. The ancillary bill was filed.

The original suit of Whiteman against WBO Broadcasting Corp. and Elin Inc. was later withdrawn by stipulation and without prejudice. This left only the suit of RCA Mfg. Co. against Whiteman, WBO Broadcasting Corp. and Elin Inc. for trial. At the trial defendants, WBO Broadcasting Corp., and Elin Inc., elected not to put in a defense. Whiteman did defend.

Plaintiff, RCA, in its bill of complaint alleges that the use of its records by others for profit constitutes a wrongful exploitation of its property rights, results in a reduced demand for its records, deprives plaintiff of the services of artists who will not record unless they can be protected against injudicious and excessive repetitions over the radio of their recorded performances, causes a species of unfair competition resulting in damages in that it tends to destroy the saleability of plaintiff's records through constant repetition, and in the case of records manufactured after November 1932 constitutes a breach of contract resulting from violation of a restrictive covenant accompanying the sale of the records and expressed in the legend on the label attached to the records.

Furthermore, RCA contends that attempts by defendant Whiteman to license records for broadcasting and public performances, together with representations to the effect that he alone is entitled to grant such license, interferes with complainant's exclusive right to control the use of its records, damages its reputation, goodwill and business, tends to prevent the consummation of licensing agreements by complainant and constitutes unfair competition in that defendant Whiteman attempts thereby to exploit, as his own, property rights belonging to complainant.

Nine Numbers Specified

Plaintiff, RCA, and its predecessor companies, Victor and RCA Victor, have been engaged generally in the business of manufacturing, producing, recording, selling and distributing Victor phonograph records since October 1901.

Defendant, Paul Whiteman, for the past 20 years has been the conductor of an organization of musicians known as "Paul Whiteman and His Orchestra". His orchestra has played for the motion pictures, on the stage and in night clubs, in addition to broadcasting over the radio and making phonograph recordings.

Defendant, WBO Broadcasting Corp. owns and operates radio station WNEW. It was over this station that the phonograph records listed below were played without permission. All records that were issued after November 1932 by plaintiff and its predecessors, bore a legend stating that such records were not licensed for radio broadcasting. Defendant, Elin Inc., sells refrigerators and sponsored the programs over station WNEW, which gave rise to this litigation.

The following nine compositions are specifically named in the plaintiff's bill of complaint. They were recorded by Whiteman for RCA's predecessor corporations pursuant to the terms of various contracts, three in number. Their titles are:—"San"', "O So Blue", "Whiteman Stomp", "By the Sycamore Tree", "You Excite Me", "Cuban Love Song", "There's Nothing Else to Do", "Singing a Happy Song" and "A Waltz Was Born in Vienna".

The first three of the above named compositions were recorded by Whiteman under the terms of a written contract, dated April 30, 1924 and covering the period from May 12, 1924 to and including May 11, 1928. Paragraph "3" of this contract recites the rights and privileges Mr. Whiteman granted RCA's predecessor. It is here quoted in full:

Contract Provisions

"3. Mr. Whiteman, for himself and by authority and on behalf of the orchestra and each and all of the members thereof, hereby grants to the Victor Company the right, at any and all times during the period of this agreement and thereafter, to manufacture, advertise and license or sell, and any and all these rights and powers, in all parts of the world, records of the performances of the orchestra of selections of which approved master records have been heretofore made or shall hereafter be made including the right to produce and reproduce the recorded performances of the orchestra by any and all mechanical, electrical or other means for disseminating or transmitting the same, and grants the further right to make use of his name and of the name of his orchestra in connection with the manufacture, with the advertisement and with the license or sale of such records and in any and every way in connection with sound reproduction and transmission and likewise grants all rights and equities of himself and of the orchestra and of each of its members in and to the matrices and records upon which are at any time reproduced the performances herein referred to."

The next four of the above named selections were recorded under the terms of a verbal agreement referred to in a letter dated September 8, 1931 signed by I. E.

Lambert for RCA Victor Co. Inc. and accepted by Mr. Whiteman. The terms of that agreement will be hereinafter discussed; but in effect Whiteman resumed making recordings for RCA's predecessor, on the basis of a fixed royalty instead of a lump sum payment, with no time limit during which the contract was to be in effect, and with the other terms and provisions of his 1924 contract continued.

The last two musical selections were recorded by Mr. Whiteman under the terms of a third contract dated September 5, 1934, covering a period of two years. Paragraph "2" of Provision "2" of this contract deals with the rights granted by Mr. Whiteman to RCA Victor and is here set forth in full:—

> "You grant to the company, its associates or subsidiaries, the right to manufacture and sell, or to refrain therefrom, throughout the world, records embodying the performances to be recorded hereunder, upon such terms as the company may approve, but only such records commonly known as phonograph records of the type now sold to the public for use with talking machines, and not otherwise. It is understood the company does not acquire the right to manufacture or sell, or otherwise dispose of, records for broadcasting. You grant to the company the right to use your name and photograph, if desired, in connection with the manufacture, advertising and sale of said records without further payment than herein provided, and likewise grant the company all rights in and to the matrices and records upon which are reproduced the performances to be made hereunder."

Common Law Right

Complaint concedes that defendant Whiteman, because of his unique interpretations of musical selections, had a common law property right in his renditions. Under the first and second contracts of April 30, 1924 and Sept. 8, 1931, Whiteman could not assert these rights, in the case of the former because he had in very definite terms passed all rights to the plaintiff and in the latter instance verbally by a general reaffirmation. In each instance he failed to reserve any rights to himself. But the right was there in each case.

The fact that until recent years the problems of a common law right in musical interpretations and renditions had never been adjudicated is no indication that the common law does not apply. As was stated in the case of *Funk v. United States*, 290 U. S. 371 at 383: "It has been said so often as to have become axiomatic that the common law is not immutable but flexible, and by its own principles adapts itself to varying conditions."

Prior to the advent of the phonograph, a musical selection once rendered by an artist was lost for ever, as far as that particular rendition was concerned. It could not be captured and played back again by any mechanical contrivance then known. Thus the property right of the artist, pertaining as it did to an intangible musical interpretation, was in no danger of being violated. During all this time the right was always present, yet because of the impossibility of violating it, it was not necessary to assert it.

The fact that Whiteman contributed something in addition to that which was already the subject of a copyright, the musical composition itself, cannot in any way detract from his right to protect what is his property, over and above existing property rights of the composer. Mr. Justice Stern states this proposition in *Waring v. WDAS Broadcasting Station*, 327 Pa. 433, as follows: "The law has never considered it necessary for the establishment of property rights in intellectual or artistic productions that the entire ultimate product should be the work of a single creator; such rights may be acquired by one who perfects the original work or substantially adds to it in some manner."

Power to Bargain

Granting that the artist, Mr. Whiteman, has a common law property right in and to his unique interpretation of musical selections it follows that he had the power to bargain away this right. This he did in his 1924 contract with RCA's predecessor. Paragraph "3" of that contract has been quoted above.

Defendant Whiteman contends that the word "license" as used in that agreement had a special meaning. Some testimony was taken at the trial to develop if possible the peculiar meaning claimed for the word "license", in this business of making and merchandising phonograph records. The burden of proving a "trade usage" meaning of an apparently common word, which would limit its generally accepted meaning is upon the one who contends for the more limited meaning. I have concluded that the defendant Whiteman has not successfully borne this burden.

The limited meaning which defendant Whiteman would place upon the word "license", that it refers to RCA's transactions with foreign subsidiaries or related companies is further refuted by the following quotation from his contract:

> "* * * and likewise grants all rights and equities of himself and of the Orchestra and of each of its members in and to the matrices and records upon which are at any time reproduced the performances herein referred to."

Whiteman's second contract with RCA's predecessor was a verbal one. It is referred to in a letter dated Sept. 8, 1931 signed by I. E. Lambert for RCA Victor Co., and accepted by Mr. Whiteman. The letter sets forth only the new financial arrangement between the parties. From the testimony it would appear that the other terms of his 1924 agreement were reaffirmed by the parties.

In the absence of any reservation by Whiteman of his common law property rights, all his rights therein passed to the complainant. *Ingram v. Bowers*, 57 F. (2d) 65; *Noble v. One Sixty Commonwealth Ave., Inc.*, 19 Fed. Supp. 671.



MEMBERS of the American Association of Baseball Broadcasters gathered in Kansas City July 18 for the league's All-Star game. While they were broadcasting before the game, a storm broke and rained out the game as well as threw the station on its auxiliary transmitter for a while. When the game was played July 19, the sportscasters split up the chores. General Mills and Knox Reeves set up an eight-station network to carry the broadcast. Participating in the events were (l to r) Connie Desmond, WSPD, Toledo; Ed Gallaher, WCCO, Minneapolis; John Neblett, WBNS, Columbus; Walt Lockman, KMBC, Kansas City; Vic Lund, WIRE, Indianapolis; George Higgins, WTCN, St. Paul; Allan Hale, WISN, Milwaukee; Don Hill, WAVE, Louisville.

Rights of Recording Firm

In paragraph 2 of Section 2 of Whiteman's third contract, dated Sept. 5, 1934, made with RCA's predecessor, it is provided: "It is understood the company does not acquire the right to manufacture or sell, or otherwise dispose of, records for broadcasting". This definitely reserved to Whiteman his common law property right in and to his musical interpretations and renditions in respect to the broadcasting of records made under this contract. Complainant concedes this.

One of the most controverted issues was whether or not the part played by RCA Victor Co. in the recording of Whiteman's interpretation and renditions constituted such intellectual and artistic contributions as to vest in RCA a common law property right in what went on the record. I am of the opinion that it did not.

RCA's predecessors contributed to the finished product (the master matrix) the fruits of their research and experience in the production and manufacture of phonograph records, and the skillful use of a highly sensitive mechanism. Their musical directors advised on the placing of the musicians during the recording and on the volume of the various musical instruments; their acoustic experts arranged their appliances to produce a clear and well balanced rendition; their engineers and technicians operated the mechanical devices in the actual recording on the matrix. All these were important and necessary in producing a perfect recording of the performance, but the performance was Whiteman's.

None of the efforts of RCA were directed towards perfecting Whiteman's artistic interpretation of the musical composition, but all were directed towards "capturing" completely for the matrix or master record his unique interpretations. The well-known manufacturers of phonograph records use the same apparatus and methods. The average person could not tell by listening to the finished record which company made the record or which musical director supervised its recording or who manipulated the dials, arranged the microphones or handled the other mechanical devices used in getting the physical recording. But many of the public can recognize Whiteman's peculiar interpretation of certain popular musical recordings.

Another question presented is whether or not the sale of a Whiteman record, without any restrictive notice, would give the purchaser of the record the right to broadcast its contents over the radio, without special authorization to do so. I think it would not, for several reasons, principally because it would constitute unfair competition.

Not a Publication

It is well settled that the performance of a work is not of necessity a publication of it. "At common law, the public performance of the play is not an abandonment of it to the public use". *Ferris v. Frohman*, 223 U. S. 424. Publication may be either "general" or "limited". The distinction between the two is well explained in the leading case of *Werckmeister v. American Lithographic Co.*, 134 Fed. 321. See, also, *American Tobacco Co. v. Werckmeister*, 207 U. S. 284.

There is some basis for the argument that the purchaser of a Whiteman record, even without a restrictive notice appearing on the label attached to the record, would gain only the right to use it for the purpose for which it was made, that is to reproduce its contents through the use of a phonograph, which would not carry with it the right to broadcast the contents of the record over the radio. The very nature of the phonograph record indicates the limited form of its publication. It was intended for listeners at a phonograph, not for a radio audience.

The phonograph records made by RCA in November 1932, and subsequently, bore a special label notifying the purchaser that it was "Not Licensed For Radio Broadcast". Of itself the notice was sufficient to "limit" the publication of the records, and on that ground also an injunction could issue against the broadcasting of all records bearing said legend, unless the restriction is against public policy.

There does not appear to be any public policy to be found in the constitution, the statutes or the decisions of our courts that would affect this limited-use notice, unless such limitation is an unreasonable restraint of trade, which it is not. It is a restriction to protect complainant from unfair competition. There is nothing illegal about it. The interests of the public are not harmed by the restricted use of the phonograph record. Broadcasting stations can give their public Whiteman's orchestra, by hiring the orchestra at a proper price, as some of them do. To hold that the equitable servitude embodied in the label-notice, prohibiting the use of the record for broadcasting, is against public policy, would make the principal beneficiaries of this judicial bounty those who in broadcasting such record seek to "harvest the fruits of another's labor", at practically no cost to themselves.

Unfair Competition

I think that the main basis for enjoining the defendants, WBO Broadcasting Corp. and Elin Inc., from sending over the radio the musical renditions impressed on complainant's phonograph records, is that such conduct on their part constitutes unfair competition. It is evident that the complainant and the broadcasting stations using complainant's records are competitors in the business of public entertainment.

As was stated by Mr. Justice Pitney in *International News Service v. Associated Press*, 248 U. S. 215, 234:—

> "We need spend no time, however, upon the general question of property in news matter at common law, or the application of the Copyright Act, since it seems to us the case must turn upon the question of an unfair competition in business."

The Justice then went on to discuss unfair competition and the property rights protected from unfair competition. He wrote (pages 235-6; 240):—

> "The parties are competitors in this field; and, on fundamental principles, applicable here as elsewhere, when the rights or privileges of the one are liable to conflict with those of the other, each party is under a duty so to conduct its own business as not unnecessarily or unfairly to injure that of the other. *Hitchman Coal & Coke Co. v. Mitchell*, 245 U. S. 229, 254, 62 L. ed. 260, 277, L.R.A. 1918C, 497, 38 Sup. Ct. Rep. 65, Ann. Case 1918 B, 641.
>
> "Regarding the news, therefore, as but the material out of which both parties are seeking to make profits at the same time and in the same field, we hardly can fail to recognize that for this purpose, and as between them, it must be regarded as quasi property, irrespective of the rights of either as against the public.
>
> "In order to sustain the jurisdiction of equity over the controversy, we need not affirm any general and absolute property in the news as such. The rule that a court of equity concerns itself only in the protection of property rights treats any civil right of a pecuniary nature as a property right (*Re Sawyer*, 124 U. S. 200, 210, 31 L. ed. 402, 405, 8 Sup. Ct. Rep. 482, *Re Debs*, 158 U. S. 564, 593, 39 L. ed. 1092, 1105, 15 Sup. Ct. Rep. 900); and the right to acquire property by honest labor or the conduct of a lawful business is as much entitled to protection as the right to guard property already acquired (*Truax v. Raich*, 239 U. S. 33, 37, 38, 60 L. ed. 131, 133, 134, L.R.A. 1916D, 545, 36 Sup. Ct. Rep. 7, Ann. Cas. 1917B, 283; *Brennan v. United Hatters*, 73 N.J.L. 729, 742, 9 L.R.A. (N.S.) 254, 118 Am. St. Rep. 727, 65 Atl. 165, 9 Ann. Cas. 6986; *Barr v. Essex Trades Council*, 53 N.J. Eq. 101, 30 Atl. 881). It is this right that furnishes the basis of the jurisdiction in the ordinary case of unfair competition.
>
> "But in a court of equity, where the question is one of unfair competition, if that which complainant has acquired fairly at substantial cost may be sold fairly at substantial profit, a competitor who is misappropriating it for the purpose of disposing of it to his own profit and to the disadvantage of complainant cannot be heard to say that it is too fugitive or evanescent to be regarded as property. It has all the attributes of property necessary for determining that a misappropriation of it by a competitor is unfair competition because contrary to good conscience."

Civil Protection

The reasoning and legal principles quoted above would bar Whiteman, acting alone, from licensing or authorizing any broadcasting station to play over the radio a phonograph record made by complainant. That is true even though Whiteman, as in his third contract, included a provision that the complainant did not acquire the right to manufacture or sell, or otherwise dispose of, records for broadcasting. The plaintiff would be entitled to protection of its "civil right of a pecuniary nature", its "conduct of a lawful business' against unfair competition, unless complainant expressly assents to competition from radio stations using complainant's phonograph records. In bringing this action complainant seeks to stop that practice and is entitled to the aid of the court by a proper decree enjoining the defendants accordingly.

That the broadcasting of phonograph records, containing Whiteman's renditions, constitutes unfair competition with Whiteman is manifest. Hence the defendants, WBO Broadcasting Corp. and Elin Inc., should be enjoined to protect Whiteman's interests also. The above quoted principles on unfair competition, so convincingly expressed by Mr. Justice Pitney, are available for Whiteman's protection as well as for complainant's.

Complainant and the defendant Whiteman have submitted proposed findings of fact and conclusions of law. The court has heard argument in respect thereof and has recast many of them. They have been rearranged and in final form have been signed and filed. I am now filing this memorandum, which states my reasons for reaching the conclusions aforesaid. A final decree is being entered in accordance with the conclusions of law heretofore filed.

Five New Stations Are Authorized in Decisions by FCC

Pontiac, Mich., Hot Springs Among Those Granted

FIVE MORE new stations were authorized for construction by the FCC in decisions announced July 26 and 27, bringing to 33 the number added so far this year. On the latter date the Commission also issued proposed findings, which are tantamount to grants unless they are opposed by aggrieved parties, approving two other new stations.

The construction permits authorized were for stations in Pontiac, Mich.; Hot Springs, Ark.; Cookeville, Tenn.; Greenville, Miss., and Herrin, Ill. The proposed findings cover projected stations in Niagara Falls, N. Y., and Vincennes, Ind., both to be newspaper owned.

The new station in Pontiac will be licensed to Pontiac Broadcasting Co., with 1,000 watts daytime only on 1100 kc. In making this grant the Commission dismissed an application for 250 watts fulltime on 600 kc. in Pontiac filed by George B. Storer, Detroit industrialist and broadcaster. It also designated for further hearing the application of King-Trendle Broadcasting Corp., operator of WXYZ, Detroit, and WOOD-WASH, Grand Rapids, seeking 250 watts on 1440 kc. in Pontiac.

The successful company is headed by Harold E. Howlett, attorney, holding 7.8% of the stock, with Earle C. Kneale, vice-president, a manufacturer, holding 10%, and H. Y. Levinson, secretary-treasurer, publisher of the *Farmington* (Mich.) *Enterprise*, holding 50%. Other stockholders are W. S. Saunders, manufacturer, 7.8%; Frank A. Mercer, physician, 5.7%; L. Warren Gatley, physician, 7.8%; Murray N. Ashbaugh, 2.8%, and E. V. Howlett, physician, 7.8%.

Hot Springs Station

The new station in Hot Springs, which will operate with 100 watts night and 250 day on 1310 kc., was granted to Clyde E. Wilson, owner of the local Wilson Furniture Co., and Howard A. Shuman, formerly commercial manager of KTHS, Hot Springs. Mr. Shuman, in company with S. A. Cisler, manager of WGRC, New Albany, Ind., recently sold his interest in WHBB, Selma, Ala., to Bascom Hopson, owner of WJBY, Gadsden, and a son-in-law of FCC Commissioner Thompson. The new Hot Springs grant was on a petition to reconsider a previous denial, and KTHS was denied its petition to intervene.

The new station at Cookesville, Tenn., will operate with 100 watts night and 250 day on 1370 kc. Licensee will be M. L. Medley, merchant and farmer.

The new station at Greenville, Miss., will operate with 100 watts night and 250 day on 1310 kc., and will be licensed to John R. Pepper, wholesale grocer.

The Commission granted the application of Orville W. Lyerla for a new local at Herrin, Ill., on 1310 kc. with 250 watts day and 100 watts night. Commissioners Craven and Case dissented, while McNinch and Brown did not vote. Two competing applications were denied. Mr. Lyerla is the local postmaster.

The proposed findings, approving new stations, which require later ratification by the Commission, would authorize the *Niagara Falls Gazette* to build a 1,000-watt daytime outlet on 1260 kc., and the *Vincennes Sun-Commercial* to build a fulltime 100-watt outlet on 1420 kc. The Vincennes newspaper is one of a chain published by E. C. Pulliam, owner also of WIRE, Indianapolis.

In two other proposed findings, the Commission disapproved new stations in Brown City, Mich. (1,000 watts daytime on 880 kc.) and in Marysville, Cal. (250 watts on 1320 kc.)

Three Get Facsimile

THREE licenses covering experimental shortwave facsimile operations were authorized by the FCC in decisions July 27. National Accident & Life Insurance Co., operating WSM, Nashville, was granted a license for a 1,000-watt station on 25250 kc. A. H. Belo Corp., owner of the *Dallas News* and operator of WFAA, was given an identical grant. WBNS Inc., operating WBNS, Columbus, was granted a license covering a CP for 100 watts on the same frequency.

REPORTS that exhibitors and concessionnaires at the New York World's Fair, disgruntled with the poor attendance at the exposition to date, were considering drafting Lenox R. Lohr, president of NBC and formerly general manager of the Chicago Fairs of 1933-34, to put this Fair on its feet were squelched by Mr. Lohr's definite statement that he has no intention of taking any part in the Fair management beyond his present position as a member of the advisory board.

The FCC Cleans Up

TABULATING the results of its labors since reorganization of its hearing procedure last November, the FCC announced July 27 that it has disposed of 290 of a total of 325 broadcast hearing docket cases in that time—perhaps the best record in 12 years of Commission history. Of the 35 cases not disposed of since Nov. 15, the FCC said 12 could not be acted upon because of "contingencies beyond the control of the Commission," such as possible conflicts with the Havana Treaty and pending litigation. Of the remaining 23 docket cases, decisions were said to be in preparation for early action. In addition to the 325 cases, there were 19 separate issues heard only in recent weeks and therefore not available for action.

Ownership Changes Approved For Ten Stations by the FCC

Mrs. Roosevelt Acquires KTAT; Dumm, Hart and Lasky Get KROW; Storer Interests Get WALR

OWNERSHIP or control of ten broadcasting stations passes into new hands as a result of the FCC's decisions of July 26 and 27 authorizing assignments of license, most of which were granted without previous hearings. In taking these actions, the Commission continued to follow the policy of recent months of avoiding unnecessary hearings and making grants where the records are clear and there is no opposition. Considerations of newspaper, multiple or local ownership were apparently entirely ignored despite previous talk of testing those issues.

The July 26-27 decisions authorized transfers of KTAT, Fort Worth; KROW, Oakland, Cal.; WALR, Zanesville, O.; WJBL, Decatur, Ill.; WCMI, Ashland, Ky.; WBTH, Williamson, W. Va.; KEUB, Price, Utah; KOME, Tulsa; WAAF, Chicago; WAGA, Atlanta. Similarly on July 12-13 the Commission authorized nine other transfers along much the same line [BROADCASTING, July 15].

Mrs. Roosevelt Gets KTAT

Although required to go to hearing last year to secure approval of her purchase of KFJZ, Fort Worth, for which she paid $57,500, Mrs. Ruth G. Roosevelt, wife of Elliott Roosevelt, obtained a transfer of KTAT to herself July 26 without the formality of a hearing and only about a month after applying for authority to purchase the Fort Worth regional for $101,570 in cash. The Commission, however, made the acquisition of KTAT, 1,000 watts on 1240 kc., contingent upon her surrender of the license of KFJZ, a local on 1370 kc.

Mrs. Roosevelt, who shares all property with her husband under the Texas community property laws, buys the station from Raymond E. Buck, Fort Worth attorney, who acquired it in 1936 from the old Southwest Broadcasting System for $150,000. It is already an outlet of Mr. Roosevelt's Texas State Network.

KSFO Group Gets KROW

The transaction for purchase of KROW, Oakland, Cal., 1,000 watts fulltime on 930 kc., was made last November. A group representing 95% of the stock, headed by H. P. Drey, general manager, sells it for slightly under $110,000 to Wesley I. Dumm, owner of KSFO, San Francisco, who acquires 49% interest; Fred J. Hart, formerly manager of KGMB, Honolulu, 30%; Philip G. Lasky, manager of KSFO, 17½%, and Wallace F. Elliott, of the Tomaschke-Elliott agency in Oakland, 3½%. Mr. Lasky and Mr. Hart are expected to operate the station.

West Virginia Broadcasting Co., licensee of WWVA, Wheeling, acquires the 40% interest in WALR, Zanesville, O., held by Ronald B. Woodyard for a price of approximately $10,000. Controlled by George Storer, Detroit industrialist and broadcast station owner, who controls WSPD, Toledo, and WMMN, Fairmount, W. Va., among other radio interests, the corporation already held 50% of the station's stock. The other 10% is held by Frazier Reams, Toledo attorney. WALR is a 100-watt outlet on 1210 kc.

The *Decatur* (Ill.) *Herald* and *Review* acquires full control of WJBL, Decatur local, as a result of another decision based on a previous hearing. The newspaper company already owned 49% of the station's stock, and now buys the remainder for $7,650 from Charles R. Cook.

Transfer of WCMI, Ashland, Ky., to Gilmore N. Nunn and his father, J. Lindsay Nunn, owners of WLAP, Lexington, Ky., and part owners of the new KFDA, Amarillo, Tex., was also authorized without a hearing. The purchase price was undisclosed. They will own controlling stock, though a minority interest will continue to be held by the *Ashland Independent*.

WBTH, Williamson, W. Va., a 100-watt daytime station on 1370 kc. which went into operation last December, was purchased for an unstated sum by W. P. Booker, local power company employe, who was a minority stockholder. He acquires the controlling stock of George W. Taylor, local jeweler.

KEUB, Price, Utah, passes into the hands of its manager, Jack Richards, in partnership with A. W. McKinnon, under the Commission's decision. They paid $6,500 for the station, a 100-watt outlet on 1420 kc., which Sam G. Weiss, the seller, founded early in 1937.

KOME, Tulsa, a 250-watt daytime station on 1310 kc., which first went on the air last Christmas Day, becomes licensed to the Capitol Sales Corp. Harry Schwartz, former licensee, who is president of the Tulsa Federation of Labor, remains as head of the new company, owning 98% of its stock.

As a result of an internal reorganization, with stockholders remaining the same, WAAF, Chicago, is transferred from Corn Belt Publishers Inc. to Ralph W. Dawson, et al. Corn Belt Publishers Inc. publishes the *Chicago Daily Drovers Journal*. The Commission held a hearing on transfer of the station's license to the individual stockholders by name rather than under the old holding corporation.

Also as a result of a hearing, the Commission authorized the transfer of WAGA, Atlanta, to a Georgia corporation known as the Liberty Broadcasting Corp. The *Atlanta Journal* is 50% stockholder; Norman K. Winston, of New York, 49%; Harold A. Lafount, Washington, and Sanford H. Cohen, New York, ½% each.

Lutheran Hour Expands

THE *Lutheran Hour*, sponsored by the Lutheran Laymen's League in cooperation with the International Walther League, will return to the Mutual Network next Oct. 29 with an expanded list of stations. The 66 stations used last fall may be augmented by 37 others now under consideration by Kelly, Stuhlman & Zahrndt, St. Louis agency handling the fifth consecutive season of the series. The program will again be heard 1:30-2 p. m. (EST) over stations East of the Mississippi, 4:30-5 p.m. West of the Mississippi.

Compromise Pact Allocations Effective Feb. 1 Are Proposed

Mexican Border Stations Would Remain Under New Plan; Many Frequency Shifts Involved

A COMPROMISE, under which the terms of the Havana agreement covering broadcast allocations on the North American Continent may become effective next Feb. 1, but with the proviso that the Mexican border stations remain, appears the likely outcome of months of diplomatic negotiations.

After the Mexican Senate twice had refused to agree to the Havana treaty, which would have eliminated the border stations operated in the main by ex-American broadcasters, that country submitted an alternative proposal under which an administrative agreement, entirely divorced from the treaty, would be accepted by the four major nations of the continent. This treaty would permit Mexico to use six of its interior exclusive channel facilities on the border at specified locations.

Technical Advantages

It is understood that the State Department upon receipt of the alternative proposal, asked the FCC for its opinion. The FCC, following consideration of the entire matter, on July 27 is reported to have notified the State Department that from the engineering standpoint there were definite advantages to be gained through its acceptance. However, the past position of the Commission has been that it has not been satisfied with retention of the border stations, and it is not believed that it altered its view in that regard.

In the light of these developments, it is presumed the Mexican Government will be advised by the State Department that the proposal is acceptable. Unquestionably some mention will be made of the desire of this country and of Canada and Cuba, parties to the treaty, that steps be taken to ameliorate the border station situation in the near future.

If the Feb. 1 effective date is agreed upon, it will mean the FCC will be in a position to reallocate broadcasting facilities in this country in accordance with the terms of the Havana treaty. This will mean a substantial number of frequency shifts, with many stations sliding 10 to 30 kilocycles within the band 550 to 1600 kc. However, the fact that six of Mexico's exclusive channels would be used on the border instead of in the interior of the country, will complicate certain of the frequency assignments contemplated originally.

After receipt of advices from Mexico suggesting the administrative agreement, in lieu of the treaty, the State Department asked both Canada and Cuba for their views. Canada within the last few days has notified the Department that it is inclined to approve the Mexican proposal but did not flatly give its assent, apparently desiring to learn of the position of the United States and Cuba before giving final word. No comment thus far has come from Cuba.

An administrative agreement rather than treaty was proposed because border stations definitely would be ruled out under the terms of the compact, which carries a provision that facilities shall be allocated to the respective countries to serve their own "nationals". The border stations, however, use directive antennas with the objective of serving this country rather than Mexico and as a consequence could not be accommodated within the terms of the treaty.

With the FCC's recommendations before it, the State Department must decide upon the procedure it will follow, taking into account other diplomatic considerations. The Mexican oil situation, development of international highways and other joint activities must be considered in working out an amicable agreement.

Frequency Changes

Most important to U. S. stations is the fact that acceptance of the administrative agreement would make possible the general frequency shifts with the exception of Mexican assignments to border stations. While the full benefits of the treaty would not be realized, it nevertheless would make possible clearing up of interference now suffered by stations in this country and in Canada from the "mid-channel" operations of Mexican and Cuban stations. This would be a definite step forward, it is thought. Whereas under the terms of the Havana treaty, the FCC had made provision for assignment of a number of domestic stations on the frequencies to be used by Mexico in the interior of that country, use of these frequencies on the border will preclude such assignments. Thus, an indeterminate number of stations slated to go fulltime will have to be provided for in some other fashion, or perhaps remain on time-sharing assignments, depending upon the allocation limitations under the administrative agreement.

The actual frequencies which Mexico desires to remove from interior locations to the six border station spots have not been disclosed. It is expected, however, that the channels are among those which had been specified under the treaty for locations in southernmost portions of the country. Under the treaty, Mexico was assigned 15 channels for use of Class I and Class II stations.

When the FCC in June adopted its new rules and regulations governing broadcasting, it did not specify the new frequency assignments under the Havana treaty, because of the stalemate with Mexico. It adopted all of the engineering requirements, however, setting up the new classes of stations provided for in the treaty but ignoring the actual frequency shifts. When the treaty terms become effective, even by administrative agreement, the reallocation can be effected.

If the Feb. 1 effective date is agreed upon by the four nations involved, it is presumed the FCC next fall will set in motion machinery to make the allocation transition. More than likely, it would publish the proposed frequency assignments 30 to 60 days in advance of the effective date.

Rexall on 200 Nov. 1

UNITED DRUG Co., Boston, on November 1 will broadcast *Rexall Magic Hour*, a quarter-hour program transacted by World Broadcasting Co., to run four days on about 200 stations during the week of the company's semi-annual one-cent sale for Liggett and Rexall products. Programs will feature Graham McNamee as m.c., Arthur Boran, Buddy Clark and Announcer Basil Ruysdael. Street & Finney, New York, handles the account.

STANDARD BRANDS AND VALLEE PART

STANDARD BRANDS, New York, and Rudy Vallee, star of the company's *Royal Gelatin Hour* on NBC-Red Thursdays from 8 to 9 p. m., will dissolve their relationship following the broadcast of Sept. 28, which terminates their present contract and also marks the completion of a solid decade of broadcasting by the artist for the same sponsor on the same network at the same time each week.

Program, sponsored for Fleischmann's Yeast until 1936 and since then for Royal Gelatine, started on Oct. 24, 1929 and has been broadcast each Thursday evening without interruption, with Vallee appearing on all but two of the broadcasts.

Sept. 28 also is a cancellation date for the time on NBC, but it is expected the sponsor will retain the period, substituting a different type of entertainment. The announcement said that Vallee believes 10 years in one spot is long enough for an artist and that Standard Brands officials agreed. Advertising for the company is handled by J. Walter Thompson Co., New York.

Vallee indicated he would take a trip to South America before undertaking a new air series.

New York Broadcasting System Formed, To Provide Coverage of Empire State

A NEW NAME will be added to the list of regional networks on Sept. 5 when the New York Broadcasting System is scheduled to begin operations, according to announcement by E. M. Stoer, general manager of Hearst Radio, who will head the new network. Carl



Mr. Calman



Mr. Stoer

Calman, manager of WINS, New York, will be vice-president and general manager.

Outlets already signed for the new network include WINS, New York; WABY, Albany; WIBX, Utica; WSYR, Syracuse; WMBO, Auburn; WSAY, Rochester; WGR-WKBW, Buffalo; WJTN, Jamestown. Three additional stations—WHDL, Olean; WESG, Elmira, and WNBF, Binghamton — may also join the network before it goes on the air.

Stations will be linked by Class A lines. There will be no "key" station for the network, although it is probable that most programs will originate in New York City and there will be reversal charges for those originating at other points. Advertisers wishing to extend to network's stations outside of New York City programs being broadcast by New York City stations other than WINS may do so, eliminating that station from the list. Otherwise, the network is available only in its entirety.

Announcement states that contracts for commercial programs already signed by the network are "far in excess of normal expectations", although no names of sponsors were disclosed. International Radio Sales, Hearst station representative organization, has been named national sales representative of the network. A rate card is now in preparation.

New group is in the nature of a revival of the New York State Broadcasting System, which included outlets in New York, Albany, Utica, Auburn, Rochester, Buffalo and Plattsburg, with WINS as its key. This regional, likewise under Hearst management, was discontinued in the fall of 1937 after several years of operation had failed to make it a profitable venture. Since then two other New York regionals have been started, but neither lasted more than a few months. Because of those failures, announcement of the New York Broadcasting System has been preceded by several months of intensive study and planning. Questioned about the project some time ago, Mr. Stoer said, "With the record before us there is no excuse for another failure. We will not go ahead unless we are assured of success."

Those Brooklyn Cases Sent to Hearing Again

THE bewhiskered "Brooklyn cases", perhaps the oldest issue on the FCC docket, having been carried over from the old Radio Commission, were designated for argument by the FCC on July 27. Involving issues which sought deletion of WARD and WLTH, Brooklyn, and assignment of their time to WBBC, the cases have been argued before the Commission a half-dozen times and in and out of the courts.

The Commission announced that upon its own motion it ordered the reargument to be held Oct. 19 in Washington. It was presumed this action was taken because less than a quorum of the members which last heard the proceedings have qualified to take action.

Copyright Plan Rests on Aug. 3 Session

Convention Call Will Depend on Meeting With ASCAP

WHETHER there will be a fight to the finish or amicable negotiation of a "pay-as-you-use" type of contract for performance of ASCAP music over the air after 1940 hinges on a conference of the NAB Copyright Negotiating Committee with a representative committee of ASCAP, scheduled Aug. 3 in New York.

Cloaked with broad powers to convene a special convention of the NAB in September if ASCAP declines to enter practical discussions, President Neville Miller and his NAB committee agreed to defer for two days the Aug. 1 deadline they previously established, to meet with the ASCAP committee. If the NAB group is dissatisfied with the attitude taken by ASCAP officials, it is freely predicted the special convention will be called for Chicago by Sept. 15.

ASCAP's refusal to enter into discussions with the NAB committee on a new type of uniform performing rights contract, to supplant the existing schedules which expire Dec. 31, 1940, led to the action of the annual convention in Atlantic City July 12 in approving a resolution giving the Copyright Committee virtual plenary powers [BROADCASTING, July 15]. Should the negotiations with ASCAP rupture, the special convention will be called upon to contribute a substantial war chest to be employed in supplanting ASCAP music when the present contracts expire.

Seek Tax-Free Music

While the Copyright Committee has given only cursory consideration to ASCAP-less operation of broadcasting, it is obvious that the building of a substantial reservoir of tax-free music would be the nucleus. The fact that a comfortable amount of non-ASCAP controlled music already has been accumulated, through several transcription companies and by other means, augurs for such a course. Moreover, the NAB committee is determined to avoid an eleventh-hour crisis, through long drawn-out negotiations with ASCAP. There will be nearly a year-an-a-half before current ASCAP contracts expire in which to devise the new operating plan.

The NAB committee of five carrying on the ASCAP conversations will be augmented for the Aug. 3 session. Regular members, in addition to President Miller, are Edward Klauber, CBS executive vice-president; Lenox R. Lohr, NBC president; Samuel R. Rosenbaum, president of WFIL, Philadelphia and chairman of Independent Radio Network Affiliates; John Elmer, president of WCBM, Baltimore, representing independent stations. In addition, Mr. Miller has asked John Shepard 3d, president of Yankee and Colonial networks and chairman of the National Association of Regional Stations, and Walter J. Damm, WTMJ, Milwaukee, representing newspaper-owned stations, to participate.

ASCAP's regular high command, which has conferred with the NAB committee during the last few months is expected to be supplemented by a two composer and two publisher members. The key officials, however, are Gene Buck, president, John G. Paine, general manager, and Louis D. Frohlich, general counsel. E. C. Mills chairman of the Administration Committee, has been strangely absent in these sessions.

President Miller declared prior to the session that if ASCAP's attitude is one which indicates a willingness to get down to brass tacks, a further postponement in the dead line is possible. The committee is authorized by the NAB membership to proceed in its own way, but to issue a call for the special Chicago convention by mid-September if advisable.

The fact that each segment of the industry—locals, regionals, network affiliates, independents and newspaper-owned stations — voted separately during the Atlantic City sessions in favor of a uniform contract calling for clearance at the source, with royalties to be paid on programs using ASCAP music only, paved the way for the convention action in favoring a resolution calling for a contract "predicated upon paying for the music used". The committee thus was instructed to decline any proposals to continue the present form of contract under which stations pay 5% of their "net receipts" to ASCAP.

An Active Topic

ASCAP has steadfastly maintained in the past that the blanket form of license, similar to that now in force, was desirable. Despite the protest of broadcasters that a "per program" method of payment is workable, ASCAP officials have insisted that it would be cumbersome, expensive and unwieldly. While ASCAP officials have indicated that they were not ready to discuss formula with the NAB committee, Mr. Paine finally agreed to the Aug. 3 meeting.

That ASCAP, even at this late date is indulging in stalling tactics is evident to the broadcast industry. The attitude expressed by its officials that it is being "rushed" by the NAB, is punctured by the record. The NAB committee has been negotiating with it since March. Moreover, its repeated excuse that it desires "more information" is construed as faulty, since it has had access for years to the books of all stations in "auditing" royalty payments. The NAB committee, it was pointed out, has made its position definite in asking for the "per program" basis of payment, yet the Society, in trade reports published elsewhere has taken the position that it is the "industry's move."

Treaty Talk in Senate

The NAB has been on the qui vive because the International Copyright Treaty, reported favorably by the Senate Foreign Relations Committee, and having the support of the State Department, has bobbed up on the Senate floor with dangerous regularity. It was agreed at the last session of Congress that the treaty should not be ratified until accompanying legislation amending the existing copyright law could be passed. The treaty would provide for automatic copyright of foreign works in a fashion that would endanger users of literary as well as musical works in this country.

Chairman Bone (D-Wash.) of the Senate Patents Committee, advised the Senate July 24 when the treaty came up for the third time during the week, that it was his judgment the Senate should not ratify the treaty until Congress has had an opportunity to consider new copyright legislation. He pointed out that a group of New York attorneys, headed by Prof. James T. Shotwell, had submitted to him a proposed bill designed to supplant existing copyright law.

Declaring it is a complete rewriting and revamping of the entire copyright statute of the United States, Senator Bone said he thought the matter would have to go over to the next session.

Text of Wheeler Bill to Amend Copyright Act

FOLLOWING is the text of the Wheeler Bill (S-2846) to amend the Copyright Act of 1909 to provide for responsibility for infringement by the originating station of a network or the transcription manufacturer:

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

That Section 25 of the act entitled "An Act to Amend and Consolidate The Acts Respecting Copyright", approved March 4, 1909, as amended, is amended by adding after paragraph (e) the following new paragraph:

"In the case of an infringement by radio broadcasting, the liability for the use of a copyrighted work in broadcasting through and from the facilities of two or more connected stations shall rest solely with the station, person, firm, or corporation through and from whose facilities the performance, transmission, or dissemination of such copyrighted work is originated; except that the liability for the use of a copyrighted work in broadcasting by means of electrical transcriptions or other forms of recording manufactured, sold, leased, or licensed exclusively for broadcasting purposes shall rest solely with the manufacturer of such electrical transcriptions or other forms of recording."

Wheeler Heads Federal Drive To Control ASCAP Procedure

Introduces Bill for Clearance at the Source; Department of Justice Revives Old Suit

ASSUMING leadership in a new Federal drive to bring ASCAP into line, notably in its dealings with broadcasters, Senator Wheeler (D-Mont.) climaxed a fortnight of activity on the copyright front July 20 by introducing in the Senate a bill for clearance of copyright at the source, whether by network or transcription.

Coming on the heels of other moves by the Interstate Commerce Committee chairman, which resulted in revival of government interest in the long dormant anti-trust suit against ASCAP, Senator Wheeler's new bill was introduced with the approval of Chairman Bone (D-Wash.) of the Senate Patents Committee. With adjournment of Congress expected early in August, little likelihood of passage of the measure at this session is seen. However, Senator Wheeler has stated he will press for action at the next session or probably at a special session if one should be called by the President.

Also contributing to the Department's revival of interest was understood to be the recent dissenting opinion of Associate Justice Hugo L. Black in the Washington-Florida anti-ASCAP cases carried to the highest tribunal on the jurisdictional question alone. Justice Black, in a strong dissent, sharply criticized ASCAP and its methods [BROADCASTING, May 1].

The spell, long held by ASCAP over Congress in blocking legislation to curb its activities, appeared to be doomed in the new surge of activity. Senator Wheeler already has been promised support in his efforts by a large number of Senators who have heard from their States about ASCAP activities—not only with respect to broadcast license fees but also small users, such as tavern, restaurant and other proprietors who have been forced to pay tribute to the Society.

The Wheeler Bill (S-2846) would amend the antiquated 1909 copyright law by providing that in case of an infringement by broadcasting, the liability for the use of a copyrighted work over two or more stations shall rest solely with the originating station. In the case of electrical transcriptions or other forms of recorded works, the responsibility would rest solely with the manufacturer.

Suit May Be Revived

Out of the fortnight's activity on the Washington scene came the disclosure that the Department of Justice had designated one of its crack attorneys, Robert M. Cooper, special assistant to the Attorney General, to take personal charge of the anti-trust suit pending before the Federal District Court in New York. Thurman Arnold, Assistant Attorney General in charge of anti-trust activities, likewise has in-

(*Continued on Page 67*)

first in America



1937 Award



1938 Award



1939 Award

Detroit's Famous Radio Station

• WXYZ •

Distinguished for Three
Consecutive Years in Recognition
of Unusual Service to the Public

1937 - SAFETY

C. I. T. Foundation Award for outstanding safety promotion radio program.

1938 - SHOWMANSHIP

Award for program origination presented by "Variety."

1939 - POPULARITY

Through nation-wide poll "Radio Guide's" award for most popular children's program.

KING-TRENDLE BROADCASTING CORPORATION

Blue **NBC** Network **DETROIT** *Key Station* Michigan Radio Network

PAUL H. RAYMER CO., Representative

Reaction to NAB's New Code Is Found Generally Favorable

Miller Studying Plans to Obtain Compliance as Time Approaches for Meeting of Directors

WHILE editorial, organization and public reaction to the self-regulation code adopted by the NAB convention in Atlantic City last month [BROADCASTING, July 15] has been preponderantly favorable, scrutiny of the document during the fortnight since its adoption has revealed that many revisions and interpretations are likely before enforcement is undertaken.

NAB President Neville Miller and his staff are gratified over the generally favorable response to the code, but it has become apparent that considerable work must be done before the board of directors meets in September to evolve enforcement methods. The new NAB board, immediately following the convention in Atlantic City July 13, authorized President Miller to study plans for code compliance machinery and possible clarification of its provisions, to be considered at a meeting slated for September.

Some Criticisms

Though there were several blanket criticisms of the entire code, the provision banning sale of time for discussion of controversial issues has been most provocative. Such columnists as David Lawrence and Hugh Johnson regarded it as a dangerous and unnecessary precedent and one which will have serious repercussions. The *Oklahoma City Times*, which is under the same ownership as WKY in that city, KLZ, Denver, and KVOR, Colorado Springs, branded the code as "born of fear of regulation by the Government" and held that the NAB has given "free speech an unnecessary kick in the pants".

The Oklahoma Publishing Co. stations were among the first to ban the crusading type of commercial religious programs.

Compton Advertising Inc., New York, a leading agency in radio placements, protested the code provisions limiting commercial announcements. William B. Maillefert advised Ed Kirby, NAB public relations director, that the time limitations on commercial copy were "in good taste" but that the "exceptions" which remove the limitation from local participation and announcement programs were objectionable.

"If stations decide to be considerate and not allow overzealous advertisers to prey upon listeners' attention by scheduling too much commercial time, why shouldn't stations observe the same rules for themselves," he inquired. The practice indulged in by stations which place a series of one-minute announcements in a single 15-minute script should be curbed, he advised.

Another question requiring clarification of commercial copy limitations has arisen in regard to transcriptions. Under the code provision, greater time is allowed for daytime commercials than for night programs. Thus, transcriptions having commercials meeting the daytime limits could not be broadcast at night, within the code terms. It is expected that some degree of flexibility will be advocated to meet this situation.

As for code compliance itself, President Miller is sounding sentiment prior to drafting proposals to be considered by the board. At present all roads appear to lead to expulsion from NAB membership as the extreme penalty.

Thought has been given in a preliminary way to a plan under which each district director would sit as the code director in his particular district. Thus, the country would be divided into 17 separate code districts paralleling the NAB membership areas. The board itself, however, in any such plan would sit as the final arbiter. The plan also envisages appointment of a code enforcement officer, or coordinator, who would be attached to the NAB headquarters staff in Washington. Responsible to the board, this individual would handle code interpretations and serve as the clearing house for the industry as a whole.

Shepard First

First to announce immediate adherence to the code provisions was John Shepard 3d, president of Yankee and Colonial Networks. Mr. Shepard stated July 22 that inasmuch as the industry had agreed on the code, which it felt would bring radio to a new level of public acceptance and advertising effectiveness, he could see no reason for delaying its operation. Consequently, all new contracts signed by the Yankee or Colonial Networks and stations owned or operated by them will contain the following provision: "Program material shall be in full accordance with the Broadcast Code adopted by the NAB July 11, 1939."

Contracts now in force which may conflict with the new code, will, of course, be carried to their completion under their original provisions, Mr. Shepard said. All commercial copy in live shows will be adjusted to code length through the mutual cooperation of the advertiser and the station. Special arrangements will be made for clients using transcriptions so that those produced in the future will conform to the provisions of the code.

The policy will apply to all programs originated by Yankee or Colonial or by stations owned and operated by Yankee Network—WNAC and WAAB, WEAN, and WICC. These stations, of course, cannot, at the moment, apply the code to programs originating either with NBC or with MBS, but Mr. Shepard is suggesting to these two organizations that they make arrangements to adopt the code without delay.

Seen and Heard

CHECK with gate keepers of Sick's Seattle Stadium indicated recently that 122 baseball patrons regularly bring their own portable radio to the ball games there to listen to Leo Lessen's play-by-play broadcasts as they watch, in preference to the park's p. a. system, according to KJR, Seattle.

THREE MORE ADDED TO MUTUAL SYSTEM

SECOND step in the southern expansion of MBS, which recently extended its lines into the Southeast to link four North Carolina stations into the Mutual network [BROADCASTING, July 1], will eventuate Sept. 24, when WSIX, Nashville, WLAP, Lexington, and WGRC, New Albany-Louisville, become MBS affiliates. The trio of stations will be known as the Southern Network and will be available to MBS advertisers both individually and as a regional group. Move takes Mutual lines into two cities hitherto unserved by this network, Lexington and Louisville. In Nashville, WSIX will supplant WSM, which is affiliated with NBC as well as MBS, as the chief outlet for Mutual programs.

While no further announcement of additional affiliates have been made, Fred Weber, general manager of the network, told BROADCASTING that MBS plans extending its lines through the South until the present gap is closed and the programs are available to listeners throughout the entire area. This expansion will be gradual, he said, with outlets carefully chosen for their ability to render service commensurate with the expense of extending network lines over long distances between population centers.

The three new additions, which bring the total of MBS affiliates to 121, all operate with 250 watts daytime power. WGRC operates daytime only; the other two use 100 watts power at night. Offices of the Southern Network are in Lexington.

MELVIN PURVIS, former ace G-man, who with J. A. Zeigler has begun publishing the new *Florence* (S.C.) *Evening Star*, has made a tie-up with WOLS, Florence, whereby he will broadcast all news periods over the station, sponsored or sustaining, starting Aug. 3 and using UP.

How the Press Commented on New NAB Code . . .

New York Times

The 425 member stations of the NAB have adopted a remarkable degree of 'self-government' in the new code of standards for which they have voted. The changes are all in the direction of giving greater recognition to the industry's social responsibilities.

Christian Science Monitor

Sincere commendation is due to the NAB for the code of ethics adopted to govern the 428 member stations in the United States. The gratitude of millions of listeners for this expression of good taste should assure the filling of radio-station time with a better type of advertising for every program dropped in accordance with the new code.

Ottawa (Ont.) Citizen

In many directions this new radio code of advertising, intentionally or coincidentally, follows the standard set by the Canadian Broadcast Corp. It was early realized in Canada that in a broadcasting service designed in the interests of the listener through national control and operation, regulations must be applied to what may or may not be advertised. Canadian listeners, however, tune into many United States stations. Appreciation of this new standard in radio advertising adopted by the NAB will therefore not be confined only to listeners in the United States.

New York Evening Post

In its new code of standards the radio broadcasting industry recognizes that there is an economic base to the right of free speech. We tend too often to forget this. John Smith and John Doaks have an equal right to tell their story to the public. But if John Smith can afford to buy an hour's time on a national network, while John Doaks can only afford one medium-size soapbox, the equality is limited and technical. If the number of radio stations were unlimited and any person or group could start a station, as one starts a periodical, the case would be different. But here we have the question of the use of a limited public facility. The public interest becomes a controlling factor. Censorship is an evil. It should be fought. But it is not censorship to limit special pleading over the public's air waves to periods defined by the public interest, not fixed by the pleader's purse, with adequate free time allowed for rebuttal.

Brooklyn Citizen

The industry had the good sense to realize that its code must be flexible. While exercising self-government, it must, above all, satisfy its listeners—a vast population with multiple likes and dislikes.

Corning (N. Y.) Leader

The "self-disciplining code" adopted by the NAB is an intelligent attempt to solve a number of problems recently troubling radio.

David Lawrence in United States News

Radio is an infant industry. Hence it must be forgiven the mistakes made by the NAB in their newly announced code. If the radio had behind it the experience and traditions which a free press has evolved through centuries of time for the use of the printed word, the action taken at the meeting in Atlantic City by the owners of broadcasting stations would never have been approved. The "code", of course, was an effort to avert governmental regulation. Likewise it was designed to meet some of the problems peculiar to radio, such as the limited number of hours of listening time available and the fact that the federal government issues the licenses on which the life of a radio station depends. To the extent that the code imposes on the members certain regulations relating to good taste and listener interest, it will be accepted as a wholesome bit of coordination in an industry already plagued by the fact that whenever any appreciable section of the public is dissatisfied it can run to the Federal Communications Commission or to Congress and set in motion a movement for government regulation.

When the radio broadcasters say that no time shall be sold for the discussion of controversial issues, they may think they are saving themselves from a vexatious problem. But in truth they are merely plunging themselves headlong into one of the most fundamental disputes in American democ-

(*Continued on Page 46*)

"I CAN'T DO A THING WITH JUNIOR. I DO WISH I COULD GET THE HELP OF ONE OF THOSE CHILD EXPERTS"

"ONE OF THEM IS SPEAKING AT THE WOMEN'S CLUB LECTURE TODAY. IT'S TOO BAD THAT YOU COULDN'T BE THERE"



THOSE DAYS ARE GONE FOREVER ...THANKS TO RADIO



TREMENDOUS advances have been made in the last few years in improving the relationship between parents and children. By the application of facts discovered by many wise men and women, much has been done to help parents in meeting the many problems that arise in connection with bringing up a family.

NBC is proud of the fact that it has played a most important part in a matter so vitally essential to the nation. Many NBC programs constantly bring to parents—and to children—information, suggestions, ideas, first hand accounts based on actual experience, and other material which is helpful in shaping the lives of children.

In addition to these programs, NBC also provides constantly many others which are devoted to the interests of women. Home, family, fashions and other subjects of primary interest to women, are regularly covered as a part of NBC's public services. It is through such activities as these that NBC is doing its utmost to make a great public service.

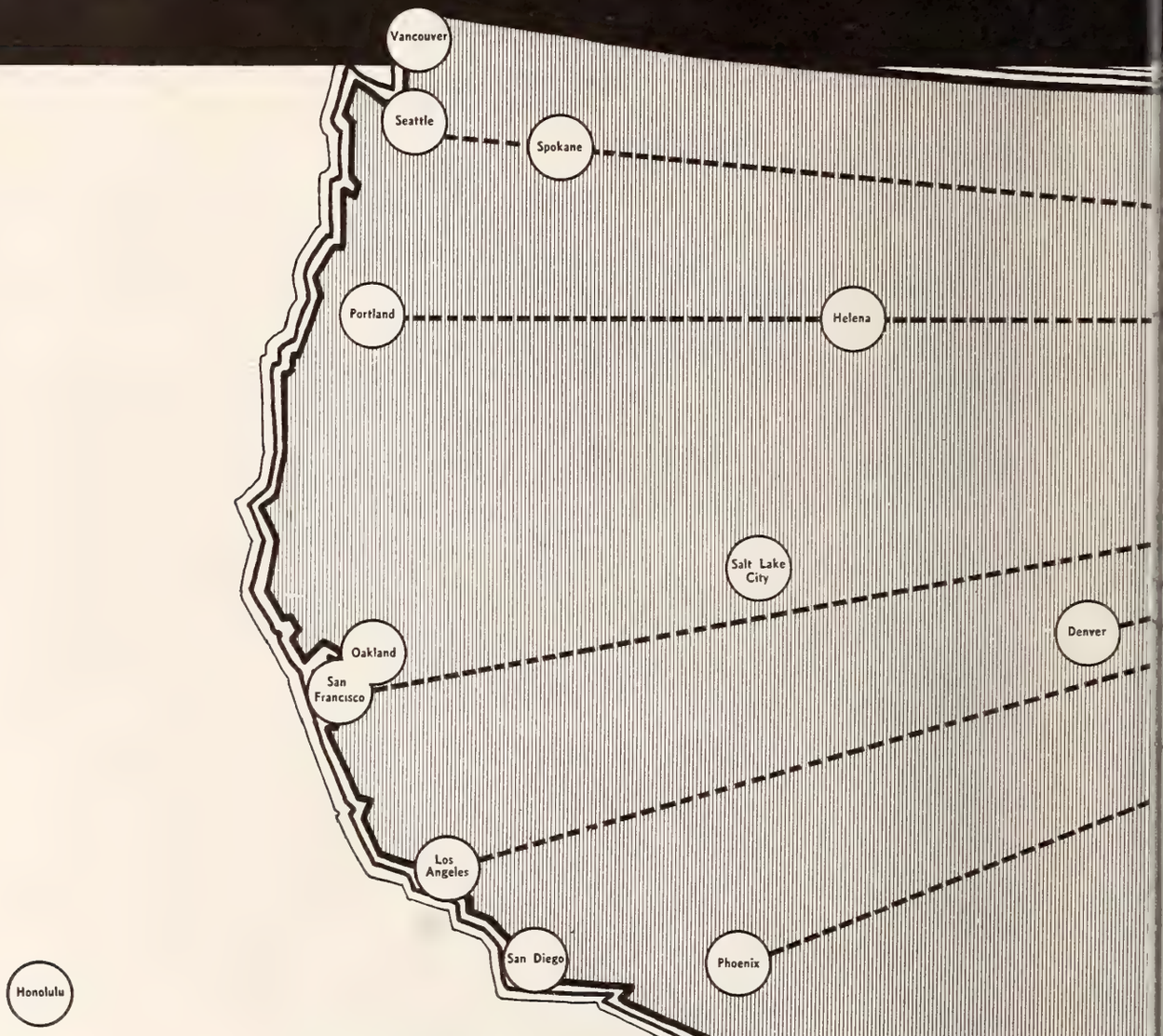
NATIONAL BROADCASTING COMPANY

THE WORLD'S GREATEST BROADCASTING SYSTEM

A RADIO CORPORATION OF AMERICA SERVICE

HOOPER-HOLMES

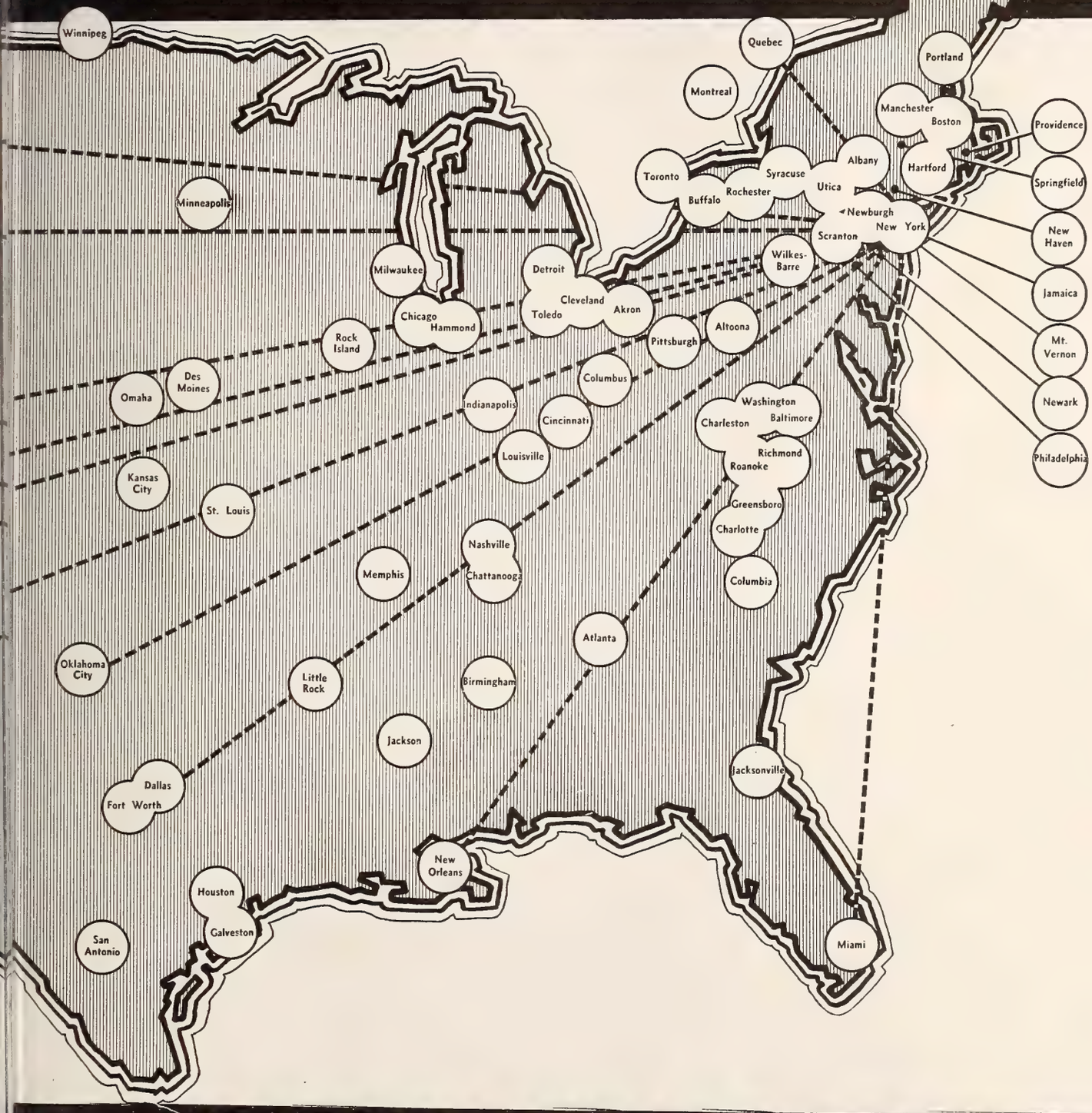
can find the answer for you—Whatever



You may want a regional or a nationwide survey . . . of big cities, of small towns, or of farms . . . based on 500 to 50,000 personal interviews. Our service can be as flexible as desired—and is surprisingly reasonable. For full details of how it can fit your business, write for your copy of the booklet "Why Hooper-Holmes Produces Results in the Market Research Field." Address all inquiries to Market Research Division, Chester E. Haring, Director.

Full time men in 81 Branch Offices . . . regularly cover 13,577 cities and towns. Their work is supplemented by 55,000 part-time correspondents.

Your Market Research Problem



THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK

Armstrong Modulation System Makes Public Bow on Yankee

Station Near Worcester on 16-Hour Schedule; GE Announces Line of Frequency Receivers

THE ARMSTRONG system of "staticless" broadcasting by means of frequency modulation on the ultra shortwaves made its public bow with a 16-hour-per-day schedule July 24 when the Yankee Network placed in everyday operation its new station, W1XOJ, atop Mt. Asnebumskit at Paxton, Mass., near Worcester. Coincidently, the General Electric Co. announced its new line of special receivers for frequency modulated reception, demonstrating them at the Rex Cole Bldg., Long Island City, with pickups from Maj. Edwin H. Armstrong's own station, W2XMN, at Alpine, N. J.

The Yankee Network transmitter [BROADCASTING, June 1], on which work started last November with tests beginning in June, is broadcasting temporarily with 2,000 watts power, later to be raised to 50,000, on 43,000 kc. It is expected, according to a statement by the Yankee Network, to cover thoroughly a 75-mile radius around Worcester. Its turnstile antenna surmounts a hill that rises 1,400 feet above sea level.

Backed by Shepard

Programs are now on the air from 8 a.m. to 12 midnight daily, being fed largely from the Yankee Network studios in Boston, 42 air miles away, through W1XOK, a frequency modulated relay station in a penthouse atop the studio building. W1XOK transmits to Mt. Asnebumskit on a frequency of 133,030 kc. with power of 250 watts through a directive antenna.

The frequency modulation system invented by Maj. Armstrong, inventor of the superheterodyne circuit, is regarded as a revolutionary forward step in broadcasting [BROADCASTING, Feb.1, April 1] and may herald the day when most if not all broadcasting is done on the more plentiful ultra-shortwaves. It has so excited the interest of John Shepard 3d, president of Yankee Network, that he is investing $200,000 in his experiments.

Thus far four stations using the system are in actual operation, namely, those of Maj. Armstrong at Alpine; General Electric (WGY) at Schenectady; Dr. Franklin M. Doolittle (WDRC) near Hartford, and Yankee. Construction permits have been issued to Paul Godley, consulting engineer, for a station at Alpine; C. M. Jansky, consulting engineer, for a station in Washington; John V. L. Hogan (WQXR) for a station at Long Island City; Westinghouse (WBZ-WBZA) for a station at Springfield, and Head of the Lakes Broadcasting Co. (WEBC) for a station at Duluth, Minn.

Applicants for construction permits to use the system are the Traveler Co., Hartford (WTIC); Stromberg-Carlson Co., Rochester (WHAM); *Milwaukee Journal* (WTMJ) and *Worcester Telegram* (WTAG). The most recent grant of a CP was to the Duluth company, which already operates an experimental ultra-high frequency station, W9XJL, with 250 watts, which is to be revamped for frequency modulation with 1,000 watts on 26,300 kc. A survey is now under way preparatory to construction, with C. M. Persons, chief engineer of WEBC, collaborating with Prof. W. L. Everett of Ohio State University and Prof. E. H. Schrieber of the Superior (Wis.) State Teachers College.

The FCC rules (Section 44.04) set forth four groups of frequencies for frequency modulation. In the C group are 26,300, 26,500, 26,700 and 26,900 kc. In the E group are 42,600, 42,800, 43,000, 43,200 and 43,400 kc. In the G group are 117,190, 117,430, 117,670 and 117,910 kc. In the H group are any frequencies above 300,000 kc., with the exception of those in the 400,000 to 401,000 kc. band.

New Colgate Show

COLGATE-PALMOLIVE-PEET Co., Jersey City (shaving cream), thru Benton & Bowles, New York, on Aug. 17 starts for 52 weeks, John Hix's *Strange as It Seems* on 54 CBS stations, Thursday, 8:30-9 p. m. (EDST), with a West Coast repeat, 8:30-9 p. m. (PST). The program will originate from New York and follow *Ask-It Basket*, which is also sponsored by that firm on CBS. Ed Mead, agency writer, recently transferred from New York to Hollywood, will remain on the West Coast to work on scripts for the weekly program. Tom Revere, New York radio director of Benton & Bowles, was in Hollywood in mid-July to complete negotiations with representatives of John Hix and has now returned to the East.

Cast in Films

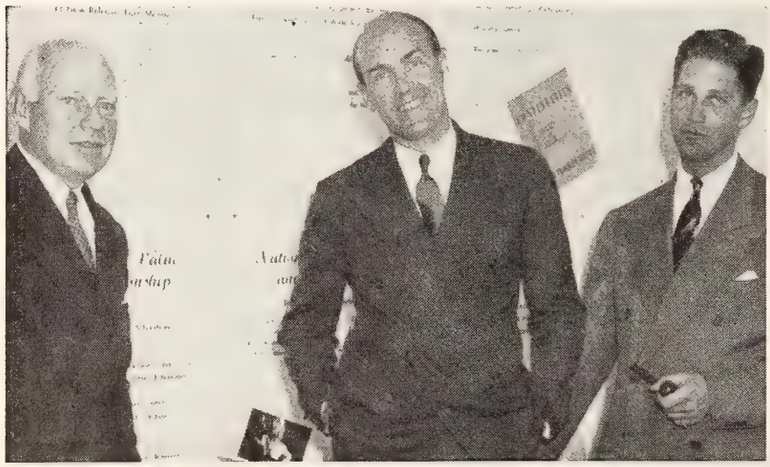
THE MOVIES drew upon Hollywood radio studios last month for supporting casts of forthcoming pictures. Clinton (Buddy) Twiss, NBC Hollywood special events director, has been cast in the role of announcer in RKO's "The Day the Bookies Wept," featuring Joe Penner. John Conte, CBS Hollywood announcer, won a role in Paramount's "Our Neighbors, the Carters."

Deal to Buy WMFO

A NEW deal for the sale of WMFO, Decatur, Ala., was disclosed July 20 with the filing of an application by James R. Doss Jr., its present operator, who is also operator of WJRD, Tuscaloosa, for authority to transfer it to Tennessee Valley Broadcasting Co. Inc. Clarence R. Calhoun, of Atlanta, would acquire 60 shares of stock, part of it in consideration of a note of $7,050 held by him. Ted R. Woodard, manager of the station, would acquire 48 shares, and the Mutual Savings Life Insurance Co. would acquire 40 shares. One qualifying share each would be held by M. K. Vickrey, president of the new corporation and general superintendent of the industrial department of the American Life Insurance Co., and Bryan McAfee, vice-president, an attorney.

Wurlitzer in Fall

RUDOLPH WURLITZER Mfg. Co., N. Tonawanda, N. Y. (musical instruments), in late September will start a series of five and 15-minute programs on nine stations. Chosen thus far are six weekly five-minute programs titled *Tune in the Spotlight* featuring popular tunes on WABC, New York, and five weekly five-minute series of the same title on WWJ, Detroit. The quarter-hour series will be titled *Say It With Music*, according to Walt Schwimmer, account executive of Schwimmer & Scott, Chicago agency handling the account.



WORLD SERVICE is the theme portrayed here by radio's pioneer transcription library and spot organization. The World Broadcasting System exhibit at the NAB Convention in Atlantic City's Ambassador Hotel July 10-13, told the story of the evolution of transcription spot and transcription library service, along with the company's newest "Gold Group" venture. Left to right are A. J. Kendrick, vice president, A. M. Sambrook, station relations manager, and J. M. Schamberg, New York.

Kaufman to Take Control of WFBM

Will Be Manager of Station; Blossom Will Be Retained

JESSE L. KAUFMAN, onetime manager of WCAE, Pittsburgh, and later a Hearst Radio executive, plans to assume the active management of WFBM, Indianapolis, on Aug. 15 under the new ownership of the former Indianapolis Power & Light Co. station. Authority to transfer the station, last of the public utility operated outlets, to WFBM Inc. was granted by the FCC July 13 [BROADCASTING, July 15]. The reported purchase price was $450,000.

Mr. Kaufman, who was in Indianapolis in latter July to consult with the present management, said that no plans for changes in personnel have been made or discussed other than that he will manage the station while R. E. Blossom, present manager, will remain with it in an "important position".

With the transfer, it was disclosed by the FCC that the officers of WFBM Inc. are Mr. Kaufman, president; Robert J. Dodds, Pittsburgh attorney, secretary, and H. M. Bitner Jr., treasurer. Young Mr. Bitner, a newspaperman, will be a member of the station's staff.

The senior Mr. Bitner, who is publisher of Hearst's *Pittsburgh Sun-Telegraph* and a director of Hearst Consolidated Inc., Hearst Publications and *The Detroit Times*, will hold 59.9% of the stock. Mrs. Jeanne E. Bitner holds 9.3%, and Mr. Kaufman holds 30.8%. Mr. Kaufman also is part owner of KFNF, Shenandoah, Ia., having recently acquired a 48.75% interest from Henry Field. The Bitner interest in WFBM is personal and not in any way connected with Hearst.

Canada Dry Discs

FIRST advertiser to take advantage of NBC's recently announced policy of permitting transcriptions to be broadcast over the Pacific Coast Blue network is Canada Dry Ginger Ale, New York. On Aug. 15 this sponsor's *Information Please* will be broadcast at 8:30-9 p.m. (EDST) on only 48 stations, instead of the usual 59. While the program is on the air it will be recorded off the line on the West Coast. At 8 p.m. (PST) this recording will be broadcast over seven Pacific Coast Blue stations: KGO KECA KFSD KEX KJR KGA KTMS, which together with KMJ KERN KWG KFBK have been carrying the program's original broadcast at 4:30-5 p.m. (PST). Agency is J. M. Mathes, New York.

Hair Tonic Testing

FOUR PENNY PRODUCTS Inc., Chicago (hair tonic), is using a series of four weekly one-minute nighttime announcements on WMBD, Peoria. The campaign may be expanded following the 13-week test. Newby, Perron & Flitcraft, Chicago, handles the account.

JOHN F. ARRINGTON Jr., who with his wife has purchased control of WCHV, Charlottesville, Va. [BROADCASTING, July 15] has had his application for a new 250-watt outlet on 1230 kc. in Valdosta, Ga., dismissed with prejudice by the FCC.



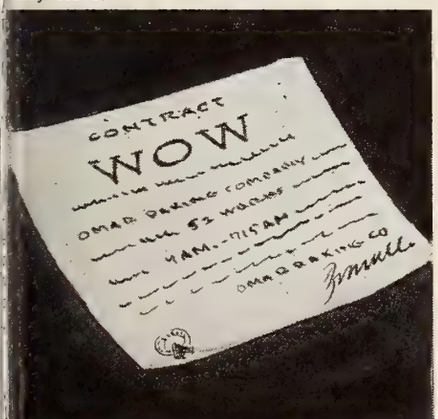
● Omar salesmen contact an unusually accurate cross-section of the population of Omaha-Council Bluffs and Lincoln markets.



● On five average week-days in May they surveyed the radio listening habits of their customers—house-to-house interviews.



● Omar Incorporated got the FACTS before buying radio time, learned that WOW had tremendous dominance in the market they serve.



● Given these facts, Omar bought WOW—began on July 2nd a 15-minute program at 7 A. M.—to run six days a week for 52 weeks.

Independent Survey by **OMAR** . . . . *reveals*

WOW

*delivers greatest daytime audience in OMAHA—COUNCIL BLUFFS and LINCOLN!**

THE QUESTION: The bakery division of Omar Incorporated wanted to know how many radios were turned on and the size of the audience tuned to each station by hours, from 7 A. M. to 6 P. M. They sought the answer in order to purchase radio time in this area.

THE METHOD: A personal coincidental survey method was used, and 16,623 housewives were asked "Is your radio turned on?" "If so, to what station are you listening?"

THE RESULT: WOW led all other stations at all hours 7 A. M. to 6 P. M. in the area (Omaha-Council Bluffs and Lincoln). Omar Incorporated bought 7 to 7:15 A. M. on WOW six days a week for 52 weeks.

* THIS SURVEY IS IMPORTANT TO YOU

Look for it in your own file on radio stations. If it is not there, drop us a card or wire, and we will send it to you. In complete form it gives hour-by-hour ratings for the three leading stations in the Omaha-Council Bluffs and Lincoln trading areas.

WOW

OMAHA, NEBRASKA

590 KC • On the NBC Red Network • John Gillin, Jr., Mgr. • John Blair Co., Representatives • Owned and Operated by the Woodmen of the World Life Insurance Society.

Canada Dry Story Of Sales Increase Narrated by NBC

Steadily Mounting Business Traced to Quiz Program

THE STORY of *Information Please,* which was damned by radio experts as "a smart idea but far too highbrow to succeed as a commercial," and of how during the first seven months of its sponsorship by Canada Dry sales of this company's beverages steadily mounted while general grocery sales were as steadily declining, is told in full detail in a brochure just issued by NBC. While essentially the success story of a program, the book also gently stresses the fact that the series is broadcast on the Blue Network.

Canada Dry started on the Blue Nov. 15, 1938. Sales figures of their beverages mentioned on the air for that month alone zoomed up to 11.3% better than 1937, while general grocery sales showed a loss of 5% as against the same month. For the seven months to May, 1939, Canada Dry beverages continued their steady sales climb, an average sales increase of 9.2% over the whole period. Meanwhile, general grocery sales showed a 3.5% decrease in comparison with the previous year. In May the sales of Canada Dry beverages advertised on the program were 23.2% over May, 1938.

They Listened

Before Canada Dry began sponsoring *Information Please,* the program had been on the air on the Blue for about six months as a sustainer. A clever variation on the popular "quiz" program which gives the audience a chance to turn the tables and stump the experts, *Information Please* immediately began to attract widespread attention. Letters with questions began pouring in, at first by the hundred and then by the thousand.

Due in part to the novel nature of the show itself, the response was also in large measure a result of the wise selection of the program's personnel: Clifton Fadiman, literary critic of the *New Yorker,* as "teacher;" Franklin P. Adams, columnist of the *New York Post;* John Kieran, sports columnnist of the *New York Times* and an expert on almost any subject; and Oscar Levant, composer, conductor and wise-cracker, as regular members of the "board of experts". Adams and Kieran appear on every broadcast; Levant is on hand about three times out of four. The vacancies on the four-man board are filled from week to week by various guests of headline stature.

Recipient of "rave" notices in radio columns throughout the country *Information Please* was given a more skeptical reception by the advertising fraternity." I like to listen to it, but it's over the heads of the mass audience," was a typical reaction. But Canada Dry and its agency, J. M. Mathes, decided that a program which pulled so much mail and produced so much comment must have an audience in proportion. To prove to their own satisfaction that the critics were wrong and that the program's audience was not entirely composed of highbrows, the sponsors made a test of the program shortly after they took it over. From a batch of 60,000 letters, they selected 10,000 at random and analyzed each for its stock, handwriting, type of question submitted, spelling, etc. From this and subsequent checks they found that the average *Information Please* listener is neither highbrow nor lowbrow. The program's high rating in a number of nationwide popularity polls, proving its widespread appeal, confirms Canada Dry's belief that its 8,000,000 listeners are "middlebrows".

Restrained Commercials

When the sponsorship of *Information Please* was announced, there were many dire predictions that commercialization would kill the program's basic appeal. The secret of Canada Dry's success in accomplishing the transition from sustaining to commercial is summed up in the brochure in two words, "commercial restraint". On its first broadcast under sponsorship the program's opening commercial was limited to a question from Fadiman: "What's different about *Information Please?*" and the answer: "We have a sponsor, Canada Dry." In the entire half-hour there was but 66 seconds of commercial copy.

This policy drew praise on all hands and the program's "freedom from sponsoritis," has been continued as the series progressed.

(*Continued on Page 55*)





KRLD'S NEW 50,000-watt plant was dedicated to "truth and democracy" by Edwin J. Keist, publisher of the *Dallas Times-Herald,* operating the station, during its dedicatory July 16 in which national and State notables participated. Upper photo shows (l to r) Edward Klauber, CBS executive vice-president, who left the NAB Atlantic City convention to attend; Mr. Keist, and Tom Gooch, editor of the newspaper and president of KRLD. In lower photo, Mr. Keist (l) is shown participating in a revival of KRLD's first sponsored program, *The Diamond Band.* Next to him is Glenn G. Addington, who was announcer of the program. Nearly all Texas stations joined in felicitating KRLD, and speeches by Senator Morris Sheppard and Rep. Sam Rayburn were piped from Washington. Messages to Mr. Keist and Mr. Gooch from Vice-President Garner and acting FCC Chairman Thad H. Brown, also contained congratulations on the new facilities.

NEIGHBORS AIDED

Sunset Oil Stages Promotion Drive for Program

SUNSET OIL Co., Los Angeles, through Pacific Market Builders, that city, on July 30 started for 52 weeks, Hal Styles' *Help Thy Neighbor,* on 8 Southern California Don Lee network stations (KHJ KGB KDB KFXM KVOE KXO KMPC KVEC), Sunday 3-3:30 p. m. (PST). The job-finding program will originate from a different community every other week and an extensive promotion campaign has been started for the series.

Inserts and Stickers

Besides sending advance letters to 2,000 dealers announcing the program, more than 10,000 stuffer inserts were mailed out along with credit cards to users of Sunset products. Dealers are also distributing a quarter million auto wind shield stickers with the slogan *Help Thy Neighbor.*

Other promotion includes 125 billboards in the Southern California area; pennants on all Sunset Oil trucks; gasoline pump and service station placards and posters: taxi cards; motion picture trailers and advertisements in major Southern California newspapers. Theme stressed in all promotion is "To Be A Good Neighbor Is Good Business".

With cooperation of civic groups, a Help Thy Neighbor Club will be established in various communities as a permanent organization. Weekly program was recently endorsed by the governors of California, Washington and Oregon, who in recognition of Hal Styles' efforts to find jobs for unemployed, declared a Help Thy Neighbor Week. The program is credited with finding employment for more than 15,600 persons.

Radio Leads Newspapers As Source of News in Prof. Summers' Survey

AMONG Iowa radio listener-newspaper subscribers, radio led by a good margin both as a source of news and an attention-getter with consumers, according to results announced in the recent poll of the Iowa radio audience conducted by Dr. H. B. Summers, of Kansas State College, for WHO, Des Moines. The study covered, in addition to the news source and advertisement recall surveys, an extensive inquiry into the listening habits, favorite stations and favorite programs of the Iowa audience. Results have been published in a 64-page booklet containing graphic illustrations, statistical breakdowns and service maps covering breakdowns of listening habits and preferences by counties and cities.

Responding to the question: "Do you depend most on a local daily newspaper, a city daily newspaper, or on the radio, for important national news?" 49.2% of the 6,997 individuals covered in the state who were both radio owners and newspaper subscribers classed radio as their prime news source, with 26.8% relying on the daily newspaper, and 24% expressing no choice. Replies were solicited only from persons who received both radio and newspaper service, and percentages remained practically constant whether the individual subscribed to both city and local newspapers or a city paper alone, except in the case of subscription to only the local paper, where radio preference jumped to 70.3% and the newspaper dropped to 13.6%. Broken down further as between men and women, the relative popularity of radio and newspapers as a news source remained constant and at the same approximate percentage.

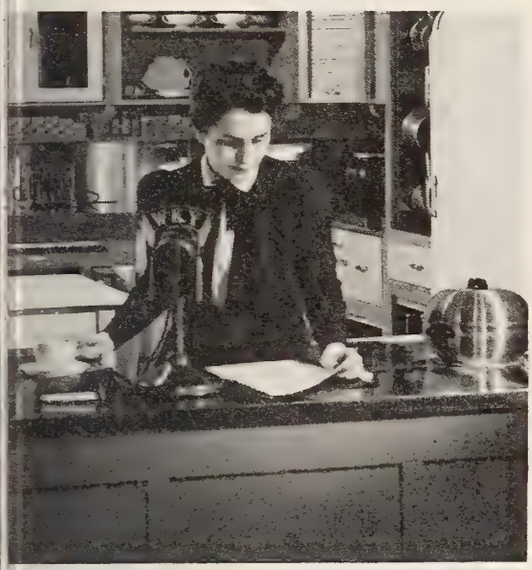
The survey of ability to recall advertisements seen or heard, conducted with a similar group, indicated that 44.6% of all persons replying could recall a radio advertisement, while only 14.6% could recall a newspaper advertisement. Of those subscribing to both a city and a local newspaper, 48.8% recalled a radio ad, and 17% a printed ad; of the city newspaper subscribers only, 44.4% recalled a radio ad, and 14.9% a newspaper ad; of those receiving only local newspaper service, 48.5% recalled a radio ad, and 10.2% one published in their local paper.

Good News Plans

GENERAL FOODS Corp., New York (Maxwell House Coffee), on Sept. 7 will return to the NBC-Red network with a new version of *Good News,* which was discontinued for the summer June 29. New series will be produced entirely by Benton & Bowles, agency servicing the account, and not by MGM as reported. Donald Cope, the agency's Hollywood production manager, will be in charge. The program will continue to be called *Good News,* and will feature Fanny Brice, Hanley Stafford, Meredith Willson's orchestra, and guest artists. Connie Boswell will be featured vocalist and a new master-of-ceremonies will be added.

Special Arrangements

for WKY Listeners and advertisers



AUNT SUSAN, WKY's home economist, is one of the most popular figures on the Southwestern airways. Her quarter hour is the oldest regular feature of the station, making its debut in 1928.





WKY's GIANT KILGEN is typical of the station's glittering array of broadcast facilities. Studios and transmitter outshine anything to be found outside the major network centers.



ADVERTISERS sponsoring products over WKY, have working for them attractive display space in WKY's studios.



OUTSIDE THE STUDIOS, wherever things of interest to WKY's listeners happen, you'll find WKY's mobile transmitter and a trained staff of special events announcers and technicians.

● The special arrangements of WKY's musical director, Allan Clark, have long delighted both WKY and coast-to-coast NBC listeners. But no less spectacular have been WKY's special arrangements to put WKY's facilities and programming above par . . . to bring to sponsors a bell-ringing type of product exploitation.

WKY has been built on special arrangements. Its studios were designed before construction of the hotel which houses them was started. The hotel was built around them. It had its mamouth Kilgen organ, the largest ever made for purely broadcast purposes, built to its own specifications. It anticipated the needs of its listening audience for a complete handling of special events, by the installation of a 200-watt mobile transmitter and a portable pack set that permit the broadcasting of any event anywhere.

And this long list of special arrangements of WKY extends on down to its merchandising service . . . rendered by a trained staff whose knowledge of local conditions brings to sponsors the type of cooperation that means the difference between a job satisfactorily done and a job outstandingly done.

THE OKLAHOMA PUBLISHING COMPANY:
THE OKLAHOMAN AND TIMES ★ THE FARMER-STOCKMAN
MISTLETOE EXPRESS ★ KVOR, COLORADO SPRINGS
KLZ, DENVER (UNDER AFFILIATED MANAGEMENT)

WKY Oklahoma City

NBC AFFILIATE ★ 900 KILOCYCLES ★ REPRESENTED BY THE KATZ AGENCY, INC.

CBS-WCKY Pact By Autumn Seen

NBC Tentatively Arranging WLW and WSAI as Outlets

AFFILIATION of WCKY, Cincinnati, with CBS by Oct. 1 or as soon thereafter as schedules can be cleared, is contemplated under plans devised by CBS officials with L. B. Wilson, president and general manager.

Despite conflicting views as to WCKY's existing contract with NBC, which Mr. Wilson claims has been breached by that network, plans for the switch in affiliation have gone forward. NBC has consistently maintained that the WCKY contract with it runs until October, 1941. It has continued to offer Blue programs to the new 50,000-watter, but these have been rejected except on condition that they would not be construed as a contractual obligation.

Judge E. O. Sykes, former FCC member and attorney for Mr. Wilson in the proceedings, has advised NBC that such NBC programs as are placed on WCKY will be accepted without prejudice to the contentions of either party regarding the contractual situation. WCKY, he said, is willing to cooperate with NBC until such time as it switches to CBS. Judge Sykes, in a letter July 24 to Maj. Lenox R. Lohr, NBC president, set forth the position of WCKY. He stated that it was the station's plan to join CBS on Oct. 1.

Status of Other Stations

Meanwhile, it was reported that NBC tentatively has arranged with the Crosley stations, WLW and WSAI, to be regular Cincinnati outlets for both Red and Blue programs. There has been no formal confirmation of a reported arrangement under which WSAI would become the basic Blue station since WLW is now basic Red, but it was thought that plans would be devised whereby the two stations would clear for the programs of the respective networks in a mutually satisfactory manner.

Sale of WKRC by CBS is under discussion, as a part of the projected new Cincinnati setup. Now the network's owned outlet in the market, WKRC probably will be disposed of before the WCKY affiliation becomes effective in the fall. It is understood that Mr. Wilson, on behalf of WCKY, has guaranteed a price of approximately $300,000 for WKRC, though at least three other offers have been made.

NBC-Red Tightens

TIGHTENING UP on its rule that between 8 a. m. and 5 p. m. on weekdays advertisers using the Red network must include the entire basic Red in their hook-up, NBC now requires that between 11 a. m. and noon and between 3 p. m. and 5 p. m. Monday through Friday a minimum of 35 Red stations must be used, not counting Blue or bonus stations that might be added to a basic Red network. New rule went into effect July 15 for all new business. Current advertisers may renew their contracts on their present basis until Jan. 15, 1940, after which date all contracts must be adjusted to meet the 35-station requirement.



CBS EXECUTIVES found time for some relaxation during the recent NAB convention in Atlantic City. This informal shot was taken on the beach, showing (l to r) John Karol, director of market research; Mefford E. Runyon, vice-president; Jess Willard, manager, WJSV, Washington; Harry C. Butcher, vice-president; Lincoln Dellar, manager, WBT, Charlotte; William Lodge, allocations engineer; Steve Fuld, station relations; J. G. Gude, manager, station relations; Herb Akerberg, vice-president.

Elliott Roosevelt in Tiff With Coughlin Who Declines MBS Time Offer for Reply

WHILE Aircasters Inc., of Detroit, headed by Stanley F. Boynton, formerly sales promotion director of WJR, was booking time on more Midwestern stations for transcriptions sponsored by Father Charles E. Coughlin's magazine, *Social Justice* [BROADCASTING, July 1], new attention was focused last month on the Detroit priest's Sunday broadcasts over his independent 48-station hookup after Elliott Roosevelt took occasion to criticize him during his July 15 broadcast on MBS.

The son of the President, head of the Texas State Network and commentator on a thrice-weekly MBS series sponsored by Emerson Radio & Phonograph Corp., began the much-headlined controversy when he denounced Father Coughlin for alleged anti-Semitism, referred to the use of his remarks by Nazis, called him a "master of acrimonious invective" and "a compounder of stories" with a "flair for rabble rousing" and spoke of him as an "expert on silver" in connection with his silver monetization activities.

Reply From "Voice"

Hinting that the new NAB code might bar Coughlin from the radio, Roosevelt went on to say, "I am not entirely satisfied with the new radio code because it is censorship, and I dislike censorship in any form; but even censorship might not be too high a price to pay if it will help insulate us against the anti-Semitic oratory of the radio priest out in Royal Oak, Mich."

Next day, at the close of Coughlin's regular Sunday talk over his own network, "The Voice of Social Justice", an unannounced spokesman for the priest, replied to young Roosevelt in equally critical terms, denying the priest was anti-Semitic and asserting he spoke out only against communism. "The Voice" invited a Treasury investigation of Coughlin's finances and Roosevelt's. Pointing out that Mutual has refused to carry Coughlin, "The Voice" challenged Mutual to give time for reply, declaring now the issue was free speech.

During and after his broadcast, Roosevelt offered time on his own period for a reply by Coughlin. This was declined in a telegram in which Coughlin stated, "Regret I must decline to accept your kind offer of using time on the Emerson Hour to answer Elliott Roosevelt, but not dignified for me to become a party in aiding sale of Emerson products."

Mutual Offers Time

Thereupon Mutual officials telephoned Coughlin and offered him free time on another period. This was likewise declined, and the priest's reply came July 23 when his own regular Sunday hour on his own network was devoted to his defense as presented by Dr. Edward Lodge Curran, of Brooklyn, president of the International Catholic Truth Society. Dr. Curran decried the attack on Coughlin as a move of the "New Deal dynasty" to "purge" all critics of their policies. He attacked Roosevelt as a "broadcaster who subscribes to antecedent censorship". He declared Coughlin is "a tribune of the American people interested in the preservation of Americanism". Stating that Roosevelt was "untrue to his fellow broadcasters", Dr. Curran said, "Owners of broadcasting stations should be alarmed—alarmed and determined to please the public and not those who would undermine the freedom of radio."

Meanwhile, a charge of interference with Dr. Harry F. Ward's weekly program *Answering Father Coughlin* has been made by WCNW, Brooklyn. For the past several weeks, this station reports, a wireless amateur has been "jamming" this weekly series of replies to the broadcasts of Father Coughlin. Proof that this "jamming" is intentional and carried out according to a plan, says WCNW, is the fact that questions on the program are allowed to go out without interference, while the answers are "blotted out".

NBC on July 24 took over the Vanderbilt Theatre, West 48th St., New York, on a 13-week lease with an option for renewal. The *Fred Waring* program, sponsored by Liggett & Myers Tobacco Co. for Chesterfields, is now originating from the Vanderbilt.

Daniel to Be Part Owner Of New Savannah Local

HARBEN DANIEL, commercial manager of WSM, Nashville, and Aaron Shelton, WSM engineer, will become part owners of the new WSAV, Savannah, Ga., 100-watt outlet on 1310 kc., authorized for construction last summer by the FCC, if the Commission grants an application filed for transfer of the CP from Arthur Lucas to WSAV Inc. Mr. Lucas, operator of a chain of 41 theaters in Georgia and one-third owner of WRDW, Augusta, secured the original CP, but construction was stayed when Colonial Broadcasting Co., headed by James Dwight Bruce and applicant for the same facilities, appealed to the courts. The FCC's decision to grant the station to Mr. Lucas was upheld, thus clearing the way for construction. Mr. Lucas proposes to retain 151 shares of stock in the corporation, and to assign 119 shares to Mr. Daniel and 30 shares to Mr. Shelton.

Big Vick Drive

VICK CHEMICAL Co., Greensboro, N. C., on Sept. 25 will start an extensive campaign in the interests of Vapo-rub, Vicks cough drops and Vatronol, using 100-word spot announcements and quarter-hour news programs on 98 stations throughout the country, with additional stations to be lined up later this fall. Programs and spots vary from two to four times daily, six days a week. A special group of six stations on the West Coast has been chosen to carry the quarter-hour thrice-weekly program *Beyond Reasonable Doubt*, transcribed for Vick by Associated Music Publishers under the direction of William Robson. Morse International, New York, places the account.

Gulf Guild Plans

GULF OIL Corp., Pittsburgh, on Sept. 24 will return to CBS with the *Screen Guild* program, which last season earned $222,000 for the Motion Picture Relief Fund. Leading stars, writers and directors of the screen will again contribute their services free to the weekly program, and the sponsor will donate $10,000 weekly to the MPRF for a new home for aged and needy motion picture workers. Roger Pryor will be emcee. The new series will add $390,000 to the fund and will complete the $500,000 quota necessary to start construction of the home. Young & Rubicam, New York, is the agency in charge, with Joe Hill slated to produce. Tom Lewis, New York production director, is lining up personnel. Program will be heard Sundays, 7:30-8 p. m.

Burns & Allen for Hinds

LEHN & FINK PRODUCTS Co., New York, will sponsor George Burns and Gracie Allen when they return to the air this fall in a series of weekly half-hour programs on CBS in the interests of Hinds Honey and Almond Cream. The comedy team was heard last season on CBS sponsored by Liggett & Myers Tobacco Co. for Chesterfields. New program will be heard Wednesdays at 7:30 p. m. Wm. Esty & Co., New York, handles the account.



CERTIFIED INVESTMENT

Since 1912, Blaw-Knox has marched with the leaders of the radio industry, pioneering in the field of vertical radiators. Because of long experience, valuable knowledge of transmission requirements, constant research, Blaw-Knox has become the recognized clearing house for data concerning radiators of any type or design. This great fund of knowledge enables Blaw-Knox to recommend, design and construct vertical radiators that meet all special requirements and that will definitely "step-up" the antenna efficiency. Consult Blaw-Knox, expecting to find a complete understanding of all your requirements, no matter how varied they may be. Blaw-Knox experience assures good structural design and increased radio efficiency.

BLAW-KNOX VERTICAL RADIATORS

BLAW-KNOX DIVISION
of Blaw-Knox Company
2038 Farmers Bank Building
Pittsburgh, Pa.
Offices in New York, Chicago,
Philadelphia, Birmingham, Detroit

Galleries Opened In House, Senate

President and Speaker Praise Radio as a News Medium

ANOTHER orchid for radio as a news medium, along with an inferred slap at newspapers, was tossed by President Roosevelt July 24 on the occasion of the formal opening of the Radio Galleries of Congress.

In a letter to Fulton Lewis jr., Mutual commentator and president of the Radio Correspondents Assn., the President congratulated the members of the galleries, pointing out that in broadcasting of news of actual debate in Congress "ultimate public opinion will be based on the impartiality and fairness of the reporting." He added that this includes giving "equal prominence to both sides of any issue, emphasizing all of the implications of the words."

Participating in a nationwide broadcast over MBS from the new House Gallery were Speaker Bankhead, Senator W. Warren Barbour (R-N.J.) and Rep. John J. Dempsey (D-N.M.), who sponsored the radio gallery recognition legislation in their respective bodies. Among the 100 guests at the formal dedication were members of Congress, officials of the networks, broadcast commentators and radio newsmen.

Praise from President

In his letter, President Roosevelt said, "The formal opening of the Radio Galleries of Congress is an event of deep significance in the evolution of modern communications and marks a decided step forward in the dissemination of news concerning the deliberations of our National Legislature. Only a well informed electorate can discharge the duties of citizenship, and the cause of Democracy is advanced by every means which carries correct information about public affairs to the farthest end of the country."

In his address, Speaker Bankhead termed the dedication "a very important and vital milestone along the way of our great American Democracy." Pointing out that the free American press has played an important part in the American system of Democracy ever since the nation was founded, he said that "radio officially takes it place —independently, but side by side with the press—as a companion function for informing the American people what is happening in their Government.

"There is no question of radio replacing the newspapers. Radio is an *additional* medium, which broadens the field. It goes into remote places; it brings the developments of the day to far-away listeners, who might have to wait days or even weeks in order to receive their news in printed form. In that way it brings millions of additional citizens into immediate contact with the affairs of the nation and with the outside world in general."

He added it was only logical and proper that radio should have "its own rights and privileges to gather the news which it *does* disseminate." In presenting the key to the gallery to Mr. Lewis, Speaker Bankhead said he had "a warm and abiding confidence that radio will forever live up to the great moral responsibility which it takes upon its shoulders at this moment."

Rep. Dempsey, father of the FCC general counsel and a prominent member of the new House leadership, said that with the establishment of radio galleries in the Senate and House "this contact between the people and their Government is made even closer, more immediate and, because of the facilities the radio correspondents now have, more intelligent and more valuable to all of us." He said that the event was epochal because "it gives to us in a greater degree that immediate and constant contact so vitally necessary to the people of a nation and their lawmakers."

Among those attending were Neville Miller, NAB president; Frank M. Russell, Kenneth H. Berkeley, Fred Shawn, Miss Phebe Gale, William McAndrew, Charles Barry, Carleton Smith, H. R. Baukhage, Tom Knode, Rex Lampman, Earl Godwin, William Coyle, Milton Burgh, A. A. Schechter, all of NBC; Harry C. Butcher, Albert L. Warner, James Hurlbut, William Slocum, John Charles Daly, Miss Ann Gillis and Robert Trout, CBS; Alfred McCosker, William Dolph, Miss Madeline Ensign, Fulton Lewis jr., Stephen McCormick and Walter Compton, MBS; Herbert Moore, Thomas W. Davis, Edwin A. Kampmann, Miss Gertrude Chestnut, Macon Reed, Robert Moore, Theodore Noun, Fred Morrison, John Reddy, Harvey Roessler and Howard Lampman, Transradio Press; Robert Bartley and Francis Tully, Yankee; G. W. Johnstone, WOR; Boake Carter.





FORMAL INAUGURATION of radio's own news galleries of Congress took place July 26 with a party in the Capitol attended by notables in public life and radio. Fulton Lewis jr. (at left), Mutual's Washington commentator who led the successful fight for recognition of radio reporters on a par with newspapermen and who is president of the Radio Correspondents Association, receives the key to the House Gallery from Speaker William B. Bankhead (D-Ala.) as Senator W. Warren Barbour (R-N.J.) and Rep. John J. Dempsey (D-N.M.) look on. Senator Barbour and Rep. Dempsey were prime movers with Fulton Lewis in securing authorization for the galleries. In photo at right (l to r) are Albert Warner, who recently resigned as chief of the *New York Herald-Tribune* Washington bureau to become Washington commentator for CBS; Frank M. Russell, NBC Washington vice-president; Alfred J. McCosker, chairman of the board of MBS and president of WOR. The ceremonies at the dedication were broadcast.

Two for Campbell

CAMPBELL SOUP Co., Camden, now sponsoring *Amos 'n' Andy* five times weekly on CBS, is starting two new quarter-hour morning programs on the same network, both on a five-weekly basis. On July 31, *Meet the Dixons* starts in the interests of Franco-American spaghetti, and on Sept. 11 *Donna Curtis* will start on behalf of other soup products with a rebroadcast in the afternoon. Ruthrauff & Ryan, New York, placed the program for the spaghetti product, and Ward Wheelock Co., Philadelphia, is arranging the *Donna Curtis* series.

Of Mouse and Man

WHILE Art Hall, production manager of WCOP, Boston, was busy announcing an evening program of music and news recently, he glanced through the control room window and noticed Control Operator Steve White running about the control booth with a broom — chasing a mouse. Immediately cutting into the scheduled program, Hall took up a description of the man-mouse battle, carrying it through until the mouse managed to dart into its hole.

Two New Radio Treaties Are Approved by Senate

TWO international radio treaties —the International Telecommunications Convention drafted in Cairo, Egypt, last year and the Regional Radio Convention between the United States and Central American countries drafted at Guatemala City Dec. 8, 1938—were approved July 21 by the Senate without dissenting voice. Action came after Senator White (R-Me.) had explained that there was no objection to either compact.

The Cairo Treaty encompassed revision of general radio regulations agreed to at Madrid in 1932 and modified at Cairo, Feb. 1, 1938. Most important changes related to telephone and telegraph regulations. The Latin American treaty covered allocations of medium shortwave channels for broadcasting among seven nations together with engineering, legal and other principles governing their use.

Johnson Bill Dead

THAT the Johnson bill (S-517) to prohibit the advertising of alcoholic beverages, including beer, by radio, is dead was evidenced July 18 in the Senate. When the bill was reached on the calendar, Senator Vandenburg (R-Mich.) backed by a score of other members, loosed a chorus of objections. The bill was passed over as it has been a half-dozen times since it was reported with a strong minority report from the Senate Interstate Commerce Committee.

New Lever Show

LEVER BROS. Co., Cambridge (Lifebuoy), will replace its CBS *Tuesday Night Party* with a new fall series built around Walter O'Keefe. It will originate from New York starting in September utilizing network time formerly used by the *Tuesday Night Party*. Ev Meade will produce the new series. Hugh Wedlock Jr. and Howard Snyder, Hollywood writers, have been signed to write material for O'Keefe. Edmund (Tiny) Ruffner, Pacific Coast radio director of Ruthrauff & Ryan Inc., Hollywood, who was also director-announcer of the *Tuesday Night Party*, is now in New York to discuss his fall status with agency executives. With the new Lifebuoy program originating from New York and Edward G. Robinson in complete charge of his Hollywood CBS *Big Town* series, also sponsored by Lever Bros. (Rinso), there will be no agency produced shows on the West Coast for Ruffner to supervise. It is said he is averse to leaving Hollywood and may resign from Ruthrauff & Ryan to accept a West Coast production post with another agency.

Welles From Coast

WITH Orson Welles, director-actor of the CBS *Campbell Playhouse*, sponsored by Campbell Soup Co., having been signed by RKO-Radio Pictures to a four-way film contract, the weekly program will originate from Hollywood for several weeks when it resumes on that network Sept. 10. Welles, thru Columbia Artists Corp., has been signed by RKO as producer, director, actor and co-author of an as yet unnamed picture he is to make. It is to go into production around Sept. 1 and will take approximately 16 weeks to make. He is recruiting players for the picture from the stage. No RKO studio personnel will be used. Welles has three additional film offers if he wants to remain in Hollywood. Universal Pictures wants him to do Richard III; M-G-M and Paramount also have offered him contracts. Welles will have John Houseman, New York writer, and Bernard Hyman, musical director, with him during his West Coast stay.



RADIO ATTRACTIONS, Inc.

is privileged to present

The Adventures of

PINOCCHIO

Based on the world-loved story by Carlo Collodi

Produced and directed by
EDWARD SLOMAN

Musical score by Paul Sawtell

A superb and distinctive serial production

To Be Released
September Fifteenth

Premiere Trade Showing
September Sixth
Rainbow Room

RADIO ATTRACTIONS, Inc

RKO Building • Radio City
NEW YORK

Equitable Building
HOLLYWOOD



The Legal Case Against Censorship

NAB Counsel Points to Limited Powers of Commission

By SWAGAR SHERLEY*

WE ALL indulge in talk about the ether and it being the property of the State; that licensees are the recipients of Government favor and as such exist, so to speak, as tenants by sufferance. I in no way deny the right of regulation which, in the interest of the public, the Government possesses; but it has been easy, because of this right of regulation, for persons to conclude that there is in Government an ownership of the ether in some mystical way (always unexplained) whereby the use of this great art by the citizens of the Republic is to be considered as a favor bestowed by a generous Government, and that the recipients should therefore show a corresponding sense of gratitude and accept with whatever limitations are placed on it the right to use the art.

To my mind nothing could be more misleading. Ownership of the ether, in any strict sense of the term, is an impossibility. It is a property of nature, capable of use, but not of ownership. What the Government possesses is a right to regulate the use of the ether, and this right of regulation with a free people is limited by the need to regulate in order that proper use in the interest of society may be made.

Declaration vs. Regulation

I have said what I have said because I believe it was the intention of Congress—as I believe that it is and should be the viewpoint of this Commission—that regulation should be the child of the art's need and not the exertion of power by Government for power's sake, or of any mistaken notion that those who are licensed to pursue the art are beneficiaries of grants in the sense in which a Government with a proprietary interest might convey rights or interests to specially chosen individuals and therefore place whatever conditions upon the grant it saw fit.

It is to me exceedingly gratifying that the Commission should have made a frank disclaimer of any intention of censorship and I accept in the fullest sense of the word this disclaimer of intent. I do not question in any way its sincerity. To many it would perhaps seem that because of this disclaimer in a large sense this inquiry has become moot; that while there might still be some discussion as to a change in the phraseology of the rule, yet knowing the attitude of mind of the Commission it or a subsequent rule should be interpreted with that attitude in mind and that therefore the words of the regulation lose the significance that in the absence of such disclaimer they might otherwise have. With that view I cannot agree.

While I repeat I accept in its entirety the expression of the Commission of its attitude of mind, I cannot and do not agree with the suggestions of Commission's counsel that the Commission can officially act by any declaration of viewpoint. The Commission can only act, in my judgment, by formal action in the form of regulations, or decisions.

It is interesting to note that the Commission's carefully prepared statement occupies five pages of typewriting in order to explain the intent lying behind six lines of regulation. May I be pardoned if I say that witnesses may be considered to have had some justification for expressing their uncertainty as to the significance and scope of the regulation? It will be noticed that the Commission's statement at no place deals with the meaning and construction of the language actually used in the regulation.

The Commission at no point has undertaken to define the word "culture", of which we have heard so much during the hearing, nor as to what will promote international goodwill, understanding and cooperation, and the statement of the Commission is interestingly silent as to the second sentence of the regulation, though it does affirmatively declare that the intention of the Commission was to make a distinction between the program service intended for general public reception in foreign countries as distinguished from a program service intended for reception in this country.

What Is Public Interest?

I think I am fully warranted in the conclusion that by such statement the Commission clearly indicated its belief as to its right and duty to determine the character of program service to be used internationally and I take it that with this conception of its power and its duty I am also fully warranted in the conclusion that the Commission considers that it has the power, as to domestic broadcasts, to indicate the character of program to be broadcast whenever in its judgment it may conclude it to be necessary or desirable.

I say this because the Commission justifies its intent as to international broadcasting by calling attention to the fact that it must grant such licenses only in order to serve public interest, convenience and necessity. The same yardstick—be it what it may—applies equally to the power and duty of the Commission as to domestic broadcasts.

I recognize that a public interest may not be the same when the broadcast is domestic as when it is international. I am not now dealing with the determination of what constitutes public interest. I am dealing with the assertion of the Commission of its belief that because of the duty of determining public interest, it has the right to declare affirmatively, as is done in this regulation 42.03(a), what character of program is in the public interest.

Wording of the Rule

The Commission's regulation provides:

> "A licensee of an international broadcast station shall render only an international broadcast service, which will reflect the culture of this country and which will promote international goodwill, understanding and cooperation. Any program solely intended for and directed to an audience in the continental United States does not meet the requirements of this service."

Notwithstanding the disclaimer as to intent made by the Commission, I submit that there can be no two opinions as to the language of the rule being such as in law to create and permit censorship of international broadcast programs.

And it must never be overlooked that the phraseology of the rule is an affirmative command and not simply a prohibition. It would be bad if it was a prohibition other than those which the Act itself contains. It is doubly bad when it substitutes the judgment of the Commission as to what must be said in order to be considered in the public interest. That is the very essence of censorship—the substitution by governmental fiat of a judgment as to what is desirable for the freedom of judgment of those within the purview of the regulation.

A Command

Rule 42.03(a) is an affirmative requirement that all licensees of international broadcast stations shall render a program service which both reflects the culture of the United States and promotes international goodwill, understanding and cooperation, and I respectfully submit that no question of intent on the part of the Commission in adopting the rule has any place in the construction of the language actually used.

Had the rule provided simply that a licensee of an international

* Excerpts from concluding argument on international shortwave "censorship" rule. Mr. Sherley, a former Congressman from Kentucky who was wartime chairman of the powerful House Appropriations Committee, appeared as counsel for the NAB at FCC hearings on Rule 42.03(a), July 14, 17 and 18.

Emasculation of 'Censor Rule' By FCC Next Autumn Foreseen

POSTPONEMENT until autumn of consideration of demands for modification of its international broadcast rules, which provoked strong opposition and criticism from the organized broadcasting industry, the press and members of Congress, has been decided by the FCC.

At its final regular meeting prior to its summer recess on July 26, the Commission concluded it could not complete before August its consideration of the testimony adduced at three days of hearings July 14-17. The fact that it had already suspended the operation of the purported "censorship" provision [BROADCASTING, July 15] also contributed to the view that there was no need for haste.

Sherley's Argument

The hearings were climaxed July 17 when Swagar Sherley, appearing as NAB special counsel, presented detailed arguments of radio's position and of its determination to resist any and all censorship efforts, indirect or direct. His argument that the FCC actually sought to "legislate" in its international broadcast rules, apparently had telling effect on certain members of the Commission.

While no canvass could be made of the Commission's attitude, particularly since individual members desire to study the record, the impression prevailed that the FCC would revise the onerous language and eliminate all semblance or implications of censorship. This was seen as a distinct probability since in opening the hearings July 14 the FCC disclaimed any intention of acting as a "board of censorship."

In its earlier stages, particularly with NAB President Neville Miller on the stand, examination from the bench was unusually sharp, with Commissioner Frederick I. Thompson leading the questioning. It was an open secret that certain members of the Commission resented the position taken by the NAB in connection with the international rule.

Only two of the dozen respondent's at the hearing actually favored the position taken by the FCC—the National Committee on Education by Radio and the International Catholic Truth Society. Actual licensee companies supported the views expressed by Mr. Sherley, with the exception of World-Wide Broadcasting Co.

Respondents at the hearing, who backed the position of Mr. Sherley, included Westinghouse, NBC, CBS, General Electric, WIOD, Miami, and WCAU, Philadelphia. Detailed testimony was given in behalf of the networks in which they traced the great development of international broadcasts during the last two years. General Electric also offered separate testimony, along with World-Wide.

Miller Questioned

Calming down sharply in its final two days, following the stormy opening session July 14 [BROADCASTING, July 15], the three-day international rule hearing concluded July 17 after all-day sessions Saturday, July 15, and Monday. As the prolonged proceeding, originally scheduled to finish before the weekend, reached midstage, much of the fire shown in the opening hours faded as international broadcasters themselves developed a factual record of their operations and advanced suggestions based on their own operating experiences. The two-hour concluding argument of Swagar Sherley, special coun-

(*Continued on Page 58*)

broadcast station should render an international broadcast service and stopped there, it might be argued with some plausibility that the regulation was simply a classification such as we are all familiar with in connection with ship-to-shore, police, point-to-point, and other regulations pertaining to classification.

But when it goes forward with an affirmative requirement—vague, uncertain and indefinite though it is—I submit that it is an effort at direct censorship of program content within the international field and as such is beyond the power of this Commission to enact.

It is true that there is no requirement that prior to broadcasting there shall be submitted to the Commission the program to be broadcast, but I submit also that such a requirement is not the sole test of whether or not a regulation constitutes censorship. These licensees engaged in international broadcasting must obtain the approval of the Commission that what they have done and propose to do is in the public interest in order that their licenses may continue; and if that general requirement has now added to it the specific requirement that international broadcasting shall be only such as will reflect the culture of this country, then in the very truth they hold their right to broadcast subject to the determination of this Commission as to what constitutes the culture of America and to what extent the licensee is reflecting that culture.

As always, confusion arises from the use of the same word in different senses. We have talked about censorship, using the phrase as carrying with it as a necessary incident the fiat of the government whereby the person subject to the censorship is under the compulsion of obedience.

Voluntary Regulation

The word has been used as applying to the self-imposed censorship which the members of an association such as NAB voluntarily elect to impose upon themselves in their desire to live up to the full obligation of their duties as licensees of broadcast stations, and it has been used to indicate that editorial selection which is exercised by a broadcaster in determining what shall go into a particular program. It is very vital that we bear in mind the fundamental differences that underlie the word accordingly as it applies to one or the other of these situations.

Repeated suggestions were made that inasmuch as the broadcasters had seen fit to establish standards that should control them in broadcasting, there should be no objection to the like purpose sought to be accomplished by a regulation of the Commission. Such a view, I submit, is fundamentally unsound. The vice of government censorship lies in its compelling power; like a sword of Damocles it is held over the heads of those subject to it, good will and cooperation, then I submit that the Federal Government stands committed to see to it that the broadcasts are so circumscribed and robbed of all vitality as to prevent the giving of offense; and if by chance the judgment of

(*Continued on page 56*)

"WE WANT A SPONSOR"

WFBR, in BALTIMORE, has 5 top-notch local shows ripe for sponsorship:

1

RAYMOND TOMPKINS . . . NATIONALLY-KNOWN COMMENTATOR Raymond Tompkins is particularly popular in Maryland because of his background of Baltimore newspaper work. His treatment of the news is interesting, impartial and penetrating. Available for 15 minute programs, three times weekly. Price: Time charge plus $100 weekly (net).

2

STUDIO PARTY... CONDUCTED BY MARTHA ROSS TEMPLE

Held in WFBR's Big Studio with audience capacity of 250. Miss Temple conducts a perfect "women's program" based on beauty—food—and family. The program is enlivened by George Van Dorn's NBC orchestra, guest soloists and visiting celebrities. Half-hour—daytime. Talent cost: $50 weekly.

3

PROGRAM "X" A new audience-participation program that has not yet been named. Held in WFBR's Big Studio with audience of 250. Famous scene from history or literature is dramatized; listeners selected from audience have to guess "Who—Where and—When?" Cash prize for right answer; if wrong answer is given, cash carries over to next question, building up "jackpot" and interest. Live talent dramatization, with George Van Dorn's 14 piece NBC orchestra. Half hour show for nightime or Sunday afternoon. Talent cost $130. Prize cost $30.

4

YOUTH AND THE WORLD Through cooperation of the Baltimore YMCA, a membership of 1500 boys is available for a nucleus of a show dedicated to and produced by YOUTH! Brent Gunts, master of ceremonies with Joseph Imbrogulio's NBC orchestra puts on a fast and furious half-hour show. Production and talent cost: $100 per broadcast.

5

FU MANCHU A hair-raising thriller of the air! That famous character of Sax Rohmer's stories, the insidious Doctor FU MANCHU, comes to the airways in 39 thrilling 15 minute episodes. A ready-made audience of Fu Manchu fans is anxious to tune in! 15 minutes—3 times weekly. Transcriptions: $35 per program.

IN BALTIMORE THEY LISTEN TO— **WFBR**

National Representatives: EDWARD PETRY & CO. NEW YORK • CHICAGO SAN FRANCISCO DETROIT

MARYLAND'S PIONEER BROADCAST STATION

BASIC N.B.C. RED NETWORK

Court Balks Effort To Halt *Dr. I. Q.*

Program Not Game of Chance, According to Court Ruling

INJUNCTION against the City of Chicago was obtained July 22 by Grant Adv. Agency, that city, with the result that broadcasts of *Dr. I. Q.* will continue to originate from the stage of the Chicago Theatre. It is understood the situation was prompted by a group of independent theatre owners which disliked the capacity Monday night crowds drawn to the Chicago Theatre by the *Dr. I. Q.* series, during which from $600 to $800 in prizes are awarded weekly.

This group sought enforcement of a local ordinance outlawing games of chance and theatrical bank nights. In granting the injunction, Judge Rush of the State circuit court ruled that the *Dr. I. Q.* program does not constitute a game of chance and falls outside the provisions of the ordinance

How Prizes Are Awarded

Sponsored by Mars Inc., Chicago (candy bars), *Dr. I. Q.* offers listeners $50 cash for questions submitted in sets of four and $150 is distributed weekly to listeners sending in questions. Five top-flight announcers from the staff of NBC-Chicago are used on the show, three in the orchestra, two in the balcony of the theatre. Aside from the usual quiz show procedure, one part of the program is given to the announcement of one factual clue.

If the correct answer is given from this one clue, a prize of $25 is awarded; if not, the prize diminishes as more clues are furnished. Another slant is the distribution of cards to the theatre audience with numbers from 1 to 12 and "Yes" or "No" printed on them. Lew Valentine, the *Dr. I. Q.* of the program, reads 12 questions for the audience to check on the cards with $100 cash for the winner. If no one gets the answers the $100 goes to the kitty for subsequent programs.

The program started as a test on WSB, Atlanta, in January, 1939. In March, it was expanded to an 8-station NBC-Blue network from the stage of the Fox Theatre in St. Louis. Presently it is aired on 32 NBC-Red stations and will be expanded Aug. 26 to 56 NBC-Red stations. The Monday evening half-hour show will originate from a New York theatre after Aug. 21, according to the Grant agency.

Publisher's Spots

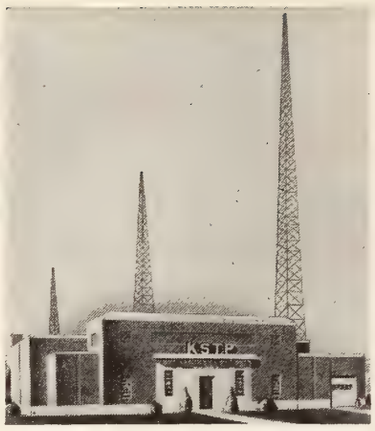
POLYGRAPHIC Co. of America, New York, on July 17 started a month's campaign of twice-daily spot announcements on 12 stations throughout the country to promote Lowell Thomas' new book on radio and television, *Magic Dials*, which was printed by Polygraphic. Announcement offer invites listeners to send $1 for a paper bound copy of the book, which sells in all bookstores in the de luxe cloth edition for $2. Book also contains more than 50 photographs, many in color, taken by Anton Bruehl. Stations are WGY WBZ-WBZA WRC WMAL KYW KDKA WTAM WENR WMAQ KOA KGO KPO. Account was placed direct.

Under His Nose

REGINALD THOMAS, manager of NCB's transcription department, scratched his head as he went afield in search of a leading exponent of the Novachord to play for the *Novatones* program July 20. Calling the Hammond Co., which manufactures the musical instrument, and asking for "the world's best player", Thomas was told, "The best Novachord player we know is Ted Steele over at NBC". Ted Steele works for Thomas.

Ken-L-Ration Test

CHAPPEL BROS., Rockford, Ill. (Ken-L-Ration dog food), has started a test campaign of five weekly man-on-the-street broadcasts on WOC, Davenport, Ia. Ruthrauff & Ryan, Chicago, is agency.



ARCHITECT'S sketch of the new 50,000-watt transmitter plant of KSTP, St. Paul, on which work started last month and which will be ready for operation this autumn. A three-tower directive array system is being installed. Each tower is 345 feet high, and all have been set in a direct line, 200 feet apart. A 200-foot emergency tower will also be installed.

ADVERTISING SPEAKS FOR ITSELF

Pacific Coast Campaign Promotes All Media As Broadcasters Cooperate With PACA

By JAMES McGUIRE
Markets Division,
McCann-Erickson, San Francisco

JOHN ALDEN, whose story Longfellow immortalized, was a poor salesman. He tried to sell Captain Miles Standish to the charming Priscilla when the latter much preferred that he sell himself. She so enlightened him in the crushing words: "Speak for thyself, John."

The thought occurs that advertising might well be the John Alden of today. Busy selling the public on quality products, it forgets that it must also sell itself.

A Job to Do

And no idle words are these. One needs but open his ears to the discordant blast of anti-advertising propaganda to realize that we in advertising have a little selling job of our own to do. We have a story and a thrilling one—a tale that spans a quarter of a century and more. But it remains untold. That is, as far as the average person is concerned.

With the approach of the 36th annual convention of the Pacific Coast Advertising Clubs in Oakland June 25, an opportunity arose to speak our piece. It was obvious that the convention would be publicized all over the Pacific Coast. More than that, however, it was realized that this publicity could be something more than just news of the convention itself. Why not sell the business of advertising as well?

In the San Francisco offices of McCann-Erickson, C. E. Persons, vice-president in charge of public relations work, has just finished a booklet "The Greatest Exposition in the World." Here it was pointed out that there is, in the United States today, an exposition greater — far greater — than the Golden Gate International Exposition and the New York World's Fair combined. The name of this truly marvelous exposition, it said, was Advertising.

It costs about 700 million dollars a year—yet it saves the consumer money. Paradoxical as this last statement might seem, the copy goes on to prove that advertising, while elevating and bettering consumer standards, and finding markets for products new and old, has really saved the public good hard cash. It shows how, in a quarter of a century, advertising has cooperated with business to make the American way of living the better way.

Proof sheets of "The Greatest Exposition in the World" were sent to radio stations throughout California. They were urged to cooperate between June 25 and 29, the convention period, by broadcasting releases telling the good work that advertising is doing.

To say the radio people came through in characteristic fashion would be a gross understatement. Response after response poured back to us. The radio people were more than happy to cooperate. They appreciated the reason behind the plan and were willing to act. Many replied that they were going to fashion programs around the material contained in the booklet. Others told of sponsored programs that would have as their theme advertising and the convention.

Some Examples

KYA, San Francisco, for example, built a 15-minute show around "The Greatest Exposition in the World". The piece was adapted to radio by Station Manager Reiland Quinn. Somewhat the same idea was employed by KQW, San Jose, which broadcast five separate five-minute evening programs from June 23 to 28.

KPO and KGO, NBC stations in San Francisco, scheduled a week of interviews with advertising people such as Harold Deal, president of the PACA, and Florence Gardner, executive secretary of the San Francisco Advertising Club. Janet Baird of NBC, whose program *Who's in Town Tonight* is heard every Friday evening from the St. Francis Hotel, interviewed August J. Bruhn, Pacific Coast Council chairman, AAAA.

KROW, Oakland, used the material in the Exposition booklet on their *Voice of Public Service* program for the period of the convention week. On this same station Davidson & Licht's *Man-on-the-Street* program on June 27 was devoted to the question, "What is the best advertisement you have seen or heard in the past month?" Beside this, KROW turned over their *Skullcrackers* program on Monday night, June 26, sponsored by Kay Jewelers, to the advertising theme.

The CBS Pacific network carried the special PACA broadcast June 25. This broadcast was publicized on Columbia's own time through station announcements and press stories to papers carrying radio news.

The entire program was made possible only through the splendid cooperation of the entire radio industry and particularly NBC, CBS, Mutual, Hearst Radio, and KQW, San Jose; KMJ, Fresno; KROW, Oakland; KLX, Oakland; KGDM, Stockton; KPMC, Bakersfield; KSRO, Santa Rosa; KJBS San Francisco; KYA, San Francisco; KFWB, Hollywood; KDON, Monterey; KVEC, San Luis Obispo; KVOE, Santa Ana.

Letters from many points indicate the success of the campaign and the interest in "The Greatest Exposition in the World" which seems to have created somewhat of a sensation in advertising circles.

Mushroom Institute

CULTIVATED Mushroom Institute of America, a group of nine mushroom growers and canners from various parts of the country, has been formed with offices at 369 Lexington Ave., New York. Radio is included in the Institute's plans for a cooperative campaign to acquaint the public with the new uses recently developed for canned mushrooms. No definite plans have been made to date, according to H. E. Conrad, executive director of the Institute, except that on Aug. 15 the *Home Markets* program on WNYC, New York's Municipal station, will be devoted to the mushroom campaign. Gooch & Co., New York marketing engineers, are in charge of merchandising and marketing for the Institute, Alden Caulkins handles public relations, and an advertising agency will be chosen within the next few weeks to place all advertising.

Stoopnagle for Mennen

MENNEN Co., Newark (shaving cream), on Oct. 20 will start its second series of audience participation programs on MBS, this year featuring Colonel Lemuel Q. Stoopnagle as m.c. of the *Quixie Doodle Contest*, a weekly "fun quiz" program with no serious questions included as on the *People's Rally* programs, heard last year. Five audience participants will try to answer correctly the "Quixie Doodles" sent in by listeners. Correct answers win $10 for the contestants, the total to be divided among the team members at the end of each half-hour weekly broadcast. H. M. Kiesewetter Adv. Agency, New York, places the account.

550 KC

KTSA

SAN ANTONIO

FULL
COLUMBIA
SCHEDULE

Another FLAG RAISING Down In TEXAS!



KTSA JOINS BANNERS WIT



HOWA

New York

H KGNC, KFYO AND KRGV

ANOTHER "PREFERRED STATION" AND ANOTHER IMPORTANT MARKET ARE ADDED TO THE

TAYLOR-HOWE-SNOWDEN GROUP



SAN ANTONIO, like Amarillo, Lubbock and Weslaco which serves the Lower Valley Grande—Texas' 4th City, is a loyal, "home-town" city . . . has been since the battle of the Alamo.

And KTSA, like other stations in this group, is the unrivaled favorite of home folks and local businesses. (A comparison survey shows that KTSA carried more than three times as many local commercial programs during the week of April 30 to May 6 as did any other high-powered San Antonio station.)

Under its new management, KTSA will give you the same type of dominating coverage and market penetration you have learned to expect from its sister stations KGNC, KFYO and KRGV . . . the same type of loyal, responsive audience . . . the same type of helpful, cooperative merchandising service.

If you want to cover Texas, effectively, you cannot ignore any one of these four stations which dominate 35% of Texas' radio homes.

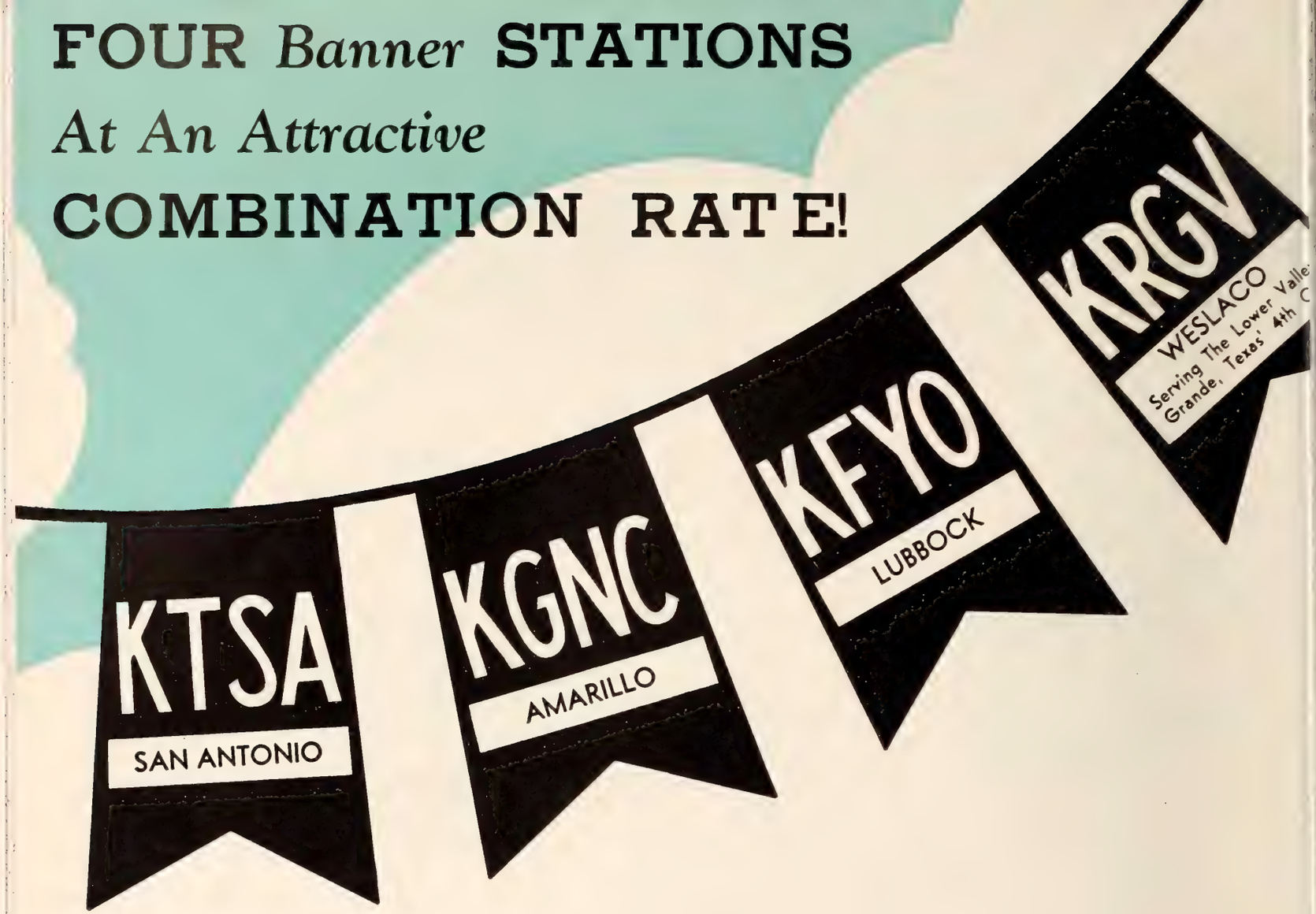
TOTAL RADIO HOMES IN TEXAS
1,033,500

PRIMARY RADIO HOMES COVERED BY KGNC, KFYO, KRGV and KTSA
363,551

35%
OF TOTAL COVERAGE

D. H. WILSON COMPANY, REPRESENTATIVE
Chicago Kansas City San Francisco

FOUR *Banner* STATIONS
At An Attractive
COMBINATION RATE!



NATIONAL advertisers who have a job to do down in Texas can quickly see that here are four MUST stations. Complete data on these stations, and their markets, is probably already in your file. If not, it can be furnished by Howard H. Wilson Co. . . . or will be sent quickly direct from the stations, upon request.

IRNA Paves Way For Fall Session

Rosenbaum Names Committee To Plan NAB Affiliation

APPOINTMENT of a committee of seven to prepare a preliminary draft for organization of Independent Radio Network Affiliates on a permanent basis was announced July 17 by Samuel R. Rosenbaum, president of WFIL, Philadelphia, and chairman of IRNA. The committee is scheduled to meet in New York Aug. 4, at which time it proposes to lay the groundwork for a permanent organization affiliated with the NAB, which was agreed to by unanimous vote of IRNA at a meeting in Atlantic City July 11 held in conjunction with the NAB Convention.

The plan would come before an IRNA convention, probably to be held in Chicago in mid-September, Mr. Rosenbaum said. The convention date will coincide with that set for the special convention of NAB to consider the ASCAP-copyright situation in the event of collapse of current negotiations involving contract renewals in 1941. Under the resolution adopted at the Atlantic City convention by NAB, the Copyright Committee is authorized to call such a convention for Chicago by mid-September should ASCAP refuse to deal on an equitable basis as of Aug. 1.

Suggestions Sought

Members of the IRNA organization committe, in addition to Chairman Rosenbaum, are H. K. Carpenter, WHK; Arthur B. Church, KMBC; Walter J. Damm, WTMJ; John A. Kennedy, WCHS; Paul Morency, WTIC; John Shepard 3d, Yankee Network. The plan, Mr. Rosenbaum said, is to circulate the report and findings of the committee to all 357 network affiliates as near to Sept. 1 as possible so they can be fully appraised of the proposal prior to the convention.

Mr. Rosenbaum asked affiliates to submit opinions and suggestions concerning "several items of importance" to IRNA members, particularly proposals for payment of copyright royalties at the source, payment of copyright royalties only on programs using ASCAP music, elimination of the "free rider" network spot announcements, and elimination of network chain break free announcements by network advertisers.

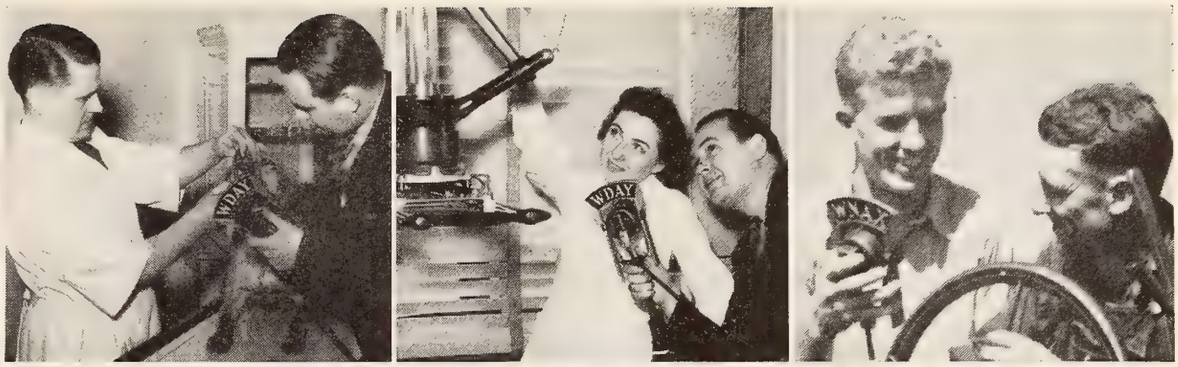
Convention Planks

In his letter to all network affiliates, Mr. Rosenbaum reviewed the action of the INRA meeting in Atlantic City and asked affiliates to submit their views in person or in writing to members of the special committee prior to Aug. 4.

In elaborating on specific present problems, Mr. Rosenbaum said the platform to be considered should contain planks calling for elimination of the objectionable chain-break announcements by network advertisers, and elimination of the objectionable network "trailer" announcements by network advertisers.

On copyright, the platform should include "insistence on inclusion of the principle of clearance at the source in any new deal with ASCAP" and "insistence on the principle of payment of tax to ASCAP only when ASCAP music is used."

In setting up IRNA as a permanent organization, the question of operating funds must be met, affiliates were advised. Heretofore IRNA officers and committee members have paid their own travelling expenses. One suggestion was that a scale of dues be adopted bearing some relation to NAB dues. Affiliates who are NAB members might agree to pay to IRNA annual dues equivalent to 10% of NAB dues, while non-members of NAB might pay the equivalent of 25% of NAB dues.



FOR POPULAR Dakota interview programs WDAY, Fargo, N. D., and WNAX, Yankton, S. D., go directly to the scene, record the interviews and then piece them into full-length programs. Sponsored by the local Gate City Building & Loan Assn., the *Meet Your Neighbor* series on WDAY takes Howard Nelson on explorations into all sorts of strange occupations and hobbies, including a visit to a Fargo veterinarian's dog hospital (left), and the "workshop" of Miss Esther Heine, X-ray technician (center). To spice up his agricultural features on WNAX, Charles Worcester, the station's farm service director, goes direct to the farmer for his interviews, and here he is (at right) talking it over with a farmer-listener.

Virginia Commission Drops WJSV Case, Classing Its Operations as Interstate

IN THE most comprehensive opinion yet written on radio as an instrumentality of interstate commerce, holding that it is not subject to license regulation by the States, the State Corporation Commission of Virginia recently dismissed an action against WJSV, CBS-owned Washington outlet, which has its transmitter located at Alexander, Va.

After a year-and-a-half of consideration, the Commission concluded that broadcasting constitutes interstate commerce and that even though "messages" originate at the studio of WJSV in its transmitter building at Alexandria "they constitute activities in interstate commerce". The Virginia Code, under which CBS was cited to show cause why it should not be fined for transacting business in that State without having first obtained a certificate of authority, fixed an entrance fee for WJSV of $1,000.

Because of the significance of the issue, invading the right of States to license and regulate broadcasting, CBS decided to make the case a test and refused to take out a license to do business in Virginia. As a consequence, the Commonwealth instituted proceedings before the Corporation Commission.

CBS View Sustained

A year-and-a-half ago the issues were tried exhaustively before the Corporation Commission in Richmond. CBS assigned its New York counsel, Godfrey Goldman, Ralph F. Colin and Max Freund, of the law firm of Rosenberg, Goldmark & Colin, to the case and the issue was gone into exhaustively. The 41-page opinion of the Commission, written by its chairman, William M. Fletcher, who is regarded as one of the country's foremost students of corporation law, sustained the CBS contentions on all counts.

Because of the comprehensive nature of the opinion and because it reviews and analyzes not only the radio law but the philosophy of broadcast regulation, it is felt the ruling establishes new legal precedent. While repeated efforts have been made by States to regulate and license broadcasting as a means of procuring additional revenue, the exclusive right of the Federal Government to regulate the medium as interstate commerce has been upheld in the past not only by the Federal courts but by the Supreme Court itself.

Uniform Regulation Needed

Chairman Fletcher in his conclusions held that radio "is peculiarly national in scope and requires uniformity of regulation." Congress, he pointed out, has taken jurisdiction over the entire field of radio communications and broadcasting and he found that WJSV is not doing any "intrastate business in Virginia but is solely engaged in interstate commerce and, therefore, is not required to comply with Section 3847 of the Code of Virginia and obtain a certificate of authority to do business in Virginia".

During trial of the case, Mr. Colin contended not only that broadcasting is interstate commerce and as such is not subject to license regulations by the States but that an impossible situation would exist if each of the 48 States were to attempt additional regulation of broadcasting which might be different in each of the States and in many cases at variance with the regulations of the Federal regulatory body.

Reviews History of Law

In his opinion, Chairman Fletcher prefaced his conclusions with a history of the radio law and with a dissertation on the nature and operation of radio. He cited more than a dozen cases in which the lower Federal courts and the State courts have held that transmission of program messages across state lines by broadcasting constitutes interstate commerce. After reviewing these cases, plus several decided by the Supreme Court as well as analagous cases regarding the rights of states to tax foreign corporations, Chairman Fletcher concluded that every new decision in cases involving the question of Federal and state regulation "makes it more and more evident that radio regulation is entirely Federal."

The courts, he added, are constantly going "further and further to show that a State can practically do nothing to interfere with radio in interstate commerce. In other words, radio in the United States is subject to the direct control of the national Government, which is in accord with the theory of radio control in all other nations. Although Congress has provided for the private ownership of American radio stations, they are at all times subject to the control of the Federal Government, even to the extent of being taken over and operated by Government officials, subject always to the protection of the Constitution as to being taken only by due process of law. Radio can never be purely domestic or intrastate. It is nationwide and worldwide."

FCC Authority

Regarding WJSV's status, the opinion brought out that the FCC had exercised the authority vested in it by granting to the station a license to operate its transmitter at Alexandria. This authority, the opinion held, included all services incidental to transmission by radio and the "generation of carrier waves is such a service." Beyond that the opinion brought out that the WJSV applications for licenses indicated that the licenses granted by the FCC specified the type of vacuum tubes which were to be used at the transmitter and which generate the carrier waves.

"There can be no doubt, therefore," said the opinion, "but that respondent has been authorized by the FCC to generate the carrier waves at the transmitter in Virginia and transmit messages originating in Virginia."

While the WJSV transmitter is still located in Alexandria, CBS is building a new 50,000-watt transmitter in nearby Maryland which it expects to dedicate before the end of the year. The Alexandria site will be abandoned.

World and W

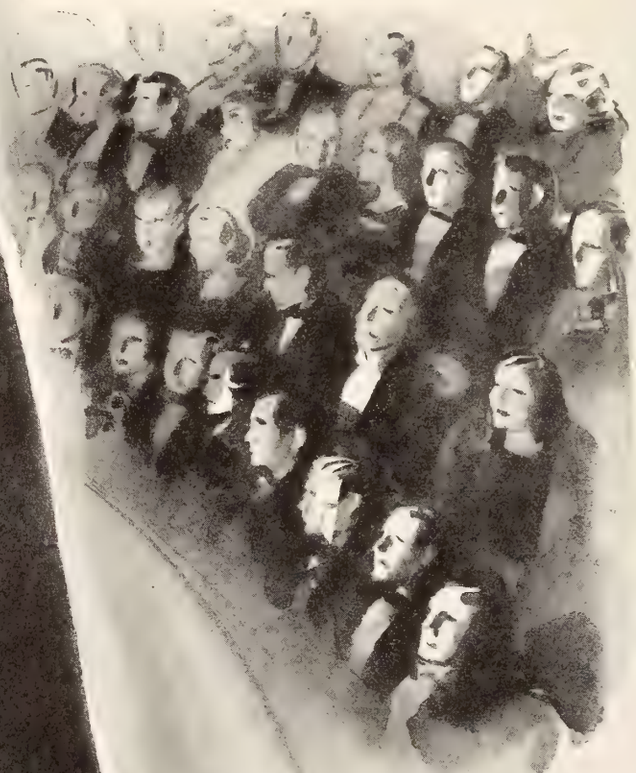
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ASCAP on Defensive

FOR THE FIRST time in our recollection, ASCAP appears to be on the defensive. The courageous NAB ultimatum adopted at the Atlantic City convention a fortnight ago, revival of Department of Justice interest in the anti-trust suit which has slumbered so long in the New York Federal Courts, State anti-ASCAP laws, criminal litigation in Montana and, perhaps most important, the personal intervention of the powerful Senator Wheeler—all have converged on Tin Pan Alley like a tornado.

Broadcasters, backed by other victims of ASCAP'S arbitrary tactics of the past, are out to win the battle this time. They are not making unjust demands when they request that royalties be paid only on the commodity actually used and not on their entire income. Stations are not seeking music gratis, as it has been made to appear.

When the NAB convention unanimously adopted the resolution offered by President Neville Miller, it authorized its Copyright Committee to set a deadline on negotiations with ASCAP. The committee set Aug. 1 as the meeting date with ASCAP, but this has now been advanced to Aug. 3. If at that session ASCAP persists in what the committee has viewed as "stalling tactics", all bets will be off. A special convention of the NAB will be called by mid-September and a war chest will be created looking toward radio operation after 1940 without ASCAP's repertoire.

ASCAP is taking the industry seriously this time. It has appointed its own radio-copyright committee. It realizes its bluff has been called and knows the NAB has delegated plenary powers to its president and its copyright committee. Moreover, Senator Wheeler has not merely dallied with ASCAP officials in his conversations, and they understand he is prepared to carry the ball for legislative reforms at the next session.

While the desirable thing would be for ASCAP to agree to a reasonable form of contract, under which stations will pay royalties only on programs which they originate using ASCAP music, the industry nevertheless is determined to go the limit. Tax-free music is becoming more abundant. There are plenty of composers, authors and even publishers who gladly would assign radio rights in return for the performance of their works on the air. In these days songs do not become hits without radio. Recording, sheet music and other royalties are in direct relation to the popularity radio creates for the music. ASCAP's members realize this, but radio has never asserted itself in that regard.

Upon that Aug. 3 conference may hang the future of ASCAP. Radio will always have its music. But unless ASCAP realizes the folly of its past position, ASCAP may not have radio.

Without Prejudice

THE FCC order changeth. Frank R. McNinch, because of frail health, leaves the Commission after a turbulent tenure of nearly two years. His successor as chairman, James L. Fly, young, aggressive and with an excellent legal background, takes over.

When Chairman McNinch was drafted by President Roosevelt to succeed the late Anning S. Prall, the assignment was to have been a temporary one. He pitched in with every ounce of energy he possessed and at first set a swift pace. The three-month "cleanup" campaign extended to a year and then into the next. Finally, there was recurrence of an old stomach ailment, and he was forced to let up.

Many of Chairman McNinch's ideas misfired. He certainly was not lacking in courage, and no one questions his sincerity, though many in radio have not seen eye to eye with him on the majority of his proposed "reforms". But if he has done nothing more than bring to the FCC the new blood and fresh thinking that now is guiding its legal destinies, we believe his contribution to the public service and to radio is noteworthy. His selection of William J. Dempsey as general counsel has proved a boon to the efficiency of the FCC.

Mr. McNinch turns to less arduous work, without administrative responsibilities, on advice of his physicians. He will serve as special counsel for the Government in power and possibly communications matters, as well as handle a private practice. The broadcasting industry wishes him Godspeed.

The incoming chairman was not selected for political reasons, unlike certain other FCC appointments. Because he has not had practical association with any phase of radio regulation, it is presumed he comes to the FCC with no preconceived notions. Friends and associates describe him as a lawyer and a scholar, who sets out to learn his subject before he reaches a conclusion. The fact that he has been a Government attorney of repute for the last 10 years, and has never sought the limelight despite important assignments, augurs a type of personality which the FCC and those subject to its regulatory authorities should welcome.

Out From Under

LATTERLY, the FCC, bulwarked by an extraordinarily capable legal and engineering staff, has been extending itself with noteworthy success to pull itself out of the morass of unfinished business that has bogged it down during the period of indecisive policy and personality clashes. That is all to the good. What still rankles, however, is the apparent unwillingness of some of the members to meet the industry on a basis of mutual goodwill. The recent international shortwave hearings, marked by an asperity that sometimes created a police court atmosphere, is a case in point.

While perhaps the NAB's first approach to the "censorship" rule might have grated on susceptibilities already worn thin, the fact is that both before and during the hearing no goodwill was displayed by certain commissioners. It was a strange procedure when the FCC twice declined to suspend the rule pending hearing, then on its own motion did that very thing as the hearing formally opened. The conduct of the hearing itself caused Swagar Sherley, distinguished NAB counsel who for years himself sat at the head of the all-important House Committee on Appropriations, to remark on the conspicuous absence of courtesy, notably toward NAB President Miller.

As for the merits of the industry's anti-censorship case, Mr. Sherley's peroration (excerpted in this issue) was to our minds a splendid documentary exposition of radio's determination to resist any and all censorship efforts, indirect or direct, tacit or expressed. Broadcasters, he said, are not tenants of the wavelengths by sufferance; regulation rather should be the child of the art's need. The essence of censorship is a substitution by Government fiat for freedom of judgment; the first is servitude, the second takes care of itself by voluntary restraint such as the industry's new self-imposed code implies. Accepting the motive of the Commission's five-page disclaimer of intent to censor [BROADCASTING, July 15], oft-repeated from the bench, Mr. Sherley said that was not enough, since the language of the disputed rule was explicit and the Commission cannot act on a mere "declaration of viewpoint".

If the regulation is not to be enforced, Mr. Sherley declared, and if it does not mean what it says, there is no need for it. The language is what counts, and small wonder that the industry is confused by a six-line regulation when it took five pages to explain its intent or lack of intent. The simple fact of the matter is that the industry, many members of Congress and virtually every editorialist who took occasion to comment on the rule understood it well enough, especially in the light of past threatening utterances and edicts of commissioners about the content of certain radio programs.

We hope the era of mutual distrust will pass with the withdrawal of this rule, with the new efficiency already discernible in Commission operations and with the appointment of the new chairman to lead the Commission.

ADVERTISING Federation of America has issued to its sustaining members a new supplement to its *Books for the Advertising Man*, a cumulative bibliography of advertising and marketing books published from 1935 to 1938, together with names and addresses of publishers. The radio classification lists 10 books.

We Pay Our Respects To —



JOHN LAWRENCE GRIMES

WHEN 20,000 people packed the Court of Peace of New York's World Fair recently to watch the coast-to-coast broadcast of *It's Wheeling Steel*, an important tribute was paid an unusual program originated and developed by a unique personality — John Lawrence Grimes. For on Nov. 8, 1936, an institutional radio program which drew its talent from its sponsor's employes started over WWVA, Wheeling, W. Va. It was a brainchild of the company's advertising manager whose background led to the hunch that everybody would enjoy listening to an all-employe radio program capable of demonstrating the human interest innate within a large steel corporation.

So simple and right was the hunch that advertising men all over the country have said, "Why didn't I think of that", and the program has expanded from three Mutual stations since Jan. 2, 1938, until today 27 MBS stations air the Sunday afternoon series, which costs about $150,000 annually.

More than 800 employes have appeared as headliners on the program since 1936 and the 17 musicians of the original orchestra are still with the show. Many personnel directors of large corporations have gone to Wheeling for answers suggested by the employe interest created as a result of *It's Wheeling Steel*. Newsmen have written widely about the series and not long ago *Life* Magazine devoted four pages to the steelmakers who use their spare time in entertaining listeners all over the country and proving that a large corporation need not be soulless. From the show have come at least 10 top radio stars who have found their places on the stage and on other national radio programs.

These are the cold statistics of a radio show that demonstrates to every listener the warm personality of John Grimes. Years before the program went on the air, Mr. Grimes saw the possibilities in having the company's workers promote the product they produced. He discovered and developed their talents. With Walter Patterson, then program director of WWVA and now producer and announcer of the program, he built the first broadcast. Known in Wheeling as "Pop", Mr. Grimes makes the health and education of Wheeling employes a part of his personal concern. A symbol of his success in company relationships is the fact that "Pop" Grimes now has the employes saying "Our program" and "Our company".

Born March 7, 1891, in Covington, Ky., Mr. Grimes moved with his parents to nearby Portsmouth, O., where he attended public schools and high school. He was graduated from high school into the editorial rooms of the *Portsmouth Daily Times* where he did his turns at obituaries, police court, county court and sports, as well as a Saturday page of theatrical news and gossip. Later he sold space and became advertising manager of the paper. He left newspaper work to manage advertising for an engine company, then left this to do bulletins on a street railway advertising contract. Soon his interest turned to steel and he joined the Portsmouth Steel Co., now a subsidiary of Wheeling Steel. In 1915 he moved to Wheeling, as advertising manager of what is now Wheeling Steel Corp., and with the exception of the 1919-1924 period when he was with Firestone in Akron, he has been in charge of advertising for Wheeling Steel.

His success is the success of a versatile, open mind. Examples of this versatility are his many hobbies, which include golf, photography, painting, music, deep sea fishing and collecting. For many years he has organized amateur and professional golf tournaments in Pennsylvania, Ohio and West Virginia, and he is given full credit for discovering and fostering Sam Snead's genius on the fairways. His golf handicap recently changed from 5 to 10, one fact that he'll grin and blame on the many hours he spends developing the company's radio program. His son, Jack, 23, boasts a 3 handicap and beats "Pop" regularly. Mr. Grimes' other children are Judy, 22, and Andy, 12.

Mr. Grimes is a Kentucky Colonel, Mason and member of the Fort Henry Club, Wheeling Country Club, Belmont Hills Country Club and Oglebay Park Country Club. He is an honorary member of Local 142 of the American Federation of Musicians and Local 51 of the Theatrical Mutual Assn.

That Mr. Grimes has advertising perspective may be seen in his statement: "Common sense tells you whether you should use white space or the air waves, or both, when it comes to doing a public relations job. I believe that institutional advertising such as *It's Wheeling Steel* will increase in the future, for it aims at creating a favorable opinion of a product. Other advertisers are constantly investigating the Wheeling formula."

Personal NOTES

KARL STEFAN, Republican Congressman from Nebraska, who formerly was on the staff of WJAG, Norfolk, Neb., sailed with Mrs. Stefan July 26 for Oslo, Norway, where he will be an American delegate to the Interparliamentary Union's 50th anniversary conclave. After the Oslo conference, he will tour Europe for the House Appropriations Committee, of which he is a member, to investigate American diplomatic missions with a view to determining whether their expenses can be reduced.

ROBERT SAUDEK, formerly assistant to A. E. Nelson, sales manager of the NBC-Blue network, has been appointed assistant to Keith Kiggins, who was recently named director of the Blue network.

J. A. BRILLANT, owner of CJBR, Rimouski, Que., was appointed on July 13 by the Canadian Government as one of six directors of the new Government-owned Central Mortgage Bank, a subsidiary of the Bank of Canada.

DR. GEORGE W. YOUNG, president of WDGY, Minneapolis, and amateur aviation enthusiast, has sold his big Sikorsky monoplane in favor of a speedier landplane which he pilots for sport. The Sikorsky, he reports, is now being used out of Barranquilla, Colombia.

HENRY ROOT, formerly account executive of KYA, San Francisco and more recently on the advertising staff of *Fanfare*, a Pacific Coast publication, has joined the sales staff of KJBS, San Francisco.

ED KIRBY, public relations director of NAB, and Mrs. Kirby, on July 21 became the parents of their first child, a 7 lb. 14 oz. daughter, born in Washington.

GUY BRADFORD, with KRGV, Weslaco, Tex., for the last 11 years, has been named assistant manager, according to an announcement by Ken L. Sibson, KRGV manager.

EDWARD H. GUILFORD, formerly manager of the West Coast branch of Capitol Radio Engineering Institute, has been appointed chief registrar of the school, with headquarters at the main office in Washington, D. C.

RAY RHODES, account executive of NBC, San Francisco, and Miss Elizabeth Eggers, recently announced their engagement.

DON E. GILMAN, NBC western division vice-president, Hollywood, has been reappointed chairman of the State radio advisory committee of the California State Chamber of Commerce. Other members are Lewis Allen Weiss, vice-president and general manager of the Don Lee Broadcasting System, Los Angeles; John M. Dolph, executive assistant to Donald W. Thornburgh, CBS Pacific Coast vice-president, Hollywood; Howard Lane, general manager of the McClatchy Broadcasting System, Sacramento, and Ralph Brunton, owner of KJBS, San Francisco, and KQW, San Jose.

ROGER C. PEACE, operator of WFBC, Greenville, S. C., publisher of the *Greenville News-Piedmont* and president of the South Carolina Press Assn., headed a party of 186 members of the association and their families who arrived in New York July 16 for a four-day visit to the New York World's Fair.

CARL NISSEN, former commercial manager of KNX, Los Angeles, has taken charge of sales for KQW, San Jose, in the San Francisco-Oakland territory. The new 5 kw. plant of KQW, located at the lower tip of San Francisco Bay, is expected to be in operation about Sept. 1.

JOSEPH R. MATTHEWS, formerly of KMBC, Kansas City, has joined the sales staff of WHBF, Rock Island, Ill.

C. O. CHATTERTON, formerly director of KGW-KEX, Portland, Ore., and former business manager of the *Portland Oregonian*, has started a business consulting service in the Joseph Gerber Bldg., Portland. He resigned from the *Oregonian* last winter.

GEORGE R. HAHN, commercial manager of KSOO and KELO, Sioux Falls, S. D., has been named as sistant manager, in addition to his sales duties, according to Joseph Henkin, president and general manager. Mr. Hahn has been with the stations for 11 years.

EDWARD PARRO, formerly of the Chicago office of Texas State Network, has joined the sales staff of KMOX, St. Louis.

RUSSEL WALKER Jr., former manager of WCBC, Springfield, Ill., and previously on the sales staff of *Electrical Week*, has joined the sales staff of WQXR, New York.

JOHN CONRAD, formerly promotion director of WSAI, Cincinnati, and on the promotion and special feature staff of WLW, recently joined WIRE, Indianapolis, as promotion manager.

ANDREW G. HALEY, for six years on the legal staff of the FCC and its predecessor Radio Commission, has resigned effective Aug. 1 to enter private practice in Washington. He will become associated with W. Theodore Pierson, former FCC attorney, who opened his law practice last January.

CHARLES HOTCHKISS, of the local sales staff of NBC-Chicago, has returned to his desk following a recent injury at a baseball game when a finger of his left hand was broken.

GLEN TICER, salesman of KGO-KPO, San Francisco, recently broke a bone in his foot while running for a train.

BRIAN ELLIOTT, of the sales staff of KLZ, Denver, is the father of a boy born recently.

G. RICHARD SHAFTO, president and manager of WIS, Columbia, S. C., is expected to return Aug. 6 from a month-long trip over the United States and Canada.

EARL H. POTTER, new to radio, has joined the sales staff of KMMJ, Grand Island, Neb.

W. T. HIX, of Spartanburg, S. C., will become manager of the new local station at Moultrie, Ga., authorized for construction last month by the FCC [BROADCASTING, July 15].

PHILIP L. BARBOUR, head of foreign press and foreign station relations of NBC International Division, discussed "The Use of Radio in the Promotion of Inter-American Literary Exchange" July 20 before the Institute of Latin-American studies of Michigan U.

TOM SAMMONS Jr., new to radio, has joined the sales staff of KRGV, Weslaco, Tex.

RAY C. JENKINS, general sales manager of KSTP, St. Paul, has been named radio chairman for the state American Legion convention, to be held Aug. 5-9.

FIN HOLLINGER, commercial director of CJLS, Yarmouth, N. S., recently married Elizabeth Dickson, of Toronto.

CLETE ROBERTS has been appointed general manager of 20th Century International Radio Newsreel, Hollywood special events transcription production firm. In addition he has been made news editor of KMTR, that city, which owns and operates the transcription concern. He also continues as Hollywood correspondent of Transradio News Service.

GILLESPIE MURRAY, of the sales staff of WBT, Charlotte, N. C., resigned recently to join WRAL, Raleigh, as sales manager.

ARTHUR SIMON, manager of WPEN, Philadelphia, is recuperating after a recent operation.

INGHAM ROBERTS, formerly of KRGV, Weslaco, Tex., has joined the local sales staff of KTSA, San Antonio.

WKZO Names Matthews

APPOINTMENT of Ted Matthews, former manager of WNAX, Yankton, S. D., as national sales manager of WKZO, Kalamazoo, was announced July 24 by John E. Fetzer, president and general manager. John W. O'Harrow, former vice-president of the Bon Ami Co., in charge of sales and before that with Butler Bros. Wholesale House, Chicago, has been made local sales manager. Mr. Matthews will spend considerable time on the road, particularly in Chicago in connection with spot business development.

W. Grady Kinsolving

W. GRADY KINSOLVING, publisher of the *Corpus Christi* (Tex.) *Caller* and *Times* and vice-president of Gulf Coast Broadcasting Co., operating KRIS in that city, died July 18 in Temple, Tex. Mr. Kinsolving was 40% stockholder in the licensee corporation, of which M. Tilford Jones is president and 50% stockholder. He is survived by his wife and a daughter.

Horace F. Capps

HORACE F. CAPPS, 28, program director of WBOW, Terre Haute, Ind., died July 14 from streptococci infection. Well-known in Midwest musical and entertainment circles, Mr. Capps formerly had been with WLW, Cincinnati, and other stations in that section. He is survived by his wife, a son, his mother, five brothers and four sisters.

DUWAYNE CARNES, 26, bass singer on the *Alka-Seltzer National Barn Dance* on NBC, died in Chicago July 19 of pneumonia. He is survived by his wife, Kathleen Bretzlaff, an NBC singer.

BEHIND the MIKE

RAY WINTERS, for five years announcer and producer of WOR, Newark, on July 29 resigned to free-lance in the radio and newsreel fields. Mr. Winters, previously staff announcer of WEAF, WJZ and WMCA, New York, will continue the commercials for the five weekly programs of Bell & Co. on WOR, and will continue as staff commentator for Paramount Newsreels. On July 24, Mr. Winters became assistant producer for the two transcribed programs, *Meet Miss Julia* and *The Career of Alice Blair*, handled by McCann-Erickson, New York, for Stanco Products and Daggett & Ramsdell, respectively.

JOHN CARLILE, who recently resigned as head of the CBS production department after eight years in the position, on July 24 left New York on a short lecture tour in connection with his recently published book, "The Production and Direction of Radio Programs". Upon his return, Mr. Carlile stated that he planned to create and direct programs rather than devote himself to any network or station operations.

RALPH BURGIN, announcer of WPTF, Raleigh, N. C., married Jean Collins recently.

HELEN CLYMER, of the CBS pass division, recently won first prize for dancing the Viennese Waltz at the Rainbow Grill, New York.

MAX ROBINSON, announcer of WHO, Des Moines, is to marry Marjorie Lewis, of Petoskey, Mich., Aug. 4.

JACK KERRIGAN, announcer, Cliff Melloh and John Beeston, engineers of WHO, Des Moines, all became fathers within a single week recently.

PHILIP K. PALMER, formerly with U.P. and WEBC, Duluth, and WMAS, Springfield, Mass., has joined the announcing staff of WIS, Columbia, S. C.

MEL TRAXEL, NBC Hollywood photographer, is the father of a boy born July 16.

JOHN NORTHGRAVE has joined the announcing staff of CKTB, St. Catharines, Ont.

YVONNE COPELAND, 16-year-old daughter of Jack Copeland, news editor of the Arizona Network, recently made her debut as a radio entertainer. She has a twice-weekly quarter-hour program on KOY, Phoenix, and is billed as "Arizona's Own Rhythm Girl."

BOB ANDERSON, newscaster of KPO-KGO, San Francisco, was married last month to Margaret Hanley, CBS sales department secretary.

HENRY DUPRE, of the announcing staff of WWL, New Orleans, recently was awarded a round-trip flight to Memphis to inspect the factory of American Snuff Co., which recently placed a twice-weekly feature on WWL for 52 weeks through Simon & Gwynne, Memphis.

HOMER CUNNINGHAM, formerly program director of KITE, Kansas City, and Hoyt Wertz, also formerly with KITE and WREN, Lawrence, Kan., have joined the announcing staff of WIBW, Topeka, Kan.

LEWIS H. LEE, former advertising manager of the American Cigarette & Cigar Co., New York, has been appointed manager of operations of Tested Radio Features, New York. Mr. Lee succeeds Philip Fuhrmann, resigned.

JACK NELL, announcer of WEEI, Boston, was pictured in various newsreel shots recently, showing him broadcasting from the scene of the *Squalus* submarine disaster.

Felix Adams to KMBC

FELIX ADAMS, producer of *Renfro Valley Barn Dance* and other programs of WLW, Cincinnati, on July 31 was to join KMBC, Kansas City, as program director, according to a recent announcement by Arthur B. Church, KMBC president. As assistant to Owen Vinson, WLW program director, Adams' experience includes supervision and production of hillbilly programs as well as symphony orchestra broadcasts of the Cincinnati Summer Opera Co.

ROLF KALTENBORN of the CBS production department and son of H. V. Kaltenborn, CBS commentator, on Sept. 30 will marry Ruth Brine of New York City.

PAUL PHILLIPS, former continuity director of KMOX, CBS affiliate in St. Louis, where he originated such programs as *All Hands on Deck* and *St. Louis Blues*, on July 17 was transferred to CBS headquarters in New York as a writer in the program department. Lawrence Neville, formerly assistant continuity director of KMOX, has taken over Mr. Phillips' position.

HARRY McTIGUE, formerly of WHAS, Rochester, and before that at WIRE, Indianapolis, has joined WJSV, Washington, to team with Walter Johnson in announcing baseball.

TED MacMURRAY, director of *Vic & Sade* series on NBC-Chicago, has returned to the studios following a recent auto smashup in which his wife and two small sons were badly bruised.

BOB ELSON, sportscaster of WGN, Chicago, has returned to the mike following an attack of summer flu.

GEORGE FISHER, Hollywood commentator, will broadcast his Don Lee-Mutual network program, *Hollywood Whispers*, from WOR, Newark, on Aug. 2 and 5.

Meet the LADIES



MRS. JESSIE JACOBSEN

THE HAND that has guided the fortunes of KFBB, Great Falls, Mont., for the last 11 years is a feminine hand. Since 1928, Mrs. Jacobsen has been general manager of the progressive Montana station and ranks as one of the first woman radio executives. The path carrying Mrs. Jacobsen to a place among the leaders of Montana radio included several years as a school teacher. Not only has the KFBB manager kept the affairs of her station well in hand, but she is happily married and the mother of a charming grown daughter and a son in high school.

ARTHUR W. STOWE, CBS production manager in San Francisco, has written a series of adaptations for radio of plays that were high in public esteem during the days of gas footlights. He has syndicated these features and they are now running on 18 stations.

JOHN RIBBE, producer at NBC, San Francisco, and an amateur astronomer, has just completed a mirror for a new telescope, which took him 200 hours of labor in his home laboratory.

BILL WOODSON, KOY, Phoenix, announcer, has resigned to go on the stage.

DAN DONALDSON, for the last two years on the announcing staff of KMOX, St. Louis, has gone to Chicago to announce a new serial, *Second Fiddle*, on a special NBC-Blue hookup beginning in August.

WATSON HUMPHRY, formerly in charge of radio production for the Leon Livingston Adv. Agency, San Francisco, recently joined the KYA production staff. He is in charge of commercial production.

DICK MILLS, Bardavon Theatre crooner, has joined the announcing staff of WGNY, Newburgh, N. Y. Bill Snow, WGNY announcer, was married in July.

ROD WHALEN, formerly with KWJJ, Portland, Ore., has been named production manager of KWLK, Longview, Wash. He succeeds Robert Ferris, resigned.

ALLEN BERG, formerly of KGFJ, Los Angeles, has joined KIEV, Glendale, Cal., as relief announcer.

ROBERT FORWARD, announcer of KYA, San Francisco, was stricken in July with a streptococci infection.

TONI REEDER, free lance Hollywood press agent, has joined KFVD, Los Angeles, as publicity director and office manager. She succeeds Anne Harrison, resigned.

LESTER SCOTT recently joined the announcing staff of KNOW, Austin, Texas.

L. E. (Pat) PATRICK, announcer-producer of KIEV, Glendale, Cal., and Marian Boyce, Hollywood film actress were married at Pasadena, Cal., July 20.

JAMES O'NEIL, San Francisco newscaster and commentator and Freda Craig, receptionist at KYA, San Francisco, were married July 15.

JEAN HADLEY, formerly of WEBC, Duluth, has joined WDGY, Minneapolis, as secretary to Wallace Stone, WDGY commercial manager.

WADE JONES of the CBS special events department, was operated on for appendicitis July 18 at the New York Hospital.

CHARLES ARLINGTON, formerly of WBT, Charlotte, N. C., has joined WWJ, Detroit, as newscaster.

JOE THOMPSON, NBC Hollywood staff producer, has returned from Jamaica where he spent two months writing a book. Van Fleming, who handled Thompson's assignments, will be given other duties.

BYRUM SAAM, sportscaster of WIP, Philadelphia, is to marry Anne Mae Fitzpatrick, of the WIP program department, Sept. 9.

D. C. McARTHUR, former newspaperman and publicist, has been appointed press and information representative in Ontario for Canadian Broadcasting Corp., Fred Wooding, former assistant publicity director of CBC, has opened offices at Ottawa as public relations counsel.

JAMES MATTHEWS, KPO-KGO announcer, San Francisco, and Miss Gertrude Orem, were married in July.

JOHN PEEL, former newspaperman and news commentator in Cincinnati, has joined WIBG, Glenside, Pa., as commentator.



BIG WINNER in the Ford Exposition photographic contest for May at the New York World's Fair was James Harvey Hebb, conductor of the weekly *Camera Club* on KYW, Philadelphia, examining his shadowbox and telling camera fans how it feels to win first prize, a new Ford V-8.

ALAN THOMPSON, announcer, formerly of KROY, Sacramento, Cal., has been added to the announcing staff of KNX, Hollywood.

EARL KURTZ, formerly manager of the WLS, Chicago, artists bureau, has joined Republic Productions, Hollywood film studio, as radio talent scout.

GUS CARRIER, formerly of CKBI, Prince Albert, Sask., and Doug Craig, of Vancouver, have joined the announcing and news staff of CFQC, Saskatoon, Sask.

ROLLAND REICHERT, of the communications department of NBC-Chicago, is the father of a baby girl born July 20.

BOB LEWIS, formerly of KSOO, Sioux Falls, S. D., and more recently of KYSM, Mankato, Minn., has joined the announcing staff of WDGY, Minneapolis.

TED NABORS, chief announcer of KTRH, Houston, Tex., is the father of a boy born recently.

KEN CARPENTER, NBC Hollywood announcer on the *Kraft Music Hall*, sponsored by Kraft-Phenix Cheese Corp., is recuperating from an appendicitis operation.

ROCH ULMER, formerly of KVOO, Tulsa, has returned to the staff of KSTP, St. Paul, as special events announcer.

LOIS DELANO has joined the continuity staff of KIRO, Seattle. She formerly was in charge of advertising and publicity for the Metropolitan Building Co.

PAUL CRUGER is writing scripts of the transcribed quarter-hour serials, *Phantom Indian* and *Small Town*, being produced and cut under direction of Margaret Kelly by Max Reinhardt Radio Productions, Hollywood.

PAUL MILLEN, of the guide staff of NBC-Chicago, was a featured soloist July 23 on the *Morris B. Sachs Amateur Hour* on WENR, that city.

DEEMS TAYLOR, CBS musical advisor, is in Hollywood as advisor for the concert feature film being produced by Walt Disney Studios.

FRANK PAPP, formerly in agency radio production, New York, has joined the production staff of NBC-Chicago.

CORWIN RIDDELL, news editor of WOAI, San Antonio, is the father of a girl born July 13.

CHARLES BARRINGTON, formerly of WLAW, Lawrence, Mass., has joined KOB, Albuquerque, N. M., as announcer and continuity writer.

Present Staff of KHBG Gets Outstanding Stock

IN A DEAL whereby each of the present four shareholders will sell his stock to each of four other persons, KHGB, Okmulgee, Okla., 100-watt daytime station on 1210 kc. which went into operation in the fall of 1937, has been sold largely to its present management subject to FCC approval.

Mrs. Paschel Buford, sales manager of the station and wife of the manager, will buy 41 shares or 41% from Harry B. Greaves, Okmulgee oil man, and Mrs. S. P. Ross will buy 16% from T. B. Lanford, who is part owner of KRMD, Shreveport; KRRV, Sherman, Tex., and KPLC, Lake Charles, La.

Sam W. Ross, vice-president of the Premier Oil Co. and director of the Kilgore National Bank, will buy the 26% interest of R. M. Dean, who is associated with Mr. Lanford in the operation of the three stations named. Paschal Buford, KLBG manager, will buy the 10% interest of John B. Caruthers, Okmulgee attorney. Each purchaser paid $100 per share for the stock.

At Bohemian Grove

AMONG guests of Don Gilman, NBC Pacific Coast vice-president, and Earle C. Anthony, operator of KFI-KECA, Los Angeles, at the annual Bohemian Club Encampment the week of July 23 were Sidney Dixon and Walter Bunker, NBC executives; Harrison Holliway, KFI-KECA manager; Edgar Bergen, Lawrence Tibbett, John Charles Thomas, Mario Chamlee, Carlton Morse, J. Anthony Smythe, Mike Raffetto and Barton Yarborough. The latter three are of the cast of *One Man's Family*, written by Morse, and Raffetto wrote the "Low Jinx" show which featured the 1939 Encampment.

Deutsch Convalescing

P. L. DEUTSCH, president of World Broadcasting System, expects to return to his desk soon, after an absence of several weeks due to a bronchial attack. He is convalescing in New York.

GORDON JENKINS, NBC Hollywood staff orchestra director, is the father of a 9¼ pound son born July 22.

TOM MOORE, formerly in the recording files department of WIBG, Glenside, Pa., since his recent graduation from high school has joined the announcing staff of the station.

FRED SAVIERS, of the guest relations staff of KDKA, Pittsburgh, for the last three years, has resigned to join the radio division of the Westinghouse E. & M. Co. in the Baltimore plant.

CLARICE SHORT, secretary to Arthur J. Kemp, Pacific Coast sales manager of CBS, on Aug. 26 will marry Robert Murdoch MacLeod, commercial artist.

JAMES DOWNING, U.P. bureau operator with offices in KTUL, Tulsa, is the father of a girl born recently.

ALAN HALE, sports announcer of WISN, Milwaukee, was honored at a testimonial breakfast July 8 by the Sunday Morning Breakfast Club, a local civic organization. About 300 persons attended.

WAYMOND RAMSEY, formerly of KOMA and KTOK, Oklahoma City, has joined the announcing staff of KARK, Little Rock, Ark.

"ONLY KSFO WAS THERE"... one of a series



...and then KSFO SPOKE FOR THE FARMERS

● Hordes of grasshoppers swept down on rich farm lands. But far more ruinous than the grasshoppers were the exaggerated reports that spread across state and nation. On the basis of these reports... dramatic rather than accurate...real disaster threatened the farmers of a rich Fresno County area... the loss of bank credit.

● KSFO rushed microphones and men to Coalinga, heart of the plague, brought truth and public interest together, restored reason, ended hysteria. And "only KSFO was there!"

● Such KSFO showmanship ... teamed with Columbia features and outstanding local production... keeps KSFO at the peak of popularity in Northern California.

KSFO 560 KC

PALACE HOTEL
SAN FRANCISCO
560 KILOCYCLES

COLUMBIA BROADCASTING SYSTEM

REPRESENTED NATIONALLY BY FREE & PETERS, INC.



Press Comments on NAB Code . . .

(*Continued from page 20*)

racy. For an industry that is governed by its fears of regulation and not by its convictions as to what is really right or wrong in a democracy is headed for a fate worse than governmental regulation, namely, loss of confidence by the people as a whole in the fairness of radio as a medium.

St. Louis Star-Times

At first blush, it might seem that this code, adopted by action of approximately one-third of the professional broadcasters, might lead to serious trouble when those of the other two thirds, who either were not present at the convention or are opposed to its provisions, find themselves compelled to conform to rules not of their own making. It is significant, however, that only 26 votes were cast against the code by the delegates at the convention, and the action properly may be considered, therefore, as the will of the majority. The adoption of the code represents an important effort by a new industry to develop a system of self-regulation which will appeal to the people as reasonable and wise and thus forestall regulation and censorship of radio by the government. The public as well as the broadcasting stations will await the outcome of the experiment with interest and with the hope that subsequent revisions will remove any inequities in the present document.

Philadelphia Record

The NAB is to be congratulated for making a thorough-going attempt to do its own housecleaning. The code just adopted should go a long way toward averting clamor for Federal censorship of radio. We're thinking of the ability of pressure groups to buy time on nation-wide hookups, while the group under attack may not have the money to hire more than a dozen soap boxes. It doesn't do much good to talk about freedom of speech on the air if you haven't the money to talk back. A large employer, for instance, can hire an orchestra and exploit his anti-labor views between symphonies, reaching a national audience, while the best the union may be able to do is to hire a local station with a phonograph record.

Dorothy Dunbar Bromley in New York Evening Post

I am a stickler myself for civil liberties, and yet I can't blink the fact that radio wave lengths are limited in a way that magazines, newspapers and pamphlets are not limited in their publication. I am inclined to think that such a rule, imposed by the industry itself and not by the Government, will make for social health and well-being. It seems harsh to say that a commentator may not have the same freedom to editorialize over the air that numbers of us have to editorialize in newspaper columns. Yet, champions of civil liberty will have no serious complaint if the NAB enforces the rule without playing favorites.

Flint (Mich.) Journal

More than merely the members of the NAB will rejoice in the action taken at their annual convention at Atlantic City in which a "code of good taste" was proposed, voted and adopted, representing the membership of 425 member stations. The ideal of the broadcasters, as outlined in the Atlantic City action is that they "have sufficient experience with the social side of the industry to formulate basic standards for the guidance of all". It is a worthy standard and one which it may be hoped will be observed beyond the reproach of any critic.

Minneapolis Star

The radio, in truth, is growing up. It is free in the things where freedom is desirable, and disciplined where discipline is in the interests of morals and good taste.

Gen. Hugh S. Johnson, (Syndicated)

The new code for radio broadcasting treads dangerous ground. Censorship is censorship whether practiced by a jack-in-the-pulpit in a broadcasting studio or a more offensive one in a Federal bureaucracy. Yet the radio chains are faced with a condition and not a theory. From a somewhat close acquaintance with the problem and notwithstanding a bitter suspicion of any kind of supervision of free speech except to punish libel, sedition or lewdness after the event—rather than censorship before it—I believe the code was necessary and that the finished job, with one important exception (ban on sponsored controversial utterance), is the best that could have been done.

Houston Post

In adopting the code, the broadcasters of the United States recognized the power of the communication agency which they control and the responsibilities which are imposed upon them to manage it in the public interest. Considered in its entirety, radio's new code is a significant and important document. It proves that the radio broadcasting industry is fully capable of self-regulation in the public interest, which makes unnecessary more stringent government regulation. Voluntary imposition of a far-reaching code of ethics is another important step in radio's development as a constructive force in American life.

Huntington (W. Va.) Advertiser

The NAB took a constructive step forward for public morals when it adopted a code calling for the protection of children from radio programs which incite terror. Unbiased critics, we believe, will agree that many of the programs that have gone out on the air under the label of "kiddies time on the radio", more especially those dramatizing stories of adventure, have been unfit for the ears of youthful listeners of the impressionable age. The broadcasters are ordering a reform long delayed. Their action is fundamentally sound and surely responsible radio stations will promptly and willingly conform.

Hutchinson (Kan.) Herald

Into this code had gone every prissy, priggish and pussy-footing "verboten" that the FCC has been trying to fasten on broadcasters for the last couple of years. The federal commission has been seeking to censor the radio, and the broadcasters apparently are eager to be emasculated. If the radio may transmit only those programs attuned to the ears of little Willie in the kindergarten and Aunt Mamie at Tombstone, Ariz., radio will cease to have any importance except as a purveyor of swing music and baseball scores. It is time the radio stations began to fight instead of sewing lace on their drawers.

Alton Cook in New York World-Telegram

Radio did not choose to lace itself very tightly in its new program rules . . . In general, you listeners may count on the new code bringing exactly the sort of programs you liked or disliked last year.

Harrow in Daily Worker

Major hope in driving Father Coughlin from the air is the NAB code. Effective Sept. 24, the NAB code —to which more than 400 stations will subscribe — may force Coughlin to choose between straight religious broadcasts (free) or his present paid controversial ones, but Coughlin adversaries must then be given (the opportunity) to buy equal time immediately after Coughlin, in order that they may refute his many slanders.



NEW AD-LIB early morning show, *Anything Goes,* on WCLO, Janesville. Wis., features Earl Sheridan (left) as Kommissar of the program's official club, Great Order of Knights of the Flowing Robe, and Paul Ruhle as Kolonel, who lead all sorts of tomfoolery on the program. Membership in KOTFR goes to anyone proclaiming his preference for the old-fashioned nightgown, and each member, in addition to receiving a duly notarized certificate, gets his picture—garbed in his flannel nightie—on the radio page of the *Janesville Daily Gazette.*

Springfield (Mass.) Union

The new code governing radio broadcasting has been written by the industry and shows conclusively that many of the problem children of the air can best be spanked by their own parents. Restrictions placed on the technique of established air personalities may result in a less colorful presentation of news and may even see the withdrawal of some air columnists. In the long run, however, the clarification of broadcast news will contribute to the health of radio. The insistence on accuracy in the news also will be welcome, for radio has offended time and again in causing needless alarm by broadcasting unverified reports during times of community and regional emergency. The code marks radio's approach to maturity.

Hamilton (O.) Journal-News

If public opinion means anything to owners of broadcasting stations, they will quickly adopt a code of ethics. Perhaps it is beginning to dawn on broadcasters as a whole that their future is not secure as long as some of their number continue to do things that are thoroughly distasteful to the American public. It is either get their own house in order or have someone else do the job for them.

Rev. Walter Stock in letter to editor of Ashland (Ky.) Independent

The issue resolves itself around this one question: Shall soaps and soap powders, toothpaste, beer, dogfoods and what-nots be permitted to buy time on the air to extol their particular merits and superiority over competitive brands, but not the Gospel of Jesus Christ, the greatest source of blessings to the nation? Shall we, dare we, tolerate such unfair discrimination? It is time that emphatic protest be made at once! On this Independence Day let us preserve our independence!

Toronto Daily Star

This curtailment of radio wealth-power by an association of broadcasting stations which is itself representative of wealth is one of the most interesting developments in radio history. It supports the view expressed in these columns that money can buy enough things already without adding to them the influence of radio addresses which give a one-sided view of controversial issues.

Buffalo Times

If the broadcasters will religiously live up to that code—and we have no reason to believe they won't—they will have the heartfelt thanks of American parents. No step they might take, we think, could effect a greater improvement in radio's public relations.

Omaha World-Herald

What the Commission (FCC) apparently fears is the use of the short-wave for the promulgation of anti-democratic and anti-American propaganda. The NAB has undertaken to deal with that problem both on short and long waves in what seems to be a thoroughly sensible and practical manner. They have adopted a resolution no longer to sell time for the broadcast of controversy. Instead they will give the time away and provide that equal time be allotted for the presentation of both sides of the controversy. The only exception is that time will continue to be sold to political candidates. That kind of self-policing is infinitely better than anything the Commission has been able to think up and certainly preferable to even the mildest kind of censorship. The broadcasters seem anxious not only to protect the right of free speech but also to protect it from being abused. That field should be left to them while the commission fulfills its legitimate function of regulation to prevent confusion on the air.

Oklahoma City Times

Basically, this regulation was born of fear of regulation by the government, not by what the operators thought was right. In attempting to protect themselves from the FCC, the radio men have given free speech an unnecessary kick in the pants. Their specious argument for such a self-imposed inhibition will breed a loss of confidence on the part of the listener in the inherent fairness of radio. Radio should cherish the line from Voltaire, seen in so many newspaper offices: "I wholly disapprove of what you say but will defend to the death your right to say it."

David Lawrence (Syndicated)

The code adopted by NAB is a significant example of self-regulation by an industry which seeks to avert governmental regulation. It is significant because there is considerable doubt whether any government regulation of radio would go as far as the broadcasters themselves have gone in an attempt to hold their channels free from objection.

Norman Siegel in Cleveland Press

A radio code as toothless as an old hag will guide the policies of the nation's broadcasters for the coming year. After extracting most of the teeth of the original draft of the self-imposed code, members of the NAB adopted a revised version. While the code looks strong, it is void of the "musts" that would really make it effective. The ideas are good, but the full language of the code nullifies the effect.

Boston Herald

The worth of a code can be determined only by experience. Rules must be general. The application of these rules to specific cases doubtless will disclose difficulties not foreseen but these ought not to prove insoluble.

Springfield (Ill.) State Register

All in all, this code represents a commendable effort to adapt the revenue requirements of broadcasting stations to the best interests of all concerned, and if it is adhered to in the spirit intended, the results should be profitable and enlarge the field of radio's usefulness in the modern scheme.

Watertown (N. Y.) Times

We feel that the NAB has made a wise decision in holding that time for the presentation of controversial issues on the air should be given free, that both sides should have an opportunity to be heard and that, so far as possible, time be allotted fairly.

Gallup (N. M.) Independent

At last a code of ethics is to be considered for national radio broadcasters—something that has long been needed. All power to the broadcasters in putting this code across.

ALL YOU'VE EVER ASKED FOR *in a sound recorder*, —YOU'LL FIND *in the* NEW PRESTO MODEL Y



NEW 16" TURNTABLE

Completely new rim drive mechanism. *Uses no idler wheels.* Changes from 78 to 33⅓ rpm. instantaneously.

Shift a lever—cut outside-in or inside-out.

New cutter feed mechanism. *Makes eccentric trip groove at finish of record* . . . makes starting and runout spiral grooves . . . cuts 112 lines per inch.

Presto high fidelity cutting head. Range 50 to 6500 cycles.

Cuts record up to 17¼" size.



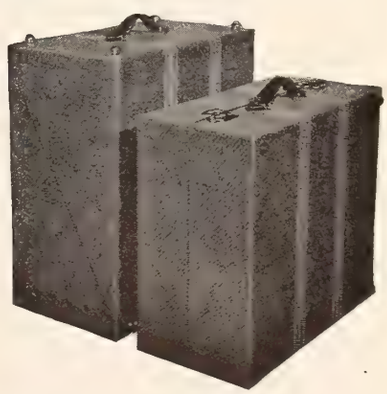
NEW RECORDING AMPLIFIER

Output ten watts—gain 125 db.

Equipped with two-microphone mixer, high and low frequency equalizers, playback volume control, volume indicator, and selector switch for recording and playing records and for public address operation.

LIGHTEST 16" RECORDER ON THE MARKET

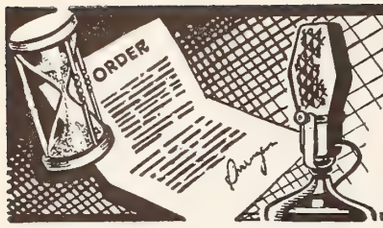
Turntable mounts in one case weighing 44 lbs. Amplifier and loudspeaker combine in second case weighing 47 lbs.



PRICE COMPLETE EXCEPT FOR MICROPHONE AND STAND . . **$595.00**

Write for descriptive folder giving complete data

PRESTO RECORDING CORPORATION
242 West 55th Street, New York, N.Y.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KFRC, San Francisco

Pacific Brewing & Malting Co., San Francisco, 7 *ta* weekly, thru Brewer-Weeks Co., San Francisco.
North American Accident Insurance Co., Newark, 5 *sa* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Potter Drug & Chemical Co., Malden, Mass. (Cuticura soap), 6 *ta* weekly thru Atherton & Currier, N. Y.
Santa Fe Bus Lines, San Francisco, 5 *ta* weekly, direct.
Seven-Up Bottling Co., San Francisco, weekly *t*, thru Allied Adv. Agencies, San Francisco.
Feltman & Curme Stores Co., Chicago (shoes) 6 *sp* weekly, thru McJunkin Adv. Co., Chicago.
Bank of America, San Francisco (chain), *sa* series, thru Charles R. Stuart Adv., San Francisco.
Star Outfitting Co., San Francisco (clothing chain), *sa* series, thru Allied Adv. Agencies, San Francisco.
Railway Express Agency, New York, *sa* series, thru Caples Co., N. Y.
Andrews Heater Co., Los Angeles (gas wall-heater), *sa* series, thru Gerth-Knollin Adv., Los Angeles.

WNEW, New York

I. J. Fox, New York (furriers), 66 *sa* weekly, 5 weeks, direct.
United Appliance Service, New York (electrical repairs), 50 *sa* weekly, 13 weeks, direct.
Oakland Chemical Co., New York (Dioxogen face cream), 3 *sp* weekly, 26 weeks, thru Kleppner Co., N. Y.
Larus Bros. & Co., Richmond, Va. (Domino cigarettes), 30 *sa* weekly, 13 weeks, thru Warwick & Legler, N. Y.
Ex-Lax Inc., Baltimore (proprietary), 3 *sa* weekly, 11 weeks, thru Joseph Katz Co., N. Y.
Rieser Co., New York (Venida hair nets, snoods), 3 *sp* weekly, 13 weeks, thru E. T. Howard Co., N. Y.

KFI, Los Angeles

Ex-Lax Mfg. Co., Brooklyn (proprietary), 3 *ta* weekly, thru Joseph Katz Co., Baltimore.
Chas. E. Hires Co., Philadelphia (beverage), 5 *sa* weekly, thru O'Dea, Sheldon & Canaday, N. Y.
Coast Federal Savings & Loan Assn., Los Angeles (investments) weekly *sp*, thru Robt. F. Dennis Adv. Agency, Los Angeles.
Marine Electrolysis Eliminator Corp., Seattle (Restorit starch), 8 *sp*, thru Milne & Co., Seattle.

WNAX, Yankton, S. D.

Carter Products, New York (Arrid), 3 *ta* weekly, thru Street & Finney, N. Y.
Worthington Livestock, Worth, Minn., weekly sa, direct.
Tilden Produce Co., St. Paul, 3 *sa* weekly, thru Harold Chamberlin & Assoc., St. Paul.
Ford Motor Co., Detroit, 3 *sa* weekly, thru McCann-Erickson, Chicago.

KOMA, Oklahoma City

Los Angeles Soap Co., Los Angeles (White King soap), 39 *sa*, thru Raymond R. Morgan Co., Los Angeles.

WLW, Cincinnati

Stephano Bros., Philadelphia (Marvel cigarettes), 3 *sp* weekly, thru Aitkin-Kynett Co., Philadelphia.

WMCA, New York

Sally's Furs Inc., New York, 7 *sp* weekly, direct.

WEEI, Boston

Whittemore Bros., Cambridge (shoe polish), *sa* series, thru Arthur W. Sampson Co., Boston.
Cold Spring Brewing Co., Lawrence, Mass., *sa* series 52 weeks, thru Harry M. Frost Co., Boston.
Boston Evening Transcript, Boston (newspaper), *sa* series, thru Harold Cabot & Co., Boston.
I. J. Fox, Boston (furrier), *sa* series 52 weeks, thru David Malkiel, Boston.
Diamond Match Co., Biddeford, Me. (house builders), *sa* series, thru Ingalls Adv., Boston.
Cape Cod Steamship Co., Boston, *sa* series, thru Alley & Richards, Boston.
Firestone Tire & Rubber Co., Boston, *sa* series, direct.
Metro-Goldwyn-Mayer, New York, *sa* series, thru Donahue & Coe, N. Y.
Air Conditioning Training Corp., Youngstown, 6 *sp* weekly, thru Weill & Wilkins, N. Y.
Derwood Mills, Derwood, Md. (dog food), *sa* series, thru Henry J. Kaufman Adv., Washington.

KNX, Hollywood

J. M. Julian Co., Huntington Park, Cal., (Marco Dog food), 6 *sp* weekly, thru I. F. Wallin & Staff, Los Angeles.
Proctor & Gamble Co., Cincinnati, (Dash), 5 *sp* weekly, thru Pedlar & Ryan, N. Y.
B. T. Babbitt Inc., New York (cleanser), 5 *t* weekly, thru Blackett-Sample-Hummert, N. Y.
Durkee Famous Foods, Berkeley, Cal., (Troco Margarine), 6 *sp* weekly, thru Heintz-Pickering & Co., Los Angeles.
Challenge Cream & Butter Assoc., Los Angeles (dairy products), 3 *ta* weekly, thru Emil Brisacher & Staff, Los Angeles.
Schuckl & Co., San Francisco (Rancho soup), 6 *sp* weekly, thru Lord & Thomas, San Francisco.

WOL, Washington

Standard Oil Co. of N. J., New York, 5 *t* weekly, thru McCann-Erickson, N. Y.
Air Conditioning Training Corp., Youngstown, 5 *t* weekly, thru Weill & Wilkins, N. Y.
LeRoy, New York (piano lessons), daily *sp*, thru Weill & Wilkins, N. Y.

WPTF, Raleigh, N. C.

U. S. Tobacco Co., New York (snuff), 5 *t* weekly, thru Arthur H. Kudner, N. Y.
Stanback Medicine Co., Salisbury, N. C. (proprietary), daily *sa*, thru J. Carson Brantley Adv. Agency, Salisbury.

KGKO, Fort Worth

White Laboratories, New York (proprietary), 19 *ta*, thru Wm. Esty & Co., N. Y.

WHO, Des Moines

Campbell Cereal Co., Chicago (Malt-O-Meal), 115 *sa*, thru H. W. Kastor & Sons, Chicago.
General Mills, Minneapolis, 1320 *t*, thru Blackett-Sample-Hummert, Chicago.
Peter Paul Inc., Naugatuck, Conn. (Mounds), 48 *ta*, thru Platt-Forbes, N. Y.
Fenn Brothers, Sioux Falls, S. D. (ice cream), 128 *sa*, thru BBDO, N. Y.
Stanco Inc., New York, 260 *t*, thru McCann-Erickson, N. Y.
Lever Bros. Co., Cambridge, Mass. (Rinso), 52 *t*, thru Ruthrauff & Ryan, N. Y.
Railway Express Agency, New York, 12 *sa*, thru Caples Co., N. Y.
KRO Co., Springfield, O. (KRO), 36 *sa*, thru Erwin Wasey & Co., N. Y.
Keystone Steel & Wire Co., Peoria, Ill. (fence), 26 *sa*, thru Mace Adv. Agency, Peoria.
Stephano Bros., Philadelphia (Marvel cigarettes), 130 *sa*, thru Aitkin-Kynett, Philadelphia.
Purina Mills, St. Louis, 120 *t*, thru Gardner Adv. Co., St. Louis.
Vick Chemical Co., New York (Vapo-Rub), 52 *sa*, thru Morse International, N. Y.

CKNX, Wingham, Ont.

Thrifty Heat Burner Co., St. Louis, 52 *sa*, thru Shaffer, Brennan, Margulis Adv. Co., St. Louis.
Cockshutt Plow Co., Brantford, Ont., 104 *sa*, direct.
St. Lawrence Starch Co., Port Credit, Ont. (Beehive Corn Syrup), 24 *sp*, thru McConnell, Eastman & Co., Toronto.
Imperial Tobacco Co., Montreal (Old Virginia Tobaccos), 52 *t*, thru Whitehall Broadcasting, Montreal.
Western Fair Assn., London, Ont., 26 *sa*, thru Harold W. Donahue, London.
Canadian Oil Co., London, Ont. (White Rose Gasolene Dealers), 7 *sp*, direct.

WNOX, Knoxville

Stanback Co., Salisbury, N. C. (proprietary), 4 *sa* daily, thru J. Carson Brantley Adv. Agency, Salisbury (corrected listing).

KJBS, San Francisco

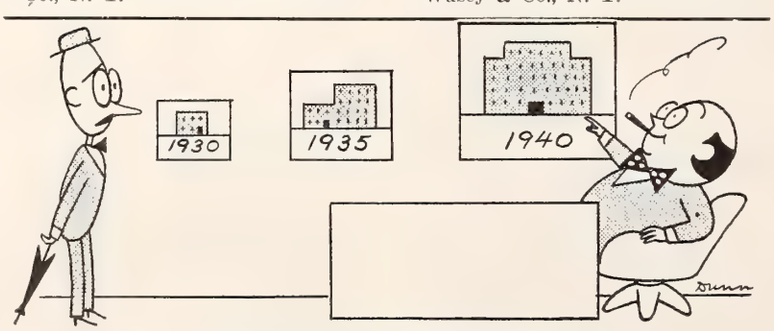
Benjamin Franklin Life Insurance Co., San Francisco (life insurance) weekly *sp*, direct.

KYA, San Francisco

World Fellowship of Service, Fellowship University, San Rafael Cal. (religious) weekly *sp*, direct.

WOR, Newark

Hecker Products Corp., New York (H-O), 2 *sp* weekly, thru Erwin, Wasey & Co., N. Y.



"We've enlarged our plant three times since going on WRC in Washington"

Pd. Adv.

WHN, New York

Ayvad Water Wing Co., Hoboken, N. J. 6 *sa* weekly, direct.
Serial Federal Savings & Loan Assn., New York, daily *t* thru Transcribed Radio Shows, N. Y.
Potter Drug & Chemical Co., Malden, Mass., (Cuticura soap), 6 *sa* weekly, 8 weeks, thru Atherton & Currier, N. Y.
Odowik Sales Corp., New York (deodorant), 5 *sp* weekly, 13 weeks, direct.
White Laboratories, New York (Feenamint), 24 *sa* weekly, 48 weeks, thru Wm. Esty & Co., N. Y.
Steem Electric Co., St. Louis, 5 *sp* weekly, 13 weeks, thru Smith Benny Sales Corp., N. Y.
Beaumont Laboratories, St. Louis (4-way cold tablets), 20 *sa* weekly, 22 weeks, thru H. W. Kastor & Sons, Chicago.
Lin-tox Corp., Portchester, N. Y. (Smack insecticide), 3 *sp* weekly, direct.
Riggio Tobacco Co., New York (Regent cigarettes), 3 *sp* weekly, 13 weeks, thru M. H. Hackett Co., N. Y.
I. J. Fox, New York (furriers), 64 *sa* weekly, 5 weeks, thru Lew Kashuk, N. Y.

KHJ, Los Angeles

St. Germain Press, Chicago (religious), 34 *sp*, thru Ted Dahl Adv. Agency, Los Angeles.
Vita-Var Corp., Newark (paints & varnish), 5 *sa* weekly, direct.
Santa Fe Transportation Co., Los Angeles (rail & bus), 5 *ta* weekly, thru Ferry Hanly Co., Los Angeles.
California Federal Savings & Loan Assn., Los Angeles (investments) 5 *sp* weekly, thru Elwood J. Robinson Adv. Co., Los Angeles.
Lawry's Products Inc., Los Angeles (seasoned salt), weekly *sp*, thru California Adv. Agency, Los Angeles.

WOWO, Fort Wayne, Ind.

Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), weekly *t*, thru Wade Adv. Agency, Chicago.
Gliss'n Products Co., Chicago (cleaner), 13 *sa*, direct.
James Heddons Sons, Dowagiac, Mich. (fish lures), 13 *sa*, thru Rogers & Smith, Chicago.
Feminine Products Co., New York (Arrid), 72 *ta*, thru Small & Seiffer, N. Y.
Crowell Publishing Co., New York (Country Home magazine), 130 *sp*, thru Ralph H. Jones Co., Cincinnati.

WABC, New York

Liggett Drug Co., New York (chain drug stores), 3 *sp* weekly, thru Neff-Rogow, N. Y.
Rudolph Wurlitzer Co., Chicago (musical instruments), 5 *sp* weekly, 52 weeks, thru Schwimmer & Scott, Chicago.

KMPC, Beverly Hills, Cal.

Grover Horn Co., Los Angeles (auto horns), 5 *sa* weekly, thru Radio Adv. Research, Los Angeles.
Zesto Bottling Co., Los Angeles (beverages), 5 *t* weekly, thru Smith & Bull, Los Angeles.

WEAF, New York

J. B. Williams Co., Glastonbury, Conn. (shaving cream), weekly *sp*, thru J. Walter Thompson Co., N. Y.

KNOW, Austin, Tex.

Gulf Oil Corp., Pittsburgh (Gulfspray), 2 *t* weekly, thru Young & Rubicam, N. Y.

KSAN, San Francisco

Mt. Diablo Life Insurance Co., San Francisco, weekly *sp*, direct.

Radio Advertisers

J. W. BEARDSLEY'S SONS, New York (food products), on Sept. 5 will tart twice-weekly participations on the *Make Believe Ballroom* on WNEW, New York, and on Sept. 19 will start sponsoring Phil Cook's *Morning Almanac* program Tuesdays, Thursdays and Saturdays on WABC, New York. Neff-Rogow, New York, handles the account.

KRAFT-PHENIX CHEESE Corp., Chicago (Oke Doke cheese-covered popcorn), is using a series of spot announcements varying from 20-words to one-minute daily on KMOX, KSD and KWK, St. Louis, in addition to those stations listed in BROADCASTING July 15. J. Walter Thompson Co., Chicago, handles the account.

DURKEE FAMOUS FOODS Co., Berkeley, Cal. (Troco Margarine), on Aug. 21 starts for 52 weeks participation six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Firm is currently using daily participation programs and spot announcements on four Southern California stations: KMPC, KMTR, KFVD and KFOX. Agency is Heintz, Pickering & Co., Los Angeles.

SEARS-ROEBUCK & Co., Sheboygan, Wis. (retail store), has started a six-weekly quarter-hour show titled *Al & the Sears Melodiers* on WHBL, that city, for 52 weeks.

PURINA GRAIN FOODS Pty. Ltd., Melbourne, Australia (Crispies & Wheaties), thru Paton's, that city, in early July started for 52 weeks sponsoring a thrice-weekly quarter-hour comedy program, *Dill & Daffydill* on 10 Macquarie Network stations. A supplementary newspaper campaign is being used.

ATLANTIS PRODUCTS Co., manufacturer of water coolers, is planning a radio campaign this fall, to be handled by Carlton Adv. Agency, Miami. The Carlton agency also was recently awarded the Jay Cigar Co. account.

KRAFT WALKER CHEESE Co., Sydney (cheese), is sponsoring a weekly half-hour comedy program, *Kraft Dilly Revue*, on 24 Australian stations. Program is produced by Phillip Mygatt, radio director of J. Walter Thompson Co., Sydney, at 2GB before an audience. It is then transcribed and released on 23 additional stations at a later date.

DON G. MITCHELL, formerly head of the marketing division of American Can Co., New York, has been appointed sales manager of Pepsi-Cola Co., Long Island City, N. Y.

County Advertises

SUFFOLK COUNTY, Riverhead, Long Island, on July 21 started an eight-week series on WABC, New York, to promote the county as a summer resort. Jean Hallock, who recently was heard for the same sponsor on WICC, Bridgeport, is featured in historical narration about the county, assisted by orchestral music. The program, heard Fridays, 8:15-8:30 a. m., was placed direct.

GOODYEAR TIRE & RUBBER Co., Akron, will sponsor 15-minutes of the World's Poultry Congress program, July 31 through Aug. 5, on WLS, Chicago. The direct wire series from the Congress in Cleveland, O., will be handled on WLS by Phil Evans and Art Page. The firm will sponsor the last 15-minutes of a daily half-hour program. Placed direct.

PEOPLES SERVICE Drug Stores, Norfolk and Richmond, Va., has renewed for another year *PSDS Presents*, six-weekly hour local talent show, on WTAR, Norfolk, and WRTD, Richmond.

DERWOOD MILLS, Derwood, Md. (dog food) is testing radio with an announcement campaign on WEEI, Boston, WJSV, Washington, and WBT, Charlotte. The firm distributed its products direct-by-mail. Henry J. Kaufman Adv., Washington, is agency.

HAAS, BARUCH & Co., Los Angeles (Iris coffee), in a two weeks southern California test campaign which ended July 31, used daily five minutes transcribed announcements on KNX, Hollywood. A fall campaign is contemplated. Robert Smith Adv. Agency, Los Angeles, has the account.

SAM'S CUT RATE Inc., operating department stores in the Detroit area, recently renewed a 13-week schedule on CKLW, Windsor, representing one of the largest time packages sold on the station. The schedule includes four productions. *Happy Joe's Early Bird Bargain News*, heard Monday through Saturday, 8:05-8:30 a. m.; *Mary Morgan's Musical Shopping Review*, Monday through Friday, 11-11:30 a. m.; *Stop & Go* variety show, Monday through Friday, 6-6:30 p. m., and *Larry Gentile's Dawn Patrol*, daily, 1-2 a. m. Bass-Luckoff Adv., Detroit, is agency.

CANADA DRY GINGER ALE, New York, on July 27 started a 10-day announcement campaign on WHEC, Rochester, where the company has just opened a new bottling plant. Company has also used announcements on WHP, Harrisburg, and WICC, Bridgeport, for Spur, a new summer drink, and may repeat these announcement campaigns in other markets. Agency is J. M. Mathes, New York.

KRO, Co., Springfield, O., is sponsoring a special 13-week campaign of thrice-weekly participations on the *Market News* program on WHO, Des Moines, in the interests of its Kill Rats Only. Campaign is used to help combat the present rat plague in that section, according to Erwin, Wasey & Co., New York, the agency in charge.

P. J. LeROY, New York (piano lessons by mail), on Aug. 15 will add WOR, Newark, to the list of four stations carrying his *Melodic Piano* program twice daily four times weekly. The WOR schedule will be four quarter-hours weekly. Other stations are WLAR, Zanesville, Ohio; WORL, Boston; WNEW, New York; WAAT, Jersey City. Weill & Wilkins, New York, handles the account.

JEWEL TEA Co., Chicago, has started four announcements six days weekly and one on Sunday for 39 weeks on WBBM, that city. McJunkin Adv. Co., Chicago, is agency.

WHOM

Full-time foreign-language programs in New York—Italian, German, Polish and Yiddish.

JOSEPH LANG, Mgr.



5,000,000 POTENTIAL AUDIENCE

Iowa's foremost news station? What's that? *KSO, of course!



*And, of course, you can buy KSO in the WNAX-Iowa Network combination at an exceptionally low rate.

KSO, Des Moines, is rapidly winning recognition as Iowa's Foremost News station.

Nine times a day, KSO listeners hear important headlines in the day's news—local, state, national and world. News is gathered through an efficient station staff, U. P. and I. N. S. radio wires, and statewide facilities of the Des Moines Register and Tribune.

What does this complete news service mean to you? It means a large and loyal audience which depends on KSO regularly for news as well as a complete schedule of excellent programming.

KSO gives you a ready-built audience among the more than 1,000,000 people who live in Iowa's largest single marketing area—at a rate you're sure to find attractive.

KSO DES MOINES • NBC Blue-MBS • 1430 K.C.
5000 WATTS L. S. • 1000 WATTS NIGHT
Represented by THE KATZ AGENCY

PROGRAMMED for maximum AUDIENCE in a major MARKET at minimum RATE

HERE'S A REAL BUY

On the First station in the market

A six-day-a-week setup

WORLD NEWS

A quarter hour Monday through Saturday at 5:30 p. m.

After time change 6:45 p. m.

—And it's the first time in "many a moon" that we've had a station feature to offer. The only trouble is that shows like this sell quickly on WSPD—so we urge your immediate consideration.

Any National account which desires a No. 1 selling job in Northwestern Ohio and Southern Michigan will get it from WSPD.

Toledo's NBC Red and Blue Outlet

5000 Watts Day
1000 Watts Night

WSPD

The Commodore Perry Hotel

PLOP!

•

Yes — PLOP your campaign all over Montana by using—

KGIR

BUTTE · MONT.

You get KPFA, Helena, as a bonus station whether "spot" or NBC.

Agencies

LEONARD T. BUSH, vice-president of Compton Advertising Inc., New York, and A. K. Spencer, of J. Walter Thompson Co., New York, have been appointed chairman and vice-chairman, respectively, of the committee on radio broadcasting of the American Assn. of Advertising Agencies.

ADRIAN SAMISH, Young & Rubicam, Hollywood, producer of the CBS *Screen Guild* last season, has returned to the agency's New York office. He has been made a radio supervisor.

WALTER W. HOOPS, who resigned July 15 as vice-president of Buchanan & Co., Chicago, has established his own office as sales counsel at 307 N. Michigan Ave., Chicago, specializing in sales promotion for manufacturers of industrial goods.

FRANK WOODRUFF, for four years J. Walter Thompson Co. Hollywood producer of the CBS *Lux Radio Theatre*, sponsored by Lever Bros., has resigned to join RKO Radio Pictures, as a director. Before joining J. Walter Thompson Co. he directed New York stage plays.

FRED LUDEKENS, member of the San Francisco office of Lord & Thomas, recently was named assistant to Don Francisco, the agency's president, with headquarters in New York. He assumes his new duties Oct. 1.

JOHN W. MILFORD, formerly publicity director of the lamp department of General Electric Co., has resigned to join the public relations division of N. W. Ayer & Son, New York.

ED WILDE, formerly with the Hollywood office of Tom Fizdale, publicity organization, and previously promotion manager of Tobe Fashion Service, New York, has been named general manager of Fizdale's Chicago office.



ADVERTISING executive and radio star as well is Tom Wallace, vice-president of Russell M. Seeds Co., who is "Uncle Walter" in Brown & Williamson's *Uncle Walter's Dog House*, NBC-Red comedy show heard Tuesdays at 10:30 p.m. (EDST). He also directs *Plantation Party*, another Brown & Williamson show on NBC-Blue, heard Fridays at 9 p.m. (EDST). Formerly athletic director of the city schools of Long Beach, Cal., the only radio voicing Uncle Walter had done before his chance audition for the *Dog House* program was as announcer on a Los Angeles station.

CHARLES H. MAYNE Co., Los Angeles agency, will establish Seattle and Portland offices by Aug. 15. W. Logan Jones, for two years account executive in the Los Angeles office, has been elevated to vice-president, in charge of the Pacific Northwest and will be headquartered in Seattle.

ANNE DIRECTOR, time buyer for Pacific Coast offices of J. Walter Thompson Co., San Francisco, was in Los Angeles in latter July recuperating from an operation.

CURTIS S. JONES, recent graduate of Duke University, has joined the Melchor Guzman Adv. Agency, New York, as space and radio time salesman.

TOWNSEND ADV. SERVICE has been formed at 203 College St., Burlington, Vt., by Charles E. Townsend, for five years account executive of J. Sterling Getchell, New York. Among accounts is WCAX, Burlington.

JOHN E. McMILLAN, head of the radio department of Compton Adv., and Gordon Aymar, art director, have been elected vice-presidents of the agency, effective July 24.

AUSTIN KING has resigned as managing editor of *Rim*, Pacific Coast radio publication, to form his own agency. He has established headquarters at 1622 N. Highland Ave., Hollywood, under the firm name of Austin King Agency. Besides writing and producing radio programs, he will engage in general sales promotion campaigns. He has started to produce a quarter-hour transcribed serial, *Clear View Inn*, which is being cut by Aerogram Corp., Hollywood.

HARRY E. ("Red") FOSTER, of the Toronto advertising agency bearing his name, who is a well-known Canadian radio sports commentator for commercial accounts, has been retained by the CBC for a weekly sports review on its national network.

JACK YARMOV has announced the formation of Jack Yarmov & Co., an organization devoted to advertising, public relations and merchandising, at 247 Park Ave., New York, with branch offices in Chicago, Atlantic City, and Hollywood. Anne Law is radio director in the New York office. No accounts or further details of the company have been announced.

TOM CARSON, former time-buyer of Erwin, Wasey & Co., New York, on July 17 joined Pedlar & Ryan, New York, to work with Frank Silvernail in the time buying department.

FRED P. FIELDING, since 1920 with N. W. Ayer & Son, has joined the Adrian Bauer Adv. Agency, Philadelphia, as head of the new business department.

JAMES R. LUNKE & Associates, Chicago agency, has opened a Seattle office in the Joseph Vance Bldg.

REUBEN H. DONNELLY Corp., Los Angeles, erroneously listed as a general advertising agency in a recent issue, handles direct mail only. The firm also conducts the judging of contests and handles mailings for premium campaigns, according to W. H. Le Gore, Pacific Coast manager.

Stanford to London

TONY STANFORD, on the New York and Hollywood production staff of J. Walter Thompson Co. for five years, has been appointed head of the agency's London radio department, and is scheduled to take over in mid-September. He will also produce shows for the agency in Paris and supervise recordings from Radio Luxembourg and Radio Normandie. Stanford produced the first *Lux Radio Theatre* program and later switched over to the *Rudy Vallee* show, handling it for several years. Since coming to Hollywood he inaugurated the NBC *Kellogg Circle*, sponsored by Kellogg Co. and also participated in the writing and production of other sponsored network programs. Rae Smith, vice-president in charge of the J. Walter Thompson Co. London Office, was in Hollywood in mid-July to complete arrangements for Stanford's transfer.

KOMA Appoints F & P

FREE & PETERS has been appointed national representative of KOMA, Oklahoma City, it was announced July 17 by Neal Barrett, general manager. Free & Peters also represents KOMA's sister station KTUL, Tulsa.

FORJOE & Co., station representatives, has appointed John Wohlmuth to its staff to specialize in foreign language business. Mr. Wohlmuth formerly was manager of the third class passenger department of the Hamburg-American Line and North German Lloyd.



Building Permits Soar in Shreveport

1ST. SIX MONTHS 1939 GREATER THAN RECORD BREAKING 1938

Average of nearly 3 new homes a day for month of June

Building operations continue full steam ahead in Shreveport. Building permits for the first six months of 1939 were $3,082,-812 as compared to $2,996,951 for the first half of last year, also a record breaking period.

Truly Shreveport is the trading center for one of the most prosperous areas in America and KTBS is your ideal medium to reach two million able - to - buy prospects.

1,000 WATTS **KTBS** NBC

SHREVEPORT LOUISIANA

Represented by THE BRANHAM CO.

WRNX

5000 WATTS

DAYS

Coming events cast their shadows..

No change in programming or policy. Better service to Metropolitan New York including its 6,982,635 foreign citizens.

Now operating 1000 WATTS DAY AND NIGHT WBNX NEW YORK

The Station that Speaks Your Language

Creative Service Begun by Durstine

Wants to Avoid Troubles of Administrative Routine

ROY S. DURSTINE, who resigned as president of BBDO last April, has established a new advertising agency, Roy S. Durstine Inc., with offices at 580 Fifth Ave., New York. Telephone number is Bryant 9-2977. A. T. Gardiner, formerly with *Newsweek* and BBDO, and John Read Burr, formerly with Kenyon & Eckhardt, Blackett-Sample-Hummert and the Blackman Co. (now Compton Adv.), are associated with Mr. Durstine in the new agency.



Mr. Durstine

Questioned as to his plans, Mr. Durstine told BROADCASTING he is interested in securing only a limited number of clients. "The happiest days of my advertising career," he said, "were those spent in creative work, in creating advertising copy and advertising policies for my accounts, and I never again intend to become enmeshed in the details of agency administration."

This thought was also embodied in an announcement advertisement of the new company, which described it as "a compact organization designed to give a superlative type of service to a limited number of clients."

Active in Radio

While Mr. Durstine refused to discuss future plans on the grounds that the agency must first secure some accounts before plans would mean anything, it is generally expected that the new company will be especially active in radio. Originator of the *Atwater Kent Hour*, one of radio's first big name programs, Mr. Durstine organized and for a time directed BBDO's radio department and he has always been intensely interested in this medium, whose course he helped form. Outstanding in his radio pioneering was his early insistence that planning and production of commercial programs should be handled by the advertising agency and not left to the broadcaster.

On this subject, the advertisement quoted above continues its description of the agency as "a group which represents the longest successful experience in the radio field, and which realizes that interesting announcements, the mounting costs of talent and a realistic view of coverage figures are the three great questions in radio today."

For the last two months Mr. Durstine has been acting as a consultant to General Motors Overseas, the *New York Times* and NBC. In stating that he will continue his work for these companies, he stressed the fact that it in no way interferes with their present agency relations and that he has no intention of soliciting these accounts for his own agency. In his work for NBC, he said, he has had frequent discussions with executives of Lord & Thomas, agency in charge of the network's advertising, as well as with President Lohr, Executive Vice-President Trammell and other NBC vice-presidents and department heads. As a consultant he is concerned not only with NBC's advertising and promotion, but also with sales, station relations, publicity and general company policies, he stated, adding that the situation was comparable with his other consulting clients.

'Biggest Audience'

BIG BROADCAST is the community sing each Sunday from Toronto's Sunnyside Park on CFRB, Toronto, under sponsorship of Weston's large Canadian baking concern. So far, attendance at the weekly sessions has run between 12,000 and 20,000 persons, all of whom participate in the sing—following the selections on the pages of the "world's largest song book", whose pages measure 12 x 10 feet. The program, broadcast 9-9:30 Sunday evenings, is claimed by CFRB and Richardson-MacDonald Adv. Service, which handles the account, as playing to the biggest regular visible audience—about 16,000 on the average — of any program on the air.

BURNETT & BRENNER, New York research agency, has set up an operating unit called the Grocery Laboratory specializing in grocery product research in the metropolitan New York area. It will record the movement of branded commodities, test premiums, sales promotion and merchandising and determine dealer reactions.

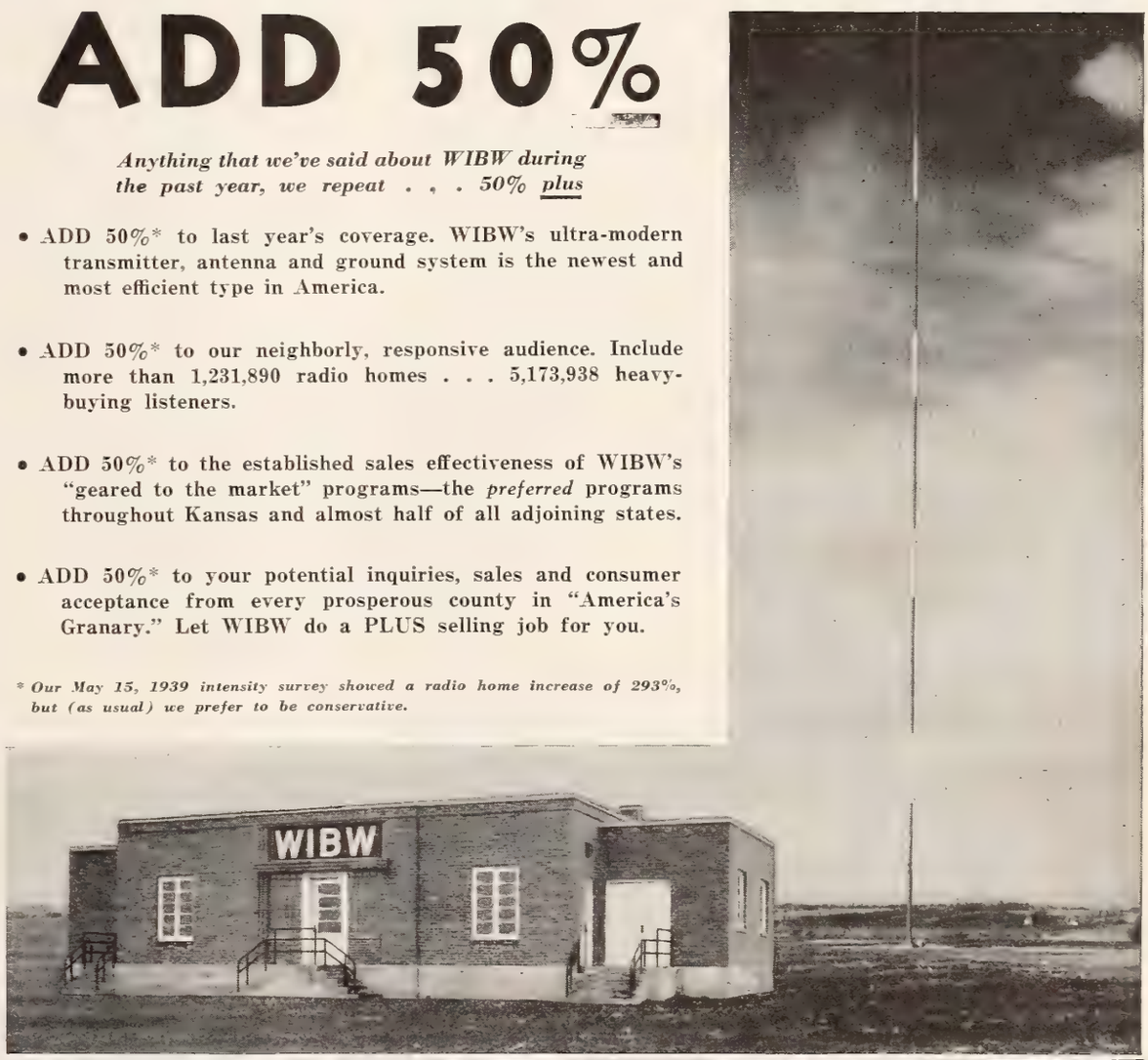


ADD 50%

Anything that we've said about WIBW during the past year, we repeat . . . 50% plus

- ADD 50%* to last year's coverage. WIBW's ultra-modern transmitter, antenna and ground system is the newest and most efficient type in America.
- ADD 50%* to our neighborly, responsive audience. Include more than 1,231,890 radio homes . . . 5,173,938 heavy-buying listeners.
- ADD 50%* to the established sales effectiveness of WIBW's "geared to the market" programs—the *preferred* programs throughout Kansas and almost half of all adjoining states.
- ADD 50%* to your potential inquiries, sales and consumer acceptance from every prosperous county in "America's Granary." Let WIBW do a PLUS selling job for you.

** Our May 15, 1939 intensity survey showed a radio home increase of 293%, but (as usual) we prefer to be conservative.*



WIBW "The Voice of Kansas"
COLUMBIA'S OUTLET for KANSAS

BEN LUDY, *Manager*
Represented by
CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago—Kansas City, Mo.—San Francisco

83.4%*
Of Milwaukee Listeners Tune Regularly to Their Only Community Station
WEMP
That Is Why WEMP Gets Amazing Results
* National Advertising Marketing Survey

SORRY, BOYS, ACCESS (KY.) AIN'T ACCESSIBLE!

WAVE cain't help you much in selling the villagers down at Access, Ky. Nor can we do much to spur your sales-hopes *anywhere* in the miles of back-lands that stretch across our State. But WAVE *does* boost big business, at *low cost*, in the Louisville Trading Area—regularly reaches more than a million people who do *most* of Kentucky's *buying*. May our Pitcher Book tell you *all* the story?

An N. B. C. Outlet

National Representatives
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

AGENCY IS CITED IN FTC COMPLAINT

ISSUING a complaint against an advertising agency for the first time under the Wheeler-Lea amendment to the Federal Trade Commission Act, the FTC has cited Purity Products Co., Sioux City, Ia., for "grossly exaggerated and false" advertising claims and named as joint respondent Landon & Warner Co., Chicago agency handling the account. The action, disclosed July 20, grew out of advertising claims made in printed media for "Wheatol", a drug represented to contain Vitamin E. Landon & Warner Co. is the first agency cited since the FTC announced in February that it would hold agencies responsible for advertising copy, along with the manufacturer or distributor of the questioned products [BROADCASTING, Feb. 15].

PGad B. Morehouse, director of the FTC Radio & Periodical Division, has distributed more than 50 questionnaires to advertising agencies as the preliminary step in an investigation to determine the degree of their responsibility for questionable advertising copy. Stipulations have been prepared for agencies in several instances, and it is understood several of the stipulation cases have progressed to a point where the agency must sign soon or become subject to a formal complaint.

In as many cases as possible, both the agency and the client are asked to sign the stipulation at the same time, although separate stipulations for the agency and the client are being insisted upon. In line with this policy, the Division has tentatively adopted a stipulation form for agencies based on admissions the client is willing to make, since in many cases the agency might not have sufficient scientific knowledge of a particular product on which to base admissions of its own. The FTC's recent action in the Purity-Landon & Warner case indicated that in cases where the effort to secure separate signed stipulations fails, the complaint is addressed jointly.



WHEN General Mills, Minneapolis (Korn Kix), as promotion for its weekly half hour NBC *Grouch Club* program, staged an all-day Grouch convention in the Hollywood (Cal.) Bowl on July 16, H. M. (Mix) Dancer, executive of Blackett-Sample-Hummert, Chicago agency, servicing the account, and Bill Weddell, (right), NBC Chicago account executive, were on hand to participate in the activities. More than 25,000 persons attended the convention.

WHEN the Canadian Broadcasting Corp.'s newest 50,000-watt plant, CBK, Watrous, Sask. [BROADCASTING, July 15] was dedicated July 29, speakers scheduled for the ceremonies were W. L. Brockington, CBC chairman, from London; William S. Paley, CBS president, from New York; and the provincial prime ministers, W. J. Patterson of Saskatchewan, John Bracken of Manitoba and William Aberhart of Alberta. The station, an RCA of Canada installation, is a sister outlet to CBA, Sackville, N. B., opened last April.

GEORGE MILLER, David Stott Bldg., Detroit, announces he is now offering a thrice-weekly serial, *Tom Sawyer*, based on the famous Mark Twain characters.

AGENCY *Appointments*

FERGUSON-SHERMAN Mfg. Corp., Dearborn, Mich., distributors of the new Ford tractor with the Ferguson system of hydraulically-controlled unit implements, to N. W. Ayer & Son, Philadelphia.

CALORIC GAS STOVE WORKS, Philadelphia (ranges, heaters, furnaces), to Ivey & Ellington, Philadelphia. Promotional plans will be announced later.

LANSING MFG. Co., Los Angeles, makers of sound equipment, to Fred A. Lenfestey Co., that city.

STANDARD VITAMINS Corp., New York (Candicod), and Hygienic Tube and Container Corp., New York, to Al Paul Lefton Co., New York. Radio may be used in late September.

MICHIGAN STATE APPLE Commission, Lansing, Mich., to Brooke, Smith, French & Dorrance, Detroit.

HALGAR Inc., Chicago (shampoo), to Bozell & Jacobs, that city. Radio test in Chicago will start soon.

CARFORD Corp., New York (proprietary), to Philip Ritter Co., N. Y. Radio may be used in late August.

ZONITE PRODUCTS Corp., New York (Forhans's toothpaste), to Erwin, Wasey & Co., New York. Plans for advertising have not been completed.

VENZAMER ROTENONE Corp. (insecticide) to Redfield-Johnstone, N. Y.

BENEFICIAL MANAGEMENT Corp., Los Angeles, operating 41 personal finance companies west of the Mississippi, to Barton A. Stebbins Adv. Agency, Los Angeles. Will use radio along with other media.

NODOZ AWAKENERS, Oakland, Cal., to Tomaschke-Elliott, Oakland.

DEL MONTE CREAMERY, San Francisco, to Sidney Garfinkel Adv. Agency, San Francisco.

COLUMBIAN BANK NOTE Co., Chicago, to Coe, Guy & Walter, Chicago.

LINK CHEMICAL Co., Emporia, Kan. (GIMP athlete's foot remedy), to Watts, Payne Adv., Tulsa.

ZONITE PRODUCTS Corp., New York (Forhan's toothpaste), to Erwin, Wasey & Co., N. Y.

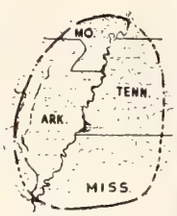
PRESS PHOTO GUILD, Chicago (photo service), to Malcolm-Howard Adv. Agency, Chicago.

MAJESTIC RADIO & TELEVISION Corp., Chicago, to Ruthrauff & Ryan, Chicogo.

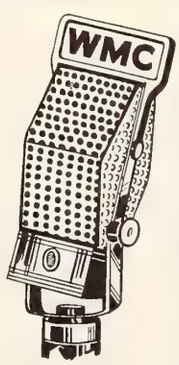
TAPPAN STOVE Co., Mansfield, O. (gas ranges), and Ferro-Enamel Corp., Cleveland (porcelain and enamel), to McCann-Erickson, Cleveland.

J. A. FOLGER & Co., Kansas City (coffee & foods), to Lord & Thomas, New York. Raymond R. Morgan Co., Hollywood, continues to represent J. A. Folger & Co., San Francisco. In Tulsa the Folger account is placed on KTUL and not KVOO as incorrectly announced.

COMPLETE COVERAGE OF THE RICH MEMPHIS MARKET



● In doing a thorough job of selling, it's the COVERAGE of the market that counts. WMC, the dominant radio station of the Memphis market, leads every other station in this intensive trade area in national, local, and network business. Let WMC send your sales message into 399,540 radio homes.



5,000 Watts Day
1,000 Watts Night
WMC Memphis
NBC RED NETWORK

Owned and Operated by
THE COMMERCIAL APPEAL
"The South's Greatest Newspaper"

NATIONAL REPRESENTATIVE: THE BRANHAM CO.



"And when you're making a drive for sales, don't forget CKAC . . . Canada's Busiest Station!"

CKAC, Montreal "Canada's Busiest Station"—affiliated with CBS

TRANSCRIPTIONS

NBC Thesaurus as of July 1 included 2,912 selections, according to an announcement by NBC. Total includes 1,150 popular musical selections, subdivided into 848 dance numbers, 213 vocal numbers and 89 instrumental solos; 1,142 concert musical selections, made up of 386 instrumental groups, 108 instrumental solos and 648 vocal numbers; 143 symphonic selections, 376 hillbilly pieces and 101 scene-setting and sound effect selections. An accompanying letter states that as of July 15 the Thesaurus total had risen to 2,951.

KASPER-GORDON Inc., Boston, reports the sale of *The Adventures of Uncle Jimmy*, 156 quarter-hour series, to New England Baking Co. for daily sponsorship on WPRO, Providence. Other sponsors include 2-in-1 Polish, Shinola, Dr. Pepper and Castilian soap. Its *Wade Lane's Home Folks* has been purchased by Commonwealth Baking Co. for placement on WTAG, Worcester; also by White House Coffee for WXYZ, Detroit, and WJTN, Jamestown, N. Y.

AMERICAN UNION for Concerted Peace Efforts, which on July 19 broadcast a special program *The War Makers* on WMCA, New York, is offering transcriptions of the quarter-hour program to approximately 250 stations throughout the country. Featured on the transcriptions is a dramatization by actors supplied by the Theatre Arts Committee, in addition to a short address by Clark Meichelberger, chairman of the League of Nations Association.

MILLERTAPE reproducing apparatus has been installed at WTIC, Hartford, for transmission of programs recorded on film by the Miller process. This is the second 50 kw. station so equipped within the last month, the other being WOR, Newark, which is currently broadcasting *Kay Kyser's Kollege of Musical Knowledge*, sponsored by American Tobacco Co. (Lucky Strikes), Thursday evenings from a Millertape recording of the program's Wednesday evening broadcast on NBC.

JEAN V. GROMBACH Inc., New York, about Aug. 4 will start recording 65 quarter-hour programs, which will be based on *Adventure Magazine's* two features "Adventure's Campfire" and "Ask Adventure." Transcriptions will be available for sponsorship to regional and local bread accounts to be heard thrice weekly on a list of 32 stations, which are not available as yet.

FIELD BROS., Hollywood production unit, under direction of J. Donald Wilson, has started to produce a new transcribed series, *A Woman's World*. It will be in 52 episodes of five quarter hour programs each and stellar film talent will be featured throughout. The series is being cut by Radio Recorders Inc., Hollywood, with Gale Gordon as narrator.

HOLLYWOOD RECORDERS, Hollywood transcription concern, under direction of Don Brodie, is cutting a series on old-time fighters, and another on oddities in the film world, both written by Jim Tully. There will be 26 quarter-hour episodes to each series.

RADIO PRODUCTIONS, Denver, is recording a new daily series of civic interview programs, *Fort Collins, the City Beautiful*, which started on KFKA, Greeley, Colo., July 27.

M. J. MARA, for two years sales manager of C. P. MacGregor Co., Hollywood transcription concern, has joined Recordings Inc., that city, in a similar capacity.

HARRY MARTIN ENTERPRISES, Chicago program firm, has moved to Suite 1915, 360 N. Michigan; phone Randolph 3842.



TRANSCRIPTIONS, 41 of them, of historically and educationally significant broadcasts were presented last month to the Minnesota State Historical Society by WCCO, Minneapolis. Max Carl (left), educational director, presents them to Willoughby M. Babcock (left), curator, and Theodore Blegen, president. Among the discs were Kaltenborn's coverage of the Czech crisis, Minnesota winter carnival broadcasts, addresses by State Congressmen, WCCO reports on the Anoka tornado and others.

RADIO MAKES FANS
And Fights When Baseball Games Are on Air

NEW PROOF, if any more be needed, that baseball broadcasts turn placid housewives into rabid fans is offered by WOR, Newark. On June 30, says the station, female attendance records at Ebbetts Field were broken when 5,000 women took advantage of the Ladies' Day bargain rates to see the Dodgers play. The following Ladies' Day, July 7, this record fell when some 25,000 women took Red Barber's broadcast advice and turned out, forcing the club to shut its gates at 3 p. m. after 15,012 women had entered the stands.

WOR also offers another fact anent baseball broadcasting: On July 8, when a crowd of 75,000 bathers were swimming and sunning at Brighton Beach, it being Saturday afternoon, the management began sending WOR's broadcast of the Dodgers-Giants game over its public address system, arousing the crowd's partisan spirit and resulting in so many fights that the management, in dismay, cut off the game and substituted soothing music to calm down the baseball-conscious bathers.

Set Industry Rules

NEW trade practice rules for the radio receiving set manufacturing industry, promulgated upon application of the industry through Radio Manufacturers Assn. and after public hearings held in Washington, were announced by the Federal Trade Commission July 22. The rules provide for elimination and prevention of false advertising, deceptive selling methods, and other unfair trade practices, and are designed to protect the purchasing public and maintain fair competitive conditions in the industry.

BOB GARRED, newscaster of KSFO, San Francisco, was chosen as the subject featured on the cover of the July issue of *Pacific Sportsman*, sports magazine published in San Francisco.

When



tests... they use WOWO

THE WOWO Staff production of "Calling All Poets" was chosen by the Miles Laboratories, Inc., of Elkhart, Indiana, in preference to transcriptions of the same show produced by nationally known studios. WOWO program scheduled 8:30 to 9:00 P.M., C.D.S.T. Fridays for 13 weeks.

The WOWO Market is a favorite "test spot" for many national advertisers... May we show you why?... Call, wire or write.

10,000 Watts *1160 Kilocycles* *NBC Basic Blue Network*

WOWO
FORT WAYNE • INDIANA

WESTINGHOUSE RADIO STATIONS, INC.
FREE & PETERS, Inc.
National Representatives

INDIANA'S MOST POWERFUL RADIO STATION

CFCF
MONTREAL

first
IN
CANADA'S
RICHEST
MARKET

The majority of people in Greater Montreal—English *and* French—tune regularly to CFCF for their radio entertainment. It has become a 20 year habit. Your broadcast advertising will reach a bilingual market of over 1,000,000 people. CFCF can build sales for you.

CFCF and Short Wave CFCX
owned and operated by
CANADIAN
MARCONI
COMPANY

Representatives:
CANADA
All Canada Radio Facilities
U. S. A.
Weed & Company

NBC Affiliate

CFCF
dominates a
BI-LINGUAL
AUDIENCE
of over
1,000,000

Purely PROGRAMS

IN RESPONSE to many requests from listeners, Fulton Lewis jr., MBS Washington commentator, will inaugurate a new feature on his nightly broadcasts this fall by interviewing 12 leading 1940 presidential possibilities, both Republican and Democrat, and then discussing pro and con reports on their records, experience and political views. Listeners will be invited to send in questions for Mr. Lewis to ask the possible candidates.

* * *

Saga of the Rails

DRAMATIC development of the railroad industry from 1828 to the modern day is the subject of the new *Romance of the Railroads* program broadcast for one hour on Fridays on NBC-Blue. Historic events are dramatized by a cast of 40 actors, railroad ballads are sung by the Keystone Quartet, and talks are presented on the nation's dependence on railroads by Grover Whalen, Leland Cutler and Rufus Dawes, presidents, respectively, of the New York World's Fair, the San Francisco Exposition, and the 1933-34 Century of Progress in Chicago.

* * *

The Living Honored

SALUTES to prominent persons of the Rio Grande Valley are given during a Wednesday evening quarter-hour program titled *Flowers to the Living* on KGRV, Weslaco, Tex. Sponsored by the Rio Valley Sinclair Bulk Dealers, the 26-week series is designed to acquaint KGRV listeners with outstanding social and civic acts performed by citizens of the valley. Brad Smith handles the interviews on the show and each guest is awarded a silver plaque in recognition of his work. The 26 guests are being selected by a citizens' committee of the valley.

Offset to Serials

BREATHER for drama-saturated housewives is *For Women Only*, new weekday morning quarter-hour sponsored by a local laundry firm on KOMA, Oklahoma City. Broadcast Monday through Thursday, 8:45-9 a. m., the all-music program is spotted on the KOMA morning schedule to break up the line of network serials. Merchandising hook consists of picking names of 10 housewives from the city directory each day and awarding them a pair of theatre tickets if they hear their names broadcast.

* * *

Down on the Farm

THE AMERICAN farmer, with his family, can hear his activities, problems, and home life and opinions reported on *Columbia's Country Journal*, new weekly series conducted by Charley Stookey which started July 30 on a nationwide CBS network, Sundays, 5:5:30 p. m.

* * *



WHEN Alice Stevens, a night club hostess (left) was elected mayor of the new boom town of Disney, Okla., last month, WMBH, Joplin, Mo. dispatched its woman news commentator, Mary Curtis Chenoweth, to interview her. Called the "dictator" of the town, Miss Stevens made national headlines when she remarked, "You can't be arrested for disturbing the peace in Disney 'cause there ain't gonna be no peace."

"Guest of Honor"

ALBERT KUHLMAN, furrier, attracts attention to his *Guest of Honor* program on KRNT, Des Moines, by picking a local woman's name at random from the telephone book. She is told during the broadcast (three mornings weekly) that she is "guest of honor" for the day, will receive two tickets to a local theater and may place her fur coat without charge in the Kuhlman vaults. Program itself is composed of recorded music, time signals, weather reports and such.

* * *

Brickley's Culture

FACTS on current sports events and comments on health both in sports and in business will be the subject of *Keeping Fit*, new twice-weekly program starting on WCNW, Brooklyn, July 18. Charlie Brickley, former Harvard All-American football player noted for his drop-kicking ability, will conduct the program with the assistance of Maurice C. Dreicer, commentator, and Wellington Wright, public relations director.

* * *

Louisiana Drama

STRAW HAT drama, like that seen in roadside theaters, is presented on the new *Summer Theater of the Air* series of WWL, New Orleans. The station has lent all its facilities to the project, which is participated in by more than 150 volunteers. The series includes broadcasts of rehearsals as well as the finished product.

* * *

Men of Muscle

BRINGING as studio guests personages in the world of physical culture, *Strength & Health Forum* has been started weekly on WELI, New Haven, by Announcer Bob Fleming, weight-lifting champion of the South.

* * *

Talkers on Trial

STAFF announcers of KFRU, Columbia, Mo., gather twice each week to participate on the new *School for Spielers* program, where they are quizzed on pronounciation, world affairs and general knowledge.

WFBL . . Syracuse

Factory Payrolls are Up . . .
Consumer Purchasing Power is HIGHER in SYRACUSE

Twenty-two factory payrolls—representing diversified lines of production—showed a consistent increase every month for the first six months of this year over the same period of last year. Dollar sales in Syracuse Department Stores were 14% higher than in June 1938. New car registrations in Onondaga County for this past month exceeded those of June 1938 by 54.9%, rolling up a gain of 38% over the first half year of 1938.

Business is *better* in Syracuse

This means that there's more money in Syracuse—more money to spend for products advertised over WFBL, the favorite station of Syracuse and Central New York listeners. Get *your share* of this rich, prosperous market!

For full details, rates and time available write or wire WFBL, Syracuse, New York, or Free & Peters, Inc., national representatives.

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

A Sponsor, Too

THE LOCAL office of the Employment Service at Longview, Wash., recently sold a furniture account for station KWLK. The Employment office had a *Job Clinic* program idea and proceeded to get its own sponsor, with the station management's sanction.

For Mortuaries

UNIQUE slant on a program designed for sale to undertakers and mortuaries is a quarter-hour series aired at noontime on Sundays on WHBL, Sheboygan, Wis. Featured is Richard Cuniff, 12-year-old son of Ed Cuniff, WHBL manager, singing hymns. Pictures of Dick are given to all listeners writing in. Signed for 52 weeks by the local Ramm Funeral Home the program is proving very successful according to WHBL.

* * *

Cones for Stumpers

RIDDLES were ruled out through necessity recently by the three staff members of WHEC, Rochester, who conduct the weekly *Ask Us a Question* program at Municipal Beach, with ice cream cones going to children who ask questions which stump the board. Children came prepared with nothing but riddles, and a "mile long" line formed at the soda fountain.

* * *

At Life's Beginning

WBBM, Chicago, featured members of the local "Men over 40 Club" July 22 during its Saturday morning *Meet Chicago* series. Ken Ellington, roving reporter of WBBM, interviewed Merrill Humphrey, president of the club which is composed of executives who held responsible jobs in the upper money brackets before the depression.

* * *

Daily Pout

NO MUSIC, no cheery greetings and not a word about the sunshine is the guarantee of Bob Carter's early morning *Rise & Whine* program heard daily on WMCA, New York. Carter, under the name of Jim Grouch for this program, feels that listeners may be tired of the usual cheerful morning broadcasts and would like a change.

* * *

Band Styles

COMPARING the styles of various orchestras and vocalists by presenting the same tunes by the different artists, the new daily *Recorded Comparisons* program of WIBG, Glenside, Pa., features popular recordings, selected by Announcer Rupe Werling.

* * *

Big Moments

THE "most most moving minute in their careers" is the theme of an interview series recently introduced on Switzerland's Radio Romande. Swiss champions in various lines of sport are brought before the microphone to tell their stories.

* * *

Baseball Moments

INCIDENTS in the lives of baseball heroes are dramatized on the new quarter-hour sustaining series, *Diamond Dust*, of WWJ, Detroit. Paul Williams, WWJ sportscaster, writes the scripts and handles the commentaries.

Canada Dry's Story

(*Continued from Page 26*)

Milton Cross, announcer on the show, is clocked on his center commercial each week, with an admonition from Fadiman on those rare occasions when he talks more than 60 seconds. The listener is made to feel that his "entertainment interests" are constantly protected.

Similarly Canada Dry has kept its prizes low—$5 for questions used and an additional $10 for those that stump the experts, to maintain the program's "for the fun of it" aspect. Announcement of prizes "with the compliments of Canada Dry" affords another restrained way of getting the sponsor's name into the program.

Merchandising Trends

This does not mean, however, that *Information Please* is sponsored simply as institutional advertising. Direct sales are the goal and its achievement, proved by the figures earlier in this article, has been the result not only of smart program tactics but also of one of the most intensive merchandising campaigns in radio history. Beginning six weeks before the first sponsored broadcast, Canada Dry has been hard at it, selling the program and the product to the trade and public. Distributors are constantly consulted on dealer reaction; retailers have been given bottle neck displays, counter cards and window cards, as well as a four-page broadside describing the program and its success. A special dealer newspaper, *Information Please News*, keeps the trade informed on the program's progress.

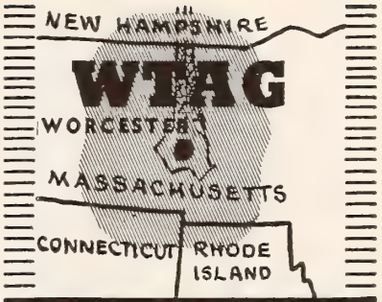
To the public merchandising is achieved by acknowledging every letter received with a courtesy card and a folder on the program; mail addressed to the program's personalities is answered by the individuals concerned; successful questioners receive attractive certificates with their checks; studio guests get a five-page illustrated folder.

The offer of an *Information Please* game in return for two labels or bottle caps and 10 cents to cover handling exhausted the first printing of 100,000 in short order and a second edition is now being rapidly distributed. Other merchandising includes *Information Please* fashion shows in department stores, a Pathe newsreel, a film short produced by the sponsor, newspaper and magazine advertising by both dealers and the company.

Brochure, attractively printed in blue and white and illustrated with pictures of the program's personalities, includes a back-cover pocket containing an *Information Please* game as well as color proofs of the company's magazine tie-in advertisements.

Lea & Perrins on 29

LEA & PERRINS, New York, (sauce), on Sept. 25 will start a varying schedule of from two to six weekly 100-word announcements on 29 stations. The 26-week schedule will consist wholely of nightime announcements, according to Schwimmer & Scott, Chicago agency handling the account.



Primary coverage of a primary market in buying power.
NBC BASIC RED NETWORK
YANKEE NETWORK
EDWARD PETRY & CO., Inc.
National Representative



WE'LL HARVEST THIS CROP TOMORROW!

A slight exaggeration, yes—but all fooling aside, the crops up here in the Red River Valley are gigantic. It's a cinch to raise almost anything in this fertile valley . . . . including sales quotas! For our busy hayseeds make plenty of money—and spend it almost as fast as they make it!

WDAY is the only chain station that covers all the Red River Valley. It's one of the most productive smaller stations in the entire U. S. A. If you want the PROOF, just write us. We've got some facts to show you!

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

LANG-WORTH *planned programs*

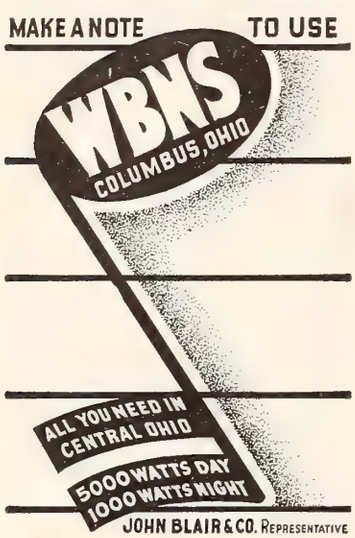
LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York

Judge Davis Confirmed

EWIN L. DAVIS, member of the Federal Trade Commission and co-author of the original Radio Act of 1927, on July 19 was confirmed by the Senate for another seven-year term. A native of Tennessee, Judge Davis also was the author of the Davis Equalization Amendment, which set up the quota system for distribution of broadcast facilities. This provision, highly provocative, was repealed by Congress several years ago.

WSAL, Salisbury, Md., on July 27 broadcast the Chincoteague Island Wild Pony Roundup, the only event of its kind in the country.



Legal Case Against Censorship

(Continued from Page 33)

with pains and penalties if they fail to comply. It is the difference between servitude and voluntary restraint.

One may and does impose upon himself restraints that are in the nature of voluntary censorship, but to conclude that there is no essential difference between such voluntary restraint and that which may be imposed upon one by government is again to lose sight of the whole philosophy that underlies our government.

Speaks for Itself

Voluntary restraint by an association is the American way of making sure the performance of a duty that is always coincident to a right. The failure properly to live up to the duty may be, under given conditions, a warrant for taking away the right or privilege; but unless we are to transform completely our concept of government, the right cannot in the first instance be given subject to conditions that of themselves curtail the freedom that is contemplated by the Bill of Rights.

Again I say to you that our theory of Government contemplates citizens full grown, capable in themselves, who do not need the guiding hand of Governmental guardianship no matter how benevolently applied.

The Commission cannot, by an expression of what it declares to be its intent in adopting 43.02(a), actually restrict that or any other regulation that it may adopt within a confine of intent. The regulation speaks for itself and the fact that we may be told that it is to remain innocuous and as an expression of desire, may serve to make those bound by it feel less of concern, but cannot change the question of power or desirability.

The real question here is not what the Commission intended by the rule, but what the rule actually accomplishes and hence the fundamental issue is whether, under the guise of public interest, convenience and necessity, this Commission can set up an affirmative requirement as to program content.

I have, I hope, already made clear that Congress has the right —nay, the duty, in the public interest to place restrictions upon speech in order that the right may not degenerate into license of speech.

Congress Has Power

Congress has the unquestioned power, and it is the very basis of its control, to determine in the public interest who shall be given the right to use of the ether waves. And it has not only the right to determine who shall be licensed to use the ether but also to classify the uses to which particular frequencies shall be dedicated. This power of classification is broad and fundamental as a classification of service to be rendered, but it is not a power that can be used as a medium for disregarding the prohibition on abridging freedom of speech.

As falling within the regulatory power of the Congress, it goes without saying that it has a right to not only allocate frequencies for particular uses but to determine all technical questions as to power, time of use, etc., etc., but there is no reason that I should now go into any minute statement as to the power of Congress that comes under its basic right to regulate. I would only again repeat that the Congressional power of regulation of interstate and foreign commerce is unquestionably held subordinate to the prohibition of the First Amendment.

Congress in its right of regulation has, as a necessary corrollary to it, the right to delegate to administrative agencies the detail of regulation and in so doing can confer upon such agency a quasi-legislative function.

I hestitate to undertake by metes and bounds to define the quasi-legislative powers which can be conferred. Disregarding the power of Congress to delegate true legislative powers to an inferior sovereignty such as a territory or the District of Columbia, it may be said to be generally true that Congress must declare a rule or standard which constitutes the declared policy of the Congress and to the agency created is given the duty of applying to ascertained facts the rule or standard established by the Congress.

I submit, therefore, that Congress cannot delegate to any administrative agency the right to enact a regulation that abridges freedom of speech because of the agency's conclusion that such abridgement is necessary in the public interest. No rule or general standard that a license shall be given only to serve public interest, convenience or necessity can be construed into a delegation by Congress of the right to determine in the public interest what curtailment of speech shall be made.

The Radio Act

The Commission, in further explanation of why the rule was adopted, refers to international agreements to which the United States is a party. I agree with the statement made by counsel for the American Civil Liberties Union that there is no obligation arising from any treaty or agreement which requires the adoption of the regulation here at issue and I further insist that there can be created by treaty no obligation which can be construed into any curtailment of the right of free speech or authorization of censorship. While a treaty constitutes a law of the United States it, like every other law of the United States, must be read in the light of the limitations that are imposed by the Bill of Rights.

Just as those who advocated an enactment of the Bill of Rights were not content with the position of those who said such enactment was unnecessary because no express grant to Congress existed for denying the rights enumerated in the first ten amendments, so Congress was not content to leave as a

HIGHLIGHTS

on the Map of Canadian Radio

- CKCK REGINA, SASK.
- CHAB MOOSE JAW, SASK.
- CJOC LETHBRIDGE, ALTA.
- CFAC CALGARY, ALTA.
- CJCA EDMONTON, ALTA.
- CJAT TRAIL, B. C.

All basic C.B.C. stations which means the cream of the network commercials.

Representatives

U. S. A.—WEED & CO.

Canada: ALL CANADA RADIO FACILITIES, LTD.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

TO INSURE YOUR REACHING THE INNER

CALIFORNIA MARKET

SPECIFY

McCLATCHY STATIONS

The Paul H. Raymer Company
Representative
New York Chicago San Francisco

matter of argument that no power of censorship or abridgement of freedom of speech existed in the Commission because no express grant to that affect was contained in the law, but insisted that the law should contain an express declaration of the denial of such power to the Commission.

It is to my mind an argument without warrant, therefore, to say that because Congress has conferred upon the Commission the many powers it has, some of which I have enumerated, and especially because Congress has conferred upon the Commission the power to classify stations, that it is within the power of this Commission in making such classification to exercise a form of censorship by determining the character of program that shall be broadcast.

To say that in designating frequencies for use for police purposes, for instance, this Commission at the same time can designate the character of police information that shall be given or withheld; or that in assigning frequencies to the domestic broadcast field or for foreign broadcasting it can indicate the character of program that shall be broadcast. Any such extreme construction of the power conferred by the provision authorizing the Commission to classify stations makes entirely nugatory and void the very plain, unmistakable language of Section 326 of the Act.

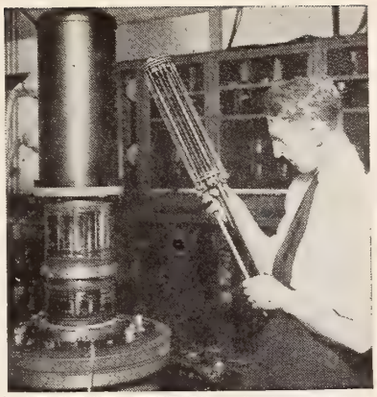
But even assuming that Congress could, in connection with the classification of uses to which frequencies shall be put, give to the Commission the power to lay down a rule governing program content, it is perfectly manifest that Congress has done no such thing and has not left uncertain the fact that it has done no such thing.

Judicial Powers

It is not possible for anyone—and indeed it would be most unwise—to undertake to enumerate facts regarding the operation of a station which would warrant the Commission acting in a judicial capacity in refusing a license or in preferring one applicant as against another. The Commission is entitled to have and does have a judgment as to how far the operation of a station, as compared to other stations, justified its determination as to whether such operation is in the public interest, convenience or necessity. But mark you, this right of judgment arises out of the fact that under the present state of the art only a limited number of licenses can be granted and therefore there must follow, by some agency of the Government, a determination not as a matter of favor but as a matter of public interest, as to who shall be given a license.

It is conceivable that the time is near at hand when the progress in the art will be such as to create an unlimited number of channels in the ether that can be used for broadcasting, and when that day arrives the power of the Commission to determine on a comparative basis the rights of applicants to licenses unquestionably will be curtailed.

Until such time, the exercise of its right to determine what constitutes public interest should never be expanded into any exertion of power by which mere opinion of the Commission is made the test as to what in its judgment is in the public interest. The Commission in my judgment never is warranted, because of a classification as to service to be rendered by a station, in entering into the domain of censorship. The power of this Commission is very great. The fact that licenses until but recently were limited to a six month period are now limited to a period of a year, of itself gives to the Commission control over the individual licenses, which makes it doubly essential that control shall not take the form of indirect censorship, let alone of direct.



LARGEST TUBES of their kind ever built in this country, two of these new type 100 kw. giants, in which the filament can be replaced, have been installed in the new 100 kw. international shortwave transmitter of the General Electric Co. at Schenectady, W2XAF, scheduled to go into operation Aug. 1. GE engineers E. D. McArthur, H. E. Rowe and L. E. Record designed the tube, which are expected to produce an effective directional power output of more than 600 kw. but are not expected to replace the 100 kw. tubes in standard or longwave broadcast transmitters. In photo above is the demountable pliotron, as it is called, with man holding the filament assembly.

Wisdom of the Rule

Who shall define culture? Certainly I should not be so bold as to take upon myself any such obligation. But this I am free to say: That no broadcast program, whether intended for domestic or foreign listeners, can ever be considered as reflecting the culture of the American people when it bears the stigma of governmental censorship and lacks the American characteristic of complete freedom of expression.

The fact that the foreign listener knows that the international broadcast he hears from America does convey the free, untrammeled, uncensored judgment of those broadcasting, is one reason for the popularity of the broadcasts.

If the Federal Government is to undertake to stand sponsor for international broadcasts, in that it makes a positive requirement that such broadcasts shall reflect the culture of America and shall be such as to promote international your Honors, as the governmental agency underwriting the harmlessness of programs broadcast on international waves, should prove faulty, the Federal Government must accept the responsibility for the broadcasts and take disciplinary action to punish the offense and to prevent its recurrence.

In summary and in conclusion, may I say that it is my position that the Bill of Rights is an express limitation upon every power conferred upon our Federal Government by the Constitution of the United States.

That Congress, recognizing the limitation in the First Amendment upon freedom of speech, has most emphatically and explicitly declared that this Commission should exercise no form of censorship.

That all of the powers conferred upon the Commission regarding classification and other matters are by the express terms of Section 326 of the Radio Act made subject to that clause.

That Rule 42.03(a) is censorship none the less because of the benevolent intent of the Commission in adopting it.

We lose sight entirely of the fundamental issue here involved if we accept a disclaimer as to an intent to disagreeably or restrictively enforce a regulation as warranting its enactment.

We were told during the hearing that the industry should have no concern over the regulation adopted or some substitute for it, because its enforcement would be by reasonable men and without an intent to interpret it oppressively. This is the old, old plea for power sought to be justified by a disclaimer of intent to abuse the power. But I submit as a matter of law that a regulation adopted speaks in its own language and once adopted it becomes the duty and not the option of those charged with enforcement to see to its enforcement.

It should be a sufficient answer in the realm of practical matters that if the regulation is not to be interpreted as censorship in any way and is not to be enforced, there is no need for it.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

13+13=52

Many of our national and local advertisers originally contracted for just 13 weeks. After they saw the direct results—they renewed for another 13 weeks and another. Now the contracts are for 52 consecutive weeks because they get continuous results.

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives

PAUL H. RAYMER COMPANY

Why KMMJ?

BECAUSE four-fifths of Nebraska's population lives on farms and in small towns. And for 14 years KMMJ has kept itself a farm station—giving these loyal, friendly people the programs THEY like and want, and **only** those advertising messages they can believe in and use to their honest satisfaction. Result is that KMMJ is Nebraska's No. 1 farm station—and 80% of Nebraska is **rural!**



Grand Island is Nebraska's third city; outstanding dairy and poultry center; world's second largest horse and mule market; major livestock auction center; three road railroad center; nearly 3 million dollar annual payroll.

Now, KMMJ's new antenna and transmitter means even **greater** results for you . . . dollars and cents results you can recognize.

Nebraska's farm income, 1st quarter 1939, gained 30% over same period last year. Among all states Nebraska ranks third in percent of income gain.

Tap this rich, eager market through KMMJ. Wire or write for costs and availabilities.

•

RANDALL RYAN, General Manager

HOWARD W. WILSON CO.
Representative

The Dominant Selling Force to Four-Fifths of Nebraska

KMMJ

GRAND ISLAND, NEBRASKA



'Censor' Rule Change Foreseen

(*Continued from Page 32*)

sel of the NAB, highlighted the final session [see page 32].

Continuing during the afternoon session July 14 their inquiry into the conditions surrounding the filing June 3 of the NAB's letter of protest on the rules, FCC members questioned Neville Miller, NAB president, further on his conversations prior to the writing of the letter.

Mr. Miller said he felt he was acting in accord with his position as NAB president and that he had checked with many broadcasters, not with respect to his authority but to get their reactions. Among those with whom he talked, he said, were Harry C. Butcher, vice-president, and Paul A. Porter, Washington attorney for CBS; Frank M. Russell, NBC Washington vice-president; Leon Levy, president of WCAU, Philadelphia, which operates an international station; Walter Lemmon, president of World-Wide Broadcasting Corp. of Boston, operating W1XAL, and Duke Patrick, counsel for the Crosley Corp.

Mr. Miller also stated that he thought it was proper procedure to address his letter to Chairman McNinch even though he were out of town, believing that through customary channels the communication would be directed to the acting chairman. After he had read into the record the resolution adopted at the Atlantic City convention approving his action in the international matter, Mr. Miller was asked by Commissioner Thompson what NBC and CBS stations were included in the group voting for the resolution "to show to what extent the resolution reflects the attitudes of network affiliates".

Cross-examined by William J. Dempsey, FCC general counsel, concerning the authority of his letter, Mr. Miller remarked, "If I had to go out and contact a cross-section of the industry every time I write a letter, I'd never get around to writing any".

Claims Lack of Courtesy

He said he had no comment on the FCC's plan to set aside frequencies for international as distinguished from domestic service except that, as stated in his letter, "it involves censorship". As he declared himself unable to answer certain questions involving technical operation and management, he remarked further, "Every witness who takes the stand is not necessarily able to comment on every phase of this hearing".

Referred by Mr. Dempsey to testimony of Mark Ethridge, former NAB president, given last year before Congressional committees considering a bill to establish a Government-operated international shortwave station, in which it was brought out that the FCC should develop a standard of international interest, convenience and necessity, Mr. Miller declared, "If this (the new rule) is the sample, we're opposed to it". The new regulations are "a bad sample of how that theory ought to be interpreted", he added.

The remark by Mr. Dempsey that Mr. Miller was "disappointing" as a witness because of his inability to answer a greater variety of questions brought a stiff retort from NAB Counsel Sherley, who referred pointedly to the hearing as a "star chamber proceeding" and declared that "the courtesy shown the witness is rather conspicuous by its absence". He continued by observing that it was also unfair to place an objector to the form of a rule in the position of opposing the objectives of the rule, as he said was being done with Mr. Miller.

Opening the July 15 session, Paul A. Porter, CBS Washington attorney, called E. K. Cohan, CBS director of engineering in charge of the technical operation of W2XE, CBS international station. Mr. Cohan described the facilities and technical operation of the station, pointing out that although the signals could be beamed accurately to cover certain points in Europe or Latin America, it was still impossible to secure a sharp boundary of transmission and for this reason, from a technical standpoint, it was possible for listeners in a country like Germany or Italy to receive signals directed at the British Isles or France. In some cases, he added, a program that would be popular with listeners in one country might be frowned upon by the governments of adjoining countries.

CBS Program Service

Mr. Porter also called Frederic A. Willis, assistant to the president of CBS, who is in charge of CBS shortwave operations, to explain the program service offered by W2XE. Mr. Willis declared flatly that he did not know just what the rule meant, and that although the service of the station had not been curtailed since issuance of the regulations, he still did not know whether or not he was operating within the rule. He added that literal application of the rule would deprive foreign listeners of many of the present popular programs, reduce the listening audience, and curtail present operations of international stations.

H. Thomas Austern, special counsel for the American Civil Liberties Union, at whose pleading the FCC had ordered the hearing, outlined the Union's stand in a brief argument concluding the Saturday morning session. Questioning the FCC's authority to issue such a rule, Mr. Austern declared it could be found neither in treaty law nor in the Communications Act, which he pointed out expressly prohibits censorship. So long as the Commission confines itself to a "quantitative" analysis of programs, no censorship is involved, he continued, but beyond that point, and as soon as it begins to consider specific program content and "what is said", it amounts to censorship and abridgement of free speech in the eyes of the Union.

"Section 42.03 as a whole is wholly ambiguous," Mr. Austern declared, adding that it will operate as a deterrent to discussions in the international field and practically all present types of programs. "Freedom of speech is paramount to any form of foreign repercussion," he continued. "If getting into the international broadcast field means ignoring the First Amendment, we feel the price is too high."

What Is Culture?

Following CBS and Mr. Austern, P. J. Hennessy Jr., NBC Washington counsel, called Dr. C. B. Jolliffe, in charge of the RCA frequency bureau and former FCC chief engineer, and Frank E. Mason, vice-president in charge of NBC's international division. Dr. Jolliffe gave brief technical testimony on the facilities and operation of NBC's two shortwave stations, W3XAL and W3XL.

Mr. Mason pointed out that the FCC regulation had all the attributes of "surveillance" censorship, which he described as a situation in which the writer or speaker censored himself, and



NEWS

Seven world wide news services and special correspondents of four papers provide up to minute flashes for six daily news broadcasts.

CJOR

Vancouver, B. C.

National Representatives:
Joseph Hershey McGillvra



ON THEIR WAY to the carillon floor of the Golden Gate Exposition's Tower of the Sun, from where they recently described—at a height of more than 400 feet above San Francisco Bay—the Pacific Fleet's passage past the Exposition for CBS, are Bob Garred (top) and Jack Gregson, KSFO, announcers, smiling pleasantly despite their burdensome equipment.

which he said was "censorship after the fact". This "surveillance", he pointed out, is the type of censorship most widely used in the "censored countries", rather than "before the fact censorship." It is particularly delicate in operation because it is impossible for any one to say, for instance, what the reaction to a particular news broadcast would be in a foreign country, he explained.

Cautioning the FCC against freezing standards, which he said would be done by arbitrarily enforcing the international broadcast rule, Mr. Mason said compliance with the cultural provision would be difficult because it has been impossible to find a complete definition of culture. Charging contradiction "between the letter and the spirit of the rule", he declared, "You can't freeze standards in the newspaper business, and after all, this is journalism of the air."

America Preferred

Boyd W. Bullock, assistant manager of General Electric broadcasting in charge of international broadcasts, in opening the concluding session July 17, said that although broadcasting uncensored news would not be well accepted by the leaders of some countries, correspondence from listeners all over the world has indicated that "the foreign listener likes to get uncensored news and programs typically American". Admitting the objective to be good, he continued, it should not be stated in the rule because the official statement connotes that "program content must necessarily be examined, and this constitutes censorship, whether done before or after the broadcast".

"We'd have to take each program and measure it against each qualification of the rule, because if we didn't we would feel we would be subjected to criticism at least," Mr. Bullock pointed out. He also declared that it was not so much the fear of not complying that was bothering broadcasters, but the fear of not knowing how to comply, and not so much the fear of intent on the part of the FCC as the possible interpretation in foreign countries that American programs were censored, which he said could stifle the present world-wide acceptance of American programs as representing censor-free thought.

Evans Wants Standards

Reemphasizing points of his testimony given at previous FCC hearings, S. Howard Evans, of the National Committee on Education by Radio stressed the need for the FCC to set up definite standards for radio programs as " one of the best ways to insure the freedom of radio in the face of controls of which it is and must continue to be subject". He declared that so long as there was no "previous restraint", the power to review was one of the ""wide latitudes" of the FCC in allocating facilities.

"While the Commission has begun to act on nontechnical aspects of radio regulation, it has not developed any standards to be used as a guide for such action," Mr. Evans pointed out. "The result is that the Commission is free to exercise its broad and undefined powers of discretion almost without limit and thus by a process of indirection or intimidation might exercise over stations a degree of control which it could never assert directly.

"I consider the wording of this proposed rule to be unfortunate. As I see it, the Communications Act itself is almost entirely negative in its declaration that no broadcasting can take place except under Federal license. In my judgment the duty of the Commission is to clarify the Act not by the issuance of further negative rules but by positive declarations of what can and should be done under the Federal license. A much happier wording would seem to have been one in which the Commission emphasized that an international broadcasting service should be designed to produce cultural and goodwill programs rather than that international broadcast stations 'shall render only' a cultural and goodwill service."

Urges Minor Changes

Called by A. B. Landa, counsel, Walter S. Lemmon, president of World-Wide Broadcasting Corp., explained that the scope of World-Wide's program policies was narrower even than provided in the rule, and that it was working to establish a "world university of the air", as contrasted to NBC's "newspaper of the air" and CBS' and GE's "magazine of the air". He declared that although changes in wording might be made in 42.03(a), intent of the rule would not affect the present operation of the World-Wide facilities, since it lies well within the regulation.

Prof. John C. Scammel, of Boston U. and a member of the executive committee of the World-Wide Broadcasting Foundation, followed Mr. Lemmon on the stand, and declaring that sufficient latitude for good culture-promoting broadcast service was provided under the rule, quoted Matthew Arnold in defining culture as "an ever-changing becoming, not a state".

Mr. Landa, in making his concluding argument, following that of Mr. Sherley, declared that although he was not speaking in favor of censorship, it was the "duty of the Commission" to establish "certain guideposts and certain limitations" for international broadcast activities. He said also that a legal difference exists between "international free speech" and "domestic free speech" as well as between international broadcasting and domestic broadcasting.

News or Drama

ABOUT the time the transcribed Edward G. Robinson show, *Big Town*, wound up July 14, WSM, Nashville, got a news flash on the mine explosion at Providence, Ky., which trapped 38 miners. Immediately it broadcast a bulletin, forgetting for the moment that the *Big Town* episode had just concluded an account of the crusading managing editor's fight against a dangerous mine in the Big Town community, climaxed by a mine cave-in which trapped several miners. When the WSM announcer flashed the spot news, listeners began calling to find out if the Providence mine tragedy was to be dramatized the following week — few had realized it was an actual news bulletin, unconnected with the paralleling drama preceding.



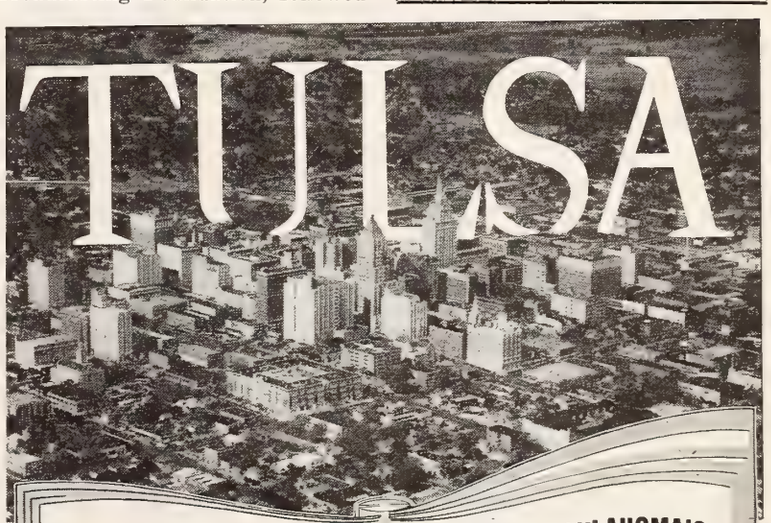
In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS Does — Try It.



OIL CAPITAL of the WORLD

CENTER OF OKLAHOMA'S RICHEST MARKET AREA

TULSA, Oil Capital of the World! Home of 546 Oil Companies and Operators, 400 Purchasing Agents, 119 Manufacturing Plants, 183 Supply Houses and Representatives of 1,028 American Oil Equipment Manufacturers. Tulsa is the clearing point for billions of dollars of oil money! Home of the International Petroleum Exposition, world's largest single-industry show!

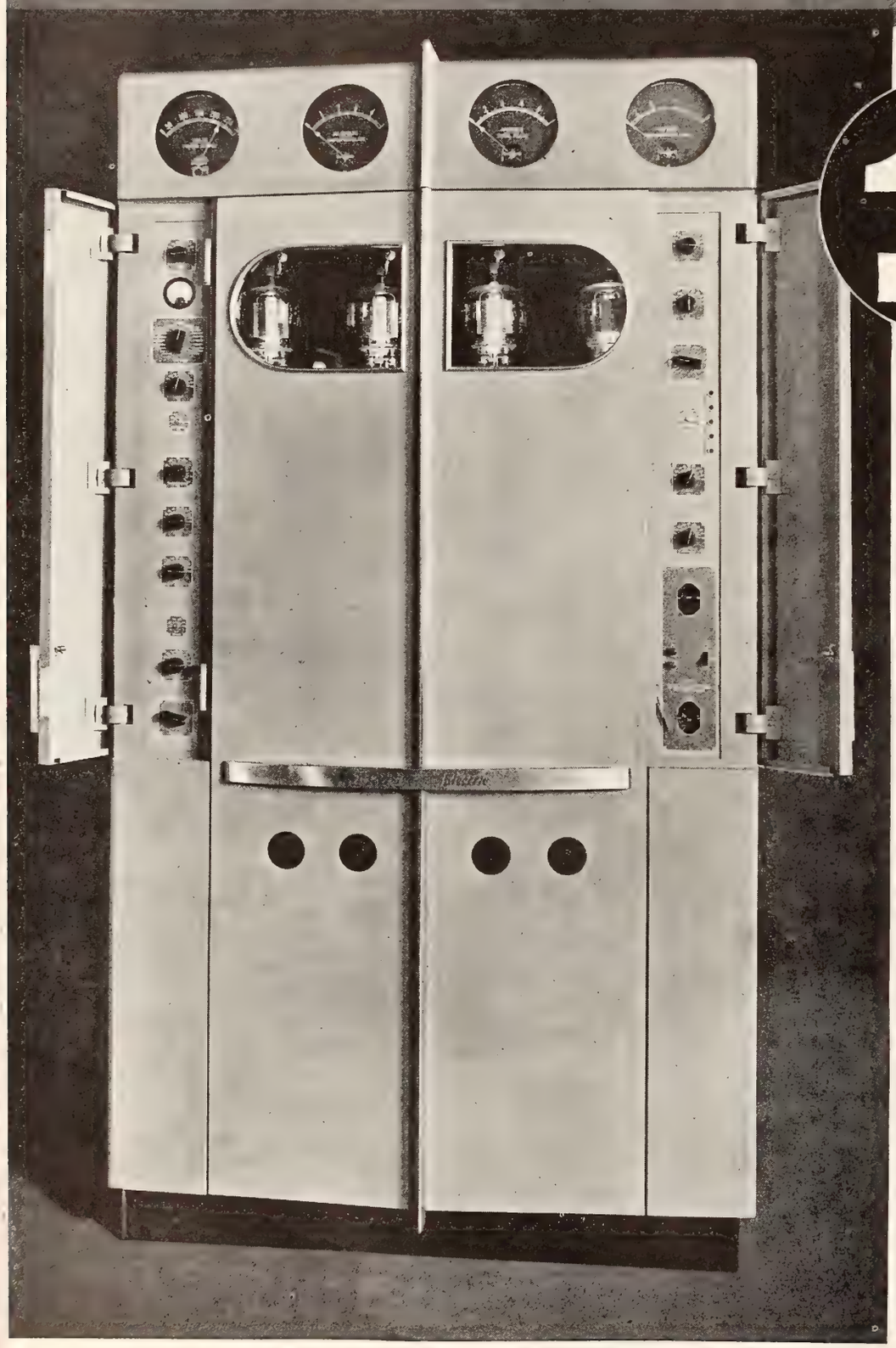
Within 75 miles radius of Tulsa lie 28% of Oklahoma's area, 40% of Oklahoma's population, furnishing 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales! KVOO *alone* covers this area effectively and in addition has *primary coverage* counties in Kansas, Missouri and Arkansas!



25,000 WATTS
BOTH N.B.C. NETWORKS

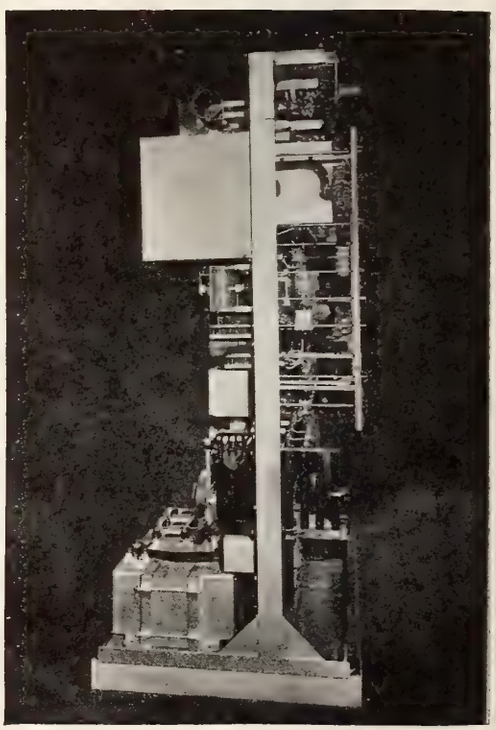
EDWARD PETRY & COMPANY
National Representatives

3 Hits of the



1 NEW

For neater appearance and to prevent tampering, all tuning and operating controls, test meter, transfer switch, and sampling jacks are mounted in enclosed side panels.



Completely new method of assembly—all electrical apparatus with the exception of three door switches which are mounted on the cabinet, is assembled on a central structure.

"ASK YOUR ENGINEER" **Western**

NAB Convention

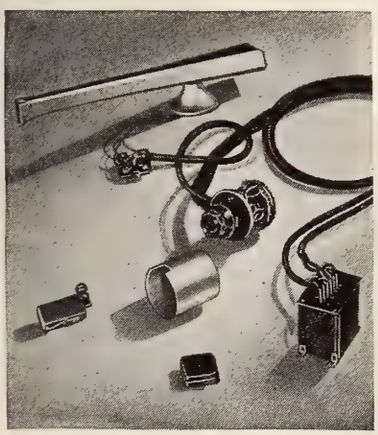
1KW TRANSMITTER

HAS DOHERTY HIGH EFFICIENCY AMPLIFIER CIRCUIT

No wonder Western Electric's new 1 KW scored a hit! It's radically different in appearance—styled by the famous designer, Henry Dreyfuss. It's radically different in construction and performance—providing accessibility never before approached in a 1 KW.

The Doherty Circuit adds all 'round operating efficiency. Improved final stage grid bias modulation, using the new 357A vacuum tubes reduces distortion and cuts primary power to 4300 watts.

2 NEW REPRODUCING GROUP



FOR BOTH VERTICAL AND LATERAL RECORDINGS

Designed by Bell Telephone Laboratories, the new Reproducing Group meets the most exacting requirements of transcription broadcasting.

The group includes a reproducer and arm, equalizing equipment and accessories. It has an overall frequency response to better than 10,000 cycles per second for *lateral or vertical reproduction.* Its combined equalizer and matching device is designed to operate into impedances of 30, 250, 500 and 600 ohms.

3 NEW REPRODUCER SET



DESIGNED ESPECIALLY FOR TRANSCRIPTIONS

The 1300A Reproducer Set, in a single unit, provides equipment to reproduce both vertical and lateral records with greatest fidelity. It includes Reproducing Group equipment plus a two-speed flutterless turn-table, built into a beautiful, all-metal sound insulated cabinet.

The 1300A Set plays either vertical or lateral recordings up to 16" in diameter at 33-1/3 or 78 r.p.m. It operates on a power supply of 110-120 volts, 60 cycle AC; using about 35 watts.

Electric

Distributed by GraybaR ELECTRIC COMPANY

DISTRIBUTORS:

Graybar Electric Co., Graybar Building, New York. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

New Firm Enters Television Field

Radio Wire Television Corp. Merges Several Concerns

LOOKING to the "ultimate distribution of entertainment by wire," particularly in the case of television, a new company to be known as Radio Wire Television Corp. of America, with headquarters at 160 E. 56th St., New York City, has been formed from a merger of the holdings of Wire Broadcasting Inc., Wholesale Radio Inc. and the subsidiaries of these companies. Under New York financial auspices, the company filed a certificate of incorporation July 20 in Wilmington.

John E. Otterson, formerly president of Winchester Repeating Arms Corp., Electric Research Products Inc. and Paramount Pictures, is president. Mr. Otterson is also head of Tri-National Films, American distributor of foreign movies, some of which are being televised currently by NBC. J. R. West, president of Wire Broadcasting, and A. W. Pletman, president of Wholesale Radio, are vice-presidents. The company reports it has been licensed by ERPI and has acquired rights to the WBS recorded library. It plans network distribution of programs by wires without commercials.

Several Firms Absorbed

Absorbed in the new company are the subsidiaries of Wire Broadcasting, which supplies musical entertainment by wires to hotels, restaurants, night clubs, etc. The subsidiaries are listed as follows: Teleprograms Inc. of N. Y., Telemusic Inc. of N. Y., Wire Programs Inc. of Delaware, Muse-Art Inc. of Pennsylvania, Wire Broadcasting Inc. of Pennsylvania, and Tele-Vision-Music Inc. of Washington, D. C.

Wholesale Radio Inc., which merchandises radio equipment, phonographs and photographic supplies, takes on the name of the new company. Also acquired by Radio Wire Television Corp. are Transformer Corp of America, manufacturing radio and electrical equipment; TeleCapital Corp., a financial unit, and Syndak Corp., said to own patents in the motion picture projection, sound and lighting fields. These will continue to operate under their present corporate names.

"Every current technological trend," Mr. Otterson stated, "points to the ultimate distribution of entertainment by wire. Particularly is this true in the case of television where, according to leading scientific authorities, the transmission of images beyond the horizon presents great difficulty. Not only can wire networks bring radio and television into any home in America from a central point, but this can be achieved without interference by static or other forms of atmospheric disturbances. At present our operation is limited to principal key cities on the Atlantic seaboard. In the near future, however, we hope to extend our service on a nationwide basis."

WITH Hume Lethbridge as manager, Canada's newest newspaper-owned station, CKLN of the *Nelson* (B. C.) *Daily News*, 100 watts on 1420 kc., has started regular operation.

A TYPICAL RADIO ENGINEER

As Seen by Western Electric Co.'s Artist After Studying Many Persons

TO GET a composite picture of the chief engineers of America's broadcasting stations, *Pick-Ups*, monthly publication of Western Electric Co., sent out about 700 questionnaires, received 293 answers, turned them over to an expert statistician and came out with this result, condensed from *Pick-Ups*, July issue:

The typical chief engineer is 32 years old; measures five feet ten inches in height; weighs 163½ pounds. Brown hair and blue eyes predominate. He is married and has one child. He has spent six years at his present station and 4½ years as head of the engineering staff. He is a typical American; only seven out of 293 were foreign born. He is a traveler, having visited 19 states and three foreign lands.

He has a better than average education: 278 completed high school; 93 have college degrees and 65 from one to three years of college training, while 185 took supplementary courses in radio engineering. He started in radio as a ham about the time he donned his first long pants. Most of his working career has been spent in broadcasting or an allied field.

In emergencies, when floods submerge stations, hurricanes tear down antennas, sleet cripples wires or lightning shatters transmitters, his job is to get his signal back on the air and he gets it back in record time. But in the ordinary routine of his job his biggest headache is selling his management on the need for new equipment, with trying to make old equipment act like new second on his problem list. His chief professional enjoyment comes when the station receives good reports from the FCC or when sponsors compliment him on smooth operation. For relaxation he takes a busman's holiday by going in for ham radio, with photography as second place hobby.

Asked if, given a chance to start life anew, they would choose radio engineering as a profession, they almost unanimously answered, "Yes".



From PICK-UPS

MR. CHIEF ENGINEER, a composite portrait by S. J. Woolf, drawn after the noted artist had studied photographs of more than 100 chief engineers and the biographical data on nearly 300.



SAMFORD MAJOR, formerly of Teleprograms Inc., New York, wired program service, and Nelson Griggs, formerly of WGNY, Newburgh, N. Y., have joined the engineering department of WOR, Newark.

WILLARD DEAN, engineer of WPTF, Raleigh, N. C., on July 18 married Mary Ellen Lawrence, formerly hostess and stenographer at the station.

DAVID KARBACH, engineer of KSUN, Bisbee, has been transferred by the Arizona Network to KTUC, Tucson.

FARRELL BUCKLEY, formerly on the technical staff of KHBC, Hilo, Hawaii, has joined KHJ, Los Angeles.

ELBERT WALKER, KHJ, Los Angeles, transcription engineer, on July 15 married Frances Taylor.

JAMES LEWIS, formerly of KARK, Little Rock, Ark., has joined the engineering staff of KNOW, Austin, Tex.

R. S. McDANIEL Jr., recording engineer of KTRH, Houston, and his bride returned July 21 from their honeymoon in San Francisco.

WILLARD DEAN, engineer of WPTF, Raleigh, N. C., married Mary Ellen Lawrence, station hostess, July 18.

WORTHINGTON C. LENT has been transferred to the development and research division of NBC's stations department as assistant director of development and research. His headquarters will continue to be the network's Washington office, and his duties the same as previously.

HENRY GAUTHIER, CBS sound effects engineer, recently became the father of a boy, Robert Henry.

ELMER PRITCHARD, engineer of WTAR, Norfolk, on July 25 married Kathryn Holderby.

Monitor Bill Passed

THE SENATE July 18 passed the bill (S-2611), authorizing purchase of a site and erection of a new radio monitoring station in Massachusetts. The House has pending an identical bill which is expected to be approved. The new monitoring station, when constructed, will be placed in charge of a radio inspector of the FCC. The measure places a limit on the cost of $30,000, but does not actually appropriate the funds. The present monitoring station at Hingham, adjacent to the Naval ammunition base, would be abandoned. While the new site has not been selected, pending final passage of the bill, consideration is being given to a site near Millis.

PATENT No. 2,165,226, covering an automatic tuning system and apparatus, was issued July 11 by the U. S. Patent Office to Arthur A. Collins, president of Collins Radio Co.

Finch Facsimile Names Kent as Sales Manager; New Device Announced

COINCIDENT with announcement of its new tabloid-page printing facsimile transmitter and associated equipment, Finch Telecommunications Laboratories Inc., New York, on July 24 reported the appointment of Roscoe Kent as sales manager. Mr. Kent previously was associated with the old De-Forest Radio Co., Wired Radio Inc. and Muzak Corp. He left Muzak to join Finch, which reports its equipment now installed in 15 broadcasting stations.



Mr. Kent

The new apparatus prints 20 square inches of text and pictures per minute and can be operated from any power source. It is self-synchronizing under all conditions of operation, printing 100 eleven-inch lines per inch on paper 17 inches deep.

The Finch firm now operates its own facsimile station at 1819 Broadway, New York. Its call letters are W2XBF and it operates on 43.74 mc. Its daily broadcasting schedule is 3 to 5 p. m. In July the FCC also granted Finch a license to operate an ultra-short-wave broadcasting station with 1,000 watts on 42.18 mc., using the call letters W2XWF.

Three-Element Antenna Is Installed by KCMO

ONE OF THE few three-element directional antenna transmitting systems in use in the United States is the recently completed $35,000 transmitter of KCMO, Kansas City. Designed and installed by KCMO's chief engineer, Lloyd Sigmon, the layout is phased to give maximum protection in three directions at night, while pulling the power back to the West over Greater Kansas City.

Directional broadcasting is from two 200-foot antenna towers, used in conjunction with a third antenna suspended midway between them, from a supporting cable, while daytime broadcasting is from the center antenna alone. A 30′ x 22′ brick transmitter house, of modernistic design, completes the layout, located at the corner of Washington Park Blvd. and Hardesty St., on the eastern outskirts of Kansas City, the underground system consists of 130,000 feet of copper wire tied-in to galvanized nettings sunk under each tower. Equipment was manufactured by Collins Radio Co., Cedar Rapids, and plans for the wiring system and transmitter house were drawn by Larry Hoagland, of the KCMO technical staff.

E. K. COHAN, CBS director of engineering, joined the rescue squad with his new 30-foot yacht *Electron* July 20 when he spied a ten-foot sailboat, with two boys aboard, helpless in the powerful flood tide of Hell's Gate in New York harbor. After a towline between the two boats had broken, Cohan pulled alongside and took the frightened boys aboard.

Equipment

WESTERN ELECTRIC Co. has announced a new 1 kw. transmitter for which WE claims "the efficiency of a 50-kw. equipment and the accessibility of a breadboard model." Transmitter, designed primarily for commercial broadcasting, includes such features as the Doherty high efficiency circuit, the stabilized feedback principle and an assembly of all components on a vertical panel in such a way that no part of the circuit is obscured by any other part, features not usually found in medium-powered transmitters. Cabinet, of modern design, was concieved by Henry Dreyfuss, industrial stylist.

GARRARD SALES Corp., 296 Broadway, New York, American sales representative of Garrard Engineering & Mfg. Co. Ltd., Swindon, England, manufacturers of automatic record-changing units and record players, has published a new 16-page catalog describing and illustrating its new line of automatic record-changers, motors, pickups and turntables.

NEW portable lightweight transcription playback machine is currently being marketed by Charles Michelson Co., New York, which is used to date by WDGY, WWJ, WBIG, WJHL, WNAX, J. H. McGillvra in Canada, American Auto Insurance Co., New York, and Maxon Inc., New York. The machine weighs under 20 pounds, operates on 10 watts and contains all standard equipment, according to Mr. Michelson. The company has also issued a new set of its "Speedy-Q" sound effects.

WIS, Columbia, S. C., recently purchased, in addition to replacement material, new testing equipment for its transmitter, including an RCA 68-B precision beat-frequency oscillator, RCA 69-A distortion and noise meter, and a Crosley facsimile receiver kit, along with WE 23-A console type speech input equipment.

NBC-Chicago is constructing a record cabinet housing a minimum of three copies each of 1,000 sound effects recordings. The new cabinet uses pressed steel forms and a frame lock system. It is being designed and constructed by Tom Horan, sound effects supervisor of NBC-Chicago, and Irving Bickler, sounds effects engineer.

CANADIAN Broadcasting Corp. nearly lost its $30,000 mobile recording unit down a 500-foot precipice in Cape Breton National Park, Nova Scotia, July 25. The unit was en route to the park to make sound sequences for the CBC program *Summer Over the Maritimes*, when the trailer with the equipment and Engineers Cliff Spear and Fred Wadsworth, slipped over the edge of the cliff. R. T. Bowman, CBC special events chief, driving the car, was able to stop in time so that the trailer was left hanging over the cliff suspended by its rear axle. The two engineers rescued the records before they climbed out. With the help of nearby farmers the trailer after several hours was put back on the road.

What Station—

broadcasts the strongest signal to the Great Smoky Mountains National Park which drew 694,634 visitors from every state and many foreign countries during 1938?

Why It's **WNOX** 1010 KC CBS

5000 W Day 1000 W Night
KNOXVILLE, TENNESSEE
Scripps-Howard Radio, Inc.
Representative
THE BRANHAM CO.

Television News Notes

Television and Movies

IT WILL be several years before television blankets the country, and in the meantime the film industry is making provisions to meet the situation. So stated George W. Weeks, vice-president of Monogram Productions, in Hollywood in mid-July. He declared that the film industry will be able to overcome any obstacles arising from television and that the two mediums will be able to work in closer harmony than pictures and radio. "The film industry has no immediate worry or concern," he said. Unrest among exhibitors because of television will gradually disappear when the new "see-hear" medium swings into full operation, he said. He predicted a closer working arrangement between television and the theatre, with motion picture house screens being utilized for visualization for the big sponsored programs. Smallness of home screens, in his opinion, will cause people to take their television entertainment in theatres where a larger image can be offered. He also pointed out that television will be forced more or less to use films for broadcasting and that this too will necessitate a closer working arrangement.

* * *

RCA Unit Described

A TECHNICAL description of the television demonstration system employed by RCA in its exhibit building at the New York World's Fair, units of which are to be made available to broadcast stations for local demonstrations on a rental basis [BROADCASTING, July 15] is carried in the July *RCA Review* published by RCA Institutes Technical Press, 75 Varick St., New York. Donald H. Castle of the NBC video facilities section is the author. The same issue carries an article on the application of motion picture film to television by E. W. Engstrom, G. L. Beers and A. V. Bedford, and on an Iconoscope pre-amplifier by Allen A. Barco.

* * *

KMBC Seeks Television

MIDLAND Broadcasting Co., Kansas City, owners and operators of KMBC, applied July 24 to the FCC for a television construction permit. KMBC, through its subsidiary, Midland Television Inc., was a pioneer in developing the modern 441-line electronic system, as well as the outmoded disc-scanning method. Dr. Vladimir Zworykin, who developed the modern Iconoscope, in the early days of broadcasting and television was associated with Arthur B. Church, president of KMBC, in another venture. Mr. Church said that Midland hopes to go on the air this winter with television.

* * *

Zenith Seeks Site

ZENITH Radio Corp., first Chicago firm to be authorized to erect a television station, has been authorized by the FCC to operate a 50-watt portable station on 45.25 mc. from Aug. 1 to 30 in order to make a site survey for its station, to be known as W9XZV.

NBC Overhauls Studio

NBC's August television schedule drops all evening telecasts of live talent, while the studio is overhauled for the winter season and while the staff vacations. Feature films will be broadcast three evenings weekly, Tuesday, Thursday and Friday, from 8:30 p.m., but the chief feature of the August programs will be the outdoor pickups of the mobile unit, just equipped with its second camera, on Wednesday, Friday and Saturday afternoons, 4-5. The normal schedule of evening studio telecasts will be resumed Aug. 29.

* * *

New GE Tubes

BATTERY of four new-type water-cooled quartz mercury-arc units, containing 12 lamps with a light output equivalent to that of nearly 30,000 watts of incandescent light and at the same time giving off little heat, has been installed by GE engineers in the new General Electric television studios in Schenectady. The new mercury lamp radiates more than 2 1/3 times the light of an incandescent lamp of the same wattage. The 12 1,000-watt lamps used in the GE television studio have a total light output of 780,000 lumens, while the same wattage of incandescent lamps would give off only 330,000 lumens of light.

* * *

Lehn & Fink Show

LEHN & FINK PRODUCTS Corp., New York, on July 27 presented a ten-minute television broadcast of "General Germ Gets a Jolt", cartoon film promoting Lysol disinfectant, on the NBC television station W2XBS. Lennen & Mitchell, New York, handles the account.

Antennas for Amateurs

FOLLOWING its recent move in placing television tubes and parts on sale for amateurs and experimenters who wish to build their own television receivers, RCA has also made three television receiving antennas available to this same group. The antennas are a double di-pole, for use where reflection and distortion are not problems; a double di-pole with reflector, for use where reflections from adjacent buildings might cause double images, and a double "V" wire antenna, for use in suburban areas where signal strength is good and reflections not encountered.

KOWH in New Home

NEW STUDIOS of KOWH, located on the top floor of the Omaha World-Herald Bldg., were formally dedicated July 23 with State, civic, religious and other notables headed by Gov. Roy L. Cochran participating. The station, recently acquired by purchase by the newspaper, planned dedication programs for the entire week. Among other speakers were Vernon H. (Bing) Smith, general manager, and J. M. Harding, assistant publisher of the newspaper.

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New York City



WCKY Jumps to 50 Kw. Without Any Ceremony

WITHOUT preannouncement or ceremony, WCKY, Cincinnati began regular operation with 50,000 watts power when it broadcast July 27. The announcement: "WCKY — powerful as any radio station in the entire United States", was made over the air. Formal dedication of WCKY's new RCA transmitter has been postponed until Oct. 1, when the L. B. Wilson station becomes the Cincinnati outlet for CBS [see page 28].

Each member of the WCKY staff received from Mr. Wilson a memento of the high power operation, transforming it from 10,000 to 50,000 watts. Men were given red and blue neckties and the ladies a necklace of 50 pearls. The ties had been ordered several weeks ago, the colors representing NBC Red and Blue networks, programs of which WCKY has been carrying for a decade.

WESG, Elmira, N. Y., licensed to Cornell University but operated commercially under arrangement with the Gannett Newspapers, on July 26 was assigned to regular operation with 1,000 watts on 850 kc., from 8 a. m. until sunset in New Orleans. The frequency is occupied by the 50,000-watt WWL, New Orleans, and the dual daytime operation was formerly classified as experimental.

POSTPONEMENT from Aug. 10 to Aug. 16 of the hearing on the renewal application of KVOS, Bellingham, Wash., and on the application of Bellingham Broadcasting Co., for that station's facilities, was announced July 28 by the FCC. Hearing will be held in Bellingham, and Commissioner G. H. Payne will preside.

Paramount on CBS

PARAMOUNT PICTURES, Hollywood, on Aug. 7 will sponsor the world premiere of "Our Leading Citizen" on 43 CBS stations, Mon., 10-10:30 p.m. (EDST). Broadcast will originate from Van Buren, Ark., hometown of Bob Burns, who is starred in the film. He will be master-of-ceremonies during the broadcast which will have several Paramount players and Irvin S. Cobb, writer, featured. Bob Hussey, in charge of Paramount West Coast radio activities, will supervise production of the broadcast, with Charles Vanda, CBS western program manager, directing the program for the network.

Healthaids List

HEALTHAIDS Inc., Jersey City, (Serutan), has announced the 15 stations which will be added Sept. 11 to the campaign on WOR, Newark, of five times a week half-hour programs, featuring Victor H. Lindlahr, editor of the *Journal of Living*. Stations are: WIP WJJD WHDH KQV KHJ WHK WXYZ WGR WTCN WKRC KFRC WIL WHB and WBAL. Agency is Austin & Spector, New York.

Albert Labs. Spots

ALBERT LABORATORIES, Chicago (Resperine hay fever remedy), has started thrice-weekly 15-minute programs on WWVA, Wheeling; six weekly 10-minute shows on WDZ, Tuscola, Ill.; 10-minute daily and half-hour Saturday shows on WMMN, Fairmont, W. Va. Newby, Perron & Flitcraft, Chicago, handles the account.

Recording Ruling

(*Continued from Page 14*)

ment; (3) restraining WNEW and Elin Inc. from broadcasting any records made by RCA which are labeled with notices prohibiting their use for broadcast or limiting them to use for non-commercial purposes on phonographs in homes without RCA's consent; (4) restraining WNEW and Elin Inc. from competing unfairly with RCA by broadcasting any of its records without RCA's consent; (5) restraining WNEW and Elin Inc. from competing unfairly with Whiteman and from violating his common law property right by broadcasting any of the records made under his third contract with RCA without his consent; (6) restraining WNEW from inducing Bruno-New York [RCA record distributor] to breach its agreement with RCA by selling WNEW phonograph records made by RCA for broadcast use without RCA's consent. All injunctions were made permanent. Costs were awarded to RCA.

In answer to a query from BROADCASTING as to whether the case constitutes a good precedent, Mr. Mackay stated that in his opinion it does.

"If the case had been limited to a single recording it might not have been so," he said, "but because this case dealt with all three types of contract which are made between artists and recording companies I think it forms an excellent legal precedent. Furthermore, the decree recognizes the rights of the record manufacturer on three counts, giving him the right to restrict or prohibit the broadcasting of his records, protecting him against unfair competition from having his records broadcast without permission, and upholding his right to forbid the sale of his records for use in broadcasting."

Licensing Plan

RCA, he said, will shortly formulate a licensing plan for stations, whereby they will be permitted to broadcast records made by RCA on payment of a "reasonable fee". This license will allow the broadcaster to use any records made under the usual type of artist contract, in which all rights are assigned to the manufacturer, or under contracts in which the selling rights are not mentioned. Records made under contracts in which the artist prohibits their use in broadcasting will be listed in the licenses, he said, as not being included. This third type of contract is extremely rare, he stated, and would cover only about 1% of all RCA records, chiefly in the field of symphonic and operatic music.

Mr. Mackay said that RCA is now preparing letters to be sent to stations informing them of the decision and notifying them of RCA's intention to issue licenses. Explaining that the fees collected from broadcasters will be equitably divided between the recording artist, the copyright proprietor and the manufacturing company, he said that letters will also be sent to the company's recording artists, promising them a fair share of these license fees and warning them against signing away their rights to any organization which might take from them a portion of their fees.

While the letter mentions no names it is obviously aimed at NAPA, organization of recording artists, which is urging its members "not to surrender their rights in their recordings, but on the contrary to reserve them so they may not be commercially exploited against their interests." A statement issued by NAPA following the preliminary announcement of "findings of fact and conclusions of law" announced by Judge Leibell on July 14 continues:

"NAPA feels that the artist's reputation, talent and personality must be protected against such commercial exploitation. The only interests of the recording companies are the profits resulting from such exploitation. The artist's interests, on the other hand, are of a deeper character, since they include not only his pecuniary rights, but the protection of his artistic integrity."

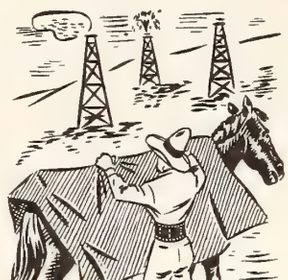
Representatives of Decca Records and of Columbia Recording Corp., other major manufacturers of phonograph records, admitted they were studying the decision closely but said their companies had not yet made any decision as to whether they would follow RCA's example in issuing licenses to broadcasters. It is generally expected, however, that some form of broadcasting licenses will be issued by all recording companies.

As BROADCASTING went to press WNEW executives and attorneys were likewise studying the decision, but had come to no conclusion regarding an appeal. One attorney, who asked not to be quoted, told BROADCASTING he doubted if the station could properly make an appeal since it did not defend itself against RCA in court.

Prof. Quiz Plans

PROCTER & GAMBLE Co., Cincinnati, on Sept. 8 plans to start *Professor Quiz* for its Teel dentrifice on a coast-to-coast CBS network. Program will be heard weekly from 7:30-8 p. m. (EDST), but stations have not yet been determined. It is understood that *Professor Quiz*, discontinued July 22 by Noxzema Chemical Co., will be heard on CBS as a sustaining program until Sept. 8. H. W. Kastor & Sons, Chicago, handles the account.

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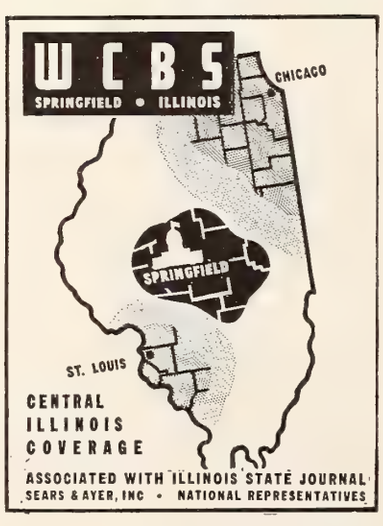
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Facilities Granted To Dozen Stations

Fulltime and Power Boosts Are Authorized by FCC

IMPROVED facilities, including fulltime and power boosts, were authorized for about a dozen stations during the FCC's sessions of July 27 and 28. Most of the grants were made without previous hearing, although the Commission also disposed of several cases on which hearings had been held.

WILM, Wilmington, Del., and WAZL, Hazleton, Pa., both of the Mason-Dixon Group, and both 100 watters which have operated simultaneously daytime on 1420 kc. but shared time nights, were authorized to operate fulltime.

WFBG, Altoona, Pa., operating with 100 watts on 1310 kc. and sharing with WJAC, Johnstown, was granted fulltime, WJAC having won a similar grant earlier in the month. KTEM, Temple, Tex., secured fulltime on 1370 kc., with 100 watts night and 250 day, having formerly used 250 watts daytime only. WOLS, Florence, S. C., secured 100 watts on 1200 kc. in lieu of daytime operation only, a rival application (Pee Dee Bcstg. Co.) for similar facilities having been denied. In each of these cases the Commission made final its previous findings.

Two Get Fulltime

WJBO, Baton Rouge, La., which formerly signed off for one hour Monday nights, secured fulltime, as did KRLH, Midland, Tex., formerly operating daytime only with 100 watts on 1420 kc.

Power boosts were won by KMJ, Fresno, Cal., granted 5,000 watts daytime on 580 kc.; KHUB, Wastonville, Cal., granted fulltime with 250 watts day and 100 night on 1310 kc. instead of daytime only; WOPI, Bristol, Tenn., boosted from 100 to 250 watts day power on 1500 kc.; WKST, New Castle, Pa., granted an increase in day power from 250 to 1,000 watts on 1250 kc.; WDEV, Waterbury, Vt., boosted from 500 to 1,000 watts daytime on 550 kc.

An application of WSBT for a shift from 1360 to 930 kc. and full time, with relief from sharing with WGES, Chicago, was ordered set for hearing. An application of WGTM, Wilson, N. C., asking for 500 watts daytime on 1240 kc. in lieu of its present 100 watts daytime on 1310 kc., was denied.

In proposed findings, which are subject to later ratification, the Commission approved an application of KRSC, Seattle, to increase from 250 to 1,000 watts on 1120 kc., and disapproved an application of Sherman C. Amsden, doing business as Doctor's Telephone Service, seeking an emergency shortwave station to operate with 500 watts on 31,180 kc.

Nesbitt Fruit Test

NESBITT FRUIT PRODUCTS, Los Angeles (orange juice), thru Chas. H. Mayne Co., that city, on July 21 started for six weeks or more a local test campaign on KMJ, Fresno, Cal., using a weekly half-hour transcribed program, *Nesbitt Radio Rascals*. Similar tests are to be conducted in other territories on the West Coast.

Logan Bill and Wage-Hour Amendment May Get Last Minute Congress Action

By WALTER BROWN

AS CONGRESS swung into its pre-adjournment drive, two measures of importance to the broadcasting industry appeared to be slated for action.

The Logan Bill, providing for "the more expeditious settlement of disputes with the United States" was pending in both Houses, after the Senate first passed the measure, only to adopt a motion to reconsider it. It would set up a uniform system of procedure for the FCC and other Government administrative and quasi-judicial agencies, and clear up grounds on which appeals can be made from decisions of these agencies to the courts. A companion measure in the House has been favorably reported from committee and is awaiting action of the House itself.

Wage-Hour Measures

Wage and hour legislation came to the fore in a sudden burst of action by the House Rules and Labor committees, which reported out three measures to amend the Fair Labor Standards Act, all of which provide for adjustment of provisions relating to white-collar workers. The legislation is of importance to the broadcasting industry because of proposed exemptions relating to hours.

The Norton labor amendment exempts from the hour provision of the Act all employes making guaranteed monthly salaries of $200 or more or who are employed "in a bona fide executive, administrative, professional or local retailing capacity or in the capacity of an outside salesman." The Barton amendment would reduce the minimum exemption salary to $150 a month but specifies it shall apply only to employes not required to work any specified number of hours and notified by their employers in writing of that fact. The Ramspeck amendment contains the same provision as the Norton Bill in regard to "white-collar" employes. The rule issued by the Rules Committee on July 27 kills a proposed change in the white-collar amendment sponsored by Chairman Norton of the Labor Committee following a decision by Wage & Hour Administrator Elmer F. Andrews to reverse his stand in support of the Norton amendment. The revised Norton amendment, containing a last-minute compromise drawn up by the Labor Committee, adds the provision that no worker in the white-collar classification can work more than 160 hours a month.

With adjournment expected by mid-August at the latest, it appeared that the Wheeler Bill, for reorganization of the FCC, the Johnson Bill, banning advertising of alcoholic beverages, including beer, from the air, and the Chavez Bill, to establish a Pan-American shortwave station, Government-owned, would die. The House Appropriations Committee has before it the third deficiency bill, which is expected to contain a supplemental appropriation of approximately $200,000 for the FCC. Action on this measure is expected prior to adjournment. Also apparently pigeon-holed are the Wigglesworth and Connery resolutions in the House, and the White resolution in the Senate, seeking an investigation of the FCC and the industry.

Results of Omar Survey In Midwest Made Public

TABULATION of over 98,000 coincidental personal interviews on radio audiences in the Milwaukee, Columbus, Indianapolis and Omaha trading areas has been completed by K. B. Arrington, advertising manager and director of market research of Omar Inc., Omaha (flour and cereal), long a radio sponsor and a proponent of a national radio audit bureau. Interviews were made by 700 house-to-house salesmen of the bakery division of the company, completing the survey within a five-day period in each market. Results have been tabulated by days and by hourly intervals and divided by town and country areas.

Chief feature of the survey is the "almost perfect" sampling of each area obtained by interviewing Omar customers, for a consumer census completed in December showed an average correlation between Omar customers and total population of 97.4% with respect to age, occupation, status of employment and economic groups as determined by house rentals. Both telephone and non-telephone homes were interviewed. The survey was made by Omar Inc. for its own guidance in station and time selections, but has been released to leading stations "in the interest of factual and unbiased station coverage information".

KEHE Facilities Taken Over by KECA July 31; San Diego Deal Dropped

ACTIONS by the FCC July 27 cleared the way for the taking over of KEHE, Hearst Radio station in Los Angeles, by Earle C. Anthony whose purchase of the station for $400,000 was approved last June 21 [BROADCASTING, July 1]. It was reported by counsel for Anthony that the station would be occupied July 31 when Anthony's KECA is abandoned in conformity with the grant. It is planned to change the call letters for KEHE to KECA as soon as FCC approval is secured.

KEHE operates fulltime with 1,000 watts night and 5,000 day on 780 kc. KECA operated with the same power on 1430 kc., which frequency is now abandoned, the Commission having denied permission to move it into San Diego for a new station to be built by Warren B. Worcester. Mr. Anthony, who also owns KFI, will move the operations of both his stations into the studio plant of KEHE.

Mr. Worcester having been denied authority to purchase the KECA facilities for $97,000, has been authorized by the Commission to file a new application for them in San Diego. His application thus becomes a new proceeding.

The Commission on July 27 dismissed petitions of the American Communications Association, labor union, for a rehearing of the KECA transfer grant. The union opposed it on employment grounds.

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Rep. by The Katz Agency

Firm to Sell Spot News To Theatres Is Formed

THEATRE Communications, a new company which will supply spot news to movie theatres for projection on the screen, either as a sustaining or a sponsored feature, has been organized by Paul J. Davis, formerly in the magazine and newspaper field. Offices have been opened at 2 Park Ave., New York, and the company expects to begin its service about Sept. 1. News bulletins, limited to a minute-and-a-half and specially edited for screen presentation, will be furnished several times daily by Transradio Press, through central distributing points.

To avoid arousing press antagonism the bulletins will follow radio precedent and end with the words: "For further details consult your local newspaper." If the news bulletins are put on without advertising, the theatre management will pay for the service, or it may be received without charge in exchange for presenting the news under the sponsorship of an advertiser sold by Theatre Communications.

Star Radio Signs

STAR RADIO PROGRAMS Inc., New York, reports as new subscribers KFPW, KFDM, WATL, WFTC, WTEL, WISN and WSJS, all signed at the recent NAB convention in Atlantic City. Since then, KPMC, CKLN, KVOR, KHFG, WJNO, KWFT, and WFAS have signed for the script syndicate's service. Bill Gartland, sales manager, also announces that a deal for special programs has been made with B. Charles-Dean Co., London.

THOMAS LANGAN, of NBC's script division in New York, is the author of *Romance of the Railroads*, one hour historical program carried on NBC-Blue July 28 and based on data supplied by the Association of American Railroads.

KFRU

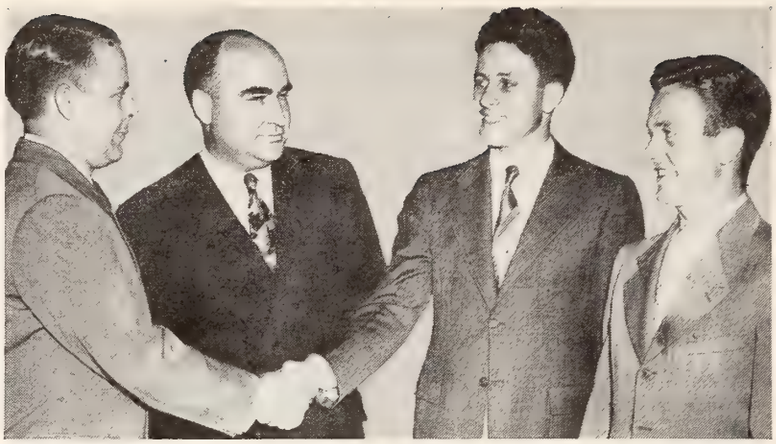
●

COLUMBIA, MISSOURI

A kilowatt of power on 630 kc. daytime with 500 watts at night.

A Sales Message over KFRU Covers the Heart of Missouri

●



GREETINGS from donor to donee pass as James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting, and George C. Biggar, WLW rural program supervisor (both at left), congratulate the two winners of the 1939 WLW Scholarships in practical radio training, Merton V. Emmert, Kansas State College graduate, and Charles Grissom, graduate of Alabama Polytechnic Institute [BROADCASTING, June 15]. The two scholarships provide six months training in all phases of radio work and $500 in cash each.

Radio AND Education

INVITING a score of well-known educators throughout the United States KSTP, St. Paul, has completed plans for the third annual KSTP Conference on Educational Broadcasting, Nov. 10-11. The conference idea, originated in 1937 by Thomas D. Rishworth, KSTP educational director, already has been responsible for establishing 13 radio workshops in schools in the Twin City area, according to the station.

CAPITOL RADIO Engineering Institute, Washington, resident school for practical radio engineering training, announces a course in television, covering every phase from Iconoscope camera to receiver, and has issued a new 48-page booklet outlining its 1939-40 courses which is available upon request.

A PIONEERING venture in education via radio is being mapped out in conferences at the University of Arizona by Harry Behn, radio director, and managers of Arizona stations. A series of programs emanating from the university for statewide broadcast is planned, forming a "college of the air" along extension division lines. Meeting at Tucson with Behn are Fred A. Palmer, manager of the Arizona Network and KOY, Phoenix; Dow Ben Roush, manager of KTUC, Tucson; Carl Morris, manager of KSUN, Bisbee-Douglas; John Merino, manager of KGLU, Safford, all units of the Arizona Network; Dick Heath, commercial manager of KTAR, Phoenix, and Bud Williams, manager of KVOA, Tucson.

DR. HARRY F. OLSON, director of acoustical research for RCA, has been appointed to the teaching staff of Columbia University, New York, to inaugurate new studies in electrical acoustics, according to an announcement July 25 by Dr. Nicholas Murray Butler, president of the university. Dr. Olson, who has been with RCA since 1928, when he received the degree of Doctor of Philosophy from the University of Iowa, will attempt to improve the quality of sound reproduction in radio and motion pictures with the aid of a staff of engineers, in addition to teaching the 25-week course at Columbia.

MORE THAN 50 radio students of Northwestern U attended a demonstration of radio technique at WBBM, Chicago, July 28 given under the supervision of Stan Thompson, assistant program director. "Play Selection and Production" was discussed by Joe Ainley, radio director of Aubrey, Moore & Wallace, Chicago agency. Radio production was discussed by Al Chance and Les Mitchell, of the WBBM production staff. The students watched rehearsals of *History in the Making* and *Gateway to Hollywood Summer Theatre*.

WINNERS of the *Atlanta Journal School of the Air* scholarships, given a trip to New York and Washington as part of their reward, were greeted by FCC Commissioners Craven, Thompson and Brown as they visited FCC headquarters July 7. At Radio City they were greeted by NBC President Lohr and his staff. They were accompanied by Louis T. Rigdon, director of the WSB school broadcasts in which primary and secondary schools of the State participate.

LYMAN BRYSON, head of the CBS Adult Education Board, on July 26 presided as chairman of a CBS *People's Platform* program in which three educators and a businessman discussed "How Can We Educate for Democracy". The program served as a preview of the Congress on Education for Democracy, which convenes Aug. 15-17 at Teachers College, Columbia U.

TEACHING literature by radio is the aim of the new educational series, *Masterpieces of Literature*, broadcast weekly on WOV, New York, in cooperation with the WPA New York City Office of Radio Production, and featuring half-hour dramatizations of works of noted American authors. A description of each story and its author and questionnaires on the work are supplied in Italian for listeners. The program supplements the work of the *Little Schoolhouse of the Air*, heard daily on WOV, with the assistance of the Adult Education Program of the Board of Education.

Kaltenborn to Fly Ocean For Three-Week Series From European Centers

H. V. KALTENBORN, CBS news analyst sponsored Sunday and Tuesday evenings on 39 CBS stations by Pure Oil Co., will fly to Europe Aug. 9 aboard the Trans-Atlantic *Clipper* for a three-week coverage of important European news centers and personalities. His twice-weekly series for Pure Oil will originate in the British Broadcasting Co. studios through Aug. 29.

It is understood that on his return the program will be expanded to a Monday, Wednesday, Friday series on an enlarged list of CBS stations. Between his London broadcasts, Mr. Kaltenborn will fly to Paris, Berlin, Geneva, Brussels, The Hague, Warsaw, and other capitals for first-hand information on European conditions. In event that he cannot return to London for each of his six European broadcasts, Mr. Kaltenborn will air his newscasts from Paris or some other continental city.

For the European series of *Kaltenborn Edits the News*, the 39-station CBS network will be enlarged by the following additions and sponsored by Pure Oil Co.: WEEI, Boston; WABC, New York; WCAU, Philadelphia; WJSV, Washington; WCAO, Baltimore; WJR, Detroit; WJAS, Pittsburgh; WWL, New Orleans; KTRH, Houston. Leo Burnett Co., Chicago, handles the account.

Rainbow Tribute

NO TEA PARTY was the *Champagne Hour* broadcast by WKY, Oklahoma, City, July 17, but a dramatization of the story of the famed Rainbow Division's greatest success in France during the Great War, the Battle of Champagne. Prepared by Jim Cox, lieutenant in the U. S. Army reserve corps, the show incorporated poetry of Joyce Kilmer, Rainbow Division poet who fell in the war, and special organ music scored by Allan Clark, WKY musical director, and played by Ken Wright. Transcriptions will be dubbed off the recording of the program for free distribution to 42d Division chapters requesting them.

THE *Richfield Reporter*, oldest Pacific network news feature, handled six nights weekly by John Wald and Ken Barton on NBC, on July 30 went on a tour of Coast cities from which it will originate until Aug. 22. Talks before civic clubs are planned during the tour.

WBAL

means business in Baltimore

Problem

for Time Buyers

Take a town with complete network service on three stations. Call them stations Blue, Red and Green. Take all of the listeners to the three network stations as 100% of the audience. Suppose at a given time a quarter hour on each station costs $50 on Blue, $50 on Red and $100 on Green. Then Blue should deliver 25% of the audience, Red 25% and Green 50%. Isn't this a way to determine whether or not you are getting what you pay for? St. Louis KWK submits itself to this analysis. Write for the booklet, "It's About Time". Now in the Third Edition, requests for it are received daily.

Pd. Adv.

KFDA Completes Staff For Aug. 1 Inauguration

COMPLETION of the staff of the new KFDA, Amarillo, Tex., 100 watts on 1500 kc., which begins operation Aug. 1 as an outlet of CBS and the Texas State Network, was announced in latter July by C. S. Gooch, president and manager, and Gilmore N. Nunn, vice - president, who with his father owns WLAP, Lexington, Ky., and holds an option to purchase control of WCMI, Ashland, Ky.

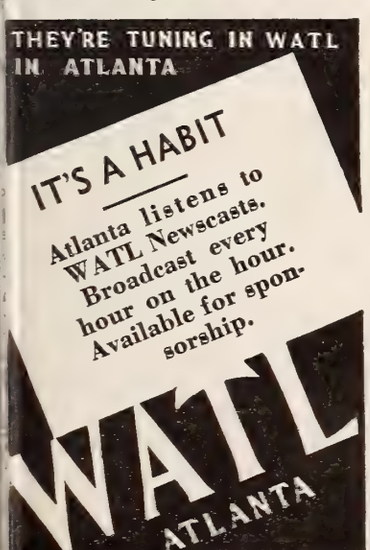


Mr. Nunn

Ultra-modern in every respect, the station is equipped with RCA apparatus throughout and a 182-foot Truscon steel radiator. Its modernistic building is located in downtown Amarillo. Don C. Robbins, formerly San Francisco manager of the Walter Biddick Co., is commercial manager; Earl Rodell Strandberg, formerly chief announcer of KLRA, Little Rock, program director; Ralph Cannon, recently with WBOW, Terre Haute, chief engineer; David Clark, formerly with KOA, Denver and KGNC, Amarillo, continuity editor; William Kilmer, formerly of KGKO, Fort Worth, and Winfred Wileman, formerly of KASA, Elk City, Okla., announcers.

New Texas Station

SHARING time with WTAW, Texas A. & M. College outlet at College Station, Tex., the new KTBC, Austin, Tex., was scheduled to begin operating Aug. 1, using 1,000 watts on 1120 kc. Its manager is R. C. Watts and chief engineer is Harry Slife. Authorized in 1937, construction of the station was held up when the college protested the grant giving KTBC the time not used by WTAW, which operates only a few hours daily. The FCC last Jan. reaffirmed the grant to State Capitol Broadcasting Assn., in which the principals are R. B. Anderson, president of the State Tax Commission; A. W. Walker Jr., professor of law at the University of Texas, and R. A. Stuart, Fort Worth attorney.



Wheeler Heads Drive on ASCAP

(*Continued from Page 18*)

terested himself in the litigation, and on July 19 conferred with Neville Miller, NAB president, Phil Loucks, former NAB managing director and Washington radio attorney, and Ed Craney, general manager of KGIR, Butte, who has been active in seeking revision of both the copyright law and of performing rights contracts with ASCAP.

Whereas the anti-trust suit appeared to be headed for dismissal during recent months, Senator Wheeler's intercession has had the effect of reviving Government interest in the proceeding. The course to be pursued will await a study of the record by Mr. Cooper and his recommendations to the Attorney General.

The Government suit was filed in 1934 and went to trial in New York before Federal Judge Henry W. Goddard on June 10, 1935. After ten days, the trial was adjourned with the understanding that ASCAP and the Government would stipulate the facts before a new hearing. Little progress, however, was made on the stipulation and the case has been dormant since.

Officially, the Department's attitude has been that because of lack of personnel, the ASCAP suit has been inactive. In assigning Mr. Cooper to the case, the Attorney General instructed him to make a complete study and bring it up-to-date in the light of the four-year hiatus. Mr. Cooper is devoting his full time to review of the proceedings and is expected to make his recommendations within a month.

Senator Wheeler started things July 12 when he held an informal conference in his office with Gene Buck, ASCAP president, Louis D. Frolich, ASCAP counsel, and Messrs. Craney and Loucks [BROADCASTING, July 15]. At that time the Senator made it clear that he opposed the blanket form of percentage payment on gross revenue of stations and that clearance at the source and payment on a per-program basis appeared to be the equitable course.

Hopes for Agreement

In introducing his "clearance at the source" bill, the Senator said that sentiment in Congress favored amendment of the Copyright Act because it is outmoded insofar as broadcasting is concerned. He also made mention of the Government suit against ASCAP and urged action one way or the other.

Senator Wheeler followed up his conference with the ASCAP officials on July 17, when he dined with Messrs. Miller, Craney and Loucks, and Frank M. Russell, NBC Washington vice-president, and Harry C. Butcher, CBS Washington vice-president. He restated his view regarding clearance at the source, pointing out that in his view assumption of liability for infringement must be with the originating station. He expressed the hope that the industry would come to an agreement on this point without controversy or a split in network affiliated station ranks.

Further pursuing the Government case, Messrs. Miller, Craney and Loucks on July 19 conferred with Assistant Attorney General Arnold and Special Assistant Cooper. The background of the case was covered. Brought into the conversation also was possible action by Congress on the O'Mahoney Bill, offered by the chairman of the Federal Monopoly Committee to revise remedial sections of the anti-trust laws. Such a move, it was felt, might have a definite bearing on the ASCAP litigation.

Conference With Bone

On July 20, the day before Senator Wheeler introduced his proposed amendment to the copyright law, Messrs. Craney and Loucks conferred with Chairman Bone of the Senate Patents Committee. Earlier in the session, Senator Bone advocated passage of the bill introduced in preceding sessions by former Senator Duffy of Wisconsin to rewrite the Copyright Act and eliminate the statutory minimum infringement requirement of $250. This bill now is being redrafted by a group of copyright experts in New York, it was understood, and probably will not be introduced until the next session.

The purpose of the original conference called by Senator Wheeler with the ASCAP officials was to discuss the Montana situation, particularly in the light of pending actions against ASCAP in that State. Mr. Loucks appeared as counsel for KFBB, Great Falls, a regular client and not as special counsel for the NAB, in which capacity he has served on several occasions since his retirement from the NAB managing directorship. When Mr. Buck, at the outset of the conference, asserted there would be only one uniform form of contract for radio, the discussion of necessity then covered the entire industry picture.

Payments Spurned

Despite comments attributed to Mr. Buck following the Wheeler conferences, it was observed that ASCAP has steadfastly refused to accept payments from Montana stations in the light of the State's anti-ASCAP law. Only 60 days ago ASCAP began billing stations in the State for back royalties. In that connection, it was pointed out that Montana stations, under the recent temporary injunction granted by the court in Missoula County are prevented from making payments to ASCAP and ASCAP in turn is prevented from making any collections in the State.

Mr. Craney repeatedly has stated that Montana broadcasters always have been willing to pay royalties on what music they use, but that they have openly resented the ASCAP contract provisions under which royalties are paid on the basis of 5% of gross income rather than on ASCAP music used.

Countering Mr. Buck's allegation in the Wheeler conferences that Montana broadcasters have been "robbing my people", it was reported that the six stations in the State pay an average of only $10,000 a year to the Society. The stations, and more particularly Mr. Craney's KGIR, have spent many times that amount in trying to rectify what they construe to be an improper contract, it was pointed out.

Wheeler Denies Imputations

Senator Wheeler was indignant over statements ascribed to him in Tin Pan Alley circles that Mr. Craney had influenced him in the ASCAP matter and was trying to procure a preferential deal. The Senator stated flatly that he was convinced that a change in the copyright laws, now more than a quarter-century old, is necessary in order to correct inequities which have become glaring since the advent of broadcasting. He stated also that he felt clearance of music at the source is a necessary requirement if there is to be amicable solution of the copyright problem.





Radio Set Query In Sample Census

A SINGLE radio question, *"Does this household have a radio set?"*, has been included in the supplementary census schedule to be tested in mid-August when the Census Bureau conducts a special trial census in two Indiana counties, St. Joseph and Marshall [BROADCASTING, April 15, June 15, July 1]. The supplementary schedule will be tested simultaneously with the proposed regular schedule in the two-county survey, to start Aug. 15.

The special census, first of its kind ever undertaken, is designed primarily to test questions on the proposed schedules, according to Census Bureau officials, and although results will be compiled and made public later, the general interest in the figures will be only temporary, since the territory will be covered again during the general population census in 1940. Final selection of the questions to be asked in the general census will not be made until the results of the special census have been analyzed and appraised, Secretary of Commerce Hopkins said in announcing the plans.

Every tenth family, after answering the regular special population census questions, will be listed on the supplementary schedule in the two-county survey. If a supplementary schedule is used in the regular census next year, which appears virtually certain, every 25th family will be enumerated, according to present plans, said Secretary Hopkins. In addition to the radio question, the supplementary schedule at present includes "convenience" questions covering running water and electrical service.

Policyholder Is Refused Restraint of Met. Life

JUSTICE Steinbrink of Brooklyn Supreme Court on July 26 handed down a written decision denying the application of Lawrence Shay, policyholder of Metropolitan Life Insurance Co., for a temporary injunction to restrain Metropolitan from continuing its Edwin C. Hill broadcasts on MBS, WNEW, and WHN, New York. Action was brought by Mr. Shay, who contended that the expenditure of $10,000 weekly for the program was "excessive" and that the money should be used to reduce policy premiums.

Justice Benvenga in New York Supreme Court on July 26 granted the application of the Knickerbocker Broadcasting Corp., New York, operator of WMCA, to include Donald Besdine and Morris H. Siegel as additional defendants in the $550,000 libel suit filed against the station by the Metropolitan Life Insurance Co. The insurance company's suit claims that libelous statements were made over a year's period during programs broadcast on WMCA by Besdine and Siegel, although names of the two were not cited in the suit.

KELLY-SMITH Co., New York, has been appointed national representative for WCOP, Boston, and WNBC, New Britain. In addition to representing the stations individually, Kelly-Smith is offering them as a three-station hookup in combination with WELI, New Haven. WELI is individually represented by Gene Furgason.

Increased Volume of Net Expenditures Shown for Half-Year by 11 Industries

RADIO advertiser expenditures on all four coast-to-coast networks advanced from $37,948,411 in the first six months of 1938 to $41,176,150 during the same period this year, a gain of 8.5%. Analysis of the combined billings of NBC, CBS and MBS by industries reveals the following totals for each industry, together with each industry's percentage of the six-month volume for 1938 and 1939.

	1939	*% of 1939 Total*	*1938*	*% of 1938 Total*
Automotive	$ 1,950,109	4.74	$ 2,770,552	7.30
Building Materials	134,205	.33	101,074	.27
Cigars, Cigarettes, Tobacco	5,193,552	12.61	4,269,970	11.25
Clothing, Dry Goods	152,724	.37	58,862	.16
Confectionery, Soft Drinks	1,046,782	2.54	1,405,651	3.70
Drugs	11,267,164	27.36	9,839,152	25.93
Financial, Insurance	413,779	1.0	248,430	.65
Foods	12,585,835	30.57	11,466,796	30.22
Garden & Field	....	....	2,236	.006
House Furniture	248,604	.60	479,990	1.26
Jewlery & Silverware	145,164	.35	....	....
Lubricants	2,102,543	5.11	1,578,448	4.16
Machinery	327	....	186,749	.49
Paints	201,926	.49	137,109	.36
Radios, etc.	476,948	1.16	644,142	1.70
Schools	....	....	7,272	.02
Shoes	84,307	.20	122,932	.32
Soap & House Supplies	4,618,242	11.22	3,850,954	10.15
Stationery & Publishers	213,688	.52	261,009	.69
Travel, Hotels	34,534	.08	26,836	.07
Wines & Beers	5,028	.01	179,205	.47
Miscellaneous	300,689	.73	311,042	.82
	$41,176,150		$37,948,411	

Late Personal and News Notes

GEORGE W. HENYAN, for the last nine years sales manager of the radio department of General Electric Co. at Schenectady, has been named manager of the transmitter and tube sales divisions of the company's recently organized radio and television department according to Dr. W. R. G. Baker, department manager. Mr. Henyan, a 1916 graduate of the University of Texas who entered the GE test department that year, will continue to headquarter in Schenectady.

W. H. VANDERPLOEG, former vice-president of the Harris Trust & Savings Bank, Chicago, has been named executive vice-president and general manager of the Kellogg Co., Battle Creek, Mich. A director of the firm since 1937, Mr. Vanderploeg has been an executive representative of the Kellogg board since April, 1939. He is a native of Pella, Ia.

LESLIE S. GILLETTE, for nine years advertising and sales promotion manager of U. S. Industrial Alcohol Co., New York, has been appointed executive vice-president of Hazard Adv. Corp., New York, effective Aug. 1.

HAROLD S. SCHULER, formerly a division manager of the apparatus advertising department of Westinghouse E. & M. Co. at East Pittsburgh, Pa., has been named Pacific Coast district sales promotion manager of the company. He succeeds Earl W. Nilsson, resigned.

SHIRLEY SNYDER, 16-year-old daughter of Glenn Snyder, manager of WLS, Chicago, will make her debut as a dancer at the Illinois State Fair, Aug. 14. Miss Snyder is a member of a Chicago stage unit now on tour.

JOSEPH W. PEPPER Jr., formerly of NBC's traffic department, has joined the sales division of the network's transcription department. E. William Young has been transferred from the Chicago to the New York transcription sales staff.

SARAH ROLLITS, who formerly conducted a literary agency, joins Columbia Artists Service July 31 to manage the new literary playwright department.

JAMES R. CURTIS, president of KFRO, Longview, Tex. was informed immediately after the NAB convention of the death of his father, Charles R. Curtis, of Fort Worth.

JACK HASTY, formerly on the New York radio staff of McCann-Erickson, is in Hollywood for conferences with J. Walter Thompson Co. executives.

FRANK MASON, NBC director of the department of information, on Aug. 2 will fly to Europe on the *Yankee Clipper* accompanied by Mrs. Mason.

ART SPERLING of the field engineering staff of WNEW, New York, on the Earl Harper International League baseball assignment, is recuperating in General Hospital, Passaic, N. J., from an appendicitis operation.

ACA in Philadelphia

ANNOUNCING staffs of WCAU and KYW, Philadelphia, have named Broadcast Local No. 28 of American Communications Assn., CIO union, as their bargaining agent, according to Richard E. Shipp, president of the Philadelphia local. For the KYW announcers this action represents a change in affiliation, as they have for the past year-and-a-half been members of American Federation of Radio Artists, AFL union. Contract covering this group is now being prepared for submission to NBC, as KYW is programmed by the network. CIO also represents the engineering staff of KYW and has cited the station's owner, Westinghouse Electric & Mfg. Co., before the National Labor Relations Board on charges that it has refused to enter into a contract with the union. ACA is also preparing a contract covering WCAU announcers to submit to the management of that station together with a renewal contract for WCAU engineers, which is currently up for renewal, the union stated.

Royal Signs Statesmen For Talks From Europe; Toscanini to Fly Ocean

ANTHONY EDEN, Winston Churchill and other important European statesmen will discuss the international situation from Europe over NBC, John F. Royal, vice-president in charge of programs, announced July 25 on his return from Europe. While in Europe Mr. Royal also arranged for six talks by Hugh Gibson, former U. S. Ambassador to Brazil and Belgium, to be given from various points on the Continent. Eden will speak twice monthly, beginning in mid-September, and Churchill at least once a month, Mr. Royal stated, adding that he could not yet disclose the other speakers.

Offers of NBC facilities have been made to both Germany and Italy, he said, but no replies have been received from these countries. Arturo Toscanini, who will again conduct the NBC Symphony Orchestra in 16 broadcast concerts next fall and winter, will come to America by a Pan American *Clipper*, leaving Lucerne Sept. 14, Mr. Royal said. Mr. Royal flew to Europe by Clipper, returning by boat.

KIEV and WLTH Cited Under FCC Complaints

TWO unorthodox actions were taken by the FCC July 26 in citing two stations for possible punitive action. KIEV, Glendale, Cal., was granted a temporary 90-day renewal, with Commissioner Craven dissenting, because of complaints alleging it continuously broadcast phonograph records. The Commission announced it would inquire into differences between the program service promised by the station as shown in FCC hearing records and the service it actually has rendered. This may open a new type of procedure against stations.

In a second action, WLTH, Brooklyn, was cited to show cause why its license should not be revoked because of complaints of interference with Coast Guard aircraft communication in the New York area. The station, operating on the 1400 kc. channel, was declared in the Commission's citation to interfere with Coast Guard aircraft operations on 4200 kc. by its "third harmonic". Changes in the station's equipment the Commission pointed out, should be made to eliminate this interference but it said the required steps had not been taken, in spite of previous notice.

Hotels Plan Program

HOTEL ASSOCIATION of New York is considering sponsorship of a quarter-hour daily promotional program from the New York World's Fair, featuring Floyd Gibbons, on NBC-Blue. No definite plans were available when BROADCASTING went to press, but it is understood that contracts may be signed the first week in August. The program would make the 10th network program originating regularly from the Fair, some of a promotional nature, and some sponsored by regular network advertisers.

PALMER AND MULE
Trekking Eastward With a Bag of Gold Stock

WHEN Fred Palmer, manager of the Arizona Network and KOY, Phoenix, arrives in the East for a visit in August, police reserves will be needed to handle the crowds. Here's why:

Palmer went to Arizona from Columbus, O., three years ago. Being an Easterner, he always wanted to own a gold mine. So employes of the network presented him with 999 shares of the Goldenrod Min-



ing & Development Co., an asserted gold mine alleged to be located somewhere near the White Spar Region near Prescott.

Realizing that other Easterners also yearn for a gold mine, Palmer is bringing East a quantity of one-share stock certificates for his friends—as gifts.

Most important of all, Palmer proposes to call a meeting of those who become stockholders in mid-winter. The stockholders will assemble in Phoenix, search for the mine, and then conduct an official meeting in the historic Crystal Palace Saloon in Tombstone, Ariz.

Applicants for a share of the beautifully engraved and embossed stock in the Goldenrod Mining & Development Co. include Glenn Snyder, Ed Bill, Ned Midgley, Reggie Schuebel and Gale Blocki, according to Palmer, who adds that as yet he has adopted no policy about assessments.

The accompanying picture shows Prospector Palmer searching for his mine. Palmer is the one on the left.

HARRY PASCOE, chief continuity writer of WMCA, New York, is the author of "The Key to the Pronunciation of Foreign Words", a students' and announcers' handbook which goes into a second printing in August.

James L. Fly New FCC Chairman

(*Continued from page 12*)

store clerk and telephone operator in a local telephone system. He paid his way through high school by serving as a general clerk in the courts in Dallas.

In 1916, upon high school graduation, he spent three months at a Naval Academy Preparatory School at Annapolis and in 1917 was appointed to the Academy. He was graduated in 1920 as one of the most popular members of his class after having served as class secretary and having won the class debating championship and the Henry Van Dyke prize for the best essay. He was an officer in the midshipmen regiment by dint of high grades.

After serving three years in the Navy, largely on the Pacific Coast and in Hawaii, he retired in September, 1923. He had specialized in gunnery duties but at the same time had studied law, which had led to his appointment as advocate for various naval courts and boards.

Wins Recognition

Upon retirement, the 25-year-old ensign entered Harvard Law School, and won scholarships each year. He was a member of the Board of Student Advisors, a coveted honor. After two years at Harvard, and before his graduation, he passed the Massachusetts bar and was admitted to practice.

In the summer of 1924 he was employed by the Harvard Law School Association. The following summer he was a law clerk with the admiralty law firm of Burlingham, Veeder, Masten & Fearey, of New York. After being graduated in 1926, he was admitted to the New York bar and became associated with the law firm of White & Case, New York, specializing in corporate and financial practice.

Because his work with the latter firm received recognition, Mr. Fly was appointed by Attorney General Mitchell under President Hoover as special assistant to the Attorney General in connection with a number of anti-trust suits. He prosecuted successfully in 1932 the anti-trust suit against the Sugar Institute, Bolt, Nut & Rivet Manufacturing Association and the Wool Institute. He handled the Department's investigation of bread prices the same year and prosecuted one phase of the Western Grain Rate case before a Federal three-judge court in Washington State, arising out of an order of the ICC.

Mr. Fly remained with the Department after the inauguration of President Roosevelt and supervised a number of important cases which grew out of NRA, Agricultural Adjustment Act and the Oil Code. These included the 1933 cases against the Standard Oil Co. of California, dairy companies in Washington and Philadelphia and leading packing companies. He had charge of preparation of the Government case against the Weirton Steel Co. in 1934.

As counsel for TVA in 1935 he had charge of the Ashwander vs. TVA case, which resulted in a Supreme Court decision upholding the constitutionality of the TVA Act, and the validity of contracts with power companies. He was chiefly responsible for the preparations and briefs in this controversy, with John Lord O'Brian, former Assistant Attorney General, handling the court presentations.

The new FCC chairman in 1923 married Mildred Marvin Jones of San Rafael, Cal. They have two children, James Lawrence Jr., 11, and Sara Virginia, 9. He is a Protestant and a member of the Harvard Club of New York and the Seminole Club of Forest Hills, New York, where he formerly maintained his residence.

Split Sponsorship

MENNEN Co., Newark, and Bathasweet Corp., New York, through H. M. Kiesewetter Agency, New York, on Oct. 16 will sponsor the five times weekly news broadcasts by Bob Carter, head of the news bureau of KSFO, San Francisco, on 7 CBS Pacific Coast stations. Mennen will sponsor the program three nights a week for shaving cream, and two nights a week for Bathasweet. The quarter-hour program will be heard on KARM KNX KOIN KROY KSFO KVI KIRO.

Insurance Spots

NATIONAL REFUND Co., Chicago (life insurance service), has started a series of daily 100-word announcements on WJJD WGBF KMMJ KOAM WIBW WDGY KITE WEW KWTO WALR KSOO KTSA WMMN WWVA WHBL WKZO. First United Broadcasters, Chicago, handles the account.

Wayne King Returns

COLGATE - PALMOLIVE - PEET Co., Jersey City, will start Wayne King and his band on a coast-to-coast CBS network beginning Oct. 7. Show will be a weekly evening half-hour, with time and stations not determined. Product to be advertised has not yet been chosen. New series will bring King back to the air on a sponsored program after a year's absence, following a run of seven years under the sponsorship of Lady Esther Co. New program is placed through Benton & Bowles, Chicago.

WFAS, White Plains, N. Y., recently acquired by the Westchester Newspapers, on July 17 appointed Kelly-Smith Co. as its national representative.



Those who make an art of living depend on this world famed hotel as the very embodiment of gracious service, true refinement and dignified hospitality.

Under the Same Management as
The Gotham NEW YORK CITY
The Drake CHICAGO
The Evanshire EVANSTON, ILL.
The Town House LOS ANGELES
A. S. Kirkeby, Managing Director

The Blackstone
MICHIGAN AVENUE · CHICAGO

WWNC
ASHEVILLE, N. C.
Full Time CBS Affiliate
1,000 Watts
ADVERTISERS
Big Opportunity!
Asheville and Western Carolina—the Quality Market of the Southeast—now enters its resort season of *doubled population . . .* and *doubled business.* Sell over WWNC—the area's ONLY radio station.

ENTHUSIASM for SALE!
NBC
K·A·N·S
WICHITA, KANSAS

WORSTED CENTER OF THE WORLD
WLAW
WLAW covers 65 million in payrolls, 86 million in retail sales, with a 10-millivolt signal—the only primary service at uniform high level covering Lawrence-Lowell and Haverhill.
1000 W 680 Kc
Studios & Offices
Lawrence, Mass.

Studio Notes

ATTENDANCE figures for CBS radio theaters during May and June show an increase of 46,211 over the same period last year, according to Louis Teicher, supervisor of CBS pass division, who attributes the quadrupled increase in requests for tickets to the many out-of-towners coming to visit the New York World's Fair. Attendance in May was 107,924, an increase of 16,213 over 1938, while in June 104,065 persons attended CBS radio programs, 29,998 more than last year. Total attendance was 211,989. Requests are received as far in advance as three to four months and come from all parts of the United States, Canada, England and South America.

WOV, New York, on July 20 broadcast a special memorial program commemorating the second anniversary of the death of Guglielmo Marconi, inventor of the wireless, from the Italian Pavilion at the New York World's Fair. Descriptions of the Marconi radio apparatus contained in the building were featured in addition to an address by Vice Admiral Giuseppe Cantu, commissioner general from Italy to the Fair.

WSGN, Birmingham, Ala., cooperating with the *Birmingham News & Age-Herald* and Alabama Theater, is active in helping conduct the "Miss Birmingham" contest, winner of which is to compete in the "Miss America" competition in Atlantic City. Starting with two announcements daily, with this number increasing as the contest progresses, WSGN plans special interviews with finalists in last year's contest and with the judges, and will broadcast the final judging. The station also has arranged an NBC interview with "Miss Birmingham" at Radio City, where she is to be televised.



EVERYTHING about The Gotham bespeaks gracious living—its spacious rooms, its atmosphere of good taste, its superb cuisine. Elegance is apparent..economy not forgotten.

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The Evanshire EVANSTON, ILL. · The Town House LOS ANGELES
A. S. Kirkeby, Managing Director

The Gotham
5th Ave. at 55th St. NEW YORK CITY

Crime Flashes

TO HELP nab criminals while their crimes are still hot, WSAI, Cincinnati, has arranged with the local police department to broadcast flash bulletins of public misdemeanors as soon as they are reported. By direct "emergency" wire, bulletins of murder, robbery, hit-and-run and other vital crimes, are phoned to the WSAI news room from the police station, and 25 to 50-word flashes interrupt whatever program is on the air. With 500,000 radio sets within the 60-mile area surrounding Cincinnati, within reach of two million listeners, both WSAI and police figure the general broadcasts on standard waves will be a big help in apprehending criminals.

THE radio department of the Golden Gate Exposition recently was augmented by the addition of three new members: Leonard Cox, former program director of WOR and KNX; Charles Bulotti Jr., former Don Lee producer and announcer; Dick Wynne, formerly announcer of KYA and KJBS, San Francisco. Art Linkletter, former radio director of the Exposition, now free-lancing, is doing spot broadcasts from the fair, including a Sunday afternoon MBS quarter-hour.

WDGY, Minneapolis, broadcast what it claims was the only eye-witness account of the July WPA strike riots which resulted in the deaths of a policeman and a striker recently. The Federal Sewing Project, where the disturbances took place, was only two blocks from the WDGY studios in the Hotel Nicollet. When Transradio reporters on the scene notified the station that police were preparing to disperse the pickets, WDGY operators cut in a microphone on the hotel roof, from where an announcer described the scene.

KNOW, Austin, Tex., has moved its studios to the fifth floor of the Norwood Bldg. New studios are completely modern and air-conditioned, and are RCA equipped. The date for the formal dedication and opening has not yet been set.

TO PROMOTE good fellowship among employes, the NBC Hollywood guest relations staff has started publishing a monthly four-page tabloid newspaper, *Radio City Reporter*. It contains NBC Athletic Assn. news, studio gossip and notes of general interest to members of the Hollywood staff. Harry Saz is chairman of the governing body, with Hal Bock, NBC western division publicity director, as editor-in-chief and advisor. Editors include Stan Radom, George Volger, Aubrey Ison and Bob Morris.

MEMBERS of the press department of WOR, Newark, are presenting their own *Program Preview*, a daily five-minute broadcast from 1:05 to 1:10 p.m., designed to inform listeners of programs scheduled on WOR for the next 24 hours in an informal style.

"*A Blind Spot*" for All Outside Stations—

IF you want to Cover Rich Central Pennsylvania You *MUST* Use

WFBG

Altoona • Pa.

OFFICIALS of 12 stations of the Pacific Broadcasting Co., Northwest unit of Mutual-Don Lee system, held their annual mid-summer conference July 14 in studios of KMO, Tacoma, Sept. 26, marking the end of the unit's second year of operation. Carl E. Haymond, owner of KMO, Tacoma, and KIT, Yakima, and general manager of the network, expressed satisfaction with progress made last year. Attending the meeting were Marshall Rengra, KRNA, Roseburg, Ore.; Frank Hill, KORE, Eugene, Ore.; Harry Reid, KSLM, Salem, Ore.; M. F. Woodling, KWLK, Longview; Elroy McCaw, KELA, Centralia; Tom Olsen, KGY, Olympia; Harry Spence, KXRO, Aberdeen; Cole Wylie, KPQ, Wenatchee; Rogan Jones, KVOS, Bellingham; Jim Murphy, KIT, Yakima; Archie Taft, KOL, Seattle.

KOB, Albuquerque, N. M., is running sound trailers advertising its commercial programs at local theatres. The trailers picture stars of each program and give the broadcast time and name of product advertised.

WHEN an explosion in a power company manhole cut off electrical current from the Grain Exchange Bldg. and KOWH, Omaha, on the top floor, for about two hours, station engineers put KOWH back on the air within 30 minutes. Engineers Shopen and Myers were at the *World-Herald* building wiring new studios, but ran five blocks to the station and strung a line out the back window to a corner filling station. KOWH then resumed operation with Orville Weimer, news editor, describing the blowup.

ENTERTAINMENT at a dinner party given recently in honor of Eddie Cantor during the comedian's visit to St. Louis, was furnished by KMOX when station engineers recorded the last two minutes of Cantor's final program of the season and then built up a full-quarter-hour parody on the Cantor show, dubbing in impersonations by KMOX personnel. Cantor's role was enacted by Larry Kent; Guffey by Lambert Kaiman; Bert Parks and the Mad Russian by John Jacobs and Don Phillips. The special script was written by Gerald Holland, KMOX special script writer.

WHN, New York, broadcast a description of a fire July 17 at the Palace Hotel three minutes before the firemen arrived. The hotel can be seen from the WHN studios. Henry Gladstone, announcer, broke into a program of swing music to give an 11-minute description of the fire.

CELEBRATING its 1,000th consecutive commercial studio broadcast on WFAA, Dallas, July 26, *Mrs. Tucker's Smile* program, sponsored thrice-weekly by Interstate Cotton Oil Refining Co., Sherman, Tex., established itself as the oldest continuous commercial broadcast in the Southwest. The program has been broadcast thrice-weekly continuously since Feb. 13, 1933, on WFAA, and on the Texas Quality Network since June 5, 1939.

SUN OIL Co., Philadelphia (Sunoco gas and oil), is presenting three fellow adventurers and explorers in place of Lowell Thomas on the daily NBC-Blue newscasts, while Thomas takes his first vacation from radio in eight years. Col. Theodore Roosevelt is heard Mondays and Tuesdays, Dr. Roy Chapman Andrews on Wednesdays and Thursdays, and Sir Hubert Wilkins on Fridays, all on the regular program from 6:45 to 7 p.m. Roche, Williams, & Cunnyngham, Chicago, handles the account.

SIXTH anniversary on the air of Joe Emerson and his *Hymns of All Churches* was celebrated July 31. Starting on WLW, Cincinnati, in 1934, the thrice-weekly program is presently on the NBC-Red network. The first commercially-sponsored program of hymns, the series continues under sponsorship of General Mills (Kitchen Tested flour).

WOAI, San Antonio, is now using both United Press and International News Service for newscasts.



CAMPAIGN of caution against a threatened smallpox epidemic was highlighted on WHEC, Rochester, when announcers turned guinea pig, stood before the mike and described the process and their sensations as they were vaccinated on the spot. Observing the concern of Announcer Ken French (center) are Dr. J. Sumter Cunningham (left), district state health officer, and Dr. Harry C. Hummell, deputy city health officer.

CFAC, Calgary, Alta., as its exhibit at the annual Calgary Stampede celebration held July 10-15, installed and operated a special studio in the grandstand. In addition to giving spectators an opportunity to watch actual radio production, CFAC also displayed products advertised on the station and exhibited the gold-plated microphone used by the King and Queen of England during their recent American visit.

TRAINING school in radio, similar to those in Hollywood and New York and open to all members of the NBC San Francisco staff, will start September 11, Lloyd E. Yoder, NBC manager in San Francisco, announced recently. Jennings Pierce, NBC western division director of Agriculture, is arranging the classes, which will be inaugurated as a weekly forum in all fields of radio. Held every Monday evening from 6 to 7 o'clock, the classes will consist at the beginning of informal discussions by department heads in NBC San Francisco headquarters of the work and requirements of each department.

IN ADDITION to regular studio assignments, most of the staff of KITE, Kansas City, in mid-July participated in a television demonstration staged by First National Television Inc. at the Katz Drug Co.'s "world's largest drugstore". The demonstration used RCA television receiver and camera and equipment of W9XAL. The video crew went to St. Louis after the three-day Katz demonstration for a Stromberg-Carlson dealer show, with R. C. Kent in charge of the engineering detail.

THE KPO-KGO Athletic Assn., in San Francisco, will hold its first outing Aug. 12. Jennings Pierce is chairman of the organizing committee.

JOHN PATT, manager of WGAR, Cleveland, was host to the WGAR staff members and their families at a picnic late in July which included a golf tournament, baseball game between the program and engineering departments, and games and entertainment.

WNEW, New York, on July 19 announced that an approximate 20% increase in the station's time rates would become effective Sept. 15. According to Bernice Judis, general manager, the rate rise is due to increases in the WNEW primary service area and extension of the secondary area through the recent power increase to 5,000 watts authorized by the FCC last Feb. 5.

KFRU, Columbia, Mo., presented a silver loving cup to the winner of Missouri's first state-wide model plane contest, staged at the Columbia Municipal Airport July 16. The trophy and winning model will be on display at the Missouri Bldg. at the New York World's Fair Aug. 10. The contest was sponsored by the Missouri State Junior Chamber of Commerce in cooperation with KFRU and the National Aeronautical Assn.

Insecticide Test

VENZAMER ROTENONE Corp., New York, has appointed Redfield-Johnstone, New York, to direct the advertising of their insecticide Venro, a repellent for Japanese beetles. A seasonal campaign of 30 spot announcements weekly was started July 24 on WAAT, Jersey City, which, if successful, will be used during the same season next summer.

AFTER denying WHDH, Boston daytime station on 830 kc., special experimental authority to operate fulltime on that frequency with 5,000 watts, the FCC on July 27 ordered that the hearing on the WHDH application for 5,000 watts fulltime on a regular basis be set for Oct. 10.

GOSHEN MILE TRACK Assn., N. Y., is using announcements on WNEW, New York, July 31 to Aug. 7. to advertise the Hambletonian Stakes Race Aug. 9, placed direct.

Rescue Thriller

EDWARD R. SAMMIS, chief of the magazine division of CBS, featured in a thrilling rescue on July 22 when the 18-foot sailboat he was sailing on Peconic Bay ran into a gale and capsized. Mrs. Sammis and Mrs. Robert M. Daley, who accompanied him, were unable to swim, so Mrs. Elizabeth R. Mason, a third passenger, was forced to swim the mile and a half to shore, while Mr. Sammis helped his wife and guest cling to the hull of the boat. An hour-and-a-half elapsed before Mrs. Mason arrived at Southold, Long Island, and boats were sent out to the rescue.

Two Gen. Mills Strips

GENERAL MILLS, Minneapolis, in early October will start two quarter-hour script shows across-the-board on 30 CBS stations. It is understood that the time will be 5-5:30 p.m. (EST) and that the *Caroline's Golden Store* serial for Gold Medal flour will be shifted from NBC. Blackett-Sample-Hummert, Chicago, is agency.

Grove on Blue

GROVE LABORATORIES, St. Louis (Bromo-Quinine), on Oct. 2 will start *Sherlock Holmes*, featuring Basil Rathbone and originating in Hollywood, on a coast-to-coast NBC-Blue network, Mondays, 8-8:30 p.m. (EST). The show, written by Edith Meiser, will be produced by Tom McNight. Stack-Goble, Chicago, is the agency.

STATION EXECUTIVE AVAILABLE

With 12 years successful record as General Manager in the development and operation of popular radio station. Capable, from past experience, of direct supervision of all departments of broadcasting activities.

Possessed of financial and agency background, with wide acquaintance in national field. Would welcome investment.

Address Box A379
BROADCASTING

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

National Radio Employment Bureau wants experienced salesmen, announcers, operators and other employes, except talent. Complete information free. Paramount Distributors. Box 864, Denver, Colorado.

Situations Wanted

Experienced Announcer-Continuity Writer. Four years on mike. Do football and baseball descriptions. Box A442, BROADCASTING.

Announcer—single, varied experience, liberal education—desires position with opportunity. Recording Audition. Box A429, BROADCASTING.

Sports Announcer—Valuable sports background. Handle studio utility. References. Recordings available .Box A443, BROADCASTING.

Program Director-Announcer. Experienced. Now Employed. Capable—Energetic. Go Anywhere. Box A441, BROADCASTING.

Experienced Engineer Available—Now employed in major network station, but desires better opportunity. Prefer metropolitan station. Address Box A445, BROADCASTING.

Attention Radio Academies & Stations! Instructor—speech, announcing, dramatics, programming. Studio-announcerial duties. Box A444, BROADCASTING.

Ten years network and agency experience. Programming, production, writing, newscasting, sportscasting. Will go anywhere. Box A436, BROADCASTING.

Continuity writer. Turns out polished work fast. College degree. Network experience. Employed. Excellent references. Box A431, BROADCASTING.

Experienced time salesman, now employed, desires change. Successful record in New York, Pennsylvania, Connecticut. References. Available at once. Box A448, BROADCASTING.

Young college graduate with newspaper experience, anxious to enter radio as continuity writer or do publicity or promotion work. Willing to go anywhere. Excellent references. Box A428, BROADCASTING.

Sports and special events announcer, six years radio, four years present network station, seeks new location in fall. Fully experienced play-by-play all sports; sport commentary. Conducted highly successful man-in-street type shows. College man, athlete, non-drinker. Box A438, BROADCASTING.

Announcer with five years experience desires change. Last two years with 50kw NBC station. Is licensed operator with transmitter experience. References. Recording available. Box A437, care BROADCASTING.

Two experienced men—announcers—actors—salesmen—one writer—skilled in production and programming—have appeared on major networks—impressive references. Go anywhere. Put opportunity ahead of salary. Box A434, BROADCASTING.

Situations Wanted (Cont'd.)

Advertising Manager daily newspaper desires to enter commercial department small station. Box A439, BROADCASTING.

Program ideas that sell. Experienced New York network — Independent producer-announcer seeks showmanship station affiliation. Excellent background. Pay own fare toward interview. Box A440, BROADCASTING.

Are you looking for a good salesman or salesmanager? Have twelve successful years of selling advertising and working with salesmen. Outstanding sales record, on local, regional, and 50 kw. Employed now and doing good job, but prefer to change. Box A449, BROADCASTING.

Program and production man. Ten years experience in local and network broadcasting. Can write, produce and announce shows that will sell merchandise. Experienced in station administration and general executive duties. Married. Desires connection with progressive station. Box A447, BROADCASTING.

News! Thoroughly experienced newscaster, editor, commentator. Background advertising, travel. Now employed, seeking better opportunity. Ten years in radio. Can also handle interviews, special features, continuity. Transcription available. Box A446, BROADCASTING.

Nationally-Known Lecturer, Fellow Royal Geographical Society (London), World Traveller, seeks position announcer or news commentator leading progressive station. Formerly managed large station leading British Dominion; editorial writer British and American publications. Widely travelled all continents. Extensive broadcasting experience. Available September. Box A435, BROADCASTING.

Station Executive and Chief Engineer. Ten years experience with well rounded background in Sales, Production, Engineering and general station management. Will consider assistant manager's job or chief engineer of regional station. Now employed but good reasons for changing. Furnish good references. Box, A433, BROADCASTING.

Independent Station, Attention — Capable young woman with thorough background both Chicago network and independent stations, both as artist and executive, desires position in sales or merchandising. Can write productive sales copy; plan and produce merchandising campaigns; willing to double as talent (contralto with light opera experience). Best of references. Go anywhere. Box A430, BROADCASTING.

Sales, Program-Production Manager: Experienced national and local accounts. Formerly with newspaper, advertising agency, now employed Eastern network, knows virtually every field broadcasting industry including engineering, transcription. Former radio manager for several Hollywood big names, has complete professional recording facilities to place at service of employer for better managed production department, available two weeks notice, references. Box A427, BROADCASTING.

PROFESSIONAL DIRECTORY

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An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
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HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

JULY 15 TO JULY 28, INCLUSIVE

Decisions . . .

JULY 15

KOB, Albuquerque—Granted extension temp. auth. 10 kw. unl. directional to 8-1-39.

KEX, Portland—Granted auth. unl. 1180 kc 5 kw to 8-1-39.

JULY 18

MISCELLANEOUS—KLO, Ogden, Utah, granted license move station, increase to 1-5 kw directional; WTMC, Ocala, Fla., granted license 1500 kc 100 w unl.; KDRO, Sedalia, Mo., granted mod. CP change equip., new radiator; WLNH, Laconia, N. H., granted license 1310 kc 100 w unl.; WFVA, Fredericksburg, Va., granted mod. CP trans., studio sites, vertical radiator.

JULY 20

MISCELLANEOUS—WEAU, Eau Claire, Wis., granted temp. auth. reduce power; KOB, Albuquerque, N. M., granted extension temp. auth. unl. 1180 kc 10 kw; KEX, Portland, Ore., same, 5 kw.

JULY 21

MISCELLANEOUS—NEW, John F. Arrington Jr., Valdosta, Ga., denied withdrawal without prejudice applic. new station 1230 kc 250 w unl, and dismissed with prejudice; KUTA, Salt Lake City, granted continuance hearing but denied consolidation with other applics.; WKBN, Youngstown, granted dismissal without prejudice applic. mod. license re freq., power, time; NEW, C. T. Sherer Co., Worcester, Mass., granted motion take depositions at Worcester 9-7-39; KECA, Los Angeles, referred to Commission en banc motion withdraw or dismiss applic. move to San Diego and assign license to Worcester Bcstg. Corp.; WPRP, Ponce, P. R., granted intervention Portorican American Bcstg. Co.

JULY 22

MISCELLANEOUS—WQDM, St. Albans, Vt., denied temp. auth. 8-8:30 p.m. in Aug. for baseball; WMAZ, Macon, Ga., denied temp. auth. unl. 1 kw N 7-25-39 to 8-23-39 for civic and other programs.

JULY 25

MISCELLANEOUS — WBNY, Buffalo, granted extension temp. auth. unl. time 7-21-39 to 8-29-39; WADM, St. Albans, Vt., reconsidered action 7-21-39 and granted request 8-8:30 p.m. in August for baseball games.

JULY 26

APPLICATIONS GRANTED:

KHUB, Watsonville,—Cal.—Mod. license to 100-250 w unl.

CBS, New York—Extension authority transmit to Canada.

WOPI, Bristol, Tenn.—CP new equip., increase to 250 w.

WKST, New Castle, Pa.—CP new equip., increase D to 1 kw.

WTAW, College Station, Tex.—Mod. license omit 8-9 p.m. Mondays.

WJBO, Baton Rouge, La.—Mod. license to full unl.

WTIC, Hartford—Extension Simul.—KRLD.

KRLD, Dallas—Extension Simul.—WTIC, mod. exp. auth. increase to 50 kw, and license move trans., new equip., increase to 50 kw.

KVOO, Tulsa—Exp. auth. 1140 kc 25 kw unl. directional N.

WAPI, Birmingham — Extension spec. auth. unl. 1140 kc 5 kw directional N.

KWOH, Shreveport, La.—Extension exp. auth. 1100 kc 50 kw unl. directional N.

WBAL, Baltimore, and KTHS, Hot Springs, Ark.—Extension exp. auth. simultaneous operation.

WDEV, Waterbury, Vt.—Mod. license D to 1 kw.

NBC, New York—Extension auth. transmit to Cuba.

WAZL, Hazleton, Pa.—Mod. license to unl.

WILM, Wilmington, Del.—Mod. license to unl.

WBTH, Williamson, W. Va.—Consent transfer control to W. P. Booker.

WALR, Zanesville, O.—Consent transfer control to W. Va. Bcstg. Corp.

KOME, Tulsa—Vol. assign. license to Capitol Sales Corp.

WESG, Elmira, N. Y.—Extension exp. auth. 850 kc 1 kw D to LS New Orleans.

WBIL, New York—Renewal license.

KRLH, Midland, Tex.—Mod. License to unl.

KIEV, Glendale, Cal.—Temporary renewal license.

NEW, Natl. Life & Accident Insurance Co., Nashville—License facsimile.

NEW, A. H. Belo Corp., Dallas—License facsimile.

KEUB, Price, Utah—Transfer control to Jack Richards and A. W. McKinnon.

KTAT, Fort Worth—Transfer all outstanding common stock to Ruth G. Roosevelt (contingent surrender of license for KFJZ, Fort Worth).

KROW, Oakland, Cal.—Transfer control to W. I. Dumm, Philip G. Lasky, Fred J. Hart, Wallace F. Elliott.

SET FOR HEARING — WSBT, South Bend, Ind.—CP new equip., directional antenna, change 1360 to 930 kc and Sh.—WGES to unl.

TEMPORARY RENEWALS—WESG, Elmira, N. Y.; WJAG, Norfolk, Neb.; KWJJ, Portland, Ore.; WMAQ, Chicago; KVGB, Great Bend, Kan.; KGBU, Ketchikan, Alaska; KTHS, Hot Springs, Ark.; KTRB, Modesto, Cal.; WIBC, Indianapolis; WKAR, E. Lansing, Mich.; WSPR, Springfield, Mass.

MISCELLANEOUS—WHKC, Columbus, dismissed applic. renewal license and granted same; KFDM, Beaumont, Tex., denied reconsideration action 6-30-39 granting KWTO mod. license for increased hours; WRTD, Richmond, Va., denied petition rescind announcement WRTD applic. would be made subject of further hearing "on issues related to interference problem created by pending 5 kw applications" and to consider applic. on present record; WEBC, Duluth, denied change in identification announcements; WLTH, New York, adopted order citing station to show cause why license should not be revoked because of Coast Guard complaint; NEW, Hot Springs Bcstg. Co., Hot Springs, Ark., granted without hearing CP 1310 kc 100-250 w unl., and denied KTHS petition to intervene; WESG, Elmira, N. Y., granted without hearing mod. license 850 kc 1 kw 6 a.m. to LS New Orleans on regular basis; WDGY, Minneapolis, denied grant without hearing of applic. mod. license to unl. 1180 kc 1-5 kw; WSNJ, Bridgeton, N. J., granted license increase to 100-250 w unl.; WBNS, Columbus, granted license facsimile; WALR, Zanesville, O., granted CP trans., site radiator; WPRA, Mayaguez, P. R., granted mod. CP change equip., trans., studio sites approved.

JULY 27

KTEM, Temple, Tex.—Granted mod. license to 100-250 w unl.

NEW, M. L. Medley, Cookeville, Tenn.—Granted CP 1370 kc 100-250 w unl.

WOLS, Florence, S. C.—Mod. license to 1200 kc 100-250 w unl., and renewal license; denied Pee Dee Bcstg. Co. CP 1200 kc 100-250 w unl.

KMJ, Fresno, Cal. — Granted CP new equip., move trans., increase D to 5 kw.

Mutual Broadcasting System — Granted auth. transmit programs to Canada.

NEW, George B. Storer, Pontiac, Mich.; NEW, King-Trendle Bcstg. Corp., Pontiac—Applic. George B. Storer CP 600 kc 250 w unl. dismissed with prejudice; applic. King-Trendle Bcstg. Corp. CP 1440 kc 250 w unl. designated for further hearing because of new Commission rule permitting 5 kw N on 1440 kc.

NEW, Pontiac Bcstg. Co., Pontiac, Mich.—Granted CP 1100 kc 1 kw D.

WAGA, Atlanta—Granted assignment license to Liberty Bcstg. Corp.

NEW, John R. Pepper, Greenville, Miss.—Granted CP 1310 kc 100-250 w unl.

WGTM, Wilson, N. C.—Denied 500 w 1240 kc D only.

WJBL, Decatur, Ill.—Granted consent transfer control to Decatur Newspapers Inc.

WFBG, Altoona, Pa.—Granted mod. license to unl.

WAAF, Chicago—Granted consent transfer control to Ralph W. Dawson et al.

WLTH, WARD, WBBC, Brooklyn—Reargument ordered 10-19-39 in applic. WLTH and WARD for renewal of licenses and WBBC for mod. license, insofar as said applic. asks facilities of WARD and WLTH.

NEW, Orville W. Lyerla, Herrin, Ill.—Granted CP 1310 kc 100-250 w unl.; KFVS, Cape Girardeau, Mo., denied without prejudice applic. 1210 kc 100-250 w unl.; WEBQ, Harrisburg, Ill., denied without prejudice applic. change 1210 to 1310 kc 100-250 w, Sh.-KFVS.

WCMI, Ashland, Ky.—Granted applic. transfer control to Gilmore N. Nunn and J. Lindsay Nunn.

NEW, Bellingham Bcstg. Co., Bellingham, Wash., and KVOS—Postponed hearing scheduled for Aug. 10 to Aug. 16, to be heard by Comm. Payne.

JULY 28

MISCELLANEOUS—WXYZ, Detroit, allowed to withdraw petition to dismiss without prej. or for leave to amend applic. CP increase power to 5 kw.; WDAF, Kansas City, granted motion accept amendment so applic. will be considered as mod. license increase N to 5 kw.

Proposed Decisions . . .

JULY 21

KAND Corsicana, Tex. — Granted increase to unl., denied 250 w N.

KRRV, Sherman, Tex.—Denied change to 880 kc 1 kw unl.

JULY 27

KRSC, Seattle—Granted CP increase to 1 kw unl.

NEW, Thumb Bcstg. Co., Brown City, Mich.—Denied CP 880 kc 1 kw D.

NEW, Niagara Falls Gazette Publishing Co., Niagara Falls, N. Y.—Granted CP 1260 kc 1 kw D.

NEW, Vincennes Newspapers Inc., Vincennes, Ind.—Granted CP 1420 kc 100 w unl.

NEW, Yuba-Sutter Bcstrs., Marysville Cal.—Denied CP 1320 kc 250 w unl. directional N.

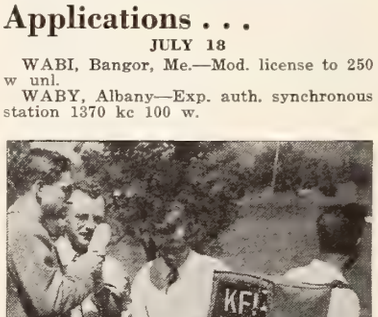
MISCELLANEOUS—Order of 6-21-39 re applications WJBL, WBOW and WJBC amended so WKBL be licensed on 1310 kc on completion of CP as authorized in Docket 5207 and effective date of modified license of WJBC, if and when issued, same date as WJBL is licensed to use 1310 kc; NEW, Worcester Bcstg. Corp., San Diego, granted permission file applic. 1430 kc 1-5 kw and include record of applic. Earle C. Anthony Inc. to assign license; American Communications Assn., New York, dismissed petition intervene and rehearing re applic. Hearst Radio Inc. to assign license of KEHE to Earle C. Anthony Inc.; KECA, Los Angeles, dismissed with prejudice. Earle C. Anthony Inc. to assign KECA license to Worcester Bcstg. Corp. and for CP station in San Diego; American Communications Assn., New York, dismissed petition intervene re applic. assign license KECA etc.; WHDH, Boston, hearing on applic. mod. license to 830 kc 5 kw unl. be held 10-10-39; WHDH denied grant without hearing of its applications; WHDH denied spec. auth. rebroadcast sustaining programs.

Applications . . .

JULY 18

WABI, Bangor, Me.—Mod. license to 250 w unl.

WABY, Albany—Exp. auth. synchronous station 1370 kc 100 w.



THE AVERAGE golfer can hit the ball no better than a good baseball player can throw it around a course. This was proved last month when nine golfers from KFI-KECA, Los Angeles, headed by Harrison Holliway, general manager, and the Hollywood Stars baseball team staged such a match, the unique contest being broadcast over the latter station and the NBC Pacific Blue network. The radio golfers hit the ball according to regulations. The ball players threw it from drive to putt, touring the course in 108 strokes, matching the score turned in by the radio team. Here is the broadcast in action. Jimmy Vandiveer, special events supervisor of the two stations (with mike in hand), is ready to turn over operations to Harrison Holliway. Bernie Milligan, Los Angeles radio editor (center), holds statistics while Ernest Wilmshurst, technician, holds the KFI-KECA pack transmitter.

WSMJ, Bridgeton, N. J.—License new equip., increase power, hours.

WORC, Worcester, Mass.—License directional antenna.

W1XAR, Boston—Mod. license add 6080 and 25600 kc.

WJBK, Detroit—Mod. license to 250 w unl.

WLVA, Lynchburg, Va.—Mod. license to 250 w unl.

WHP, Harrisburg — License increase power etc.

KHBG, Okmulgee, Okla.—Auth. transfer control to Mrs. Lucille Buford, Mrs. S. P. Ross, Sam W. Ross, Paschal Buford.

KRLH, Midland, Tex.—CP to 100-250 w unl., amended to mod. license, and 100 w unl.

KPAC, Port Arthur, Tex.——Mod. CP change freq., hours, antenna, further asking new trans.

KARK, Little Rock, Ark.—License increase power, directional antenna N, change equip.

WTCN, Minneapolis—CP new trans., directional antenna N, change 1250 kc 1-5 kw to 710 kc 10 kw D and N, move trans.

WMAM, Marinette, Wis.—Mod. CP re antenna, studio, trans.

KMJ, Sacramento—Extension facsimile.

NEW, Don Lee Bcstg. System—CP developmental station for mobile operation for long distance relay transmitter feeding to Mutual and Don Lee networks.

JULY 20

NEW, Metropolitan Television, New York—CP television 1 kw.

WPIC, Sharon, Pa.—CP increase 250 w to 1 kw.

WMFO, Decatur, Ala.—Vol. assign. license to Tenn. Valley Bcstg. Co.

WJNO, West Palm Beach — CP new trans.

KWFT, Wichita Falls, Tex.—License new station.

WPTF, Raleigh, N. C.—Mod. license to unl.

KFDM, Beaumont, Tex.—Mod. license to 1 kw unl.

KCKN, Kansas City, Kan.—CP new trans.

KRMD, KMLB, WFOY, KLUF, WDNC, WGNC, WEOA, WHLB, WMFG, KPQ—Mod. licenses to 250 w unl.

JULY 24

NEW, Poughkeepsie Bcstg. Corp., Poughkeepsie, N. Y.—CP 1420 kc 250 w unl.

WCHV, Charlottesville, Va.—Transfer of control to Mrs. Marcia Arrington.

WSPA, Spartanburg, S. C.—CP directional N, change 920 kc D only to 610 kc unl. 1 kw.

NEW, Fort Myers Bcstg. Co., Fort Myers, Fla.—CP 1210 kc 100-250 w unl.

NEW, Dallas Bcstg Corp., Dallas—CP 1370 kc 100-250 w unl.

KSAL, Salina, Kan.—Vol. assign. CP to KSAL Inc.

KIT, Yakima, Wash.—Mod. license N to 1 kw.

WRGA, WAPO, WROL, WSIX, WSTP, WJBC, WSAU—Mod. license N to 250 w.

JULY 27

WCHV, WMBC, WSLI, KCMC, WTRC—CP increase to 250 w unl.

WWSW, Pittsburgh—CP new trans., antenna, amended re antenna and equip.

WJMS, Irowood, Mich.—CP increase to 100-250 w, amended to 250 w unl.

NEW, Valley Bcstg. Co., West Point, Ga.—CP 1310 kc 100-250 w unl., amended to 250 w unl.

WIOD-WMBF, Miami, Fla.—CP change equip.

KWKH, Shreveport, La.—Mod. MSA new trans., increase 10 to 50 kw, requesting changes in equip.

WOI, Ames, Ia.—CP change equip., move trans., studio locally.

NEW, Midland Bcstg. Co., Kansas City—CP television station.

KIRO, Seattle—CP new trans., change antenna, change 650 kc 250 w to 710 kc 5-10 kw, move trans.

KDB, Santa Barbara, Cal.—CP new trans., antenna, change 1500 kc 100-250 w unl. to 1430 kc 1 kw unl.

APPLICATION of WDGY, Minneapolis, that the FCC grant without a hearing its request for full time operation on the 1180 kc. channel in lieu of its present limited time grant, was denied by the FCC July 26. Under special temporary authorization, the station now is operating full time on the frequency [BROADCASTING, July 1].

Network Accounts

All time EDST unless otherwise indicated.

New Business

GULF OIL Corp., Pittsburgh, on Sept. 4 resumes *Screen Guild Show* on 63 CBS stations, Sun., 7:30-8 p. m. Agency: Young & Rubicam, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Teel and Drene), on Sept. 8 starts *Professor Quiz, Fri.*, 7:30-8 on 53 CBS stations. Agency: H. W. Kastor & Sons Adv. Co., Chicago.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on July 17 started *Horace Heidt & His Musical Knights* on 56 NBC-Red stations, Mon., 9:30-10 p. m. Agency: Stack-Goble Adv. Agency, Chicago.

HENNEN Co., Newark (shaving cream), on Oct. 20 starts Colonel Stoopnagle's *Quixie Doodle Contest* on MBS stations, Fri., 8-8:30 p. m. Agency: H. W. Kiesewetter Adv. Agency, N. Y.

CONGRESS CIGAR Co., New York (LaPalina cigars), on Sept. 30 starts for 10 weeks *Ed Thorgersen* on 20 NBC stations, Sat., 5:45-6 p. m. (rebroadcast, 6:45-7 p. m.) Agency: Marschalk & Pratt, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on July 31 replaced *Houseboat Hannah* script show on NBC-Blue with *The Trouble With Marriage*, Mon. thru Fri., 9:45-10 a. m. (CDST) on 6 Blue stations. Agency: Blackett-Sample-Hummert, Chicago.

LOFENZ SALES Corp., Los Angeles (cosmetics), on July 18 started for 13 weeks *Hollywood Highlights* with Sam Hayes commentator, on 12 CBS Pacific Coast stations (KNX KSFO KARM KROY KOY KTUC KIRO KOIN KVI KFPY KFBB KOH) Tues., 11:30-11:45 a. m. Agency: Richard F. Connor Adv., Manhattan Beach, Cal.

CAMPBELL SOUP Co., Camden, N. J. (Franco-American spaghetti), on July 31 starts *Meet the Dixons* on 54 CBS stations, Mon. thru Fri., 11:15-9:30 a. m. Agency: Ruthrauff & Ryan, N. Y.

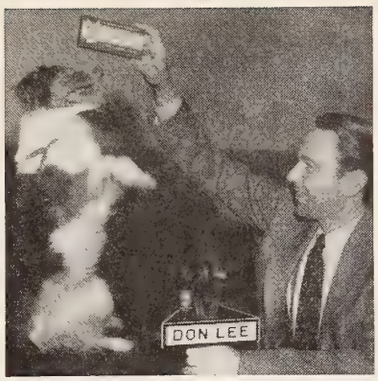
CAMPBELL SOUP Co., Camden, on Sept. 11 starts *Donna Curtis* on 55 CBS stations, Mon. thru Fri., 11:15-11:30 a. m. (rebroadcast, 2:30-2:45 p.m.). Agency: Ward Wheelock Co., Philadelphia.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive shaving cream), on Aug. 17 starts *Strange as It Seems* on 54 CBS stations, Thurs., 8:30-9 p.m. (rebroadcast, 11:30-12 midnight). Agency: Benton & Bowles, N. Y.

UNSET OIL Co., Los Angeles on July 30 started for 52 weeks, *Help Thy Neighbor*, on 8 Southern California Don Lee stations (KHJ KGB KDB KFXM KVOE KXO KPMC KVEC), Sun., 3-3:30 p.m. (PST). Agency: Pacific Market Builders, Los Angeles.

HENNEN Co., Newark (shaving cream), on Oct. 16 starts *Bob Carter's* news on 7 CBS Pacific Coast stations, Mon., Wed., and Fri., 7:30-7:45 p. m. (PST). Agency: H. M. Kiesewetter Adv. Agency, N. Y.

ATHASWEET Corp., New York (soap), on Oct. 16 starts *Bob Carter's* news on 7 CBS Pacific Coast stations, Tues. and Thurs., 7:30-7:45 p. m. (PST). Agency: H. W. Kiesewetter Adv. Agency, N. Y.



TO CREATE consumer attention, Ted Meyers had Tippy, trained toy shepherd dog handle the "commercials" on the July 21 broadcast of his thrice-weekly quarter-hour *Dog Tales* program, sponsored by Canine Specialty Co. (Vi-Ti Dog Kandy), on KHJ, Los Angeles. Tippy was brought before the microphone and after several prearranged howls and barks he was put through a number of commands suited to radio broadcasting. Tippy's commercial was climaxed with rattling food pans and eating sound effects. As a result, canines listening in were sent into excited chasing and barking spells in search of the strange and hidden voice of Tippy, according to several hundred letters received by Meyers from dog owners.

LEVER BROS Co., Cambridge, Mass. (Lifebuoy soap) on Sept. 19 starts *Walter O'Keefe* on 59 CBS and 26 CBC stations, Tues., 8:30-9 p. m. Agency: Ruthrauff & Ryan, N. Y.

SPERRY FLOUR Co., San Francisco (flour), on Aug. 14 starts for 52 weeks *Sam Hayes*, news commentator, on 6 NBC-Pacific Red stations (KFI KPO KGW KOMO KHQ KMJ), Mon. thru Fri., 7:30-7:45 a.m. (PST). Agency: Westco Adv. Co., San Francisco.

PROCTER & GAMBLE Co., Cincinnati(Drene), on Sept. 12 resumes *Jimmie Fidler* on 60 CBS stations, Tuesday., 7:15-7:30 p. m. (rebroadcast, 11:15-11:30 p. m.). Agency: H. W. Kastor & Sons, Chicago.

Renewal Accounts

LOOSE-WILES BISCUIT Co., Long Island City, N. Y., on July 4 for 13 weeks renewed *Sunshine Reporters* on 10 Yankee stations, Tues., Thurs., 7:30-7:45 p. m. Agency: Newell-Emmett Co., N. Y.

MANHATTAN SOAP Co., New York (Sweetheart soap), on July 31 renewed for 52 weeks *Jack Berch & His Boys* on 9 NBC-Blue stations, Mon., Wed., Fri., 10:30-10:45 a. m. Agency: Franklin Bruck Adv. Corp., N. Y.

LEVER BROS. Co., Cambridge, Mass. (Rinso), on Sept. 19 resumes *Big Town* on 59 CBS and 26 CBC stations, Tues., 8-8:30 p. m. Agency: Ruthrauff & Ryan, N. Y.

Network Changes

JOHN H. WOODBURY Co., Cincinnati (soap), on Aug. 25 shifts *The Parker Family* on 33 CBS stations from Fri., 7:15-7:30 p. m. to Thurs., 7:15-7:30 p. m. Agency: Lennen & Mitchell, N. Y.

PHILIP MORRIS & Co., New York, on Sept. 26 adds 13 stations to *Johnny Presents* on NBC-Red, Tues., 8-8:30 p. m. (repeat 11:30 p. m.).

DUNN & McCARTHY Co., Auburn, N. Y. (Enna Jettick shoes), on Aug. 20 adds 8 NBC-Red stations to *Enna Jettick Melodies*, Sun. 5-5:15 p. m.

U. S. RUBBER Co., New York (tires), on Aug. 18 discontinues *99 Men and a Girl* on 82 CBS stations, Fri., 9-9:30 p. m. Agency: Campbell-Ewald Co. of New York.

GEO. A HORMEL Co., Minneapolis (Spam), on Oct. 9 shifts *It Happened in Hollywood* from 25 CBS stations, Mon. Wed. Fri., 11-11:15 a. m. to 30 CBS, Mon. thru Fri., 5:30-5:45 p. m. Agency: BBDO, Minneapolis.

PRUDENTIAL INSURANCE Co. of America, New York, on July 31 moved *When a Girl Marries* on 49 CBS stations, Mon. thru Fri., from 2:45-3 p. m. to 12:15-12:30 p. m. Agency: Benton & Bowles, N. Y.

Wm. WRIGLEY JR. Co., Chicago (gum), on Sept. 11 shifts *Scattergood Baines* on 66 CBS stations, Mon. thru Fri., from 11:15-11:30 a. m. to 5:45-6 p. m. Agency: Neisser-Meyerhoff, Chicago.

QUAKER OATS Co., Chicago (Puffed Wheat), on Aug. 7 for 4 weeks shifts *Dick Tracy* on 64 NBC-Red stations, Sat. 8-8:30 p. m. to 60 NBC-Red, Mon., 8-8:30 p. m. On Sept. 2 the program shifts again to 64 NBC-Red, Sat., 7-7:30 p. m. Agency: Sherman K. Ellis, Chicago.

GENERAL MILLS, Minneapolis (Bisquick), on July 31 moved point of origin for *Betty and Bob* from Chicago to New York, on 30 NBC-Blue stations, Mon. thru Fri., 2-2:15 p.m. Agency: Blackett-Sample-Hummert, Chicago.

FIRESTONE TIRE & RUBBER Co., Akron, on Sept. 25 adds 8 NBC-Red stations to *Voice of Firestone* making a total of 59 NBC-Red, Mon., 8:30-9 p.m. (Pacific Coast, 11:30-12 midnight). Agency: Sweeney & James, Cleveland.

CANADA DRY GINGER ALE, New York (beverages), on Aug. 15 starts a rebroadcast of *Information Please* for 7 NBC-Pacific Blue stations (KGO KECA KFSD KEX KJR KGA KTMS), Tues., midnight-12:30 a. m., via transcription, at the same time dropping 4 stations from the schedule. Original broadcast on 48 NBC-Blue stations, is Tues., 8:30-9 p. m. Agency: J. M. Mathes, N. Y.

SIGNAL OIL Co., Los Angeles (gasoline), on July 30 shifted *Signal Carnival* on 12 NBC-Pacific Red stations, from Tues., 9-9:30 p. m. to Sun. 6:30-7 p. m. (PST). Agency: Barton A. Stebbins Adv., Los Angeles.

GEORGE A. HORMEL & Co., Austin, Minn. (canned foods), on Oct. 9 increases thrice weekly *It Happened in Hollywood*, on 26 CBS stations, to five-weekly, and shifts from 11-11:15 a. m. (EDST), to 5:30-5:45 (EST), Mon. thru Fri. Agency: BBDO, Minneapolis.

"The Crystal Specialists Since 1925"

SCIENTIFIC
LOW TEMPERATURE
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Two for $75.00 $40 Each

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

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WHO (ALONE!) for IOWA PLUS!
DES MOINES . . . 50,000 WATTS. CLEAR CHANNEL

Merchandising & Promotion

Tallest of the Corn—Up to 50—On the Record—Richfield Tour—Little Loaves

THIRD annual WHO-Iowa State Fair National Tall Corn Sweepstakes is being held again this year by WHO, Des Moines, in connection with the Iowa State Fair, with 14 cash prizes for winners, along with the Col. B. J. Palmer trophy for the grand winner. Requirements state that each entry, a single stalk of corn, must be at least 12 feet 6 inches tall, and must bear one or more mature ears of corn. Entries will be exhibited in the WHO Crystal Studio on the fair grounds during the exposition, according to Herb Plambeck, WHO farm news editor. The cash prizes include $100, $50, $25, four of $10 and seven of $5.

Governors of Illinois, Wisconsin and Indiana are giving silver loving cups to their home-state winners of a tall corn contest announced on WLS, Chicago, with WLS-Prairie Farmer offering a grand silver cup prize to the sweepstakes winner and cash prizes for the first 12 winners in each state, with top prize of $15. Contests are being run in conjunction with the various State fairs which are featuring the *WLS National Barn Dance* artists as opening night headliners. The fairs open, Illinois, Aug. 12; Wisconsin, Aug. 19; Indiana, Sept. 2. Admission to the fair grounds is free after 5 p.m. if a *Barn Dance* ticket is presented, according to WLS.

* * *

Slogan Prizes

KROW, Oakland, recently launched a "Public Interest Slogan Contest". Listeners were asked to submit slogans of ten words or less on any subject in the public interest. Two dollars cash was to be paid for each slogan used — with slogans changed every two days. The slogans are being used on eight station breaks daily now with $1 prizes awarded each day.

* * *

WCKY's 50

ONE HUNDRED full-size signboards have been placed at strategic locations in the Cincinnati territory by WCKY, proclaiming the station's new 50,000-watt power. Formal dedication of the new transmitter is to be held at the approach of the fall radio season.

Photo Finisher

NEW juvenile adventure strip, *Shadow Grabbers,* broadcast at the dinner hour daily by KCMO, Kansas City, provides an unusually appropriate tie-up for the two sponsors, *Kansas City Journal,* and Elko Photo Co., photo finishing firm. Besides supporting a kid's organization, Shadow Grabbers' Club — with membership applications made on special blanks distributed through Elko outlets and accompanied by one new *Journal* subscription — the program also ties into a photo contest for youngsters, with dollar cameras given for additional subscriptions and prizes for winning photos. Dan Kelliher and W. G. Secrist, *Journal* reporters, write the series, which is directed and produced by James Coy.

* * *

Plug at the Fair

VISITORS to the Music Room of the Recreation Bldg. at the Golden Gate International Exposition hear outstanding KPO-KGO programs there through arrangements completed by the San Francisco NBC press division. Listings of KPO-KGO programs are posted daily on the bulletin board in the Music Room and KPO-KGO programs suitable to the purpose of the room are tuned in.

* * *

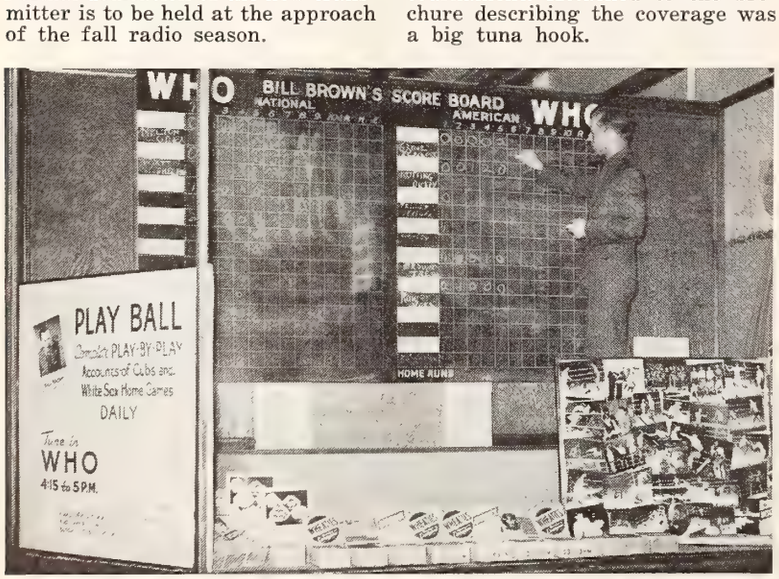
Menu Tips

MENU BLANKS, carrying along the bottom margin a plug for Vic Rugh's baseball broadcasts and Wheaties and providing space for filling in the regular menu list, are being distributed to downtown restaurants in Tulsa by KTUL.

* * *

Miami Bait

THE biggest fish story, WIOD, Miami, would have you know, via a brochure, was told by the station in May during the Cat Cay tuna tournament. Attached to the brochure describing the coverage was a big tuna hook.



SCOREBOARD for big league baseball games, maintained daily by Bill Brown, sports editor of WHO, Des Moines, is located in the window of a store adjoining WHO studios and offices. Prominently displayed are General Mills' products, Wheaties and Bisquick, along with photographs of the 1939 WHO Golden Gloves Tournament, the only official Golden Gloves meet conducted under the auspices of a radio station.

When Retailers Unite

FOR THEIR first unified sales campaign the independent retailers and wholesalers of Vermilion County, Illinois, have contracted for 312 quarter-hours, 624 announcements and 12 special events broadcasts over a 12-month period on WDAN, Danville, Ill., to make housewives in the area more food-conscious. Starting Aug. 1, the radio promotion keynotes the slogan "Be Independent—Buy Independent" and will play up the products, services and goodwill found in the neighborhood store.

* * *

In a Nutshell

TO AID inexperienced broadcasters in avoiding "mike fright", and to acquaint them with a few simple rules of radio technique, Charles Worcester, farm service director of WNAX, Yankton, S. D., has prepared a mimeographed pamphlet, "One Easy Lesson", for distribution to broadcasting tenderfeet, including extension workers, 4-H club leaders and heads of other farm organizations using the station.

* * *

Tie-up With Postal

WPEN, Philadelphia, has a new tie-up with Postal Telegraph under which the telegraph company displays posters in all its offices in the Philadelphia territory calling attention to *920 Club,* conducted by Sandy Guyer, and *Night Club of the Air,* conducted by Joe Dillon on the station. In return both Guyer and Dillon plug Postal service, suggesting that listeners use it to send in requests.

* * *

Recording Scheme

TRANSTUDIO RECORDING Corp., Buffalo, has a tieup with the *Buffalo Times* by which *Times* readers are offered an opportunity to make aluminum recordings, 2½ minutes on each side, for five coupons from the newspaper and 85 cents. The newspaper remits the entire 85 cents to the recording firm, which obtains considerable newspaper as well as word-of-mouth publicity.

* * *

Successfully Simonized

WMAQ, Chicago, has issued another promotion in a series titled "They Stay Where It Pays". The cardboard, three-color folder is built around the success story of the Simoniz Co. which recently completed its fourth year of half-hour Sunday morning broadcasts on WMAQ. Emmons Carlson, sales promotion manager of NBC-Chicago, designed the piece.

* * *

A Dollar a Spot

THE "sold out" sign was hung up by KWLK, Longview, Wash. recently. The Retail Merchants Assn. of the city held a series of Dollar Days and KWLK cooperated by offering spot announcements at a dollar each until time out. A limit of five announcements to each business was imposed but all available time was sold out in one afternoon.

For Richfield

RICHFIELD OIL Corp., Los Angeles, sponsoring *Richfield Reporter* on 7 NBC-Pacific Red stations for more than seven years, as promotion for its five-weekly quarter hour news broadcasts, on July 30 sent John Wald and Ken Barton, commentators, on a three-week personal appearance tour to Pacific Coast key cities. Besides their nightly broadcasts, they are speaking before service clubs and luncheon groups. In addition they are also being heard on local personal interview broadcasts from each city. Wayne Miller, news editor, and Robert Hixson, executive of Hixson-O'Donnell Adv., Los Angeles, agency servicing the Richfield account, are accompanying the duo.

* * *

Little Loaves for Little Folks

BASEBALL CLINIC for youngsters, held at playgrounds throughout Little Rock, Ark., and conducted by Benny Craig, KARK sports announcer, was started recently on a full summer schedule as promotion for Colonial Bread, which sponsors baseball broadcasts on the station. The clinic features personal appearances of members of the Little Rock Travelers baseball club, who handle the instruction. Miniature loaves of Colonial Bread are passed out at each session.

* * *

Salt Lake Sendoff

OPENING of a new store of Pembroke Co., large Salt Lake City stationery supply firm, was given a big radio sendoff by KDYL, Salt Lake City, with ten five-minute remote pickups handled by John Woolf, staff announcer, direct from the sales floor during the opening hours. Interviews with department heads and customers, along with descriptions of appointments and merchandise painted a complete picture of opening day activities. The firm reported the biggest public attendance in its history.

* * *

Fair Book as Premium

OFFICIAL souvenir book of the New York World's Fair is currently being offered to listeners for 50 cents by Bert Lee on his *Today's Baseball* program, sponsored by Gillette Safety Razor Co., and heard nightly on WHN, New York. Book sells for $1.13 at the Fair.

BROCHURES

WOW, Omaha: Distortion map analyzing station coverage and a graphic brochure analyzing a recent listener survey in the territory.

WOWO, Fort Wayne, Ind.: Four-page mailing piece, "It Isn't Complete Without It".

WOL, Washington: Goodwill promotion folder, "What's All the Fighting About?"

KMBC, Kansas City: Direct mail folder, "150 Thousand Ain't Hay", promoting local and network-origination shows of KMBC talent.

WHBL, Sheboygan, Wis.: Folder showing economic data.

KDKA, Pittsburgh: Blue-and-green promotion folder combining coverage statistics with a listing of programs available for sponsorship.

WSAL, Salisbury, Md.—Coverage of Delmarva Peninsula depicted, with market data.

WQXR, New York—Study of buying and listening habits of cross-section of audience based on survey of 10,000 buyers of station's program booklet.

SEVEN ADDITIONAL MARKETS BEING STUDIED . . .

We realize now that, almost imperceptibly during very recent weeks, there has developed an increasing tendency on the part of advertisers and agencies to think of WLW as a 13-market Station only. This is undoubtedly due to the widespread interest and distribution of our recently concluded Ross Federal-Alberta Burke 140,000 call Coincidental Study of 13 Markets.

We have, therefore, contracted with the Ross Federal Research Corporation to conduct an identical type of survey in the following additional, important markets:

Markets	Population of Trading Zone Area*
Anderson, Indiana	84,936
Huntington, West Virginia	175,000
Marion, Indiana	91,472
Portsmouth, Ohio	120,505
Zanesville, Ohio	126,433
Marion, Ohio	135,578
Ironton, Ohio-Ashland, Kentucky	149,584
	883,508

*ABC Trading Zone areas as listed in Standard Rate and Data, nationally known publication.

The importance of the 883,508 persons represented in these combined trading zone areas—(grouped into a single market they would constitute a population larger than that of a city the size of Boston, Mass.)—and the millions of dollars they spend annually, can hardly be overestimated.

The facts gathered from this Survey will be added to our growing file of important market data, and, when the tabulations are completed we propose, as in the past, to make available all of the facts about all of the markets, regardless of what those facts may be.

IF YOU have not received the first Study of our 13-Market Survey, and would care to have this plus the additional 7-Market Study, please write — or call

TRANSAMERICAN BROADCASTING AND TELEVISION CORPORATION

NEW YORK **CHICAGO** **HOLLYWOOD**

or

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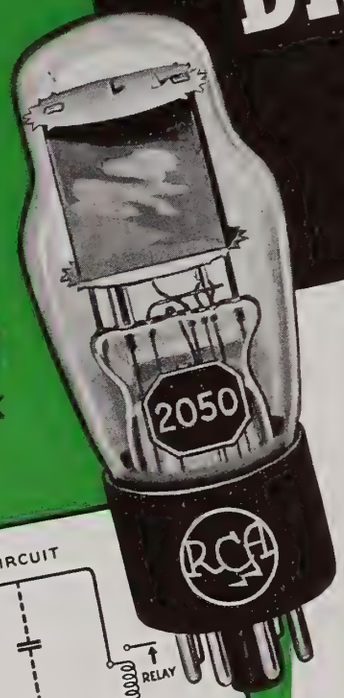
SEE THE CROSLEY BUILDING AT THE NEW YORK WORLD'S FAIR

NEW MAGIC FOR THE ELECTRIC EYE



Stability PLUS Dependability ON DIRECT OPERATION from a Phototube

. . . With the New RCA HOT-CATHODE GAS TETRODES



One Tube DOES THE WORK OF TWO

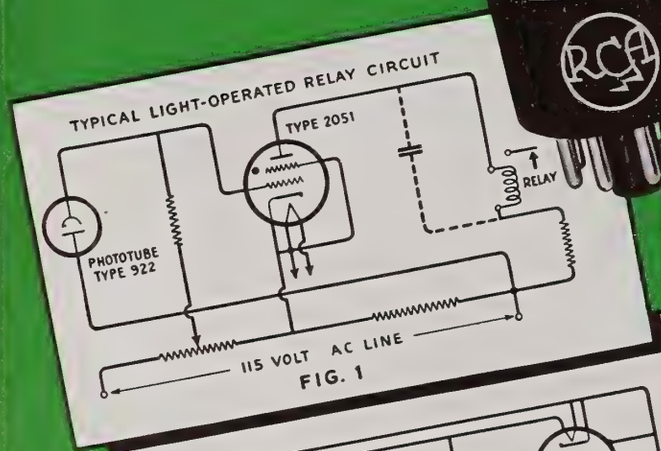


FIG. 1

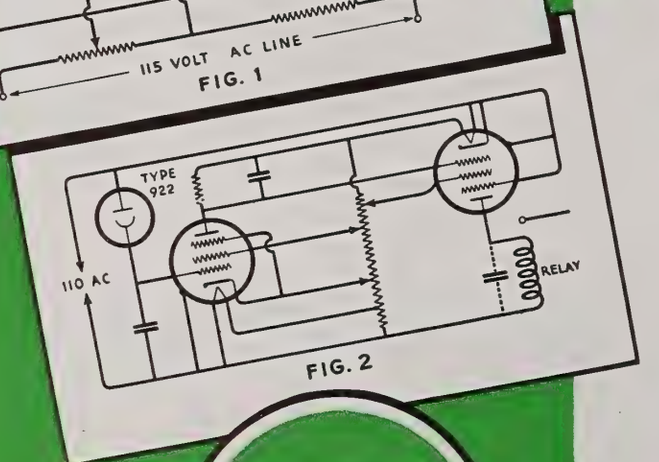


FIG. 2

Having extreme sensitivity and outstanding stability over a wide range of anode voltage, the new RCA-2050 and RCA-2051 gas-filled tetrode tubes of the indirectly heated, hot-cathode type, pave the way for important savings in grid-controlled rectifier and relay applications. They are particularly adapted for use in control devices actuated either by phototubes or radio signals.

Grid current is extremely low, permitting high grid resistance to be used in the grid circuit. The resulting high sensitivity permits the tube to be operated directly by a vacuum-type phototube, as shown in Diagram No. 1, thus eliminating one or more tubes previously required in conventional circuits (Diagram No. 2).

The control characteristic is very steep, having a control ratio of approximately 325. Only low values of grid-bias voltage are required. A very small grid-anode capacitance makes the tubes insensitive to line voltage surges and minimizes the undesirable effect of capacitance current flowing through the grid resistance.

Now ready for delivery, the tubes are detailed in an engineering folder available from RCA Commercial Engineering Section, Harrison, N. J.

RCA-2050—Used to control up to 650 volts peak and will handle a peak current of 500 ma. and an average current of 100 ma.

RCA-2051—Used to control up to 350 volts peak and will handle a peak current of 375 ma. and an average current of 75 ma.

The above illustration of RCA-2050 is approximately actual size. Each tube has small, ST-12 bulb, uses standard octal base and is of extremely rugged construction.

CHARACTERISTICS

	Type 2050	Type 2051
HEATER VOLTAGE	6.3	6.3 Volts
HEATER CURRENT	0.6	0.6 Amperes
PEAK ANODE VOLTAGE (Max.)	650	350 Volts
PEAK ANODE CURRENT (Max.)	500	375 Ma.
AVERAGE ANODE CURRENT (Max.)	100	75 Ma.
GRID RESISTOR (Max.)	10	10 Megohms

Visit RCA Television Exhibits at Golden Gate International Exposition and New York World's Fair.

RCA

Radio Tubes

RCA MANUFACTURING CO., INC., CAMDEN, N. J.
A Service of The Radio Corporation of America

FIRST IN METAL—FOREMOST IN GLASS—FINEST IN PERFORMANCE

BROADCASTING

Broadcast Advertising

Vol. 17 • No. 4

AUGUST 15, 1939
WASHINGTON, D.C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

A Wise Old Owl Sits In A Tree Saying "Who Covers Iowa?" Who? WHO!



Dr. H. B. Summers' tremendous 1939 Iowa Radio Audience Survey is all finished—and, among other interesting points, the results show such a landslide for WHO that we're almost too modest to mention them!

Seriously, we believe that no matter how much you've always preferred WHO, you'll still be amazed at the 1939 figures. In 80 of Iowa's 99 counties, WHO is "heard regularly" by 85% or more of the total daytime radio audience! Here's how it works out for the entire State (daytime):

80	**counties**	**report**	**WHO**	**"heard**	**regularly"**	**by**	**85%**	**to**	**100%**	**of**	**radio**	**families**
10	"	"	"	"	"	"	**70%**	**to**	**85%**	"	"	"
3	"	"	"	"	"	"	**50%**	**to**	**70%**	"	"	"
2	"	"	"	"	"	"	**25%**	**to**	**50%**	"	"	"
4	"	"	"	"	"	"	**18%**	**to**	**25%**	"	"	"

In 93% of Iowa's counties, WHO is "heard regularly" or "listened to most" by more than 50% of the total audience . . . And from a *population* standpoint, WHO's Iowa coverage is even more impressive, because *our* best counties are about the most populous counties in the State!

In other words, WHO gives you virtually ALL of Iowa, at one low cost. If you want really to cover Iowa, there's no other choice.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., National Representatives



KLZ packs the stands with baseball fans in a town without a team!

When it's baseball time in the Rockies 44% of the radio sets are tuned to KLZ.* In Kansas City, in St. Louis, in Detroit or in New York such a record would be scored as a three bagger. In Denver is it nothing less than a slam over the right field wall with three men on ahead.

For Denver has no team in organized baseball. It is the only city of its size in the country without one. It withdrew from the Western league in 1932 when fans failed to support the team with the necessary clicking of the turnstiles. So today the more-than-1000-miles-away Chicago Cubs are Denver's "home team."

General Mills sponsored the recreations of the Cub games over KLZ in 1938. They stepped up to the plate for another cut at the ball in 1939. Goodrich took note of the interest created in 1938 and entered the line-up this year.

The way in which the Denver area has taken to KLZ's baseball broadcasts is as amazing to Denver as are KLZ's dramatic presentations of them to a certain Mrs. Hall, 1217 Adams Street, Denver, who writes: "I still can't understand how you do it."

**From coincidental check among 2494 Colorado and Nebraska listeners.*

Football on Deck

Baseball is at bat in the Rocky Mountain area. Football is on deck awaiting its turn at the plate. Again KLZ will carry the games of the University of Denver. Advertisers who are interested in tieing up with a station that commands the attention of 44% of the sports fans during the summer are invited to investigate the opportunities available through the sponsorship of these football broadcasts this fall. Write for details at once.

KLZ *Denver*

CBS AFFILIATE — 560 KILOCYCLES

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY — REPRESENTED BY THE KATZ AGENCY, INC.

18 Pulling Together



Assure a Selling Job

EIGHTEEN normal horses will always outpull a single horse, no matter how big.

It's the same way with the Colonial Network's 18 stations, located at strategic centers throughout New England. In addition to New England-wide coverage, these Colonial stations offer you an 18-fold selling power that consistently outperforms any single station, regardless of its size.

Cities and suburban areas, the large markets where volume sales are made, are reached directly by these Colonial Network stations. No other combination of stations that you can buy will take your message into a better sales territory at so low a cost, or give you more listeners in more separate trading areas.

WAAB	Boston	WLBZ	Bangor
WEAN	Providence	WFEA	Manchester
WICC	Bridgeport, New Haven	WLLH	Lowell, Lawrence
WTHT	Hartford	WNBH	New Bedford
WNLC	New London	WATR	Waterbury
WSAR	Fall River	WLNH	Laconia
WSPR	Springfield	WRDO	Augusta
WHAI	Greenfield	WCOU	Lewiston, Auburn
WBRK	Pittsfield	WSYP	Rutland

EDWARD PETRY & CO., INC.
National Sales Representative

The
COLONIAL
NETWORK
21 BROOKLINE AVE. BOSTON, MASS.

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Seven months' report from St. Louis:

KMOX — *winner and still champion!*



KMOX *carried 52.8% more national spot business during the first seven months of 1939 than all the other St. Louis stations* combined.

KMOX is St. Louis' seven-year (as well as seven-month) champion. Since 1932 every radio study has ranked it first among listeners, first among dealers, first among advertisers (7 of the 10 biggest U.S. spot advertisers are part of the present seven-month record of KMOX). That's *real* championship!

KMOX 50,000 WATTS • CBS • ST. LOUIS

Owned and operated by Columbia Broadcasting System. Represented by RADIO SALES: New York, Chicago, Detroit, St. Louis, Cincinnati, Charlotte, N. C., Los Angeles, San Francisco



THE irate lady above has been casually identified as Miss Enamel. Her argument has no bearing on the wars in Spain and in the East, but is the rather typical reaction of a WOR listener whose dealer failed to stock a product mentioned on WOR. Miss Enamel — as our artist so deftly puts it—has taken the matter to "the top."

It has never ceased to be a matter of satisfactory wonder to us here at WOR how diligently a thousand Miss Enamels will pursue the quest once WOR has provoked the desire.

So if you have a Message to more than 4,250,000 radio-listening homes, including maybe 1,000,000 Miss Enamels, let WOR start the rush your way.

With this image in your mind, we suggest that if (1) you're an advertiser or (2) an agent that you bring us diligently to task by demanding to see . . .

a. Our file of more than 60 success stories—the greatest collection of success stories ever gathered by one station. **b.** A check list of time now open and what that time has done for other people and how many listeners it has snared against some of the toughest competition on the air. **c.** The special studies we have prepared on WOR's great market group and what this market group means to you.

If it convinces you, and you drop in on us with the right kind of show, we guarantee that your competitors will eye you with mixed stares of fury and awe, but you'll make the nicest possible sales.

WOR

Sold to the Vick Chemical Company!

"BEYOND REASONABLE DOUBT," STARRING THE INIMITABLE NICK DAWSON, HAS BEEN BOUGHT FOR THE WEST COAST BY THE VICK CHEMICAL COMPANY



SAN FRANCISCO ..... (KPO)
LOS ANGELES ..... (KFI)
PORTLAND ..... (KGW)
SEATTLE ..... (KOMO)
SPOKANE ..... (KHQ)
DENVER ..... (KOA)

FOR AIRING 3 TIMES PER WEEK IN 15 MINUTE PROGRAMS IN THE MARKETS AND ON THE STATIONS LISTED—

POWERFUL • THRILLING • ROMANTIC

for Local Sponsorship on a Syndicated Basis in all other markets. Inquire by Phone, Wire, or Letter.

VERTICAL OR LATERAL

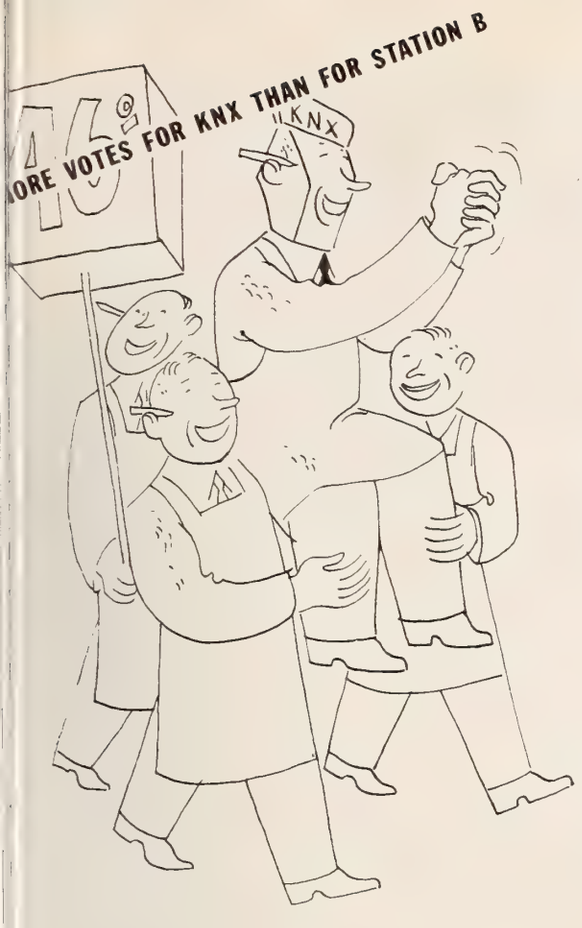
Now Available

AUDITION RECORD and BROCHURE UPON APPLICATION



The Aristocrat of the Turntable

ASSOCIATED RECORDED PROGRAM Service



LANDSLIDE FOR RADIO
LANDSLIDE FOR KNX

In May, the most prosperous food retailers and wholesalers in and near Los Angeles, discussed advertising in general with representatives of Crossley, Inc. And *voted* on the following two questions in in particular.

A. *"Which general advertising medium used by food manufacturers helps you the most?"*

B. *"What Los Angeles radio station should a food manufacturer use to move goods off your shelves?"*

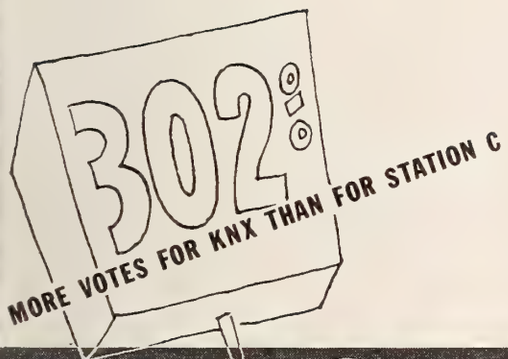
The answer—*checked and rechecked*—added up to this giddy score:

RADIO "FIRST CHOICE" of 72.7%

. . . 142% more grocers, and 178% more wholesalers voted for radio than for all other media combined.

300% more grocers, 167% more wholesalers for radio than for second ranking medium.

KNX "FIRST CHOICE". . . not only of 41.2% . . . but 46% more grocers, and 180% more wholesalers for KNX than for Station B; 302% more grocers for KNX than for Station C.



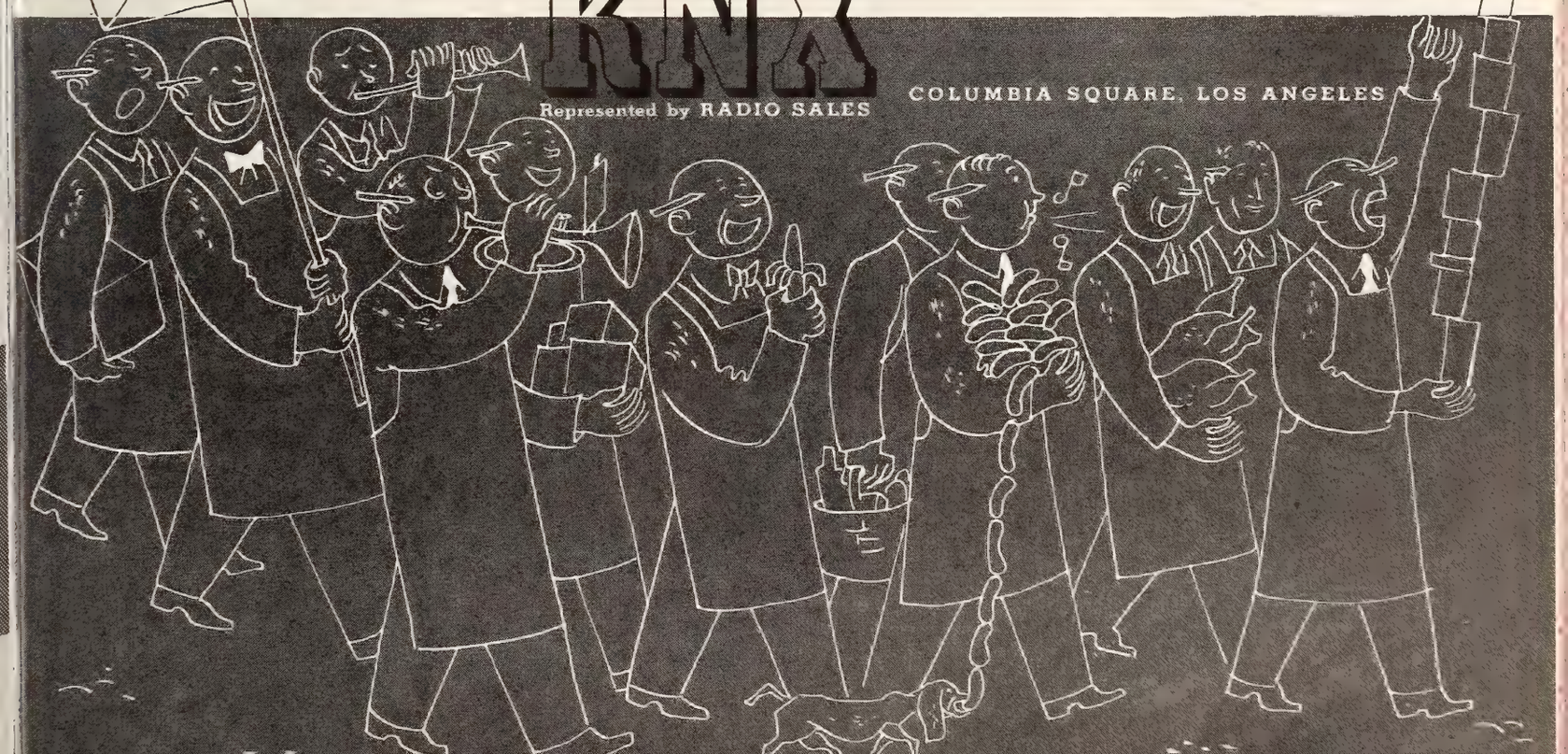
And no wonder! Having the largest audience—as proved by every competent survey ever made—and the *greatest volume* of advertising—month after month, for the past two and a half years—the "Grocers' Choice" just *had to be*

KNX

CBS STATION FOR SOUTHERN CALIFORNIA

Represented by RADIO SALES

COLUMBIA SQUARE, LOS ANGELES





And here are 15 Vital Spots *you* ought to know

VITAL because these 15 NBC Programmed stations will produce a demand for your merchandise.

VITAL because these stations will produce this demand in ten of the richest markets in America.

VITAL because these stations are programmed by NBC, assuring the finest in radio entertainment.

VITAL because these stations have established clear-cut local identity and well-deserved prestige.

Boston-Springfield
WBZ 50,000 watts—990 kc.
WBZA 1,000 watts—990 kc.

Chicago
WENR 50,000 watts—870 kc.
WMAQ 50,000 watts—670 kc.

Cleveland
WTAM 50,000 watts—1070 kc.

Denver
KOA 50,000 watts—830 kc.

New York
WEAF 50,000 watts—660 kc.
WJZ 50,000 watts—760 kc.

Philadelphia
KYW 10,000 watts—1020 kc.

Pittsburgh
KDKA 50,000 watts—980 kc.

San Francisco
KGO 7,500 watts—790 kc.
KPO 50,000 watts—680 kc.

Schenectady
WGY 50,000 watts—790 kc.

Washington
WMAL 500-250 watts—630 kc.
WRC 5000-1000 watts—950 kc.

The NBC Spot Specialist in any of these cities (also Detroit and Hollywood) will give you full information on any or all 15 NBC Programmed Stations.

NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System
A RADIO CORPORATION OF AMERICA SERVICE


WITH THE SPEED
OF A COMET
1936 59 RADIO STATIONS
1937 165 RADIO STATIONS
1938 258 RADIO STATIONS
AND IN 1939-350
UNITED PRESS
FOR DOMINANT NEWS COVERAGE



"Yes, but can he Sell?"

As many an agency and advertiser has discovered, it takes more than a studio and a transmitter to make a radio station that can *sell goods*. . . . The other requirements are almost too intangible to describe, but Free & Peters can tell you some of their *results*.

Hence, mark this up as another of our services that's available to any advertiser who wants it: Free & Peters can help you build a list of stations that will *sell* your goods—can help you to eliminate stations that haven't got what it takes—can do both jobs *in advance*, before you've paid your own good dollars to buy your own experience. . . .

As pioneer radio station representatives, Free & Peters have the knowledge and experience you want. As an organization that is working to build radio rather than to exploit it, we *apply* our experience in a way you'll like. How about giving us a ring?

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse

Southeast

WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ	Roanoke

Southwest

KGKO	Ft. Worth-Dallas
KOMA	Oklahoma City
KTUL	Tulsa

Pacific Coast

KOIN-KALE	Portland
KSFO	San Francisco
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan	247 Park Ave.	New Center Bldg.	One Eleven Sutter	650 S. Grand Ave.	617 Walton Bldg.
Franklin 6373	Plaza 5-4131	Trinity 2-8444	Sutter 4353	Vandike 0569	Jackson 1678

BROADCASTING
and
Broadcast Advertising

Vol. 17. No. 4 WASHINGTON, D. C., AUGUST 15, 1939 $3.00 A YEAR—15c A COPY

Copyright War On as NAB Retains Kaye

By SOL TAISHOFF

Fund of 1 to 4 Million Dollars for Music Supply to Be Considered at Convention in Chicago on Sept. 15

TO BREAK the stranglehold of the American Society of Composers, Authors & Publishers on radio-performed music, stemming from its virtual monopoly of contemporary works, the broadcasting industry has launched the most ambitious project yet undertaken to build an independent source of music supply.

With Sydney M. Kaye, New York attorney and copyright expert, retained Aug. 9 as special counsel and coordinator, the NAB Copyright Committee, endowed with plenary powers by the association membership, plans to present to the special convention of the industry in Chicago Sept. 15 an all-inclusive plan of operation, embracing possible acquisition of independent publishing houses, along with stepping up of production of non-ASCAP numbers in every phase of music activity.

To Raise Fund

Marking the industry's third attempt during the last decade to inject competition into the music field, the new movement is the result of the considered judgment of the majority of the industry which authorized NAB President Neville Miller to take the drastic step if he and his Copyright Committee regarded it necessary. It envisages the contribution of a substantial Copyright Defense Fund, for which the Chicago convention has been called, ranging from $1,000,000 to $4,000,000.

With the retention of Mr. Kaye, whose abilities and dynamic personality are known to most broadcasters, the broad offensive was formally launched. Simultaneously, President Miller authorized copyright committee members and NAB directors to sound out station sentiment regarding the size and scope of the copyright war-chest.

While it is too early to gauge the amount of money required for the multi-phased venture, it is expected a definite prospectus will be available when the special convention convenes Sept. 15. Mr. Kaye, by virtue of past representation of the NAB in copyright matters, as well as his retention by CBS on copyright and other radio questions, is thoroughly familiar both with the broadacsting and the music fields and will devote his full time to the new assignment.

At a meeting in New York Aug. 23 with the copyright committee, Mr. Kaye will report the results of his explorations of the publishing and music writing fields to show what is available and the approximate cost of such operations. The individual committee members and directors in turn will report on the results of their studies. A prospectus, setting forth the proposed modus operandi, will then be drafted and dispatched to the membership in advance of the convention.

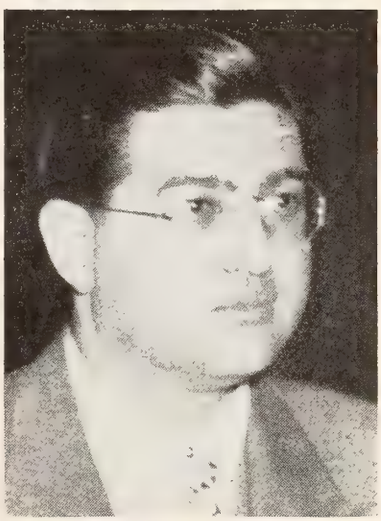
The scale of fees will depend upon the Kaye report, considered together with the sounding of industry sentiment. The basis, it is expected, will be a percentage of present ASCAP fees. This would range from 25%, if $1,000,000 is agreed upon as the starting point, to a 100% assessment, if the full $4,000,000 paid into ASCAP coffers is regarded as necessary.

The major networks are definitely pledged to go along all the way on the same basis as independent stations. Through their responsible executives on the Copyright Negotiating Committee — Lenox R. Lohr, NBC president, and Edward Klauber, CBS executive vice president — the networks have indicated they will be among the first to contribute toward any feasible plan evolved.

Left at the Altar

The break in NAB-ASCAP negotiations came Aug. 3 when ASCAP again jilted the industry copyright committee despite a definite date to talk terms looking toward a settlement of method of payment to supplant present contracts which expire Dec. 31, 1940. John G. Paine, ASCAP general manager, appeared alone and said ASCAP had no proposal to make. The special convention call ensued.

Then, on Aug. 9, the full copyright committee met at the CBS board room to discuss immediate plans.



SYDNEY M. KAYE

As his first official act Aug. 11, Mr. Kaye announced appointment of Stuart Sprague, New York attorney and NAB special counsel in recent phonograph record litigation, as his associate in the new work. Mr. Sprague formerly was a member of the NBC legal staff in New York, having left in 1936 to enter private practice. He represented independent stations in the musicians' negotiations in 1938, and participated in the old NAB Bureau of Copyrights.

With operations at high pitch, President Miller plans to spend considerable time in New York, headquartering at the Ritz Tower. He will be in constant touch with Mr. Kaye. A meeting of the NAB executive committee has been called in New York Aug. 22 to consider the copyright action as well as self-regulation code matters.

All of the acrimony of past ASCAP-radio clashes — plus — is seen in developments thus far. But the broadcasting industry, avowedly backed by a united front, networks included, is convinced it will not be maneuvered into an untenable position this time. It has been repeatedly emphasized, ASCAP observations notwithstanding, that the aim of the broadcasting industry is not to put ASCAP out of business nor to try to get along without ASCAP music, but to inject sufficient competition into the music field to force ASCAP to give radio users music on a "pay-as-you-use" basis, in lieu of the over-all 5% of gross assessment prevailing in most contracts in force since 1932. An end to discriminatory contracts, favoring one class of station against another, also is a prime objective.

It is possible an NAB copyright office will be established in New York, but probably completely divorced from regular NAB operations. Thought also will be given to setting up of a separate corporate entity, as was done with the ill-fated NAB Bureau of Copyrights of five years ago. Mr. Kaye will study this phase, along with the myriad other details.

Supported by Disc Firms

The major transcription firms, which will be banked upon heavily for tax-free music, have almost unanimously advised NAB that they are solidly behind the movement. They stated they were prepared to produce the type of works the industry demands, and that if desired, they will divert their entire production to tax-free and public domain works.

While the Copyright Committee at its Aug. 9 session ratified the special convention call for Chicago on Sept. 15, it left the door open for a possible postponement in the light of Mr. Kaye's retention. Should he find it necessary to seek a delay to complete the preliminary plan, it is presumed a postponement will be sanctioned — a move now thought unlikely. Moreover, there was the view that the convention should be held at a downtown hotel rather than at the suburban Edgewater Beach, since the plan was to complete the work in a single day.

The present plan is to have a one-day, one-purpose convention, entirely restricted to copyright. However, the industry self-regulation code, on which the NAB board will meet in advance of the Chicago investigation, is very much alive, and the machinery for code compliance, plus an effective date, must be developed. It is still hoped to avoid a second-day session, which would run through Saturday. Such matters as renewals of contracts with American Federation of Musicians, which likewise expire next year, plus current labor problems, also might be discussed at the convention.

Considerable attention centered

(*Continued on page 60*)

Revision of Rule For Program Log Foreseen in Fall

Second Plea by NAB Brings Promise of FCC Study

REVISION of rules requiring maintenance of detailed program logs, particularly with respect to listing of individual phonograph records performed [see pages 24 and 25], will be considered by the FCC after it reconvenes for regular business Sept. 5, with likelihood of favorable action.

As the outgrowth of a second request made by the NAB for clarification of the new regulations, T. J. Slowie, FCC secretary, on Aug. 10 advised Andrew W. Bennett, NAB counsel, that the matter required FCC action and would be brought to the Commission's attention as soon as possible. Mr. Bennett on Aug. 3 told the FCC the regulation would work undue hardship on smaller stations.

With a majority of the Commission members and department heads on vacation, it is thought the matter must lay over until after Labor Day. A suggestion that the rule, particularly as to record listings, be suspended in the interim, likewise was held to be a matter requiring FCC action.

Symbols Suggested

Mr. Slowie wrote that as the section is now worded it would be impossible by interpretation of the rule to authorize licensees to make log entries pertaining to music created from transcriptions and phonograph recordings in the same manner as that authorized where music is created by live talent. He pointed out that in its previous interpretation, the FCC suggested a manner of keeping logs in accordance with the rule "so as to impose the least possible burden upon station licensees", proposing code symbols in lieu of actual titles of numbers.

"Your request that the Commission reconsider the rule and modify it so as to permit stations to make similar log entries with regard to recorded music as permitted where music is created by live talent will be presented to the Commission on the earliest possible date for consideration as to possible modification in the light of the matters pointed out in your correspondence on the subject," the FCC advised NAB counsel.

In some industry quarters, the view was advanced that the requirement for listing record titles would play into the hands of record manufacturers and recording artists. It was pointed out they would have a made-to-order analysis of record performances available, which they could "audit". This view was significant in the light of the Whiteman-WNEW decision in New York last month in favor of RCA-Victor and the announced intention of the manufacturing company to assess a "nominal" performing rights fee [BROADCASTING, July 15, Aug. 1].

In his second letter, Mr. Bennett brought out that small stations, of necessity, use recorded music "almost exclusively", because live musical talent is not available to them, and even if available, would bring prohibitive increased expense. Upon these stations, he

(*Continued on page 64*)

'Broadcasting' Publishes Complete Revised Edition of FCC Rules, Regulations and Standards

SO GREAT has been the demand for its booklet published last month, containing the newly promulgated FCC Rules Governing Standard Broadcast Stations, that BROADCASTING regrets to report that its entire supply of some 1,500 copies has been exhausted. Further requests for the free copies, accordingly, cannot be fulfilled. However, rather than reprint the rules alone, BROADCASTING has published a new 72-page book containing not only (1) the Rules Governing Standard Broadcast Stations, but also (2) the Standards of Good Engineering Practice, with charts and graphs; (3) the General Rules and Regulations pertaining to all classes of service, and (4) the Rules of Practice and Procedure. This volume has been carefully edited and revised to bring the separate FCC documents up-to-date as of Aug. 1, 1939. Copies of the book, titled *Rules and Regulations and Standards Applicable to Standard Broadcast Stations*, are available from BROADCASTING at 60 cents each, postpaid, or 50 cents each in quantities of two or more.

Fly Confirmed as FCC Member; To Start as Chairman Sept. 1

CONFIRMED unanimously by the Senate Aug. 1, James L. Fly, chairman-designate of the FCC, plans actively to take over the reins of the regulatory body Sept. 1.

Just before he departed from Washington Aug. 3 for Portland, Ore., where he will conclude his special assignment in connection with Bonneville Dam activities, Mr. Fly stated he proposed to assume his new post as soon as the resignation of Frank R. McNinch becomes effective a fortnight hence. He said he would finish his business on the Pacific Coast and then return to TVA headquarters at Knoxville, Tenn., to complete his duties as general counsel. If he has the time, he plans to take a few days' vacation prior to establishing himself permanently in Washington.

Just before leaving Washington, Mr. Fly, accompanied by Mr. McNinch, visited the White House for a 10-minute conversation with the President. While Mr. Fly made no comment, his FCC predecessor declared that unfinished problems before the FCC were outlined and reviewed, of which the chief one was the network-monopoly investigation. Whereas Mr. McNinch said it probably would be six months before the FCC Committee reported on this study, instructions had been issued the same day to the FCC staff that it complete its work within two months. [See page 17.]

President Advises FCC

Simultaneously, it was learned that President Roosevelt on Aug. 3 sent to individual members of the FCC identical letters notifying them of his intention to name Mr. Fly chairman when he assumed office Sept. 1. The inference was drawn from this letter, written following the McNinch-Fly visit, that the President desired matters of policy to be held in abeyance until Mr. Fly's assumption of office.

Action by the Senate came a day after Mr. Fly had appeared before the Senate Interstate Commerce Committee in executive session. For almost an hour members of the Committee examined him in connection with his general views on radio and communications. Committee members were so impressed that approval of the nomination was recommended to the Senate unanimously.

Chairman Wheeler (D-Mont.), who had talked with Mr. Fly several days before, supported him enthusiastically. Senator Chan Gurney (R-S.D.), former owner of WNAX, Yankton, and Senator Wallace White (R-Maine), co-author of the Radio Act, both examined Mr. Fly closely, particularly in connection with his views on censorship, Government demands for time, and program control. Senator Gurney moved for unanimous approval of his nomination, despite the fact he has been a stern critic of the Commission and of the New Deal.

Comes With "Open Mind"

Mr. Fly, it was reported following the session, said he had an open mind on most of the broadcasting regulatory problems and that he proposed to undertake a comprehensive study of the medium and of the law before arriving at conclusions. He asserted, however, that he was opposed to "Government coercion" insofar as placement of departmental and agency programs are concerned and that he believed there should be no penalty should stations refuse to broadcast such material. He expressed the view they should exercise the right of editorial selection of such material.

There was considerable questioning in connection with the international broadcast "censorship" rule led by Senator Johnson (D-Col.). Mr. Fly asserted he was opposed to program censorship per se although he understood the FCC was authorized by law to take into account past general performance of stations in considering renewal applications.

Views on Regulation

In a frank discussion of Government regulation, Mr. Fly was reported to have advised the Committee that while he was not familiar with the broadcasting structure, it was his view that where monopolistic tendencies are involved, Government regulation becomes necessary. And beyond that, he said, when control reaches the point where the public interest is menaced, it might then become desirable for the Government to take over operation. This philosophy did not deal directly with an appraisal of broadcasting, Senators stated after the hearing, and Mr. Fly was reported to have expressed the view that generally speaking, private competitive enterprise is desirable, particularly if the public interest is protected.

Mr. Fly expects to take a house in Washington and make his permanent residence in the capital city. Mr. and Mrs. Fly have two children.



Drawn for BROADCASTING by Sid Hix

RCA And Decca Adopt Recording Fees

Rate of $100 to $300 a Month Planned

By BRUC EROBERTSON

FIRST attempt of a manufacturer of phonograph records to issue licenses covering the use of these records on the air was made Aug. 11 by RCA Mfg. Co., maker of Victor and Bluebird records. On that date RCA mailed to every broadcasting station in the United States a license form offering the broadcaster permission to broadcast the majority of the thousands of discs in the RCA catalogue upon payment of a monthly fee, graduated from $100 to $300 according to the station's rates. Non-commercial stations will be charged $10 monthly to cover the cost of bookkeeping.

This move puts RCA into direct competition with the transcription library services, including the *Thesaurus* issued by NBC, a subsidiary company, in the business of supplying recorded entertainment material to stations, and it is believed that many stations in the low-powered, low-income group, including those most dependent on records, will have to choose between accepting the RCA license and continuing their present contracts for transcription libraries.

Same as Library Rates

RCA's rates are, intentionally or not, practically the same as those of the leading producers of transcription library services. NBC's charges, for example, range from $1,200 to $3,000 a year, while the World library's maximum cost is $300 a month, both of these varying like RCA's proposed charges with the income of the station.

RCA license, which will go into effect Oct. 1, limits the broadcasting of new records to twice daily during the first month following their release, and provides that identification of RCA's records as Victor or Bluebird shall be made "at least once during each broadcast period in which they are used and in any event at least once during each 15-minute period." This latter provision was interpreted as meaning that a 5, 10 or 15-minute period of Victor and Bluebird records need be announced as such only once, but if these makes of records are used in a program during which records made by companies other than RCA also are broadcast, then the Victor and Bluebird records must be individually identified.

Each licensed station will receive a list of records which are not available for broadcast purposes. "We shall," RCA states in a letter sent out together with the license forms, "continue to work with this list in an attempt to reduce it to a minimum." How many records will be so restricted, no one knows at present, according to David Mackay, attorney who handled RCA's case in the suit against WNEW and Paul Whiteman, which resulted in a decision that a record manufacturer has the right to restrict the use of his records for broadcasting if he so desires and that for a station to broadcast such records without permision is a violation of the law [BROADCASTING, Aug. 1].

Studying Artists' Contracts

Mr. Mackay is currently engaged in perusing contracts made with artists by RCA and its predecessor companies to determine exactly which records were made under contracts containing clauses preventing RCA from giving stations the right to broadcast them.

Several of the records made by Whiteman for RCA, which were included in the specific recordings on which the suit was based, were made under a contract in which Whiteman expressly stated they were not to be used in broadcasting, and these records, according to the court ruling, cannot be used on the air without the permission of both RCA and Whiteman.

Mr. Mackay said that in the case of every contract containing this or a similar provision, RCA will make every effort to secure from the artist the permission necessary to allow it to include the record in those available for broadcasting. In this connection also, the license form contains a provision permitting the station to cancel it on ten days notice if the restricted list should ever mount to more than one-third of the total RCA record catalogue.

While the purpose of this restriction is to protect both RCA and the stations it licenses against suits by artists, a question has been raised by other attorneys whether stations using any record will not still be liable to the artist. These attorneys point out that while the court ruled that in the usual contract between an artist and a recording company the artist assigns to the manufacturer his common law property rights, to which his artistic contribution to the record through his individual rendition of the music entitles him, the case was largely decided on the factor of unfair competition.

The court, they say, found the station guilty of unfair competition with both the record manufacturer and the recording artist, all three being engaged in the business of providing entertainment for the public. So, according to the reasoning of these lawyers, the artist is still entitled to protection against this unfair competition, regardless of the fact that he has signed over to the company his common law property rights, as these do not include his right for protection against unfair competition.

Whether this point will be raised by the National Assn. of Performing Artists, whose general counsel, Maurice J. Speiser, defended Whiteman in the suit, is not known. Mr. Speiser and his associates are now studying the entire case, but to date have made no statement regarding any possible future action of NAPA in following up the case in its efforts to protect the rights of its members.

RCA has promised its recording artists that when the license fees are collected from broadcasting stations they will be divided with the artists. Details of this division, which also include giving a part of

(*Continued on page 65*)

More WLS Oldtimers

MORE than 3,000 oldtime songs, some published in 1866, were given WLS, Chicago, recently by Listener Mary Miner of Cary, Ill. Mrs. Miner and her sister, Miss Nellie Tomiskey, had collected everything from hymns to ragtime, had played them on an old-fashioned melodeon. When Miss Nellie died the other week, Mrs. Miner sent for Ray Ferris, head of the WLS musical department, and offered him the sheet music and musical albums. Many of the songs are out of print today and original first editions include the songs of Charles K. Harris, among them being "After the Ball Is Over". WLS now possesses the largest library of oldtime songs in radio, according to Glenn Snyder, WLS manager.

Text of RCA—Station Record License Fee Contract . . .

IN CONSIDERATION of the making of the payments at the times and in the amounts hereinafter set forth, RCA MANUFACTURING CO., INC., of Camden, New Jersey, producer of Victor and Bluebird phonograph records, does hereby grant to operator of Radio Station_____, whose broadcasting studio is located at a personal, non-exclusive, indivisible and non-assignable license under Licensor's property rights hereinafter referred to, to broadcast the phonograph records hereinafter identified, subject to the terms and conditions of this license agreement, to each of which Licensee expressly agrees:

1. Licensee is licensed by Licensor to broadcast over Licensee's above-mentioned radio station, either as an original broadcast or as part of a network program, programs containing Victor and/or Bluebird phonograph records produced by Licensor of its predecessor companies and licensed hereunder, but (a) new releases shall not be broadcast by Licensee more than twice a day for the first thirty (30) days following the release date thereof as fixed by Licensor in announcements to be sent by it to Licensee from time to time; (b) Licensor's records when broadcast by Licensee shall be clearly announced as Victor or Bluebird phonograph records at least once during each broadcast period in which they are used and in any event at least once during each fifteen minute period, and no statement shall be made in conjunction with any broadcast which might in any wise tend to mislead listeners into believing that the artists whose performances are recorded on the records broadcast are personally present and performing in Licensee's studio unless that be the fact; and (c) worn, scratched or damaged records shall not be used by Licensee for broadcasting purposes, and all reasonable efforts shall at all times be made by Licensee to conduct broadcasts of Licensor's records in a manner which will not be detrimental to the prestige and standing of the product and business of Licensor or Licensee.

2. All Victor and Bluebird records heretofore or hereafter during the continuance of this license produced by Licensor or its predecessor companies are licensed hereunder with the exception of those records specified in Schedule A attached hereto and made part of this license and with the exception of such additional records as may from time to time be specified by Licensor as additions to said Schedule A; provided, however, that if the total number of records included in said Schedule A by Licensor shall at any time exceed one-third of the total number of records then contained in Licensor's entire record catalog, Licensee may at its option elect to terminate this license at the end of any month by giving Licensor ten days' written notice of its intention so to do.

3. This license is granted under Licensor's property right in its records, as manufacturer thereof, and under any common law property right of the artists whose performances are recorded on the records licensed hereunder. This license is not intended to constitute, nor does it constitute, a license to publicly perform for profit, copyrighted material which may be embodied in any of the Licensor's records.

4. The annual license fee payable to Licensor by Licensee in United States currency shall be in accordance with the following schedule of rates:

Class	Highest Half-Hour Rate as Published in "Standard Rate and Data"*	Monthly Fee
A	$200 and over	$300.00
B	$175 to $199	$275.00
C	$150 to $174	$250.00
D	$125 to $149	$225.00
E	$100 to $124	$208.33
F	$ 80 to $99	$187.50
G	$ 60 to $79	$166.67
H	$ 40 to $59	$145.83
I	$ 20 to $39	$125.00
J	$ 19 and under	$100.00
K	Stations which do not sell time and whose broadcasts are confined solely to educational and religious programs	$10.00

Licensee represents and warrants that its highest half-hour rate is $_____ and that it therefore belongs in Class _____, as set forth in the foregoing Schedule. Licensee's annual license fee is therefore fixed at $_____, payable in equal monthly instalments of $_____ each, in advance, on or before the tenth day of each month, beginning with the date of this license, which fee is subject to upward or downward revision at the end of each month in the event Licensee shall from time to time change its time rates so as to cause it to fall into a different classification, as set forth in said Schedule.

5. The term of this license is one year from the date hereof but it may be terminated by Licensor at any time upon ten days' written notice sent to Licensee at its broadcasting studio by telegraph or mail in the event of non-payment of license fees promptly when due, or failure of Licensee promptly to comply with and fulfill all of the terms and conditions of this license.

Dated, _____, 19____.

RCA MANUFACTURING CO., INC.

By _____

Accepted and agreed to: _____

_____

By _____

Licensee

Station Call Letters _____

*Radio Advertising Rates and Data, published by Standard Rate and Data Service.



THE LADIES HAVE IT and their programs today are an integral part of most broadcasting schedules, proving, as KYW's Betty Parker recounted so ably in the July 1 BROADCASTING, that women have a definite place in radio advertising. Here are some of the prominent lady broadcasters (l to r): Miss Dorren Chapman, formerly with Iowa stations, who has just joined WDAY, Fargo, as home economist; Caroline Cabot of the Boston Cabots and WEEI, whose morning shopping service has many stores as participants and who has been broadcasting for 14 straight years; Eleanor Hanson, director of women's activities of WHK-WCLE, Cleveland, who handles 12 programs weekly and is in constant demand among women's clubs for talks on foods, fashions and feminine fads; Vernona Hughes, onetime Red Cross nurse, now director of women's activities of WCKY, Cincinnati, who handles its *Homemaker* program; Isabel Manning Hewson, Philadelphia socialite who started her *Petticoat of the Air* in that city in 1932 and who is now doing the *Morning Market Basket* feature on WEAF, New York, after network experience.

Status of Bills Affecting Radio Now Pending in Congress . . .

No. and Purpose	Author	Status
HR 5508: Restricting network broadcasts.	Peterson (D-Fla.)	House Interstate & Foreign Commerce Committee; awaiting report from FCC.
HR 5791: Banning unauthorized use of mechanical reproductions.	Schulte (D-Ind.)	House Interstate & Foreign Commerce Committee; awaiting report from FCC.
HR 94: Requiring personal endorsement on air to be accompanied by statement endorsement is paid for.	Maloney (D-La.)	House Interstate & Foreign Commerce Committee; awaiting report from FCC.
HR 251: Banning air to advertisements of alcoholic beverages.	Culkin (R-N.Y.)	House Interstate & Foreign Commerce Committee; awaiting report from FCC.
HR 252: Same as above.	Same	Same
HR 924: Banning interstate transmission of alcohol advertising by any medium.	Culkin (R-N.Y.)	Pending before the House Interstate & Foreign Commerce Committee; FCC report adverse. ICC report non-committal.
HR 6973: Authorizing appropriation of $30.000 for new FCC monitoring station in Mass.	Lea (D-Cal.)	Pending before House Interstate Commerce Committee.
S 515: Prohibiting the use of radio by liquor advertisers.	Johnson (D-Col.)	Senate calendar.
S 575: Prohibiting interstate transportation of liquor advertising by any medium.	Capper (R-Kan.)	Pending Senate Interstate Commerce Committee.
S 1095: Permitting FCC to license amateur operators under 21.	Sheppard (D-Tex.)	Pending Senate Interstate Commerce Committee.
S 2611: Authorizing appropriation of $30,000 for new FCC monitoring station in Mass.	Wheeler (D-Mont.)	Passed Senate; pending House Interstate Commerce Committee.
S 2466: To prevent monopolies and duplication of broadcasts.	Sheppard (D-Tex.)	Pending Senate Interstate Commerce Committee.
HR 5435: Amending Fair Labor Standards Act to exempt white collar workers and executives from hours limitation.	Norton (D-N.J.)	On House calendar; rule granted for consideration.
HR 7133: Amend Fair Labor Standards Act to exempt white collar workers and executives.	Barden (D-N.C.)	Pending House Labor Committee; rule granted for consideration.
S 2846: Providing liability for infringement of copyright shall rest at point program originated.	Wheeler (D-Mont.)	Pending before Senate Patents Committee.
HR 7456: Same as above.	Michael J. Kennedy (D-N.Y.)	Pending before House Patents Committee.
SR 94: Authorizing investigation of FCC.	White (R-Me.)	Pending before Senate Interstate Commerce Committee.
HR 72: Authorizing investigation of FCC.	Wigglesworth (R-Mass.)	Pending House Rules Committee.
HJR 70: Authorizing investigation of FCC.	Connery (D-Mass.)	Same as above.
S 915: Providing uniform procedure for trial and appeals by FCC and other quasi-judicial agencies.	Logan (D-Ky.)	Pending before Senate after motion to reconsider voided passage.
HR 3752: To reorganize FCC.	Lea (D-Cal.)	Pending House Interstate & Foreign Commerce Committee.
S 1268: Same as above.	Wheeler (D-Mont.)	Pending House Interstate Commerce Committee.
S 1520: Reorganizing the FCC.	White (R-Me.)	Pending before Senate Interstate Commerce Committee.
S 2251: Establishing super-power Pan-American station under Government operation.	Chavez (D-N.M.)	Pending before Senate Naval Affairs Committee.
HR 2721: Same as above.	Celler (D-N.Y.)	Pending before House Naval Affairs Committee.
HR 6243: Regulating use of copyright works.	Moser (D-Pa.)	Pending House Patents Committee.
S 2058: Relative to promotion contests carried on through facilities of interstate commerce.	Nye (R-N.D.)	Pending Senate Post Office and Post Roads Committee.
HR 4684: Extending license period for radio stations to 3 years.	McLeod (R-Mich.)	Pending House Interstate & Foreign Commerce Committee.
HR 3752: Extending FCC authority over station operators.	Lea (D-Cal.)	Pending House Interstate & Foreign Commerce Committee.
S 635: Requiring stations to set aside regular periods for social, political and economic questions.	Schwellenbach (D-Wash.)	Pending Senate Interstate Commerce Committee.
S 636: Relating to time records and rejected programs by stations.	Schwellenbach (D-Wash.)	Same as above.
S 637: Inserting new section in FCC act against censorship.	Schwellenbach (D-Wash.)	Same as above.
HR 2981: Amending judicial code in relation to civil liability of radio broadcasters concerning suits of defamation.	Celler (D-N.Y.)	Pending House Judiciary Committee.

Flock of Radio Bills Ignored As Congress Adjourns Aug. 5

FCC Reorganization, Investigation Measures, Pan-American Station Among Those Slighted

By WALTER BROWN

WHEN the first session of the 76th Congress began last January, it had all the earmarks of becoming the most active one in several years so far as radio was concerned, but when it ended Aug. 5 no bill of major importance to the broadcasting industry had been enacted.

Over two dozen important legislative measures in which broadcasting had a direct interest were proposed, including the Wheeler-McNinch FCC reorganization bill; Senate and House resolutions for investigations of the FCC and radio; bills calling for establishment of a superpower Pan-American radio station to be operated by the Government; measures restricting the use of radio for advertising alcoholic beverages, and amendments to the copyright law.

One by one these bills were laid aside and, except for the Johnson Bill (S-517), no hearings were held on any of them. So indifferent was the new Congress to radio and FCC legislation that only in the closing days of the 1939 fiscal year was the new 1940 appropriation for the Commission enacted.

Equality With Press

Recognition of radio on a parity with the press as a news gathering medium for the first time was recognized by Congress during the session. Enabling resolutions were passed by both the Senate and the House under which gallery facilities were provided for "radio correspondents" with provisions also made for superintendents in charge. Fulton Lewis jr., MBS commentator, was the spearhead of the movement for radio recognition, and Senator Barbour (R-N. J.) and Rep. Dempsey (D-N. Mex.) sponsored the legislation in their respective bodies.

The next regular session of the 76th Congress will pick up where the first session left off. This means that all pending bills will retain their present status.

The session ended with Congress refusing to grant the request of the FCC for a deficiency appropriation of $210,000 to set up a new unit to carry out the regulatory recommendations of the investigation of the telephone industry. FCC Acting Chairman Paul A. Walker and Acting Secretary John B. Reynolds made a last minute plea to the Senate committee handling the third deficiency bill, pointing out that if the additional fund was not appropriated, the expense of the new telephone unit would have to come out of appropriations needed for other FCC divisions.

While refusing the $210,000 request, the Senate included for the State Department a $16,000 item in the deficiency bill to cover expenses of the delegation to attend the Second Inter-American Radio Conference, Santiago, Chile, in 1940.

Action on the proposed international copyright treaty was abandoned at this session with the definite understanding that it would be considered next session along with legislation revising domestic copyright laws. Taking the floor on Aug. 1, Senator Thomas (D-Utah) explained the status of copyright legislation as follows:

"The first item on the Executive Calendar is a copyright convention, which has been there since April 11 of this year. This is not the first time the Foreign Relations Committee has reported the convention for favorable action. It has been on the calendar during previous Congresses. In the meantime those who have been opposed to ratification of this treaty have taken the stand that there should be domestic legislation reported and ready at the time the treaty is considered.

"I deem it advisable for us to allow the committee, which has been working so long and so consistently in attempting to bring a domestic law which will meet the requirements and be satisfactory to the various interested groups, that I think it would be unwise to consider the treaty at this time. Therefore, I am going to suggest, with the cooperation of the majority leader and the minority leader, that I be permitted to make the announcement that the convention will not be called up until March of next year."

After conferences with "the various interested groups" Senator Wheeler (D-Mont.) introduced a new copyright bill to place responsibility at the source. Chairman

(*Continued on page 63*)



Worcester (Mass.) Telegram
"P-s-s-t, turn on all the power y' got. I'm goin' to say hello to Uncle Gus, he's hard of hearing."

Part Interest in KCMO Acquired by Publisher; Jack Stewart Manager

COINCIDENT with the reported acquisition of a one-fourth interest in KCMO, Kansas City, by Orville S. McPherson, president and publisher of the *Kansas City Journal*, the appointment of Jack Stewart, veteran broadcaster, as general manager of the station was announced Aug. 8 by Tom L. Evans, president of the station and co-owner of the Crown Drug Co. of Kansas City.

Because control was not involved in the sale of stock to the publisher, it was not necessary to procure FCC approval of the transaction. Equal lots of 200 shares each, it is understood, now are held by Messrs. Evans and McPherson, Lester E. Cox, broadcaster and businessman of Springfield, Mo., who owns interests in several stations, and C. C. Payne, partner of Mr. Evans in Crown Drug.

Mr. Stewart succeeds Larry Sherwood as manager, with the latter remaining on the staff. Mr. Stewart announced further that no staff changes would be made other than promotion of Clarence Breazeal to business manager. Mr. Stewart was last with WFIL, Philadelphia, as national sales manager, and has managed such stations as WCAO and WFBR, Baltimore, and WCAE, Pittsburgh.

KCMO has been collaborating with the *Journal* for the last several months. With Mr. McPherson's interest in the station, it is expected this affiliation will become closer.

Gas Cooperatives

ASSOCIATION of Gas Appliance & Equipment Mfrs., New York, and the American Gas Assn., on Oct. 2 will distribute a campaign of 30 to 60 spot announcements to local gas dealers for a cooperative local and national drive based on the theme "Save While You Cook" to promote "Certified Performance" gas ranges.

General Mills Completes Plans for Pro Football

KNOX REEVES, advertising agency in charge of sports broadcasts of General Mills, Minneapolis, as well as handling some of the milling company's other advertising, has completed arrangements with stations for the play-by-play broadcasts of the games of the National Professional Football League for this fall. Announcement that General Mills would sponsor for Wheaties broadcasts of the complete league schedule of Sunday contests, with the sole exception of the games of the Green Bay Packers, which will be sponsored this year as in the years previous by Wadham Oil Co. on WTMJ, Milwaukee, was made last spring. [BROADCASTING, June 1].

In the East, games in New York will be broadcast by WOR, Newark; Brooklyn games by WHN, New York; Pittsburgh by KDKA; Philadelphia by WCAU; Washington by WOL, with WMFD, Frederick, also carrying the Washington schedule. The Midwest schedule will be broadcast by WJR, Detroit, and WGAR, Cleveland, with WIND, Gary, and WJJD, Chicago, covering the Chicago games in cooperation.

WFLA Purchased By Tampa Tribune

Tison Retains Interest and Continues as Manager

CONTROLLING interest in WFLA Tampa, has been purchased by the *Tampa Tribune* in a deal consummated in early August which will be the subject of an application for FCC approval to be filed shortly. Walter Tison, WFLA manager, will retain his 45% interest in the station and he will continue as vice-president of Florida West Coast Broadcasting Co., licensee, and as manager.

Under the deal the *Tampa Tribune*, of which S. E. Thomason is publisher, acquires the 45% stock interest of H. H. Baskin, Clearwater attorney and former mayor, and options the 10% interest of Fred J. Lee, also of Clearwater. The Tison-Baskin-Lee group purchased WFLA in June, 1936, from the City of Clearwater, for a price of about $250,000. Mr. Thomason is also publisher of the *Chicago Times*.

Purchase price of the Baskin-Lee interest was not disclosed. Mr. Tison announced, however, that as soon as the transfer is granted it is planned to ask fulltime for WFLA, which now shares time on 620 kc. with WSUN, St. Petersburg, the former operating Mondays, Wednesdays and Fridays fulltime, the latter the other three days and the two dividing their Sunday schedules.

In the new corporate setup, Mr. Thomason will be president; Mr. Tison, vice-president; Mr. Griffin, vice-president; Joseph S. Mims, general manager of the newspaper, treasurer; Truman Green, advertising manager of the newspaper, secretary.

Tampa's other regional station, WDAE, is owned by the publishers of the *Tampa Times*. The *Tampa Tribune* last year was an unsuccessful applicant before the FCC for a new 1,000-watt station.

Bond Stores on 27

Bond Stores, New York (men's clothes), on Sept. 11 will start an extensive fall campaign of quarter-hour news and musical clock programs six times weekly on the following stations: WAPI WEEI WGN WTAM WWJ KMBC WABC WGBI WSB WFBR WBEN WTMJ KGKO WDRC WAVE WCAE WEAN KWK WFBL WJSV KYW WDAE WOKO KRNT WHB KHJ and KFRC. More stations will be added later in the fall, according to Neff-Rogow, New York agency in charge.

Emerson Renews, Expands

EMERSON RADIO & Phonograph Co., New York, sponsor of Elliott Roosevelt's thrice-weekly quarter-hour news commentary program on the Texas State Network and since June 3 also on Mutual stations in New York, Washington and Boston, has renewed its contract for another 26 weeks, effective Sept. 5. At the same time the network will be expanded to coast-to-coast proportions, with outlets now being lined up in major cities throughout the country. Program, titled *America Looks Ahead*, currently advertises Emerson portable radios. Agency is Grady & Wagner, New York.

Canadians Call Protest Meeting

AN EMERGENCY meeting of Canadian broadcasting stations has been called for the Mount Royal Hotel, Montreal, Aug. 17 to discuss the recent Canadian Broadcasting Corporation's subsidiary network policy and the proposed CBC charge of 10 percent commission on such network programs. The Canadian Association of Broadcasters summoned all member stations east of Fort William, Ont., to the meeting, which will also be attended by a committee from the western stations which held its annual convention Aug. 3 and 4 at Vancouver. Gordon Love, CFCN, Calgary, president of the Western Canadian Association of Broadcasters; Charles Campbell, CJRC, Winnipeg, and Harold Carson, CFAC, Calgary, will represent the western stations.

Canadian broadcasters are not in favor of the CBC subsidiary network ruling which makes it mandatory for all network advertisers, whether on CBC networks or networks of independent stations, to go to the CBC for all network arrangements. The broadcasters are especially up in arms over the fact that for this regulation the CBC will charge 10 percent service fee on the networks so booked. Negotiations between the CAB and the CBC have been started on this phase of the regulations, but are evidently not yet successful. No meeting between the CAB and the CBC is expected before the emergency meeting in Montreal, at which no CBC executives are expected.

C & S Disc Tests

STANDARD BRANDS, New York, on Sept. 11 will start testing a transcribed show in several markets for Chase & Sanborn coffee, also promoted by Edgar Bergen and Charlie McCarthy on NBC-Red. It is reported *Springtime & Harvest,* produced by Carl Wester, Chicago, will be used. J. Walter Thompson Co., New York, handles the account.

Swift to Use 12

SWIFT & Co., Chicago (Allsweet margarine), in late August will start a four-week campaign of one-minute spot announcements on 12 stations. J. Walter Thompson Co., Chicago, handles the account.

A PLEASANT surprise greeted the radio audience attending the Aug. 1 broadcast of *Information Please,* sponsored by Canada Dry Ginger Ale Co. on NBC, when, unexpectedly, 40 tickets were given out, each admitting two persons to the Pathe Studios, where RKO was filming a short subject based on the radio program.

THE Alka-Seltzer *National Barn Dance* program, heard on NBC-Blue network, is being originated from three state fairs this season. The show was remoted from the Illinois State Fair, Springfield, Aug. 12. It will be broadcast from the Wisconsin Fair Aug. 19, and from the Indiana State Fair Sept. 2.

JESSICA DRAGONETTE, veteran radio star, has been signed to a new NBC Artists Service contract and will be featured in a special Welcome Jessica program on NBC-Blue. Aug. 17, at 7 p. m. (EST).

AFRA Convention

WITH problems of union jurisdiction occupying main attention, the annual convention of the American Federation of Radio Artists will be held Aug. 24-27 at the Sherman Hotel, Chicago. The agenda includes discussion of IATSE's effort to enter the acting phase of the theatre; resolution involving more complete merger of AAAA member unions; proposed investigation of the plan to coordinate administration of relief to unemployed members of each AAAA branch into one staff, and usual routine such as election of officers.

Federal Ad Bill

AUTHORIZATION for an appropriation of $96,000,000, to provide $2,000,000 for each of the 48 States to be spent in community advertising and export advertising as a means of revitalizing trade and commerce, is contained in a bill (HR 7503) introduced in the House of Representatives by Rep. Rogers (D-Okla.) on Aug. 4, the day before Congress adiourned. The bill was referred to the House Appropriations Committee, but no further action was taken. Under the plan, conceived by W. B. Shafer, Jr., of Norfolk, Va., each state would be required to spend at least $500,000 of the $2,000,000 on advertising directed at increasing the sale of exportable products of the State.

WCKY Affiliates Sept. 24

WCKY, Cincinnati, will join CBS Sept. 24 with the shift from Daylight Savings to Standard Time, it was formally announced Aug. 11. CBS has placed a basic evening rate of $425 per hour for the new outlet, now operating with 50,000 watts. No announcement yet has been made of the disposition of WKRC, CBS-owned outlet in Cincinnati, but it is expected the station will be sold shortly, subject to FCC approval.

M-G-M Promotes 'Oz'

METRO - GOLDWYN - MAYER Corp., Hollywood, is using spot announcements for the week preceding the opening of its new production. "Wizard of Oz", in New York on WHN, WOR, WQXR, WMCA and WNEW. Plans for similar spots in other sections have not been announced yet. Agency is Donahue & Coe, New York.

Carrying Night Games

CHICAGO stations carrying the six night games of the White Sox from the local Comiskey Park will include WGN, WCFL and WIND. The first game was played Aug. 14 and night games are scheduled for Aug. 18, 22, 24, 28 and 31. WBBM could not carry the games because of prior network commitments, but is airing wire games played out of town by the Cubs on the afternoons of the night games, and is featuring its Sportscasters Pat Flanagan and John Harrington on WIND, Gary, Ind., for the night Sox games. WJJD, Chicago, which leaves the air at 10 p. m., is also broadcasting wire games of the Cubs on the afternoons of the Sox nighttime games. Sponsors of the Sox night games continue, with General Mills sponsoring the games on WIND; Old Gold on WGN; Texas Co. on WCFL [BROADCASTING, July 15].



THE PAYOFF on a baseball bet came at high noon Saturday, July 29, when John Loudon (right), local General Mills salesman, trundled Bill Harrington, baseball reporter of KDAL, Duluth, in a wheelbarrow through the city's loop district, stopping to give every policeman the pair encountered a package of Wheaties and a banana. Loudon bet Harrington he couldn't get 5,000 autographs of baseball fans on the "Announcer's Breakfast of Champions Sale" posters—Harrington got more than 10,000!

UNCLE SAM SEES Bright Television Future and Plans NBC Progress

FIRST Government department to make official use of television will be the Department of the Interior, which on Sept. 29 will present over NBC's W2XBS in New York a specially produced two-reel motion picture. Titled "The Annual Report of the Department of the Interior", the feature will be based on a one-hour aural program broadcast last January over MBS.

Secretary Ickes, preceding the television presentation, will comment on "this first official use" of television by a department of the Government. "This great new medium", he will add, "is the newest challenge to the ability of man to make wise and proper use of the magic of science. Let us hope that television may encourage a new and better national understanding."

Oshkosh B'Gosh Plans

OSHKOSH OVERALL Co., Oshkosh, Wis., on Oct. 2 will start *Johnnie Oleson & his Rhythm Rascals,* thrice-weekly 15-minute live series, on WTMJ, Milwaukee. The firm will use thrice-weekly quarter-hour live series of *Lem & Martha* on WHO, Des Moines, and a recorded version of the show thrice-weekly on WCCO, Minneapolis. A series of spot announcements will be used on WLS, Chicago. The spot list will total 10 stations, according to Ros Metzger, radio director of Ruthrauff & Ryan Inc., Chicago, agency handling the account.

White Labs to Place

WHITE LABORATORIES, Newark, during the first week in October will start its annual fall campaign for Feenamint, using five spot announcements weekly for 39 weeks on about 70 stations throughout the country. Wm. Esty & Co., New York, is the agency.

ACTION IS DELAYED ON HAVANA TREATY

ACTION on the Mexican proposal that the terms of the Havana agreement, covering broadcast allocations on the North American continent, be effected by administrative agreement, has been delayed by the absence from Washington of key officials of the State Department, it was learned Aug. 11.

The Mexican proposal, under which the so-called border-stations would be permitted to continue operation, perhaps indefinitely, had received the tacit approval of the FCC, conditionally [BROADCASTING, Aug. 1] and its views had been relayed to the State Department. The outlook was for acceptance of the compromise agreement by the United States, Canada and Cuba, in the hope of effectuating the agreement by Feb. 1.

It is presumed that during the week of Aug. 14, the Department heads will consider the text of a communication to the American Embassy in Mexico City, setting forth the position of this country. Unless there are unforeseen complications, growing out of the border station situation, it is expected this country's position will favor the administrative pact in lieu of the formal treaty, with specific reservations. Indications have been that Canada and Cuba will follow the course of this country.

Western Canada Group Considers Public Domain

A GREATER use of public domain music by Canadian stations, and a discussion of the new regulations concerning political broadcasts and subsidiary networks announced recently by the Canadian Broadcasting Corp. [BROADCASTING, July 15], were the main topics discussed at the convention of the Western Canadian Assn. of Broadcasters in Vancouver, Aug. 3-4.

The convention was attended by 23 broadcasters representing every station from Winnipeg west to Vancouver. Gordon Love, CFCN, Calgary was re-elected president. The broadcasters were given first hand information on the new CBC policies by Horace Stovin, CBC station relations chief, and the new policies were discussed in detail, with the broadcasters making a number of suggestions. The new regulations met with the approval of most of the broadcasters. Representatives of transcription companies from the West Coast and Canadian station representative firms were in attendance at the convention. Harry Sedgwick, CFRB, Toronto, president of the Canadian Assn. of Broadcasters, attended as a representative of the National organization.

UP Shifts, Adds Stations

F. A. McCABE, business representative for United Press in Atlanta, has been transferred to UP's New York office in the same capacity. He is succeeded in Atlanta by W. F. Danenbarger, formerly UP business representative in El Paso. Recent subscribers to the press service include: WNBC, New Britain, Conn.; WELI, New Haven; KTSW, Emporia, Kan.; KYSM, Mankato, Minn.; WSKB, McComb, Miss.; WSNJ, Bridgeton, N. J.; KHBG, Okmulgee, Okla.; WOLS, Florence, S. C.; KTSA, San Antonio; KRGV, Weslaco, Tex.; KFDA, Amarillo, Tex.; KFYO, Lubbock, Tex.

FCC Organizes Special Staff To Rush Monopoly Report

Funkhouser and Associates Instructed to Devote Full Time to Report; Oct. 1 Set as Deadline

FIXING Oct. 1 as the deadline, the FCC has ordered a newly-created special staff to proceed at full speed on its network-monopoly report covering the six-month inquiry which ended last May.

Acting Chairman Paul A. Walker of the Network-Monopoly Committee on Aug. 3 suddenly called in various department heads and ordered a prompt follow-through. Officials and staff members of each of the FCC departments—legal, engineering and accounting—were instructed to devote full time to the task, and complete it for the Committee's consideration within two months. The staff members will coordinate their activity through S. King Funkhouser, special counsel for the investigation.

Establishing headquarters in the Star Building, across the street from the FCC headquarters in the New Postoffice Building, the special staff has started work. Andrew D. Ring, assistant chief engineer for broadcasting, has detailed several members of his staff to the task. Mr. Funkhouser is being assisted principally by Rosel Hyde, senior attorney. William J. Norfleet, chief accountant, has designated DeQuincy V. Sutton, head accountant, to head the staff handling economic and statistical phases of the report.

At White House

The surge of activity ordered by Commissioner Walker conflicted with an observation also made on Aug. 3 by Frank R. McNinch, who retires Sept. 1 as FCC chairman, as he left the White House. Accompanied by Chairman-designate James L. Fly in a 10-minute visit with the President, Mr. McNinch said the report on the network-monopoly study probably would not be ready for about six months. He said that he and his successor discussed with the President the "unfinished problems" before the FCC, of which the chief one was the network investigation.

It was intimated that the instructions for a fast follow-through on the investigation came from high administration quarters, and did not originate with the FCC, or with Network Committee members. Other members of the Committee, aside from Chairman McNinch, who does not plan to return to the FCC prior to his retirement Sept. 1, and Mr. Walker, are Commissioners Brown and Thompson. The latter sat only during the last few days of the six-month proceedings.

The report will be based on a 2,000,000-word record, aside from some 700 separate exhibits, amassed over a period from November to May. While it is logically presumed the report will be comprehensive, it nevertheless is felt that in order to expedite action, unnecessary detail will be avoided.

The provocative motion of Mutual, through its counsel, Louis G. Caldwell, proposing that the FCC issue what would be tantamount to a temporary injunction to prevent renewals or extensions of existing major network affiliation contracts beyond 1940, was disposed of by the FCC at its final regular meeting July 27. It simply concluded it was unnecessary to act on the motion, later supplemented by pleadings designed to show that NBC and CBS were "freezing" affiliation contracts through new arrangements. A similar position previously was taken by the Committee.

Report to Committee

The specially-constituted investigation staff will submit its proposed report to the Network-Monopoly Committee upon its completion. The Committee then will make its report to the full commission. Whether oral arguments, under FCC procedure, will be in order, prior to the final action of the Commission, remains to be determined.

It is freely predicted the Committee will be disposed to treat fully certain phases of network operation, particularly in connection with network "optioned time" arrangements with affiliates, and the so-called "exclusivity" clauses, which bind affiliates of major networks in such fashion as to prevent them from making contractual agreements with other networks. NBC's dual network operation, maintaining both the Red and the Blue, also came in for lengthy examination and is expected to evoke more than cursory comment.

Because networks, per se, are not subject to FCC direct regulation as licensees, a possible and not unlikely recommendation may be one advocating a change in the statute to license and regulate networks much in the same fashion as stations are licensed. In the final analysis, it is anticipated that there will evolve from the report a series of specific recommendations to Congress for changes in the statute governing broadcasting, as well as proposed new rules and regulations which can be promulgated under the existing law.

Styles in Villains

VILLAIN trend is all wrong, according to Ken Robinson, continuity editor of NBC-Chicago. Simon Legree & Co. now runs a poor ninth to the modern type, a super-mental, high-speed cross between Svengali and Dr. Frankenstein. Yesterday's villain was simple and direct, says Robinson, with a nostalgic sigh.

AT & T Cuts in Private Line Services To Effect Savings for Broadcasters

REVISIONS IN AT&T tariffs covering private line services which will result in savings to users of approximately $1,060,000 a year were announced Aug. 9 coincident with their filing with the FCC. The changes, several of which affect broadcast station operations, become effective Sept. 16.

While a change in the tariff covering channels for program transmission to eliminate turning points in connection with the computation of interexchange channel charges will be effected, it will result in only negligible savings to the industry. Airline mileages will be computed instead of the "turning point" distances, except for the Long Island Sound turning point.

Other reductions deal with Morse service, teletypewriter service, telephone service, and press and Government bulletin news service, all in the private line classes. H. H. Carter, AT&T general commercial manager, estimated the approximate net annual saving to present users of the various services would be $640,000 for private line Morse; $270,000 for private line teletypewriter; $60,000 on press and Government, and $190,000 on private line telephone.

To Avoid Annoyance

The changes, in the main, Mr. Carter stated, "are intended to eliminate methods of charging for private line channels which have resulted in difficulties of administration and have proven to be a source of annoyance to our customers. In addition reductions in the charge for teletypewriter machines are being made.

"Among the more important administrative difficulties being eliminated are two: (1) the placing of the mileage rates for Morse and full period telephone private line services on an airplane rather than, as at present, a railroad mileage basis, and the elimination of the so-called 'established charges' between certain cities, and (2) the establishment of comparable mileage rates for similar types of private line telegraph channels for corresponding periods of use. There are other relatively minor adjustments included in the above filings, all tending to simplify and improve the rate structure."

Mr. Carter said a recent review of all customers' bills affected by the changes indicate that 97% will receive reductions in total charges, and some 14 customers, constituting the remaining 3%, will receive small increases. Nearly one-half of these increases are less than $10 per month, he explained. The elimination of the "established charges" is associated with the five largest increases. He said the company did not anticipate serious objection from customers affected by the increases.

Leeming to Use 70

THOMAS LEEMING & Co., New York, will start a fall campaign for Baume Bengue during the first week in October, using five spot announcements weekly for 27 weeks on 70 stations throughout the country. Wm. Esty & Co., New York, handles the account.

Permanent Setup Sought for IRNA

Independents to Talk Over Plans at Chicago Meeting

PROPOSAL to establish Independent Radio Network Affiliates as a permanent organization, separately financed but remaining under the aegis of NAB, will be considered at a special convention called in Chicago Sept. 14—a day preceding the special copyright convention of NAB.

Called by Samuel R. Rosenbaum, IRNA chairman, the convention will be asked to consider proposed bylaws under which the group would be established to carry on specifically prescribed functions. Advisability of retaining a paid executive and staff in New York also will be advanced. Assessment of dues designed to yield upwards of $30,000 annually from affiliates has been discussed and probably will be projected to the membership.

To Pay Own Way

Because the basic problems of affiliates involve contractual relations with networks, it was concluded that IRNA expenses should not be paid by NAB, as in the past, since networks themselves are important contributing members to the major trade group. If the permanent reorganization is decided upon, it is presumed NAB will be reimbursed for past IRNA expenses.

The IRNA convention tentatively has been set for the Edgewater Beach Hotel, but if NAB decides to change its convention call on copyright to a downtown hotel, IRNA also will shift. The IRNA executive committee has been called for a session in Chicago on Sept. 13—a day preceding its own convention call.

At a meeting of the organizing committee in New York Aug. 1, held pursuant to action of the IRNA meeting in conjunction with the NAB convention in Atlantic City last month, the proposed bylaws were drafted in basic form. They were referred by Chairman Rosenbaum to John A. Kennedy, WCHS, Charleston, W. Va., a committee member, for polishing prior to circularization among the network affiliates. Other organizing committee members present include John Shepard 3d, Yankee Network; Paul W. Morency, WTIC, Hartford; Arthur B. Church, KMBC, Kansas City; Walter J. Damm, WTMJ, Milwaukee; H. K. Carpenter, WHK-WCLE, Cleveland.

The reorganization plan provides for selection of a new slate of officers and board of directors for IRNA. Mr. Rosenbaum was re-elected unanimously by the Atlantic City meeting, to serve until the reorganization.

The Shadow Returns

DELAWARE, Lackawanna & Western Coal Co., New York, will return *The Shadow* to 15 MBS stations on Sept. 24 for another season, broadcast Sundays from 5:30 to 6 p. m. Bill Johnstone, veteran radio actor, will again portray the title role, originally played by Orson Welles. Ruthrauff & Ryan, New York, handles the account.

Sales Successes of Chain Drug Stores

New York Units in the Black Since Liggett Adopted Radio

By WALTER J. NEFF

President, Neff-Rogow Inc., Advertising, New York

OUR FIRST six-month contract with Phil Cook, to advertise the products and service of the Liggett Drug Co. on his *Morning Almanac* over WABC, New York, has recently been extended to a full year. BROADCASTING has asked us to comment on our use of this program, and we now feel ready to answer. Questions have been raised under three headings: Why we use the *Morning Almanac*; how we use it; and what results we've obtained. Let's answer them in order.



Mr. Neff

Why We Use "Almanac"

Liggett Drug Co. operates 135 stores in the New York metropolitan area. It was necessary to discover the program and the station which would most effectively reach a listening audience in each and every one of the areas in which a Liggett store was located. Hence we combined an intensive study of available programs with a study of local station audience data, to find the right vehicle for Liggett.

It didn't take long to discover that Phil Cook's *Morning Almanac* was the program for which we were looking. Detailed audience studies made in and around New York during 1937 and 1938, showed a steady advance in listeners for this show, which was on WABC for 45-minutes six days a week. Our assumption in this case, of course, was that this advance would continue when Cook was pushing Liggett's products. In other words, we were climbing on a bandwagon which had not yet gained full speed. Subsequent surveys have revealed that the accelerator is still in pace.

We felt the genial informality of Cook and his variety entertainment, stressing a quality which is representative of Liggett's store managers and employes, would not only please the audience we wanted to reach, but create a large share of good will toward both the program and Liggett's. Here again our belief has been confirmed.

Therefore we found ourselves pleased with the WABC audience, and pleased with the show which reached this audience. Accordingly Mr. Cook and his "family" began advertising Liggett Drug Stores, from 7:30-7:45 a.m., Mondays, Wednesdays and Fridays. That began on Jan. 16, and he's been selling them ever since. Under our present contract, Cook will be selling Liggett's through Jan. 12, 1940.

How We Use the "Almanac"

Liggett has operated stores in the Metropolitan New York area for 35 years. During this period the firm has used the usual retail advertising media: Newspapers, door-to-door circulars, point-of-sale displays. Since Liggett sells an almost infinite number of items in its stores, the problem of adapting them to radio advertising presented considerable difficulty.

Obviously we couldn't advertise the entire list. We had to devise a formula which would get results in the few precious minutes of direct advertising copy on our program.

Then we hit on a scheme which was to prove extremely successful. We decided the advertising should stress *three* appeals: Institutional, personal, and special.

Here's how we did it. First, in the introduction, the soundness and service of Liggett's throughout the nation was emphasized. Shifting from this, we featured a store manager and his soda clerk, in this fashion: "This store is managed by Arthur A. Caddigan, a registered pharmacist and a 22-year Liggett man. Arthur used to be a top second baseman at college and he says he'll make a home run every time with the most difficult prescription you can send his way."

Then we continue: "That good looking chap who has charge of the soda fountain is James J. Varnes . . . who also loves baseball . . . but can play the drum to beat the band!"

Thus we gave our listeners an institutional and a personal appeal on our program. This was followed by the "special": "Why not have that cholocate fudge peanut ice cream sundae . . . with whipped cream . . . which is being featured at Liggett's today . . . as dessert? It's only 15 cents . . . and will top off the other food perfectly."

With this form of advertising we could not only move a particular "special", but tempt the audience to try what came before it; in this case, a full-course lunch.

Results Obtained

Both in general and in particular the results of the Phil Cook *Almanac* on WABC have been remarkably successful. In the first place, since the program went on the air less than seven months ago, *every* Liggett store in the metropolitan area, has become firmly established in the black! And this record was achieved in spite of very poor spring weather, which hampered the sale of fountain items, which mean substantial profit to Liggett.

Secondly, the reaction to the "specials" which were mentioned on the program (just *once*, remember) was overwhelming. On the first broadcast, the radio special was chicken chow mein, and *four times the normal amount* was sold at the Liggett soda fountains that day! Since that time, radio specials draw anywhere between *three* to *ten* times the normal amount, which leaves no doubt as to the pulling power of Phil Cook and his show. Liggett fountain clerks have many times reported new customers, who say Cook was the fellow that drew them there.

All this showed that Cook's personal remarks about various Liggett stores and their employes bring results with the audience, who go around to their neighborhood Liggett store, not only to get acquainted but often to check up and see if what Cook said about the men was right. Why, after a while, the store manager becomes a neighborhood celebrity!

A final important advantage which we have derived from this program lies in its power to draw people to the stores, ostensibly to buy the radio special, but usually ready to purchase more. For example, if the listener is persuaded to visit a shoe store, he can *only* buy shoes. But because of the vast quantity of products which Liggett's handles, once the listener has heeded Mr. Cook's advice, and dropped in for a hot fudge sundae, he is available for sales in many other departments. And so a whole new line of customers have been born; drawn to Liggett's by Phil Cook and a fountain special advertised on his *Almanac*, and kept there by the quality and superiority of the company and its stores.

Peoples Stores Go to the People

Clerk and Customer Main Actors in Store Drama

By A. L. MERRILL

Radio Advertising Manager
Peoples Drug Stores Inc.
Washington, D. C.

THE finest of all Peoples Drug Stores, on the corner of 11th and G Streets, Northwest, in the heart of the Capitol City's shopping district, enjoys the distinction of housing the only broadcasting studio in American which has for its location the Grill Room of a drug store.



Mr. Merrill

This studio, called Station PDS, though smaller in size than the average, is patterned after the usual studios to be found in broadcasting stations throughout the country. Its outside design is somewhat modernistic in appearance. Inside, it might be compared, except for its mechanical equipment, to the living room in a modern home.

Equipped with an elaborate public address system, Station PDS is operated by a capable announcer from 11 a.m. until 7 p.m. every weekday. The best of the radio programs, especially those sponsored by drug store products, are taken off the air and amplified by this p.a. system to be heard on several built-in loud speakers located throughout the store. When suitable programs are not available, choice recordings are offered for the patrons of this store. Customers are allowed to request the musical numbers they prefer to hear. The correct time, weather forecasts, and very short commercial announcements concerning sales and specially-priced merchandise, are given at regular intervals by Jim Williams, "Your Peoples Announcer". At one time, radio lines also carried these features to loudspeakers located in two other downtown Peoples Drug Stores.

Special Programs

Besides the regular offerings from Station PDS, special programs have been occasionally arranged for customers who frequent the store and the Radio Grill. At one time, a Hammond electric organ was installed and regular concerts were given. On another occasion a seven-piece, all-girl band, entertained. Still another attraction offered was the "Singing Porter" a colored entertainer who sang and played the piano remarkably well.

While the various features thus far mentioned have been heard only in the store, "Station PDS" has also been the scene for many stunt or special broadcasts heard over

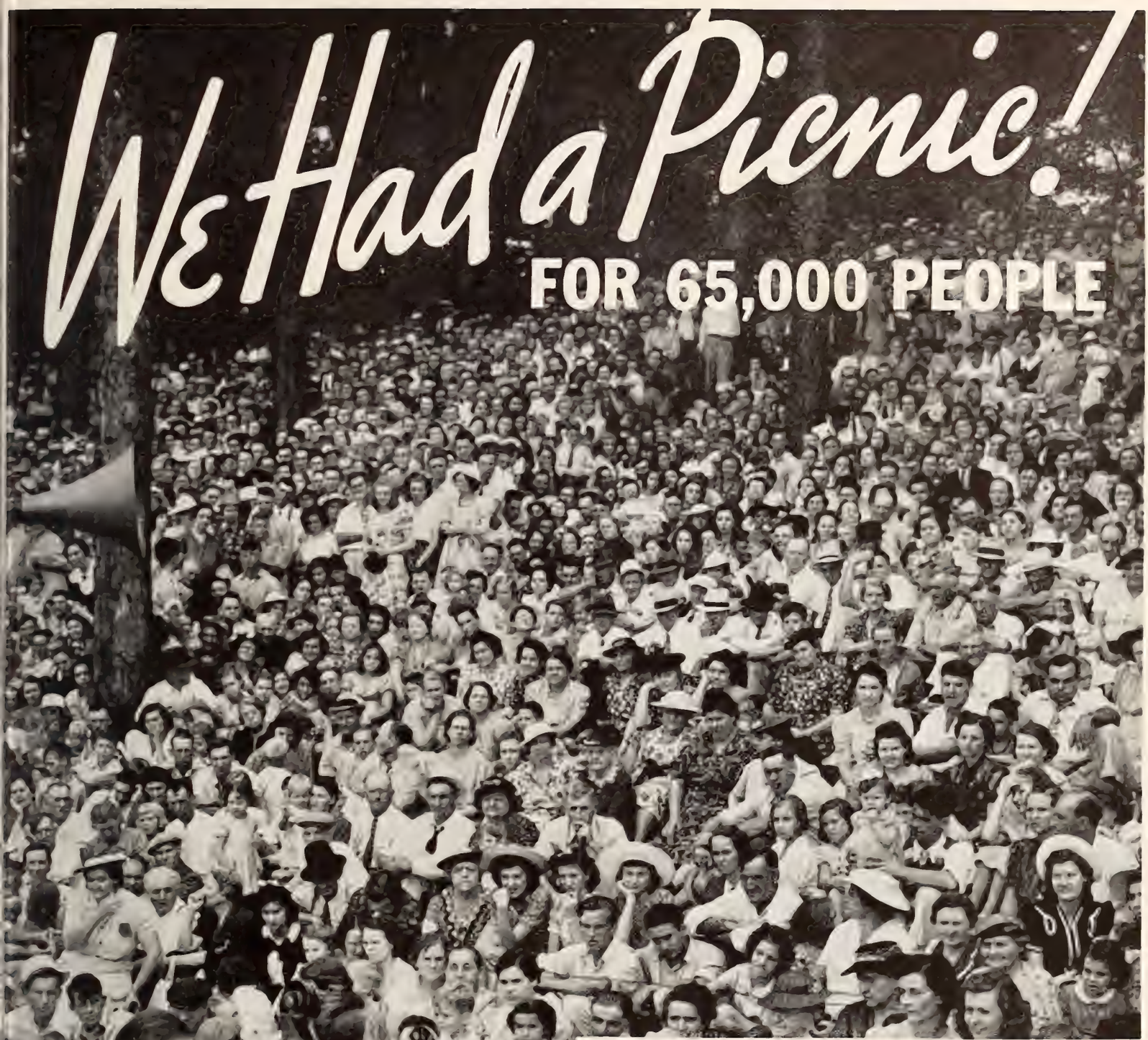
(*Continued on page 58*)



SNAPSHOTS like this are widely distributed by Peoples Drug Stores, to promote the *Station PDS Presents* program on WMAL, Washington, announced by Lee Everett (above).

We Had a Picnic!

FOR 65,000 PEOPLE



Between 60,000 and 65,000 persons jammed Forest Park at Noblesville, Indiana, according to State Police estimates, for WLS' all-state Indiana family picnic on Sunday, July 30. The picnic was promoted by WLS. Why did they come? They wanted to see and hear Dr. John Holland, Henry Burr and the dozen stars of the WLS National Barn Dance who staged a free show.

Such listener loyalty and interest is the reason WLS gets results for advertisers.

WLS CHICAGO

Burridge D. Butler, *President*
Glenn Snyder, *Manager*

Represented by **JOHN BLAIR & CO.**
New York, Chicago, Detroit, Los Angeles, San Francisco

B-S-H Again Tops Agency Bookings

FIFTEEN advertising agencies purchased $28,750,353 worth of time on the nationwide networks for their clients during the first half of 1939, amounting to 69.8% of all time sold by these networks during that period. Blackett-Sample-Hummert, as usual, was first among the agencies in time purchases, accounting for $5,198,992. While the leading agencies remain leaders years after year, the placement for the first six months of 1939 is somewhat changed from that of the year 1938.

J. Walter Thompson Co., in second place for last year, drops back to third for the six-month period of 1939, Young & Rubicam at the same time moving into second. Biggest advance was made by Arthur Kudner, which was 24th in agency ranking for last year but 14th for the first half of this year.

Complete tabulation of the expenditures for network time of the leading 15 agencies, as compiled by the CBS Statistical Department, follows:

Blackett-Sample-Hummert	$5,198,992
Young & Rubicam	3,571,864
J. Walter Thompson Co.	3,494,795
Ruthrauff & Ryan	2,562,585
Benton & Bowles	2,536,009
Lord & Thomas	2,098,725
Compton Adv.	1,838,210
BBDO	1,366,950
Pedlar & Ryan	1,317,086
Ward Wheelock Co.	1,217,063
H. W. Kastor & Sons Adv. Co.	836,281
Newell-Emmett Co.	725,687
Lennen & Mitchell	705,189
Arthur Kudner	651,207
Wm. Esty & Co.	629,710
TOTAL	$28,750,353

Cowles Interests Buy Minneapolis Journal

THE COWLES newspaper-radio interests of Des Moines on Aug. 1 acquired the 61-year-old *Minneapolis Journal* and combined it with their *Minneapolis Star*, publishing the newspaper in the evening and Sunday as the *Star-Journal*. John Cowles, president of the Minneapolis Star Co., negotiated the purchase and merger. He has headed the *Star* since it was acquired by his family in 1934.

Gardner Cowles Jr., a brother, supervises the radio properties of the Cowles group, which includes KSO and KRNT, Des Moines; WMT, Cedar Rapids, and WNAX, Yankton, S. D. The other publishing properties are the *Des Moines Register & Tribune* and *Look* Magazine.

Testing for Q-9

WHITE ROCK MINERAL SPRINGS Co., New York, is sponsoring three quarter-hour *Miniature Concerts* of recorded music on WQXR, New York, each week in a test radio campaign for Q-9, a new quinine tonic beverage. No further broadcasting is planned at the moment, according to Newell-Emmett Co., New York, agency for the account.

RCA board of directors, at its regular meeting on July 28, voted a quarterly dividend of 87½ cents a share on all outstanding RCA Cumulative Convertible First Preferred stock and a quarterly dividend of $1.25 a share on all outstanding "B" Preferred. Dividends, covering the period from July 1 to Sept. 30, will be paid Sept. 30 to stockholders of record at close of business Sept. 8.

Networks Continue Increase in Billings As July Figures Record Jump of 10.7%

SWINGING into the second half of 1939 with undiminished vigor, the national networks together reported gross billings of $5,812,091 for the month of July, a rise of 29.4% over the $4,493,175 billed for the same month last year. For each network the month was the best July so far. Cumulative billings for these coast-to-coast networks for the year to date total $46,988,236, a figure 10.7% ahead of that for the first seven months of 1938, when the total was $42,441,583.

Biggest increase in comparison with the same month a year ago was made by CBS, which showed a gain of nearly $1,000,000, or 69.1%. It should be explained, however, that July 1938 was the lowest month for CBS in the two-year period of 1937-38, so that the contrast with this July is unusually great. For the year to date, CBS cumulative billings add up to $19,264,926, showing a 13.7% increase over the billings of $16,949,912 for the like period of 1938.

Mutual, which in July showed an increase over the same month of the previous year for the 15th consecutive month, had a gain of 29.6%, only slightly higher for July than for the entire seven months of 1939 over 1938. Cumulative billings for this year total $1,840,818, beating by 21.9% the $1,509,287 gross MBS billings for the same part of 1938.

NBC, with a gain of 11% for the month, has a 7.9% gain for the seven-month period. 1939 billings so far total $25,882,492, as compared with $23,982,384 for the same part of last year. Broken down into the two NBC networks, July billings were $2,601,696 for the Red network and $681,859 for the Blue. For the year to date Red billings total $19,835,843; Blue billings total $6,046,649.

Gross Monthly Time Sales

NBC

	1939	% Gain over 1938	1938
Jan.	$4,033,900	6.3%	$3,793,516
Feb.	3,748,695	7.2	3,498,053
March	4,170,852	9.6	3,806,831
April	3,560,984	7.6	3,310,505
May	3,702,102	8.4	3,414,200
June	3,382,404	5.7	3,200,569
July	3,283,555	11.0	2,958,710

CBS

Jan.	2,674,057	—7.1	2,879,945
Feb.	2,541,542	—5.2	2,680,335
March	2,925,684	—3.6	3,034,317
April	2,854,026	17.7	2,424,180
May	3,063,329	25.4	2,442,283
June	2,860,180	34.8	2,121,495
July	2,311,953	69.1	1,367,357

MBS

Jan.	315,078	16.7	269,894
Feb.	276,605	9.2	253,250
March	306,976	31.8	232,877
April	262,626	38.6	189,545
May	234,764	20.9	194,201
June	228,186	12.7	202,412
July	216,583	29.6	167,108



CALLING MARS was a stunt on WOR, Newark, the night of July 27, when the red planet was only 36,000,000 miles from the earth, nearest in 15 years. Charles Singer, WOR transmitter chief, flashes the code signal while Dr. Clyde Fisher, curator of Hayden Planetarium (right), looks on and Dave Driscoll, special features announcer, tells the listening audience all about the experiment. Idea was to beam a signal straight at Mars, which would reflect it back to earth and WOR's receivers, but it evidently got sidetracked in the heavens, for after Mr. Singer sent it out, nothing more was heard of it.

NBC Earnings Factor In RCA Half-Year Gain

THAT the NBC networks continue to be a major factor in RCA's income is again disclosed in the six-month income statement for the period ending June 30, just released by David Sarnoff, RCA president and NBC board chairman. Although RCA does not break down its consolidated statement to show the income and profit of its subsidiaries, the RCA's gross income from all sources for the first six months of this year was disclosed as $48,290,112 as compared with $45,254,304 for the same period last year.

During the first six months of this year the NBC networks showed gross time sales totaling $22,598,937 as compared with $21,023,674 for the same period last year [BROADCASTING, July 15].

RCA's net profit for the first six months of this year were $2,172,201, compared with $2,524,756 for the same period last year. Earnings per share of common stock for the six-month period were $.04, compared with $.066.

NBC Keys Expand

COMBINED billings of WEAF and WJZ, New York key stations of NBC's Red and Blue networks, respectively, for July 1939 were 94% higher than for the same month of 1938, NBC reports. June billings were 71.8% above June 1938. These gains are due, the network explains, to policy changes that now permit advertisers to use transcriptions up to 10 a.m. and to purchase 50-word announcements before 8 a.m., and to the establishment of *Woman of Tomorrow*, participation program, on WJZ.

HALF-YEAR PROFIT OF CBS INCREASES

CBS earned a net profit of $2,771,891.84 for the first six months of 1939, according to a consolidated income statement issued by the network Aug. 2, following a board of directors meeting at which a cash dividend of 45 cents was declared for each outstanding share of Class A and Class B stock of $2.50 par value. Dividend is payable Sept. 8 to stockholders of record Aug. 25.

Profit for the six months period equaled $1.62 per share of stock, 7.3% above the $1.51 per share earnings for the first half of 1938. Gross income for the first 26 weeks of 1939 was $20,129,210.56, a gain of 9.8% over the gross income of $18,334,605.42 for the like period of 1938. Full statement follows:

	Six Months Ended July 2, 1938 (26 weeks)	Six Months Ended July 1, 1939 (26 weeks)
Gross Income from sale of facilities, talent and wires	$18,334,605.42	$20,129,210.56
Less: Time discounts and agency commissions	5,269,913.37	6,005,959.73
	$13,064,692.05	$14,123,250.83
Deduct:		
Operating expenses	$ 6,855,215.04	$ 7,463,912.98
Selling, general and administrative expenses	2,820,687.68	3,034,928.43
	9,675,902.72	10,498,841.41
Net Income for the period before interest, depreciation, Federal income taxes and miscellaneous income	$ 3,388,789.33	$ 3,624,409.42
Less:		
Interest	$ 24,830.92	$ 25,706.10
Depreciation	292,722.09	303,988.93
Federal income taxes	560,210.66	618,510.97
	877,763.67	948,206.00
	$ 2,511,025.66	$ 2,676,203.42
Add:		
Miscellaneous income (net) including interest, discount, dividends, profit and loss on sale of securities	67,166.35	95,688.42
NET PROFIT FOR THE PERIOD	$ 2,578,192.01	$ 2,771,891.84
EARNINGS PER SHARE	$ 1.51	$ 1.62

(Calculated upon the 1,708,723 shares of $2.50 par value stock either outstanding at July 1, 1939, or to the outstanding upon completion of exchange of old $5.00 par value stock.)

Sunkist on 31

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist oranges and lemons), a heavy user of radio time, through Lord & Thomas, that city, on Oct. 30 starts for 52 weeks, a thrice-weekly quarter-hour on 31 CBS stations, Mon., Wed., Fri., 6:15-6:30 p. m. (EST). Type of program and talent to be utilized has not been revealed. The series will be produced under direction of James Fonda. This will be the first time in several years the sponsor has utilized network time, and represents an important departure on the part of a West Coast advertiser. Transcribed shows and announcements have been used in recent years by the Exchange for its various products.



A Full-Time Network

Current figures show Michigan Radio Network operating a weekly total of 119 hours—27½ hours sponsored and 81½ sustaining.

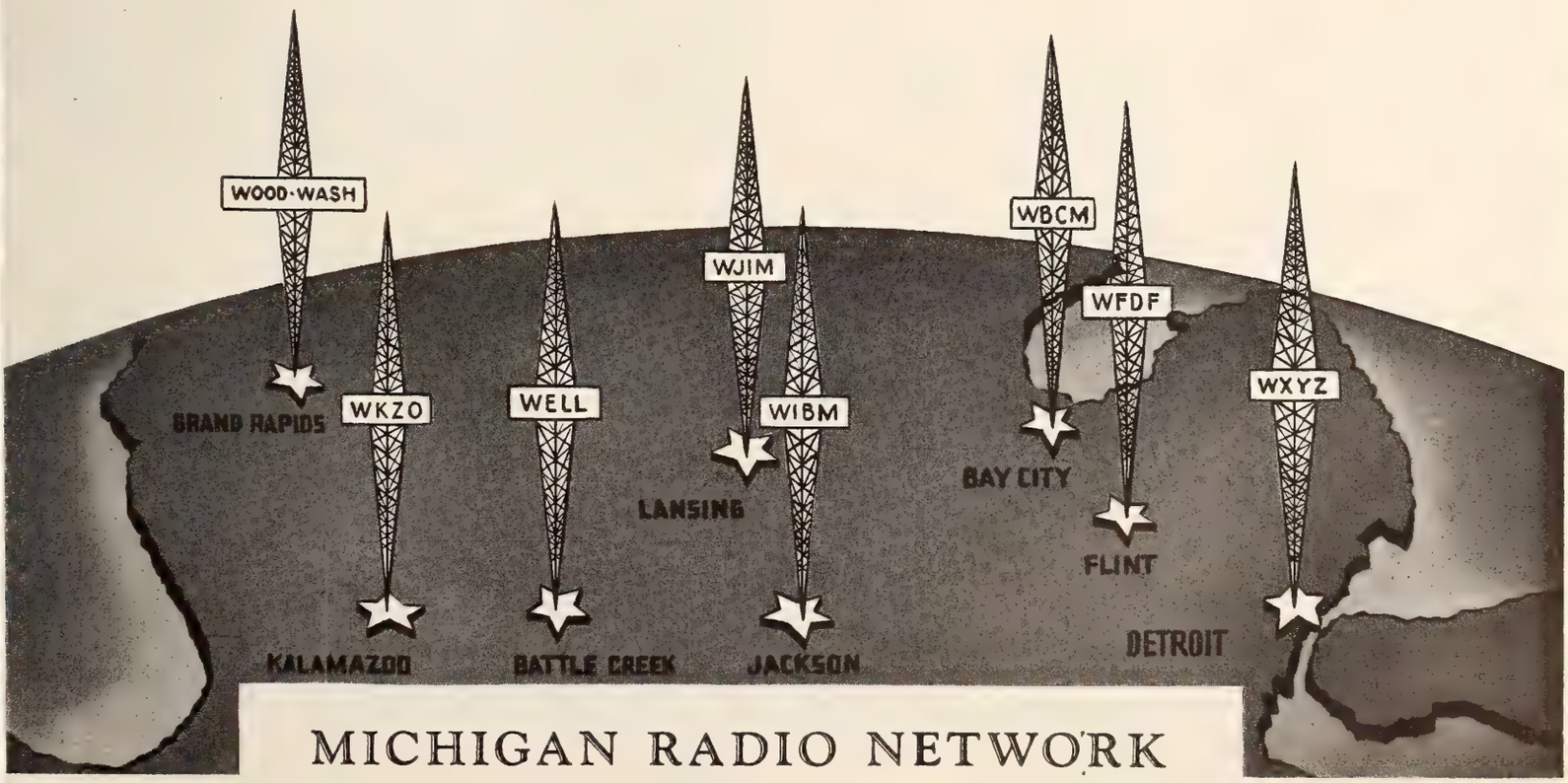
From early morning until midnight, Key Station WXYZ supplies its seven affiliates with a steady flow of modern entertainment.

Part of this entertainment comes direct from NBC Blue. But such features as news, Lone Ranger, Green Hornet, the Tiger ball game and many others originate in key station studios.

Here, Mr. Time Buyer is a real network—six years in full time operation, using only Class A lines—reversible, too—and with the only actual primary coverage of Michigan's eight population centers.

Let us plan with you for best results over Michigan Radio Network. Write!

KING-TRENDLE
BROADCASTING CORPORATION
DETROIT



MICHIGAN RADIO NETWORK

FCC Authorizes Fulltime Regional In Akron on 1530

Locals for Sault Ste. Marie And Yuma Also Are Granted

THE FIRST new fulltime regional station to be authorized in the last 13 months was granted Summit Radio Corp., Akron, O., in a decision of the FCC Aug. 8 in which it reconsidered a denial of last May 11 and issued a construction permit for 1,000 watts on 1530 kc., effective Aug. 15. On the same day the Commission authorized new locals in Yuma, Ariz., and Sault Ste. Marie, Mich., and issued proposed findings approving a new station in Ashland, Wis.

Although the Commission thus far this year has authorized a total of 37 new stations, and issued proposed findings approving about a half-dozen more which must be finally acted upon later, all have been local low power outlets with the exception of an occasional daytime regional grant.

The last new fulltime regional to be granted was on July 1, 1938, when the FCC authorized KWFT, Wichita Falls, Tex., which began operating last month with 250 watts nignt and 1 kw. day on 620 kc.

The new station in Akron will be headed by S. Bernard Berk, local attorney and electrical appliance shop owner, who will be president of the company and owner of 12 out of 250 authorized shares of stock. His wife will be secretary, holding 50 shares. Other stockholders are Lily G. Mendelsohn, of Cleveland, sister of Mrs. Berk, 50 shares; Mary M. Harvey, wife of a local judge, 64 shares; David Kyman, Cleveland, 66 shares; Donald Gottwald, Akron attorney, 5 shares.

New Yuma Station

The new station in Yuma was granted without hearing to Yuma Broadcasting Co., and was authorized to use 100 watts night and 250 day on 1210 kc. Stockholders are KTAR Broadcasting Co., operator of KTAR, Phoenix, and KVOA, Tucson, 45%; John H. Huber, local jeweler, president of the corporation, 15%; R. N. Campbell, attorney, vice-president and treasurer, 25%; D. Morgan Campbell, attorney, secretary, 15%.

The Yuma grant was made despite the fact that a hearing has been scheduled for Sept. 25 on the application of E. B. Sturdivant, manager of KUMA, Yuma local, seeking the present facilities of KUMA, which was ordered to forfeit its license several months ago because of alleged misstatements to the Commission relative to ownership. KUMA at present is operating on a temporary license pending hearing.

Soo, Mich. and Ashland, Wis.

The Sault Ste. Marie grant was to Hiawathaland Broadcasting Co., authorized to use 100 watts night and 250 day on 1200 kc. Officers and stockholders are Vernon W. Arkins, local insurance agent, president, 65%; George A. Osborn, publisher of the *Sault Ste. Marie News*, vice-president and treasurer, 33%; Sherwin M. Overholt, wholesale baker, 2%.

The proposed findings approving a new station in Ashland, Wis., which is the equivalent of a grant unless objections are raised, authorizes construction by WJMS Inc. of a fulltime 100 watter on 1370 kc. WJMS Inc. is also the licensee of WJMS, Ironwood, Mich., which is controlled by William L. Johnson, of Escanaba, Mich., president, Upper Peninsula manager for the Michigan Liquor Control Commission, and N. C. Ruddell, manager of WJMS. A member of its board and a stockholder also is Frank E. Hook, Congressman from the 12th Michigan district.



DIXIE CLIPPER Transatlantic passengers Aug. 2 included Frank E. Mason, NBC vice-president in charge of the international division and information department, and Mrs. Mason, who will combine business with pleasure during a six-week vacation. While touring England, France, Germany and Italy, Mr. Mason will study reception characteristics of American shortwave programs.

Food Firm Holds Time

WHEN Standard Brands Inc., New York, and Rudy Vallee dissolve their 10-year relationship, following the Sept. 28 broadcast, the firm will retain the Thursday night NBC-Red network time, substituting a new Hollywood originating show for Royal Gelatin and Fleischmann's Yeast, with J. Walter Thompson Co. producing. New program will continue to be heard Thursday, 7-8 p.m. (EST).

Three Greenvilles

LUCKY is the town named Greenville, for two of them got CP's in recent weeks for new local stations, namely, the North Carolina and the Mississippi Greenvilles. There is already a station in Greenville, S. C. The former 50-watt local in Greenville, Tex., however, last year lost its license.

Call Letters Assigned

CALL letters have been assigned by the FCC to most of the 11 new stations authorized for construction July 12-13 [BROADCASTING, July 15] and the five new stations authorized July 26-27 [BROADCASTING, Aug. 1]. In the former group calls have been assigned as follows: WSPB, Sarasota, Fla.; WMGA, Moultrie, Ga.; WESX, Salem, Mass.; KHAS, Hastings, Neb.; WFIG, Sumter, N. C.; KVIC, Victoria, Tex.; KWBD, Plainview, Tex. In the latter group the calls thus far issued are KWFC, Hot Springs, Ark.; WJPF, Herrin, Ill.; WJPR, Greenville, Miss.; WHUB, Cookeville, Tenn. Call letters of the new station at Panama City, Fla., authorized June 27, will be WRSR.

13 Stations Get 250 w. Night Power; WXYZ and WTAG Granted 5kw. Day

THIRTEEN local stations were authorized Aug. 8 by the FCC to increase their night power from 100 to 250 watts in the first grants under the new rules and regulations, which became effective Aug. 1. The horizontal increases are the forerunners of many others contemplated, upon proper application, for local stations as well as for regionals in the new station classifications.

The FCC authorized WXYZ, Detroit, and WTAG, Worcester, to increase their day powers from 1,000 to 5,000 watts. No action was taken on pending applications from regional stations to increase night powers to 5,000 watts under the new rules. It is expected such grants will be held in abeyance until the next FCC meeting, not yet scheduled, or possibly until the full FCC reconvenes on Sept. 5.

WXYZ, key station of the Michigan Network, and an NBC Blue outlet, was authorized to move its transmitter locally, install new equipment and a vertical radiator and increase its power to the day regional maximum on 1240 kc. WTAG, NBC-Red and Yankee outlet, received a similar authorization except that it will not relocate its transmitter. It operates on 580 kc.

Local stations granted the initial power increases to 250 watts at night are: WHAI, Greenfield, Mass.; WJLS, Beckley, W. Va.; WLVA, Lynchburg, Va.; WBLK, Clarksburg, W. Va.; KTOK, Oklahoma City; WACO, Waco, Tex., WLAK, Lakeland, Fla.; WSJS, Winston-Salem, N. C.; WLBC, Muncie, Ind.; WEMP, Milwaukee; WCLO, Janesville, Wis.; WSBC, Chicago; WEBR, Buffalo.

In proposed findings Aug. 8, the FCC announced it would deny the application of WMBR, Jacksonville, for a change in frequency from 1370 to 1120 kc., and an increase in power from 100 watts night, and 250 watts day to 500 watts night and 1000 watts day unlimited time.

Louisville Denials

In a similar action, the FCC announced it proposed to deny the application of WGRC, New Albany, Ind., to shift from 1370 to 880 kc., with 250 watts unlimited time instead of 250 watts daytime only, as well as the application of Gateway Broadcasting Co., Louisville, for a new station on 880 kc. with 500 watts unlimited time. It stated that WGRC and the proposed Gateway station would be limited in coverage and would not render primary service to the metropolitan district of Louisville, contrary to allocation principles.

Under FCC procedure, all parties in cases in which proposed findings are issued have 20 days within which to file exceptions and request oral arguments on the proposed reports.

Adoption of its final order granting WALA, Mobile, a construction permit to increase its night power from 500 to 1,000 watts, install a vertical radiator and move its transmitter site locally, also was announced, effective Aug. 9.

WPEN Transfer Approved by FCC

Sale of KHBG, Okmulgee, and WSAV, Savannah, Granted

THREE transfers of ownership of broadcasting stations were authorized by the FCC Aug. 8, permitting new owners to take over WPEN, Philadelphia; KHBG, Okmulgee, Okla., and WSAV, Savannah, Ga.

WPEN was transferred from the estate of the late John Iraci, onetime owner also of WOV, New York, to Arde Bulova, New York watch manufacturer and broadcast station owner who last year also purchased WOV. The FCC decision authorized transfer of the remaining 60% stock in WPEN to Mr. Bulova for $160,000, giving him full ownership. WPEN operates fulltime with 1,000 watts on 920 kc.

Okmulgee Transfer

KHBG has been acquired by new owners in a deal whereby each of the present four shareholders transfers his stock for $100 per share to four other persons. Application for the transfer was made late in July [BROADCASTING, Aug. 1] and the transfer of the 100-watt daytime station on 1210 kc. was granted without a hearing. The new owners are Mrs. Paschal Buford, sales manager of the station and wife of the manager, 41 shares; Sam W. Ross, vice-president of Premier Oil Co. and bank director, 25 shares; Mrs. S. P. Ross, 16 shares; Paschel Buford, 10 shares.

Also granted without hearing was the application of Arthur Lucas, holding a construction permit to build WSAV in Savannah, using 100 watts on 1310 kc., to transfer part of his holdings in the company. Mr. Lucas, owner of a chain of Georgia theaters and part owner of WRDW, Augusta, retains 151 shares in WSAV Inc., and assigns 119 shares to Harben Daniel, commercial manager of WSM, Nashville, and 30 shares to Aaron Shelton, WSM engineer.

In another routine decision the Commission authorized the assignment of WMBI, Chicago, from a company known as the Moody Bible Institute Radio Station to the Moody Bible Institue of Chicago.

New KDRO at Sedalia

AUTHORIZED for construction last April, the new KDRO, Sedalia, Mo., 100 watts night and 250 day on 1500 kc., will begin operation early in September, according to Robert A. Drohlich, who will manage the station and who is its co-owner with his brother, Albert S. Drohlich. The latter will be in charge of sales promotion, and a staff of 16 has been employed, including C. Laverne Omer, formerly with WREN, Lawrence, Kan., chief engineer; Randall Jessee, former manager of KWOC, Poplar Bluff, Mo., program director, and Sam Booth, formerly with WJEJ, Hagerstown, Md., commercial manager. RCA equipment is being installed throughout with a 164-foot Truscon vertical radiator.

R. EARLY WILLSON, part owner of KABC, San Antonio, in partnership with Earl Cullum, Dallas consulting engineer, and T. W. Davis, has applied to the FCC for a new local station in Dallas to operate on 1370 kc.

KVOO recording artists



★ ★ ★ ★

BOB WILLS AND HIS TEXAS PLAYBOYS

Brunswick and Vocalion Records. Five years with KVOO, 6 half hours weekly for Playboy Flour.

★ ★ ★ ★

RAY WHITLEY AND COMPANY

RKO Pictures. World Broadcasting System, Decca Records and American Record Corporation. 8 years with Madison Square Garden Rodeo. KVOO Saddle Mountain Roundup.

★ ★ ★ ★

HERALD GOODMAN— TENNESSEE VALLEY BOYS

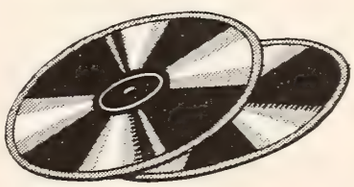
RCA-Victor and Bluebird Records; Brunswick and Vocalion Records; Gennett Laboratories; N. Y. Recording Laboratory. NBC, CBS, WSM Grand Ole Opry and KVOO Saddle Mountain Roundup.

★ ★ ★ ★

ROWDY WRIGHT AND HIS JOLLY COWBOYS

American Record Corporation. NBC, CBS, Don Lee Network and KVOO Saddle Mountain Roundup.





These headliners, regular KVOO talent, are in demand with recording companies and folks who have bought approximately 250,000 of their records!

They are surrounded by other KVOO artists who are making records in popularity on Oklahoma's most powerful station!



KVOO offers outstanding local talent plus the choice of both Red and Blue NBC Network programs. This explains the tremendous popularity of Oklahoma's most powerful station. KVOO blankets a 75-mile radius around Tulsa which contains 40% of Oklahoma's population, furnishing 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales. Cover Oklahoma's greatest market with KVOO!

Unlimited Time

25,000 WATTS BOTH NBC NETWORKS

EDWARD PETRY AND COMPANY

National Representatives

How Stations Will Have to Devise Program Logs to

Studio used..... Station identification and announcement texts (See Column 4): Code (1).....

(All time shown is to be local time of the studio for whose programs this log is prepared (see columns 5 and 6)). Check the time belt in which operated..... Eastern ( ), Central ( ),

Announcer.....on.....M.; Announcer.....on.....M.;

Announcer.....off.....M.; Announcer.....off.....M.;

Line Number	(1) Name of commercial time user (by which introduced or announced) or (2) Name of producer of sustaining broadcast (network, hook-up group, or station)	(1) Principal performer (if personal rendition) (2) Identity of recording (if mechanical rendition)	Station identification		Time of beginning the broadcast		Time devoted to each source of production						Line Number
							Chain broadcast (network and hook-up)		Local broadcast (includes programs produced for chains but only if also broadcast locally)		Total broadcast time (Cols. 7–8 plus Cols. 9–10)		
			Time	Code	A.M.	P.M.	Hrs.	Min.	Hrs.	Min.	Hrs.	Min.	
	(1) (Forwarded)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	
1													1
2													2
3													3
4													4
↓	* * *	* * *	*	*	*	*	*	*	*	*	*	*	↓
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48													48
49													49
50													50
						(Forward) Total							

(*) **Major type code (Col. 13):** **Minor group code (Col. 14):**

A (Music)..... 1 (Serious); 2 (Light); 3 (Popular); 4 (Other).
B (Drama)..... 1 (General drama); 2 (Comedy plots); 3 (Drama for children); 4 (Other drama types).
C (Variety)..... (No minor type groups).
D (Talks and discussions)..... 1 (Social and economic); 2 (Literature, history, general culture); 3 (Household and other subjects of special interest to women); 4 (Farm management and other subjects of special interest to farmers); 5 (Political); 6 (Other talks and discussions).

WBAX REVOCATION ORDERED BY FCC

A THIRD revocation order, issued pursuant to the recently established FCC policy of taking direct action in extreme cases, was announced Aug. 8 by the FCC in citing WBAX, Wilkes-Barre, Pa., to show cause why its license should not be revoked because of "circumstances in re management and control of station". Notice was served on John H. Stenger Jr., licensee, and is understood to grow out of a lease arrangement under which Glenn D. Gillett, Washington consulting engineer, seeks to clear up his financial interest in the station.

In another action Aug. 8 the FCC announced it had dismissed the application of Mr. Stenger, and of the assignor, Stenger Broadcasting Corp., for transfer of the license because the application does not meet the requirements of the rules of the Commission "in that it is not executed by both the assignor and the assignee." "The assignor refuses to sign said application", the FCC stated.

A show cause revocation order was issued earlier this year against KUMA, Yuma, Ariz., and has been set for hearing Sept. 25 in Yuma before Commissioner Norman S. Case. Last month the FCC issued a similar order in the case of WLTH, Brooklyn, cited because of alleged failure to heed instructions relating to equipment essential to avoid interference with Coast Guard radio operations.

TELEVISION demonstrations by RCA are to be a feature of the Canadian National Exposition in Toronto Aug. 25 to Sept. 9.

WHAT NEW LOG RULE MEANS

CONFUSION among stations as to how they can comply with the requirements of the FCC which became effective Aug. 1, governing maintenance of program logs, may be relieved to some extent by the guide shown above. Though there has been a storm of protest from stations because of the infinite detail required, the rule nevertheless is now effective, and until there is some official modification, stations must be in a position to show the data required by the rule.

The rule (*3.90*), under paragraph *a* (*2*), specifies that an entry shall be made briefly describing each program broadcast, such as "music", "drama", "speech" etc., together with the name or title thereof, and the sponsor's name, with the time of beginning and ending. It also requires that, if a mechanical record is used, the entry shall show the exact nature thereof such as "record", "transcription" etc., together with the name or title of each, and the time it is announced as a mechanical record.

The form shown herewith is suggested only as a guide, which will supply the information now required by the Commission. Though it is not an official document, it nevertheless follows the views of that agency. Any variation of it, supplying equivalent data, it is assumed, will serve the FCC's purpose.

The FCC has not published or authorized a standard form of log, concluding that stations should be left to their own devices to supply the data. While BROADCASTING feels the log requirements are unreasonable because of the hardship imposed on all stations, principally smaller stations which may find it necessary to add personnel for the purpose, it publishes this sample in the hope that it may help stations in devising a log to meet the requirements. It procured the advice of the FCC in connection with the log requirements.

In addition to the announcement requirements under *3.90 (a) (2)*, which is the principal rule, that required under paragraph (1) specifies an entry of the time each station identification announcement (call letters and location) is made. Provision is made in the log, shown herewith, for this notation, through the use of an appropriate code which will denote the exact expression used.

Sponsor Identification

The program log, under paragraph (3), requires: "An entry showing that each sponsored program broadcast has been announced as sponsored, paid for, or furnished by the sponsor". This has caused consternation because of the effect it may have on participating programs, spot and station-break announcements. The question of possible new styling of such announcements, wherein the actual name of the sponsor will be used has arisen in the past [BROADCASTING, June 1] but there has been no actual test of the requirement.

In the sample log depicted herewith, the first two columns only identify the program. This is to be answered by supplying the name used in the announcement, such as "Jell-O Hour—Jack Benny"; "Sun Dial — Jack Adams"; or "Sports Review" — (name of commentator)". In this same column, the title of every record or transcription performed must be shown. This need not give the actual title. It will be sufficient to list the manufacturer's catalog number, or the station's library number, or any notation that will enable the station at a later date to furnish the designation of the recording.

Infinite Detail Required

The second column yields the source of production (such as CBS, NBC, MBS, regional network, or local or remote studio). The time of beginning each broadcast period is to be noted, according to A.M. or P.M. designation. In the case of records or announcements, the beginning time of the broadcast will be construed as the time of starting the record or of making the announcement.

Called for next is the total time in the program taken from networks, shown in hours and minutes; the total of all other time to be shown in the "local" column. Simultaneously, the total of each of these items goes into the "commercial" or "sustaining" columns. The next adjacent columns will show the methods of rendition. These will denote the number of minutes for each bracket, such as live talent, records, transcriptions and announcements, regardless of whether they are local or from a

Comply With New FCC Regulation — *See Editorial, Page 40*

Code (2)..... Code (3)..... Code (4).....

Mountain ( ), Pacific ( ), Standard ( ), Daylight Saving ( ). Sheet.....Date.....Year 19.....

Announcer.....on.....M.

Announcer.....off.....M.

Line Number	(*) Description of each type of matter broadcast		Total broadcast time (Cols. 15 to 18, incl. must equal Cols. 11 and 12				Time devoted to each method of program rendition (Cols. 19 to 28 incl. must equal Cols. 11 and 12)										Number of commercial station-break announcements	Commodity, service, or subject advertised on commercial broadcast	Line Number
							Program periods (5 minutes or more)						Announcements (except station breaks)						
							Personal rendition (Live talent)		Mechanical rendition				Personal rendition (Live talent)		Mechanical rendition				
									Records		Electrical transcriptions								
	Code		Total sustaining time		Total commercial time														
	Major type	Minor group	Hrs.	Min.	Hrs.	Min.	Hrs.	Min.	Hrs.	Min.	Hrs.	Min.	No.	Min.	No.	Min.			
	(13)	(14)	(15)	(16)	(17)	(18)	(19)	(20)	(21)	(22)	(23)	(24)	(25)	(26)	(27)	(28)	(29)	(30)	
1																			1
2																			2
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4																			4
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48																			48
49																			49
50																			50

(*) **Major type code (Col. 13):**

E (News)..... 1 (General news reports and special news bulletins); 2 (Sport flashes); 3 (Sports resumes); 4 (Sports, eye-witness events); 5 (Meetings, conventions, and other narrator eye-witness occasions of civic interest); 6 (Other eye-witness narrator events), 7 (Market, crop, weather news).

F (Religion and devotion)..... (No minor type groups).

G (Miscellaneous types)..... (No minor type groups).

Minor group code (Col. 14):

network. On this basis, a quarter-hour local commercial and a quarter-hour network sustaining, if both are live talent, will go in the personal rendition column.

No fear need be felt that these notations will become confused, because the form provides that when an amount of time is shown as either network or local, the same amount of time is shown as commercial or sustaining, and a like amount is shown as either live talent or mechanical, all on the same line.

It is suggested that announcements (except station break commercials) be measured as they were in the FCC's last questionnaire, where they were timed at 100 words per minute, unless the station itself has a different rating. Station-break commercials are to be counted numerically only, and not measured for elapsed time. The final column calls for the name of the principal commodity or service identified in the commercial credit.

For summarization, when the broadcast day is completed and the log closed, each of the various columns would have to be justified and analyzed for the total time for each classification.

Prof. Quiz Shifted

CBS will shift *Professor Quiz* on Aug. 18 from the Saturday night spot it has occupied for several years to the 7:30-8 p.m. period on Fridays. Move is to accustom the program's audience to the Friday evening position while it is broadcast on a sustaining basis, so there will be an established Friday audience when Procter & Gamble takes over the program Sept. 8 for Drene and Teel.

Broadcasters Confer With FCC in Effort To Clear Up Log Analysis Requirements

CLEARING UP of confusion growing out of requirements for maintenance of complete operating logs by stations under the new FCC rules and regulations, which became effective Aug. 1, is the objective of current discussions between broadcasters and the FCC.

An informal conference dealing with the proposed FCC program survey, following generally the pattern of studies undertaken during the last two years, was held in Washington Aug. 2. Discussion of the log requirements, particularly in connection with the listing of phonograph recording titles and details, soon reopened the whole log maintenance problem. Because of the inter-relation of the matters, there also came into the conversation the requirement under Section 317 of the Communications Act making mandatory specific announcement of sponsorship of all commercials, including spot announcements and participating programs [BROADCASTING, June 1].

The informal discussion was participated in by William J. Norfleet, FCC chief accountant, DeQuincy V. Sutton, FCC accountant, and Frank M. Utter, research and statistical expert in Mr. Norfleet's department. Participating in behalf of the industry were Walter J. Damm, managing director of WTMJ, Milwaukee; Edwin M. Spence, NAB secretary-treasurer; Dr. Frank M. Stanton, CBS research head, and Hugh Beville, NBC chief statistician.

Because of differences of opinion over the scope of the proposed program questionnaire, which would cover a typical week of 1939, it was concluded that there should be further discussions within a fortnight. Meanwhile, Mr. Damm volunteered to make a complete "minute-by-minute" analysis for a day of WTMJ programs to ascertain how well this detailed data can be supplied.

The FCC also will undertake additional study of the matter prior to the next informal discussion.

The week selected for the program survey will fall before the end of the year. Stations will be given advance notice, it is presumed. The detailed log entries required under the new rules would make possible the type of survey the FCC has in mind, it was said.

What Commission Seeks

While no formal view was expressed by FCC officials, it became apparent that beginning in 1940 the Commission will seek to have the program surveys cover one week of each quarter of the year. In that fashion, it would be enabled to appraise the seasonal peaks and valleys in station-network programing operations. The program logs would make this possible, it is held.

The financial questionnaire covering 1939 also is in the process of final preparation. The newest draft probably will be submitted shortly to the NAB Accounting Committee for discussion, in line with the stated FCC effort of causing least possible hardship in connection with its questionnaire studies. The industry survey on employment, third of the units which make up the annual FCC studies, has not caused any serious controversy.

FCC Modifies Routine Commission Procedure

TO FORESTALL repetitions of actions by individual commissioners involving basic policy matters such as grants of full time under the guise of temporary authorizations, the FCC has ordered modification of its procedure governing routine functions of individual commissioners.

The first of a series of contemplated steps designed gradually to transfer routine work from commissioners to the staff, was the adoption July 31 of administrative order "No. 2" governing such procedure. Considerable additional routine was assigned to the Secretary in lieu of individual commissioners. Most significant, however, was amendment of Paragraph 4, dealing with specific functions of individual commissioners on routine matters. A clause was inserted in this paragraph specifying that applications for special temporary authorization be handled in a manner "not inconsistent with the established policy of the Commission."

In one instance—granting of full time to WDGY, Minneapolis—first authorized by Commissioner George H. Payne—it was alleged that the action was inconsistent with Commission policy, particularly in the light of the Havana Agreement. The station is regularly authorized for daytime operation and was given a temporary full time grant.

AP News Reports Sponsored on Six

Newspaper Stations Acquire Service for Local Clients

SIX RADIO stations owned by newspapers are now broadcasting Associated Press news under sponsorship in line with the order of the AP executive committee of last May 26 [BROADCASTING, June 1], lifting the ban on the use of AP news on sponsored broadcasts and authorizing members' newspapers to use the news either in commercial or sustaining periods.

After holding out against the broadcasting of its news commercially for many years, while other press associations sold their service direct to stations, the AP board last spring set up regulations whereby an additional assessment of 5% of a member newspaper's basic assessment is charged if AP news is used on sustaining periods, and a 25% increase is levied for sponsored periods.

If the news is broadcast without sponsorship (the networks now use AP news as sustaining features) the AP must be credited. "Sponsored programs," the regulations state, "shall be broadcast by the member in the name of his newspaper and the AP shall not be identified therewith."

A survey by BROADCASTING disclosed that the six newspapers and their stations now carrying sponsored AP news are the *St. Louis Post-Dispatch* (KSD); *Houston Post* (KPRC); *Sioux City Journal* (KSCJ); *Owensboro* (Ky.) *Messenger & Enquirer* (WOMI); *Shawnee* (Okla.) *News & Star* (KGFF); *St. Cloud* (Minn.) *Times-Journal* (KFAM).

KSD reported to BROADCASTING that Purity Bakeries Corp., for Taystee Bread, is sponsoring AP news 11-11:10 a. m., Mondays through Fridays, and that several other sponsors for AP reports are in prospect.

KPRC reports using AP news commercially six times weekly in two separate periods—5:30-5:45 p. m. and 9:45-10 p. m. The first period is sponsored by the local West End Lumber Co., and the second by Galveston-Houston Breweries (Southern Select Beer).

KSCJ reports International Harvester Co. as the sponsor of five 15-minute AP news periods weekly.

WOMI uses six five-minute and one 15-minute AP newscast daily except Sunday, one each being sponsored by Sears-Roebuck, Firestone Service Station and Malone's Hollywood Studio. WOMI states that it uses AP credit on sustaining newscasts, along with the names of the local papers. In sponsored news, which omits the name of AP, one commercial is permitted before, one during and one after the news.

KGFF began sponsorship of AP news July 1, carrying four 15-minute periods daily except Sundays. One period is sponsored daily by Shawnee's Mammoth Department Store, the others being carried sustaining but available for sale. It will shortly add two more quarter-hour periods to the daily news schedule as well as separate sports and market news periods.

No information was available as to the sponsorship of AP news on KFAM.

ONE OF FOUR GET NEWS BY AIR

'Fortune' Survey Shows Relative Reliance of Public on Printed and Broadcast News

ALTHOUGH news transmission is "admittedly a byproduct" for radio, one-fourth of the nation's population relies most heavily on radio as a news source, according to an article in the August *Fortune* magazine, *The Press and the People—A Survey*, describing a study of the position of newspapers in relation to other news and editorial media.

A survey of principal news sources indicated 63.8% get most of their news from newspapers and 25.4% from radio, while the remainder rely on magazines, "gabby neighbors" and other sources. Broken down by economic groups, the survey showed that of the prosperous population, 70.7% relied on newspapers, and 17.8% on radio; of the upper middle class, 70.0% newspapers and 21% radio; lower middle class, 63.6% newspapers and 26.8% radio; poor, 58.1% newspapers and 31.3% radio, and negro, 51.6% newspapers and 28.3% radio.

"Radio's inroad deepens from top to bottom of the economic scale," commented *Fortune*, "taking in nearly twice as many of the poor as of the prosperous. By occupation, there are marked preferences. Executives, professionals, and retired people rely on newspapers even more heavily than do the prosperous; unemployed and students rely on radio even more than do the poor. In the Southwest the gabby neighbor is more than three times as potent a news source as in the country as a whole. In the Northeast, seat of most of the nation's great newspapers, the press scores its highest popularity (and radio, too, rates better than average). But on the Pacific Coast the percentage favoring radio is greater than for any other region, or for any economic or occupational group."

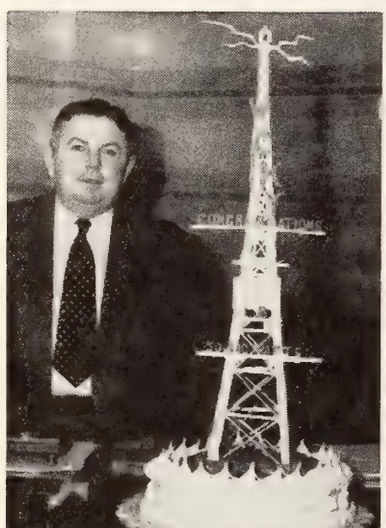
As for reliability of news reports, the *Fortune* survey indicated that in case of conflicting versions of the same story from different sources 22.7% would be most likely to believe a radio press bulletin, 17.6% a radio commentator, 13% an authority one heard speak, 12.4% a newspaper editorial, 11.1% a newspaper news item, 3.4% a newspaper columnist, and 19.8% answered "don't know" or "depends". Questioned on the relative freedom from prejudice, 17.1% supported newspapers, while 49.7% supported radio as being freer from prejudice in handling news reports. Choosing between the news interpreters, 39.3% preferred radio commentators, 25.9% newspaper editorials and 10.7% newspaper columnists.

Buying Detroit Local

A CONTRACT for the sale of controlling interest in WMBC, Detroit local on 1420 kc., has been agreed upon between E. J. Hunt and John Lord Booth, son of the late president of the Booth Newspapers of Michigan, whereby Mr. Hunt will sell his 62% interest in the station to Mr. Booth for a reported price of more than $100,000. Mr. Hunt seeks to retire from radio because of ill health. Mr. Booth last year bought one-sixth interest in WJBK, also of Detroit, for $16,500 from George B. Storer. He expects to become active in the station's management. The remaining stock in WMBC is held by E. A. Wooten.

Williams Coast Discs

J. B. WILLIAMS Co., Glastonbury, Conn., will take advantage of NBC's new policy of allowing transcriptions to be broadcast on the Pacific Coast Blue network, on Sept. 25, date of the change from daylight back to standard time in the East. On that date the company will inaugurate a rebroadcast for the West Coast of its Monday evening *True or False* program, which now reaches the West at 5:30 p. m. (PST). Transcribed off the line, the program will then be broadcast in the West at 9 p. m. (PST). At the same time WTIC will be added to the schedule, taking the transcription on Saturday, from 7:30 to 8 p. m. (EST). Series, advertising Glider and Williams shaving creams, was shifted Aug. 14 from 10-10:30 p. m. (EDST), to 8:30-9 p. m. (EDST). Program is placed through J. Walter Thompson Co., New York.



ALTHOUGH the transition of WCKY, Cincinnati, from 10 to 50 kw. last month was without ceremony, since formal dedication of the station's new transmitter has been postponed to Oct. 1 when the outlet joins CBS, many messages and gifts of congratulation were sent L. B. Wilson, president and general manager, the day the new power was turned on. One gift was this cake, past which Mr. Wilson beams fondly, surmounted by a miniature broadcast tower of candy.

LATEST non-broadcasting station operator to seek authority to install a facsimile station, to operate with 100 watts on 25175 kc., is the *Cincinnati Times-Star*, which has asked the FCC for permission to construct a station in the Vernon Manor Hotel, Cincinnati.

Benefits of Press-Radio Cooperation Emphasized

INCREASING cooperation between newspaper and radio will benefit each medium, Mayor James G. Stewart, of Cincinnati, told 21 editors of small town newspapers and staff members of WSAI, Cincinnati, at a dinner bringing together Ohio editors whose editorials are quoted on the weekly WSAI program, *The Editor Writes*. Following the dinner, the visiting newsmen participated in person in the regular broadcast of the program, on which they were interviewed by Clair Shadwell, WSAI program director.

"Newspapers and radio both deal in the distribution of news, entertainment and advertising," Mayor Stewart commented, "and only through friendly cooperation can either achieve that level of effective public service both are seeking. Progress is built only on the foundation of friendliness and a naturally begotten cooperative spirit." At the meeting the country editors expressed a belief that the fight between radio and newspapers was over and that it was time for both to join hands and prosper together. One editor pointed out that contrary to the widespread belief that radio had taken advertising away from newspapers, it had actually brought advertising to them.

Buying KTUC, Tucson

A NEW corporation, known as Tucson Broadcasting Co. Inc., would acquire KTUC, Tucson (formerly KGAR), for $20,000 under a proposed transfer of ownership application filed with the FCC Aug. 4. The new company's officers and stockholders are Dow Ben Roush, Tuscon, president, 39⅓% stockholder; John Merino, Safford, Ariz., part owner of KGLU of that community, vice-president and treasurer, 39 1/3%; Carleton W. Morris, Lowell, Ariz., part owner of KSUN of that community, 10%; Louis Lang, Safford theatre man, who also is interested in KGLU, 10%. The station, a local outlet on 1370 kc., would be purchased from the Tucson Motor Service Co., of which R. A. Craig and H. L. Stevenson, both of Phoenix, are the chief stockholders. KVOA, Tucson, a regional station, last January was transferred with FCC approval for a purchase price of $40,000 to KTAR Broadcasting Co., operating KTAR, Phoenix.

Takes Over WIBC

WITH the recently authorized purchase of WIBC, Indianapolis, by H. G. Wall, Detroit attorney and counsel for George B. Storer, Detroit industrialist and chief owner of WSPD, Toledo; WWVA, Wheeling, and other stations [BROADCASTING, July 15], Mr. Wall has been elected president of the Indiana Broadcasting Corp., replacing Glenn Van Auken. Mr. Wall and his wife purchased the station as a personal investment. Other officers named at a stockholders' meeting Aug. 3 are C. A. McLaughlin, general manager of the station, named vice-president; Margaret Bell, treasurer; M. H. Geiger, secretary and assistant treasurer. Mr. McLaughlin reported the station's personnel will remain the same.



"The Wrightville Clarion" is a sure-fire comic strip—up to now a participating program with a loyal following developed during five years of continuous performances.

Recently we decided to look into its popularity—and you could have knocked us over with a feather when we got the answer!

One-minute announcements on four consecutive broadcasts offered simply a photograph of the "Clarion" cast. Delighted "subscribers" snapped back 5,416 requests—proving that the "Clarion" is even more popular than we thought—and a smart buy for some *single* sponsor who wants a ready-paved path into the homes of WTIC's big and friendly audience.

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

- IN LISTENER POPULARITY BY 2 TO 1 IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT ADVERTISERS

WTIC

50,000 WATTS · HARTFORD, CONN.

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation
Member NBC Red Network and Yankee Network
Representatives: Weed & Company
New York Chicago Detroit San Francisco

22,000,000 listen

(and we mean families)



"MR. JONES *of NBC to see* MR. WILMOTT, *with 3,500,000 MORE radio families!*"

46,000 PEOPLE from every state . . . Kansas bankers, Texas cowboys, Maine fishermen, California miners, Florida waitresses and Utah schoolteachers . . . including many in areas never before covered by *any* network survey . . . were asked "what stations do you listen to *regularly;* which do you listen to *most?*" The number one revelation: nearly 3,500,000 more radio families listen regularly at night to NBC Red than to any other network . . . and that means more millions of additional *buyers!*

regularly to the Red

...18% greater audience than any other network!

—That's only *one* of the startling new facts that radio's most penetrating circulation research reveals about America's Number One Network!

YOU'LL PARDON US for saying that the pulling power of the NBC Red Network is no secret . . . certainly it isn't to the 79 national advertisers who spent over $31,000,000 on it last year... *more than was spent in any other single advertising medium in the world!*

Nor is it a secret that a majority of the leading programs—day and night—are on the RED, and that this has been true every year since network broadcasting began.

BUT—the real facts about *how* and *why* networks differ so importantly in circulation—and sales—have been a secret to many advertisers.

NOW, FOR THE FIRST TIME in radio history, a probing, penetrating research study tells the *complete* story of station and network listening habits.

FOR THE FIRST TIME, research goes not only into those cities where the leading networks have stations... but also thoroughly explores the rural and urban areas where the heretofore unsurveyed "OTHER HALF" of the radio audience lives... 14,000,000 radio families who listen, and buy!

Many new and important radio listening facts are revealed... but this one stands out—

In the evening hours 22,000,000 families listen regularly to the NBC Red Network... over 18% more than to any other network!

You'll agree this is a sizeable circulation "bonus" in any advertising man's language. It's the net result—the "pay-off" if you like—of the Red Network's superior physical coverage and its program leadership. No other single advertising medium has ever approached this day-in and day-out circulation—no wonder the NBC Red Network is the Number One Medium!

From whatever angle you care to analyze it, you'll find the NBC Red is your first choice ... the network *most* people listen to *most*.

NBC Red NETWORK

The network *most* people listen to *most*

NATIONAL BROADCASTING COMPANY • A RADIO CORPORATION OF AMERICA SERVICE

Brown Disclaims Charges That FCC Censors Programs

Judicial Power Exercised in Individual Cases, He Says

OUTLINING the definite prohibitions against any type of censorship contained in basic radio regulatory acts and reviewing cases in which the question of censorship has been alleged, FCC Commissioner Thad H. Brown declared that at no time during his 10-year service with the Federal Radio and the Federal Communications Commissions "has there been even the slightest attempt made to exercise any degree of censorship" as he addressed Aug. 4 the closing session of the Conference on the Use of Radio for the Public Welfare at the Harvard Faculty Club in Cambridge, Mass.

In his discussion of "The Regulation of Broadcasting in the Public Interest", Commissioner Brown traced the development of regulation of communications facilities through Federal legislation and then quoted from judicial opinions as he analyzed individual instances where the FRC or FCC, acting under the "public service" clause, had been alleged to have exercised censorship or curbed free speech.

"It is a little understood, but nonetheless interesting, fact that neither the FRC nor the FCC have ever exercised their *legislative* power outlining program service and standards for the operation of radio broadcasting," he commented, adding that "both commissions have exercised their *judicial* power in individual cases with reference to programs which already have been broadcast."

The Public Interest

"The Commission is charged with being indefinite and vague with regard to those things which constitute sufficient grounds for a finding that a station is not serving public interest, convenience and necessity," he continued. "It is not always possible to be definite and specific. * * *

"However, the Commission has been more definite with regard to what it considers to be in the public interest."

While the "public interest, convenience or necessity" test contained in the FCC Act "provides ample authority for examination of broadcast programs by the Commission in passing upon license applications", Mr. Brown observed, both the 1927 and 1934 acts contain definite prohibitions against censorship. Quoting Judge Cooley in supporting the law's compliance with the First Amendment, Commissioner Brown declared:

"The constitutional liberty of speech and of the press, as we understand it, implies a right to freely utter and publish whatever the citizen may please, and to be protected against any responsibility for so doing, except so far as such publications, from their blasphemy, obscenity, or scandalous character,

(*Continued on page 47*)

Minit Rub Spots

BRISTOL-MYERS Co., New York, has begun a spot campaign for Minit Rub, using quarter-hour news programs three times a week on WOR WGN WGST KMOX WNAC KHJ KFRC and 10-minute news five times weekly on WWJ, and 100-word announcements six times weekly on WFBR WBRC WGR WCKY WGAR WFAA KLZ KMBC KSTP WKY KOIL WJAS WPRO KGW KOMO WJSV. Placed through Young & Rubicam, New York.

Metropolitan Renews

FOLLOWING the recent court decision refusing the application of a policyholder for an injunction restraining Metropolitan Life Insurance Co., New York, from its radio advertising [BROADCASTING, Aug. 1], the company has renewed its sponsorship of Edwin C. Hill's talks five times weekly on WNEW and WHN, New York, and also on a Mutual hookup of several eastern stations, for another 13 weeks. Agency is Young & Rubicam, New York.



HAPPY occasion for Don E. Gilman (left), NBC western division vice-president, Hollywood, and Harrison Holliway, general manager of KFI-KECA, Los Angeles, was the latter station's switch to a new frequency, 780 kc., on Aug. 1. KECA is the NBC-Blue station in Los Angeles, and the network carried a full evening of salute programs in honor of the occasion. Move of KECA from 1430 to 780 kc. climaxed a transaction by which Earle C. Anthony Inc., owners and operators of KFI-KECA, assumed ownership of all properties of KEHE, formerly operated by Hearst Radio Inc. in Los Angeles.

Blind Procedure in Program Complaints Apparently Being Revived by the FCC

REVIVAL of the old program complaint procedure of the FCC, changed earlier this year, is detected in requests made through the FCC Law Department that stations submit program continuities of "questionable" programs.

Long attacked as a back-door censorship effort, this type of investigation presumably was stopped Feb. 27, when the FCC announced a change in procedure. At that time it stated that stations would be sent copies of complaints, without disclosure of the name of the complainant, in the normal case. In the new flurry of "investigation" letters, it is understood the procedure is not followed.

An inquiry at the FCC Aug. 10 yielded the information that, while the nature of the new complaints had not been divulged to the stations, it proposed to supply this information upon request from the stations or their counsel, and that this practice would be followed in the future.

In the new instances, stations have been requested to submit particular continuities. The programs in question range from prize contests and testimonials to foreign language scripts. Inquiries have gone out not only to the stations, it is understood, but in several instances to the individuals whose testimonials were used on the air.

In wiping out the old procedure earlier this year, the FCC made it clear that the former "temporary license" procedure would be eliminated during the investigation period, and that in extreme cases it would resort to revocation proceedings, with those involving purported "criminal violations" such as lotteries and use of obscene or profane language to be referred to the Department of Justice.

While the temporary license process has not been invoked, revival of the practice of sending out "blind" letters without disclosure of the nature of the complaint is regarded as in conflict with the announced new procedure [BROADCASTING, March 1].

NBC Frequency Modulation

THAT NBC proposes to enter the field of frequency modulation experimentation, has been disclosed in an application filed with the FCC for A-3 and special emission, using 1,000 watts on 42600 kc. Presumably the Armstrong system would be used. Application gives 350 Fifth Ave., New York City, as the proposed site of transmitter. If granted, the NBC station would be the fourth authorized in the New York area. Prof. Edwin Armstrong already has his station at Alpine, N. J., in operation, and construction permits for similar stations have been granted Paul F. Godley and John V. L. Hogan [BROAD-

International Stations Given New Call Letters

NOW operating under regular rather than experimental licenses, all international shortwave broadcasting stations will hereafter be permitted to use four-letter calls in conformity with the new rules covering this class of station, promulgated May 23 by the FCC.

Most of the new call letters have already been issued, though NBC and CBS have yet to be assigned theirs. The new calls are:

WCBI, Chicago Federation of Labor, Chicago (instead of W9XAA).
WLWO, Crosley Corp., Mason, O. (instead of W8XAL).
WGEA, General Electric Co., Schenectady (instead of W2XAD).
WGEO, General Electric Co., Schenectady (instead of W2XAF).
KGEI, General Electric Co., San Francisco (instead of W6XBE).
WDJM, Isle of Dreams Broadcasting Co., Miami (instead of W4XB).
WCAI, WCAU Broadcasting Co., Newton Sq., Pa. (instead of W3XAU).
WBOS, Westinghouse E. & M. Co., Millis, Mass. (instead of W1XK).
WPIT, Westinghouse E. & M. Co., Saxonburg, Pa. (instead of W8XK).
WSLA, World Wide Broadcasting Corp., Boston (instead of W1XAL).
WSLR, World Wide Broadcasting Corp., Boston (instead of W1XAR).

Air Full of Programs With Armstrong System Foreseen Within a Year

THE Armstrong system of "frequency modulated" radio broadcasts will be filling the air in major markets in this country within the next year, predicts Dr. W. R. G. Baker, head of General Electric's radio and television division. Dr. Baker declared that frequency modulation [BROADCASTING, Feb. 1, April 1, June 1, Aug. 1] makes possible for the first time practically static-free reception with a high fidelity that has hitherto been unattainable with the presently used "amplitude modulated" radio system.

"Two frequency modulated transmitters are already operating," Dr. Baker said. "One is in Boston [Yankee Network] and another is in New York City [Armstrong]. A third will be placed in operation in Schenectady by early fall," he added, referring to the GE station now under construction. GE has already demonstrated its line of receiving sets for this system.

"Present receivers will not be able to pick up frequency modulated broadcasts, and it will not be possible to change them so they can," he said. "The public need not fear that present day radios will be obsoleted immediately, however," he continued. "Amplitude modulated programs will continue to be broadcast for some time to come. Frequency modulation will be sold to the public at the outset as another band on a new receiver which will pick up both type broadcasts."

Dr. Baker stated that frequency modulated transmitters could be built for approximately one-fourth the cost of the usual station, and that with the possibility of overcrowding the airwaves removed, many new stations can be installed.

TRAVELERS GIVEN CP ON NEW BAND

ANOTHER Armstrong frequency modulation station is to be built in New England, with the authorization by the FCC Aug. 8 of a construction permit to be issued to Travelers Broadcasting Service Corp., Hartford, operator of WTIC. This will give the Hartford area its second frequency modulation station, a CP having previously been issued to Dr. Franklin M. Doolittle, owner of WDRC, who already has his station in operation.

The Travelers grant authorizes a 1,000-watt station to operate on 43200 kc. Still pending FCC action are similar applications by the operators of WHAM, Rochester; WTMJ, Milwaukee, and WTAG, Worcester [BROADCASTING, Aug. 1].

Wurlitzer Placing

RUDOLPH WURLITZER MFG. Co., N. Tonawanda, N. Y. (musical instruments), in late September will start a series of five and 15-minute programs on WABC and WWJ [BROADCASTING, Aug. 1], as well as six half-hour morning programs weekly on WKRC, Cincinnati; five weekly five-minute spots on WMAQ, Chicago; five seven-minute periods weekly on WCAU, Philadelphia. Stations are being set in Cleveland, Rochester, N. Y., Buffalo and Columbus. Schwimmer & Scott, Chicago, is agency.

COMING SOON

approximately Oct 1st.

center of WORLD'S GREATEST OIL and GAS AREA

50,000 WATTS

PLUS COVERAGE FOR THE SHREVEPORT MARKET

One of the greatest opportunities ever offered radio advertisers. Daytime coverage of between two and a half and three million prople within 150 mile radius of our new transmitter. A much greater night-time coverage.

Space reservations are now being made. Wide awake progressive advertisers will want to take advantage of the great sales possibilities available in this rich, able-to-buy, receptive market.

A SHREVEPORT TIMES STATION

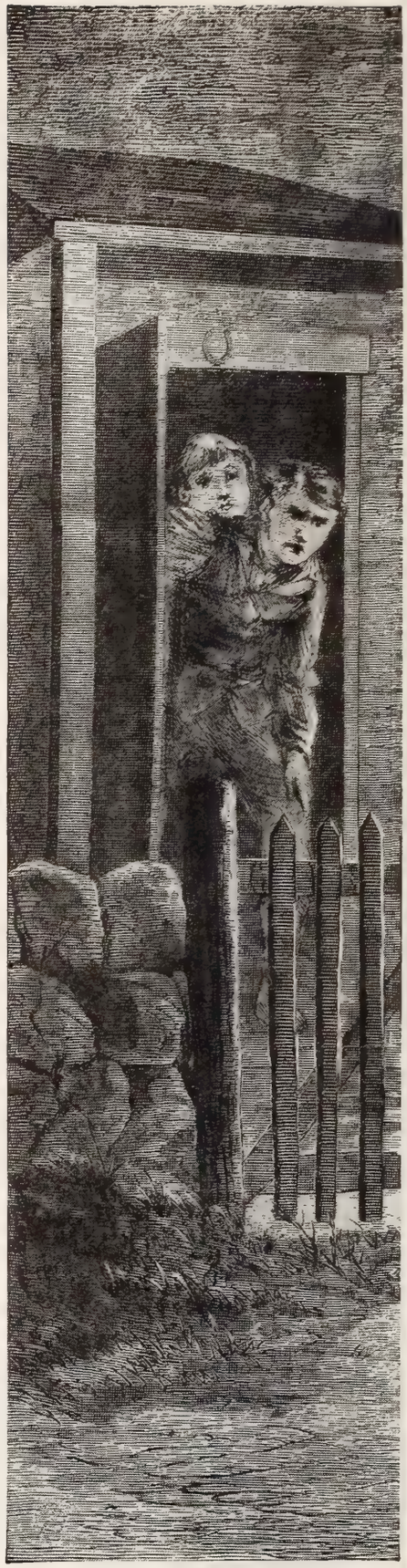
KWKH

Represented by THE BRANHAM CO.

Shreveport Louisiana

CBS





Paul Revere could have stayed in bed

Radio could have reached "every Middlesex village and farm" before the famous silversmith got started

HAD RADIO broadcasting been available in 1775, Paul Revere could have spread the alarm in a split second, and been spared his all-night ride. As we look back, it is difficult to realize how the patriots of the Revolution were able to carry their task to successful completion in the face of the time required to exchange communications among the thirteen colonies. What an amazing difference radio makes in life today!

Today, matters of importance, whether to nations or to individuals, are flashed around the world instantly. R.C.A. Communications provides communication to and from 43 countries and among leading cities of the United States. Radiomarine, another member of the RCA family, furnishes numerous radio devices to guard lives and property at sea, and provides instant communication between ships and shore.

RCA services and RCA equipment put radio at the service of the world in many other ways. Broadcast programs provide an unceasing flow of entertainment, offer information, news and enlightenment to millions. Airplanes fly more safely, are guided more surely to their destinations, by radio. Radio plays a vital role in the plans of the Army and Navy for national defense.

RCA activities are portrayed in RCA exhibits at the New York World's Fair and the San Francisco Exposition. You are cordially invited to visit these exhibits.

RCA

RADIO CORPORATION

Radio City



RCA LABORATORIES
—fountain-head of radio progress

From its inception, RCA has held that research is the *sine qua non* of advances in radio. RCA Laboratories therefore are constantly at work on the development of new ideas and new applications of known principles. The work is costly. Much of it appears to have no immediate value, or to offer little if any hope for a return on the investment. RCA continues the work, however, and will continue to do so because it believes that radio, vast as are its accomplishments, has only scratched the surface of its ultimate possibilities. To the maximum development of those possibilities RCA is definitely dedicated.

OF AMERICA

New York

RCA Manufacturing Company, Inc.
Radiomarine Corporation of America
National Broadcasting Company
R.C.A. Communications, Inc.
RCA Laboratories
RCA Institutes, Inc.

Arbitration Urged For Chicago Code

AFRA and Broadcast-Agency Groups Still Far Apart

ARBITRATION of the American Federation of Radio Artists code for local broadcasts in Chicago was being sought, but an arbitration board had not been selected, as BROADCASTING went to press. After the recent threat of strike had been removed by the promulgation of a new code [BROADCASTING Aug. 1], national officials of AFRA and the Chicago broadcaster-agency committee continued to disagree, so arbitration is now sought.

The committee met Aug. 2 with officials of AFRA's Chicago chapter and Mrs. Emily Holt, AFRA executive secretary, and her assistant, George Heller. At this meeting the promulgated code was analyzed and the broadcaster-agency committee offered its objections. Following the meeting Mrs. Holt and Mr. Heller returned to New York.

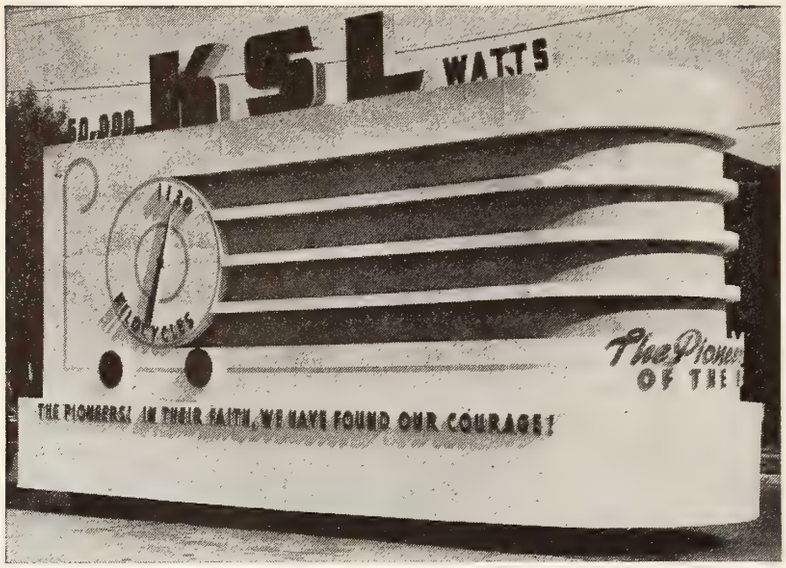
Further Concessions

On Aug. 4 Mrs. Holt phoned Sid Strotz, manager of NBC-Chicago and chairman of the broadcaster-agency committee, telling him that AFRA and the broadcasters were too far apart in their demands and concessions, and that arbitration was the only answer to the problem. Mr. Strotz, it is understood, offered further concessions and suggested that negotiations continue so a satisfactory code might be worked out.

Two basic provisions of the code are said to have hastened the deadlock. AFRA insisted that the contract should expire Feb. 12, 1941 at the time the AFRA-network code expires. The Chicago broadcaster-agency committee wanted the contract to run for five years, then lowered the time limit to three. The second point of difference was the scale for announcers on local commercial shows. In its last code, AFRA dropped the announcers' fees for 100-word spot announcements and for all spots up to 15-minute shows, but retained fees for 15-minute, half-hour and hour programs. The union and the committee could agree on neither of these differences.

Morrell Placements

JOHN P. MORRELL & Co., Ottuma, Ia. (Red Heart Dogfood and E-Z Cut Ham), on Sept. 4 for E-Z cut ham starts five weekly quarter-hours on KNX, Los Angeles, featuring Charles W. Hamp; daily five-minue series on WBZ and WNAC, Boston; 19 spot announcements weekly on WBEN, Buffalo. The *Martha Deane* series on WOR, Newark, has been renewed for the product. For Red Heart dogfood, the firm will soon start a daily five-minute series on WCCO, Minneapolis; daily one-minute announcements on WHAM, Rochester, and WFAA, Dallas; package of transcribed announcements on WDAF, Kansas City. The *Doggy Dan* series on WMAQ, Chicago, has been renewed for the product, according to Frank Ferrin, radio director of Henri, Hurst & McDonald, Chicago agency handling the account.



WORLD'S LARGEST RADIO represented KSL in Salt Lake City's recent annual parade honoring the entrance of the Mormon Pioneers in 1847. With a powerful public address system furnishing music throughout the 3-mile line of march, KSL's entry was one of the outstanding exhibits. The float was 22 feet long, 9 feet high and 8 feet high.

WNEW and AFRA Sign Announcer-Talent Pact

CONTRACT covering announcers, actors and singers employed at WNEW, New York, on both sustaining and commercial programs has been signed by Bernice Judis, station manager, and George Heller, assistant executive secretary of American Federation of Radio Artists, following several months of negotiations. WNEW is the second New York station to sign an AFRA contract, WINS having signed up more than a year ago. Negotiations are in progress at WMCA and WHN.

Sustaining contract for staff artists went into effect at WNEW on Aug. 1, with the commercial provisions becoming effective Sept. 1. Neither station nor union officials would divulge the terms of the contract, except to state that they were satisfactory to both sides and that a cordial relationship between station and union had been maintained throughout the negotiations. Contract for one year, is reported to call for a five-day, 40-hour week, with provisions for time and a half pay for overtime, sick leave, vacations with pay, and other usual features of union contracts. Minimum scale for staff announcers is said to be $50 per week, with extra compensation for commercials.

B & W Grid Plans

BROWN & WILLIAMSON Tobacco Co., Louisville, on July 30 auditioned a new CBS Hollywood audience participation network show, recorded at CBS Hollywood studios and sent to Louisville for sponsor consideration. If accepted the weekly program will orginate from Hollywood during early fall for either Pacific Coast or national release. Half-hour audition program, built around football, featured Richard Arlen, film actor; Braven Dyer, Los Angeles sports writer and commentator, and Wilbur Hatch's orchestra, with Lee Cooley, comedian, and Howard Jones, USC football coach, as guest artists. Audition program was produced by Wayne Griffin, under direction of Jack Smalley, Hollywood manager of Batten, Barton, Durstine & Osborn.

NETWORK UPHELD IN TALENT FEES

RIGHT of a network to collect commissions from artists booked through its talent bureau for employment at the minimum commercial scale on sponsored programs not produced by the network has been upheld by the American Arbitration Assn. Question was raised by the American Federation of Radio Artists, on the grounds that the clause in the commercial code of fair practice reading "minimum fees shall be net to performer and no deductions whatever may be made therefrom" outlawed such commissions.

NBC's defense was that while it takes no commissions from talent, its artists bureau books on sustaining programs or on package shows produced by the network and sold for sponsorship as a complete unit, it is entitled to a commission wherever it acts as agent for the artist in securing him employment on a commercial program produced by any outside producer, regardless of whether the rate of payment is at the minimum provided by the code or at a higher figure.

Ruling of the three-man tribunal of the AAA, to whom the case was submitted under the terms of the code, was that "there is nothing in the code which clearly abrogates the right of NBC to charge commissions for the services which it renders performers in the operation of its employment agency in connection with programs not produced by it. We feel that more explicit language than we can find in these documents is necessary to prohibit the charging of a fee for a service which is actually rendered to performers voluntarily seeking it."

As the code specifically states that the AAA decision of any dispute "shall be binding upon both parties", AFRA cannot appeal the ruling. However, Mrs. Emily Holt, executive secretary of the actors' union, told BROADCASTING that the decision will be used by AFRA as a basis for future actions in which it will work to the union's advantage. What these actions will be, she refused to divulge.

Serious Effects on Radio Not Foreseen in Battle Among Actors' Groups

STRUGGLE for control of actors between two AFL unions, the Associated Actors & Artistes of America, parent organization of Actors Equity Assn., American Federation of Radio Artists, Screen Actors Guild and other talent groups, and the International Alliance of Theatrical Stage Employes, may darken every theatre on Broadway, may shut down every movie studio in Hollywood, may result in the withdrawal of the AAAA from the AFL, but the chances are that radio will not be seriously affected, for there are no stagehands and hence no IATSE in broadcasting.

The affair began when the American Federation of Actors, union of vaudeville, night club and variety performers, refused to stand trial before the AAAA on charges of misuse of funds, particularly against Ralph Whitehead, AFA executive secretary. This refusal led the AAAA to revoke the AFA charter and to organize a new union, American Guild of Variety Artists. The AFA, led by its president, Sophie Tucker, then turned to the IATSE, which granted them a charter under its jurisdiction. AFRA, SAG and Equity then each suspended Miss Tucker and cited her for trial on charges of "treason," in placing actors under the control of the stagehands union. Meanwhile, she is barred from appearing with the members of these actors unions on the air, in movies or on the stage.

Equity's ban is the focal point of danger at the moment, for while Miss Tucker has neither screen nor radio engagements, she is one of the stars of "Leave It to Me", musical comedy originally scheduled to reopen on Broadway, but with its opening now postponed until after Miss Tucker's trial by Equity Aug. 22. If Miss Tucker should attempt to appear, the rest of the cast, as Equity members, will walk out. If that should happen, the stagehands, IATSE members, might stage a retaliatory strike in other Broadway theatres, causing a complete shutdown. And, according to well-informed observers, if that happened, it would not be long before the motion picture field was also engulfed in the inter-union struggle. But no one forsees any possibility of radio being involved, short of a nation-wide strike of all union actors in all amusement fields, which is held extremely unlikely.

Lea & Perrins Spots

LEA & PERRINS, New York (sauce), on Sept. 25 will start a varying schedule of two to six weekly 100-word spot announcements for 26 weeks. The nighttime announcements will be aired on WREC WGST WFBR WEEI WBEN WMAQ WCKY WGAR WFAA WWJ KOA KPRC WFBM KMBC KNX WAVE WREC KSTP WSMB KOMA WOR WOW WCAU KGW KMOX KTSA KFRC KOMO WRC and a Miami, Fla., station yet to be selected. Schwimmer & Scott, Chicago, handles the account.

KFDM, Beaumont, Tex., an NBC outlet recently acquired by Darrold F. Kahn, early this month joined the Texas State Network, headed by Elliott Roosevelt. The new KFDA, Amarillo, has also joined the network.

AN ANNOUNCEMENT

OF

CHANGE IN OWNERSHIP

THE Federal Communications Commission has approved the sale of radio station KEHE to Earle C. Anthony, Inc., owners and operators of KFI (NBC Red Network Affiliate) and KECA (NBC Blue Network Affiliate).

Earle C. Anthony, Inc., is now operating KECA on the wave length heretofore occupied by KEHE (780 K. C.), one of the strongest commercial spots on the dial in Southern California.

The new wave length will combine for advertisers the splendid following already built by KECA and KEHE as individual stations, plus vigorous new program features, both local and NBC Blue Network.

Present KECA rates as listed on RATE CARD No. 14 will remain in effect until further notice.

Earle C. Anthony, Inc.
LOS ANGELES, CALIFORNIA
Owners and Operators

KFI
NBC Red Network
640 k. c.
50,000 watts
☆
Clear channel

KECA
NBC Blue Network
now 780 k. c.
5000 watts daytime
1000 watts night
Operated full time

EDWARD PETRY & CO., NATIONAL SALES REPRESENTATIVE

Competitive Economic Issues Are Given Court Recognition

Infers That FCC Must Consider Market Problems; Intervenor Assessed Costs; FCC Appeals

IN WHAT may prove to be a momentous action, the U. S. Court of Appeals for the District of Columbia Aug. 2 threw out the clear indication that it would not uphold the contention of the FCC that there can be unlimited competition among stations through licensing of new outlets without regard to the position of existing stations in the same communities.

In abruptly denying the petition of the FCC for a rehearing without a written opinion of the so-called Dubuque case, involving the fundamental competitive question, the court simultaneously stayed the effect of its order for 30 days to allow the Government to appeal the case to the U. S. Supreme Court. Because of the fundamental importance of the issue, applicable to a number of other pending cases, the FCC already has served notice that it will seek review by the nation's highest tribunal.

The court set another precedent in its action in the Dubuque case. For the first time in a radio appeal, it assessed a portion of the costs of the litigation against the intervenor—the *Telegraph-Herald* of Dubuque—which had been successful in its application for a new local station and which the court subsequently reversed. WKBB, which appealed the case, asked the court to assess the costs amounting to some $1200 equally as between itself and the *Telegraph-Herald.* The court assessed two-thirds of the costs, about $800, against WKBB, and the remaining one-third against the *Telegraph-Herald.* It is logically presumed that the court will follow a similar policy in future appeals.

No Written Findings

The question of the court's jurisdiction to entertain appeals involving the economic and competitive issues was raised by William J. Dempsey, FCC general counsel, and William C. Koplovitz, assistant general counsel, in pleadings involving not only the WKBB case but in several other pending appeals. To take into account the economic factors, Mr. Dempsey had argued before the court, would mean the development of a "protected monopoly" in the broadcasting field, since unrestricted competition would be prevented.

Because the court issued no written findings in the WKBB case, the view that it will reject the Commission's contention is somewhat speculative, but since the case turned on the contention of WKBB that the FCC had made no finding of competition of a character that would affect the service of the existing station, it was logically assumed that the court had taken this fundamental factor into account. It was regarded as an indication of the way in which the court would go in such cases as those involving WMEX, Boston, which was authorized to increase its status from a local to a high powered regional and of KTSM, El Paso, which appealed from the FCC decision authorizing Dorrance Roderick, publisher of the *El Paso Times,* to establish a new station in that city. Practically the same economic issues are involved. Both cases are awaiting court decision.

New Regulatory Era

In these cases, Mr. Dempsey had argued that the Commission's regulatory interest does not go beyond issuance of the license and that it had no interest whatever in the amount of advertising which may be sold by stations and their ability to withstand competition of other stations or other advertising media. Should the Supreme Court, in the final adjudication, uphold the contention of the lower court, it may open a new era in radio regulation. In some quarters, the view has been advanced that if the Commission must take into account matters of economic injury, then it can stiffen its regulatory control of stations by demanding specific types of performance. This would be sure to provoke a new censorship howl and resurrect all of the old bogies about Government interference with the industry.

In the WKBB case, decided Jan. 23, the court held the FCC legally bound to make appropriate findings as to economic injury. On Feb. 9 the FCC filed its petition for rehearing. At that time the FCC made it clear that it would seek final adjudication of the issue.

Another round in the jurisdictional battle of the FCC with the same court growing out of the so-called *Courier-Post* case for a new local station in Hannibal, Mo., was terminated Aug. 2 when the court for the second time granted an FCC plea to reopen the proceedings.



CHAWIN' FAT during a meeting recently held at Columbia Square studios in Hollywood for 1,000 employes and distributors of the Borden Co. are Robbins Millbank, McCann-Erickson account executive, San Francisco; Edwin Buckalew, sales promotion manager of KNX, Hollywood, and Walter Schafer, vice-president of Borden Dairy Delivery Co. in Southern California. The event was designed to acquaint Borden representatives with the extensive radio campaign the dairy company launched July 24 on KNX for its fresh and evaporated milk. The company is using two five-minute news broadcasts daily, five days a week, and daily participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX on a 23-week contract — Bordens' first use of Southern California radio in about five years.

FCC Denial Reversed

In a stiffly worded per curiam opinion, the court allowed 15 days for the FCC to file an answer to the petition of the *Courier-Post* which previously had won its appeal, asking that the court mandamus the Commission to carry out its prior judgment. In this case, too, it is generally understood, the FCC plans an appeal on jurisdictional grounds to the Supreme Court if it loses below.

In granting the FCC leave to file another answer, the court brought out that it had reversed the Commission's denial of the *Courier-Post* application last March and followed that with an order instructing the FCC to grant a new hearing without requiring the *Courier-Post* to compete with seven other new applicants. This later order was vacated on the Commission's petition and on July 22 the FCC in a brief held that the court lacked power to issue a writ of mandamus or any other order "to direct and control the procedure of the FCC."

While the court said it had answered the jurisdictional argument adversely in both the Pottsville and Heitmeyer cases, and that it was not disposed to depart from its conclusions, it nevertheless observed that it had no desire to curtail the right of the Commission "to bring to our attention any new matter arising since the original hearing and out of which the appeal to this court grew."

TRADE BARRIERS Brought Into Public View On New WHO Series

TO MAKE the public conscious of the various trade barriers created by certain States against one another, WHO, Des Moines, is carrying a series of special remote control broadcasts sponsored by the Council of State Governments, a non-partisan organization, and arranged by Ralph Evans, WHO public relations director.

The programs are designed to exchange experiences of States on legislative progress toward eliminating trade barriers, such as Iowa's five-cent tax on oleomargarine, which uses cottonseed oil from the South; Alabama's reciprocal restrictions on certain Iowa products, and Kansas' laws governing "ports of entry", which make it difficult for trucking concerns to transport certain kinds of merchandise into that State.

Governors, Congressmen and others speak on the series. On July 20 Gov. Cochran spoke from Lincoln, Neb., and WOW, Omaha, joined with WHO in carrying the talk. Rep. D. W. Peisen, of Iowa, spoke on the first two broadcasts in June. Gov. Stark of Missouri spoke from Jefferson City July 6, his talk being carried by KWOS as well as WHO, and transcribed for later rebroadcast over WOC, Davenport.

FCC Files Appeal In Supreme Court

Review of Pottsville Ruling By Appellate Court Asked

THE FIRST of a series of efforts to have the U. S. Supreme Court pass on fundamental questions in radio law was undertaken Aug. 5 by the FCC with the filing of a petition for review of the decision of the U. S. Court of Appeals for the District of Columbia in the so-called Pottsville case in which the FCC alleges usurpation of its functions.

Through Golden W. Bell, Acting Solicitor General of the United States, and William J. Dempsey, FCC general counsel, the highest tribunal was asked to review the action of the lower court in mandamusing the FCC to reconsider its denial of the application of Pottsville Broadcasting Co., for a new station in Pottsville, Pa., on the original record and with a new hearing. The FCC had denied the original application for the new local on the primary ground that it was not financially responsible and secondarily because the chief stockholder was not a local resident.

Power of the Court

The question, according to the FCC, was whether the lower tribunal has power to issue a writ of mandamus to compel the Commission to reconsider the Pottsville application on the original record and without regard to the subsequent applications. The Pottsville application was for 580 kc., with 250 watts daytime. Schuylkill Broadcasting Co. subsequently filed for the same facilities in Pottsville, as did the Pottsville News & Radio Corp., with the examiner approving a grant to Schuylkill.

The FCC contended the opinion "exceeds the statutory powers of the court below, that it is an unwarranted invasion of the administrative field, and that it overrides the basic purpose of the licensing requirements of the Communications Act of 1934."

The petition brought out that the lower court's action in granting the writ might have been influenced by the belief that Pottsville was "first in the field", and therefore should receive priority over subsequent applications. The decision, it was contended "is at war with the basic purpose" of sections of the Communications Act "and will seriously hamper the FCC in its administration of that Act".

ASCAP Case Deferred

AT THE request of County Attorney Edward T. Dussault, hearing on the plea for a permanent injunction against ASCAP, restraining it from doing business in Montana until it has complied with the state anti-monopoly laws, was continued by Judge Ralph L. Arnold, of the Montana State Court at Missoula, from Aug. 2 to Oct. 18. The County Attorney stated that jurisdiction over all the defendants named in a criminal action including ASCAP and the major networks which was directly associated with the injunction proceeding had not been obtained by the state. Because of that, Mr. Dussault said the prosecution desired the continuance until full jurisdiction could be obtained [BROADCASTING, July 1].

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** In a poll of all members of Congress by the Columbia Survey Inc., Fulton Lewis jr. was chosen as the favorite of statesmen by a 2 to 1 majority over any other commentator.*



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Wrong Emphasis

RADIO has embarked upon the most important economic battle of its harried history. It isn't because a few dollars, more or less, in ASCAP's jeans mean life or death to the broadcasting industry, or because the NAB's nerves are jangled over ASCAP's cute little game of hide and seek—a game which it now has overplayed.

The real issue is the salvation of the industry itself against tribute seekers of every ilk. ASCAP was the first to discover radio as an easy mark, when it got its 1932 contract based on a percentage-of-gross station receipts. It worked the same deal in 1935, and wants to do it again. Then along came the rest of the hungry horde, prepared to pick the business clean, because ASCAP proved it a sucker.

The deal the industry makes with ASCAP—or without it—unquestionably again will be the bellwether for other groups which feel they have something to sell radio. The industry cannot afford another gross percentage contract for ASCAP's music any more than it can afford to pay a fixed portion of its income percentage wise for the right to use recordings, transmitters, microphones, chairs, electric light bulbs or pencils—just as essential in the maintenance of station operations.

In the amusement press and in deftly phrased ASCAP releases, there has been much din and clatter about radio seeking the products of the brains of composers *gratis*. The emphasis has been misplaced. Radio is seeking only the right *to pay for what it uses*—to pay royalties, whatever the amount, on programs using ASCAP's music. Since ASCAP refuses to deal, the NAB was left no alternate but to take the course it has taken.

Tin Pan Alley will ridicule (as it has already) the plan for building an industry music supply. That will require money, resourceful planning and stout resistance to be accomplished by Dec. 31, 1940, when present contracts expire. But radio is an amazing industry, with a righteous cause, notwithstanding ASCAP's wailings about the downtrodden composer and the poverty-stricken publisher, both of whom keep physically fit by incessantly hounding stations to perform their numbers and thereby increase their royalties.

Neville Miller's plan of action, and his call for a special convention in Chicago, is far from being an impulsive gesture. The industry hasn't lost its head. It knows where it is going. All branches have decreed in favor of a "pay-as-you-use" basis.

The Copyright Committee was fortunate in procuring Sydney M. Kaye, able New York attorney and copyright expert, to direct the development of the industry plan. Thoroughly acquainted with the music field, he is an ideal selection for that all-important assignment.

At the Chicago special convention, stations will be called upon to pledge financial support to the new venture to develop new and independent sources of music. The pool may require contributions of something more than $1,000,000, possibly several times that. Because the stakes transcend the ASCAP issue alone, (what with the musicians, recording manufacturers, performing artists, and union groups on the sidelines) broadcasters must be prepared to follow through. Otherwise a new plague of percentages will follow.

Log-Jam

PERHAPS without realizing it, the FCC has placed a staggering if not an unreasonable burden upon broadcast stations in the new rule [3.90 (a) (2)] requiring maintenance of detailed program logs, which became effective Aug. 1.

We do not question the Commission's motive, in its zeal to procure all possible data on station operation, in asking for what amounts to a minute-by-minute breakdown of daily operations. But while the larger stations can comply with the requirements, because they can gear their operations to the increased burden, smaller units are experiencing difficulty. The yardstick should be what the regulations do to "Uncle Ezra's five-watter", as a minimum standard. It is safe to say that the majority of the stations, in order to comply with the letter of the rule, will have to hire additional help, which many can ill afford.

The most burdensome of the log requirements deals with the listing in full detail of each phonograph record performed. While a code number can be used, under an FCC interpretation produced through an inquiry by the NAB, the task nevertheless is a prodigious one. A listing would be required each three minutes (the average length of a record) together with time, sponsor, title and time of mechanical recording announcement.

In this issue we publish a sort of composite log which would yield the information sought under the FCC rule. In so doing, we do not wish to be understood as endorsing the FCC's log requirements. It is done in an effort to be helpful, inasmuch as the log requirements are now a part of the official regulations. But it is significant that anywhere from 5 to 25 such large log sheets, depending upon the magnitude of the station's schedule, might have to be filled out each day. The burden unquestionably would be onerous on stations broadcasting recordings on a daily schedule such as in participating programs, where the control operator not only handles the turntables but will have to make log entries.

The record listing requirement, we learn, grows out of the receipt of complaints that some stations have been broadcasting "shady" records that might be regarded as obscene. Moreover, the FCC wants to check on stations broadcasting "too many" records, when they have promised at hearings or have stated in their license renewals that diversified service would be or is being rendered.

Instances of obscene record broadcasts are rare. They are more likely to occur in ad lib "live" broadcasts, and even then are rarities. Then why should the FCC require stations to supply this type of data when it professes it has no program censorship designs?

We feel confident the FCC does not want to be unreasonable in its program log demands. Steps already are being taken to bring the inequities of the requirements to its attention. An informal conference, or a formal hearing, if necessary, should be sought promptly to ameliorate the situation and relieve the hardship upon stations that can least afford it.

Goose Eggs

NO RUNS, no hits, no errors, out of a flock of times at bat rather aptly describes the performance of the late lamented session of Congress, insofar as the broadcasting industry is concerned.

Yet there were several pinches in which real damage might have been done but for the awareness of the industry, and the follow-through of enlightened members of both House and Senate who would not be stampeded. Until practically the eleventh hour there was danger of ratification of the International Copyright Treaty, which would have imperilled all users of copyrighted works had it gone through without accompanying legislation to protect them. That was the serious threat.

But there were other legislative moves hitting at the broadcaster's pocketbook which likewise were effectively blocked. These included the bill of Senator Johnson, of Coloradio, to ban the advertising of beer, wines and liquor over the air, while permitting such accounts to continue their unrestricted use of white space. This bill constituted rank discrimination against radio. It was pigeonholed.

All of the bills and resolutions introduced during this session—including resolutions to investigate the industry and the FCC, to put the Government in the broadcasting business by authorizing a shortwave international broadcast station and to ban particular commodities from the air—do not die. They remain for consideration of the next Congress, which is the second session of the 76th.

The fact that no one reached first base on anti-radio legislation at the session just ended, despite the rabble-rousing efforts of anti-radio groups, is significant. It proves that the thinking members of Congress who have no axes to grind are acquainted with radio's status as a business and a profession, and that they have at last come to realize radio should not be subjected to the political tugging and hauling which has been its lot in the past.

We Pay Our Respects To —



JOSEPH HERBERT HOLLISTER Jr.

ASIDE from the bursting enthusiasm which is his most marked characteristic, genial Herb Hollister, general manager and part owner of KANS, Wichita, is one of the few broadcast executives who can operate a station single-handed. He can build and install equipment, create programs, announce them, sell accounts, ride the gains and even answer the phone—and in his earlier days in broadcasting, he relates, he had to do all these.

Having risen from the amateur ranks and having run the gamut from engineering to management, Herb Hollister is perhaps proudest of the fact that he not only holds a radiotelephone first-class license but also continues to maintain his pioneer "ham" station (W9DRD) which he operates from his home. In fact, it was as a "ham" back in 1914 that he cut his first teeth in radio.

Herb Hollister is one of radio's most popular executives because of the essential good nature that goes with the vitality, the "pep and ginger", that he brings to everything he does. "Enthusiasm" is the word for him, and that enthusiasm is translated into the operation of his station, where community service is the byword. In the short space of a little more than two years since he brought KANS into existence, he has made that station an integral factor in all Wichita's community affairs.

Joseph Herbert Hollister Jr. (a full name he never uses, preferring to sign himself simply as Herb) was born in St. Louis Sept. 11, 1899, the son of a pioneer local automobile dealer. He was graduated from Kansas City's Manual Training High School in 1917, then spent a harvest season in the fields of northern Alberta. When the United States entered the war, he was raring to go and in April of 1918 joined the Marines. They made him a rifle coach and machine-gun instructor at Paris Island, S. C. and Utica, N. Y. He did not go overseas, not because he didn't try but because "you do what you're told to do in the Marines."

The war over, he got a job as a grain buyer in Kansas City, becoming the youngest member of the Kansas City Board of Trade. That lasted until 1922 when his brother Ed, a motor dealer in Emporia, Kan., with whom he had shared the boyhood hobby of amateur radio, asked him to come to that town and run the 50-watt WAAZ, then operating like so many other stations on 360 meters. Ed's firm took on radio set sales and the station's prime purpose was to furnish programs that the sets it sold might pick up. Very often, Herb recalls, he sold a radio set, then went on the air himself to give the buyer something to listen to.

The brothers Hollister gave up their radio license within a short time because there wasn't any revenue in broadcasting, and Herb took a job as salesman with a building and loan firm in Kansas City. All the while he continued "hamming".

In 1927 the Graybar office in Kansas City offered him a job handling appliance sales, which soon included transmitter equipment sales. As a sideline he started the Hollister Crystal Co., grinding crystals and making other gadgets, some of which have since become standard items in radio stations. This experience stimulated his desire to get back into the broadcasting field, and in 1931 he bought WLBF in Kansas City, Kan. (now KCKN). This he sold to the Capper publishing interests in 1936 when he went to Wichita to build the newly-authorized KANS, for which a local business man had obtained a construction permit.

Herb Hollister actually helped construct KANS and directed its growth to one of the livest local stations in the country, now boasting a staff of 25. Throughout his career, he maintained a sort of Damon and Pythias relationship with Don Searle, whose family operated KOIL in Omaha, now managed by Searle. The two have much in common, are the closest of friends and share like enthusiasms which have their chief outlets in radio. They are partners in the ownership of KMMJ, Grand Island, Neb., which they recently moved from Clay Center, Neb., and together they also own the weekly *Clay Center Sun* (for sale).

He was married in 1924 to Elizabeth I. Atteberry, of Kansas City, and they have one child, Herbert III, age 6. His hobbies, aside from his work, are his candid camera and sports, particularly hockey. He is one of the most proficient among the growing army of camera fans in radio. His enthusiasm for hockey has been expressed in Wichita's acceptance of the local team of the American Hockey Association. He swims well and was on the Kansas City Athletic Club's team for several years. He still takes the mike to announce sports events over KANS. He has served for several years on the NAB board, and when it was reorganized last winter he was the popular choice for director from his district. He also is one of the two "local" members of the NAB's executive committee.

Personal NOTES

THAYER RIDGWAY, formerly general sales manager of Don Lee Broadcasting System, Los Angeles, has been named general manager of Pacific Broadcasting Co., Tacoma. He also will be assistant to Carl Haymond, president. His post is newly created.

EARL H. GAMMONS, general manager of WCCO, Minneapolis, has been named chairman of the entertainment committee of the Minneapolis Civic Council arranging the Northwest Fall Festival, to be held in October.

CLARENCE G. COSBY, who joined KXOK, St. Louis, last March after serving with KWK in that city for eight years as general manager, has been promoted from national sales manager to general sales manager of KXOK, succeeding Walter E. Weiler, resigned.

T. E. SHEA has been elected a director of Electrical Research Products Inc., effective Aug. 15, succeeding H. G. Knox, who has resigned because of ill health. Mr. Shea, formerly with Bell Laboratories, becomes director of engineering in charge of all technical activities in New York and Hollywood.

ARNOLD F. SCHOEN, publicity director-announcer of WSYR, Syracuse, has been named head of the station's newly created service department. He will relinquish his announcing duties and devote full time to promotion, advertising, publicity and merchandising.

GUY LADOUCEUR, sales manager of WCOU, Lewiston, Me., has been promoted to manager, succeeding Bernard R. Howe, resigned. Elden Shute Jr., of the announcing staff, has been named production manager, replacing Roger Levenson, resigned. John Libby has been added to the announcing staff.

JOHN F. MERRIFIELD, farm editor of WLW, Cincinnati, recently was named secretary, and Powel Crosley Jr., president of the Crosley Corp., and George C. Biggar, WLW rural program director, were named members of the newly formed Ohio Chemurgic Commission.

RALPH L. POWER, American representative of Macquarie Network, Sydney, leaves Los Angeles Aug. 16 aboard the liner *Mariposa*, on a four-month business trip to Australia and New Zealand. He was honored guest at a farewell dinner given by the Radio Breakfast Club in Hollywood on Aug. 14, attended by more than 75 southern California writers, producers and transcription executives.

GEORGE I. MacLAREN, former production manager of Atwater Kent Mfg. Co., Philadelphia, and more recently factory manager of RCA Mfg. Co., Camden, has been named production manager of Zenith Radio Corp., Chicago.

ART CROGAN, onetime commercial manager of WDGY, Minneapolis, now with WTOL, Toledo, has returned to his desk following a seven-week trip through the West which took him to Grand Canyon, Yosemite and the San Francisco Exposition.

ART LINICK, vice-president of WJJD, Chicago, has returned to his desk following a long illness.

W. W. (Bill) BERHMAN, manager of WBOW, Terre Haute, Ind., is recovering from an appendectomy performed almost immediately after his return from a cruise in Lake Ontario.

RICHARD A. RUPPERT, who several months ago became promotion manager of WSAI, Cincinnati, on Aug. 8 passed the Ohio state bar examination. He studied law at the Cincinnati YMCA Night Law School during the last four years and was graduated last June with highest honors.

CARL WHITEMAN, vice-president of General Foods Corp., and of its subsidiary, General Foods Sales Corp., will resign Oct. 1 to head his own organization specializing in the merchandising and marketing of grocery products.

LEONARD LEWIS, vice-president of Spot Film Productions, New York, in charge of radio and television, has resigned. He has announced no future plans.

G. DARE FLECK, traffic manager of KDKA, Pittsburgh, recently was named educational director of the station by Manager Sherman Gregory. Routine traffic details will be handled by Mr. Fleck's assistant, Betty Fisley, although he will continue as traffic manager also.

BARRON HOWARD, business manager of WRVA, Richmond, Va., is the father of a girl born recently.

WALTER BEADELL, of the sales department of WOWO, Fort Wayne, Ind., is the father of a boy born recently.

KEN MEEKER, former CBS page boy, has been made a regular member of the network's announcing staff.

MARION DIXON, of the sales staff of KGVO, Missoula, Mont., on July 27 married Violet Long.

ED KEMBLE, in charge of the KHJ, Los Angeles, advertising service, is the father of a girl born July 26.

BURRIDGE D. BUTLER, owner of WLS, Chicago, and KOY, Phoenix, is on a camping trip in the wilds of northern Arizona, in company with George Cook, business manager of WLS.

JOHN HOGG, new to radio, has joined KOY, Phoenix, as account executive.

WILLIAM KOSTKA, manager of NBC's press division, is the father of a son, his second, born Aug. 4.

COMPLETE testimony of David Sarnoff, RCA president and NBC board chairman, before the FCC network inquiry Nov. 14, 1938, and May 17, 1939, has been published in a 110-page book just issued by RCA Institutes Technical Press. It is titled *Principles & Practices of Network Radio Broadcasting.*

BEHIND the MIKE

MARTIN GOSCH is resigning as a CBS writer and producer the end of September, when he will go to Hollywood for the resumption of the *Melody & Madness* series, sponsored by P. Lorillard Co. for Old Gold cigarettes on NBC-Blue, which Gosch produced last year. He will continue to handle the series through its next season. When the program returns to New York later in the fall, Gosch plans to go into partnership with a radio writer to build radio programs, which will be offered for sponsorship through an outside agent. A West Coast office probably will be opened later. Gosch has been with CBS for two years, but for a year he has been engaged chiefly in outside work.

DONALD RALPH, announcer of KGDM, Stockton, Cal., has been named program director of the station.

MERVIN CLOUGH, news director of KFYR, Bismarck, N. D., will speak on "Radio and the Weekly Press" at the summer session of the State Press Association in Bismarck Aug. 25. He was invited to speak as a result of his new program, *The Weekly Press*, featuring editorial quotation from papers of the state.

AL SHEEHAN, manager of the artist bureau of WCCO, Minneapolis, has been named director of entertainment of the Minnesota State Fair, to be held Aug. 26-Sept. 5. Last year Sheehan was drafted for the job just before the Fair opened, when the previously appointed entertainment head died suddenly. The Fair board this year unanimously petitioned WCCO for loan of his services again.

JOHN HAYES, assistant production manager of WOR, Newark, has been commissioned a lieutenant in the U. S. Army Reserves.

RUBY CARPENTER, of the continuity staff of KMA, Shenandoah, Ia., has announced her coming marriage to Carl Upp, of Duluth, Minn.

FRED DAIGER, formerly of WGST, Atlanta, has joined the announcing staff of WAPI, Birmingham.

MASON DIXON, formerly of WCSC, Charleston, and WFBC, Greenville, S. C., has joined the announcing staff of WNOX, Knoxville.

PHIL McKERNAN, new to radio, has been added to the announcer-operator staff of KRE, Berkeley, Cal., for the vacation season.

GEORGE T. CASE, formerly of WRAL, Raleigh, has joined WING, Dayton, as production manager.

BERT BUZZINI, formerly with KYA and KJBS, San Francisco, is now on the KPO-KGO announcing staff.

SPENCER ALLEN, announcer of WGN, Chicago, is the father of a boy born Aug. 1.

CHARLES PASWELL, Hollywood writer, has been assigned to the new CBS *Screen Guild* program, sponsored by Gulf Oil Corp., which starts this fall.

PHIL BOWMAN, producer of WBBM, Chicago, was recently given a watch by the cast of *History in the Making* in appreciation of his work on the CBS sustaining program.

JIM DRUMMOND recently joined KOMA, Oklahoma City, as news editor.

ROY COLLINS, WOR page boy and part-time song writer, has had two more numbers accepted for publication—"That Lucky Day" and "I Can't Get Them Blues from My Soul."



YOUTHFUL announcer of British Broadcasting Corp. and its Empire Service, Henry P. Strakey had an interesting day when he did a regular announcer's turn on WJSV, Washington, on Aug. 2. Strakey read commercials, did station breaks and time signals, and even read a Wheatie commercial during the ball game. He achieved a lifelong ambition in staging a quarter-hour swing program in the American manner.

CLIFFORD SHAW, staff pianist of WAVE, Louisville, has written a new song, "Moon", based on the poem of Alexander M. Watson, published recently by G. Schirmer Inc., New York, and sung during a Louisville recital a few weeks ago by Roland Hayes, well-known negro tenor. Schirmer's also have accepted another Shaw composition, a piano number, "Vienna Fragment".

ROBERT FERRIS, formerly of KFPT, Spokane, recently joined the news and special events department of KOMO-KJR, Seattle.

LAVINIA S. SCWARTZ, educational director of WBBM, Chicago, attended the Progressive Education Workshop held recently at Sara Lawrence College, New York.

ARTHUR RADKEY, of the educational department of WLW, Cincinnati, has been appointed instructor in radio continuity writing at the evening college of the University of Cincinnati, Director V. H. Drufner announced recently.

WALTER WINDSOR Jr., formerly newscaster of WOOD-WASH, Grand Rapids, has joined KFDA, Amarillo, Tex., as announcer on sports and news programs. He was previously with J. Walter Thompson, Hollywood, where he wrote for the *Chase and Sanborn Hour*, KFOX and KGER, Long Beach, and WTOL, Toledo.

KENNEDY LUDLAM, announcer of WOV-WBIL, New York, on Aug. 6 defeated Julio Occhiboi, musical director of the stations, to regain the golf championship of WOV-WBIL.

VERNON CRAWFORD has joined WIP, Philadelphia, as vacation relief announcer.

CHARLES VANDA, CBS western program director, confined to a Ft. Smith, Ark., hospital with influenza, directed the network broadcast of *Our Leading Citizen* at Van Buren, Ark., on Aug. 8 from his bed. Premiere of the film was sponsored by Paramount Pictures, and produced by Bob Hussey of that company's radio department.

ARTHUR FELDMAN of NBC news and special events department is recovering in Medical Arts Hospital, New York, after a throat operation.

JANET BAIRD, commentator at KPO-KGO, San Francisco, who recently received her pilot's license, has teamed with two fliers to open a flying school at the San Francisco Bay Airdrome, specializing in women students.

RUSSELL SINER, publicity-merchandising director of KSAL, Salina, Kan., has resigned to take charge of a newly organized publicity bureau specializing in industrial and travel accounts, with officers in Wichita, Kan., and Los Angeles.

HOWARD J. GREEN, Hollywood writer, has been signed by Young & Rubicam Inc., that city, to write dramatic portions of the weekly CBS *Screen Guild Theatre*, sponsored by Gulf Oil Corp., which resumes Sept. 24.

JACK WELDON, formerly assistant program director of WDBJ, Roanoke, Va., recently was named head of the station's program department.

DICK FISHELL, sports commentator at WHN, New York, is the father of a baby girl, born Aug. 1 at Park West Hospital.

ERNEST N. GEORGE, formerly of KMTR, Hollywood, has joined the KGER, Long Beach, Cal., announcing staff. Finis Bell also has joined KGER as announcer. He was formerly at KXA, Seattle, and KFIO, Spokane.

LUD GLUSKIN, CBS Pacific Coast musical director, Hollywood, has been signed to do music scoring for the Principal Productions film, "Everything's on Ice".

JEROME SCHWARTZ has resigned as continuity editor of KMPC, Beverly Hills, Cal., to join the CBS Hollywood writing staff.

WILBUR CORLEY, formerly of WDOD, Chattanooga, and WDAY, Fargo, N. D., has joined the announcing staff of WIND, Gary, Ind. His brother, Stan, is also a member of the WIND announcing staff.

Meet the LADIES



FLORENCE WALLACE

EVER SINCE May, 1926, Florence Wallace, manager of KXA, Seattle, has been in radio and she claims the distinction of being Seattle's pioneer woman radio executive. She started at KJR as a secretary shortly after graduating from the University of Washington. In 1927 she went with the old KPCB where she did programs and continuities until 1931. That year KXA engaged her to write continuities. In a reorganization in 1933 she became office manager. Three years later she was appointed station manager, the only woman on a staff of 11.

RUSH HUGHES, Hollywood commentator on the five-weekly quarter-hour *Langendorf Pictorial*, sponsored by Langendorf United Bakeries Inc. on NBC-Pacific Red, has completed a commercial short film, "The General Goes to Town". He is actor as well as commentator in the two-reeler.

DOUGLAS EVANS, KFI-KECA, Los Angeles, announcer, has been assigned by Columbia Pictures Inc., to portray the role of Francis Scott Key, composer of "The Star Spangled Banner", in a film to be released shortly.

BOB MOSS of the NBC Hollywood staff has replaced Owen Crump as producer of the weekly half-hour *Grouch Club* sponsored on that network by General Mills (Corn Kix).

NAOMI F. REYNOLDS, KNX, Hollywood, music commentator, has been appointed national radio chairman of the National Federation of Music Clubs.

HOWARD SMILEY recently was named publicity director of KROY, Sacramento, Calif.

JIM O'NEIL, former newspaperman of New York, Chicago and other eastern cities and more recently of the KYA, San Francisco news staff, has joined KJBS, San Francisco, as news editor and newscaster.

WILLIAM TALLEY, announcer of KWG, Stockton, Cal., is reported recovering from a head injury suffered in an airplane crash some time ago.

BILL BALDWIN, announcer of KSFO, San Francisco, recently resigned to become publicity director of the Roller Derby, currently running in San Francisco.

DAVID BRADLEY, formerly a member of the production staff of KYA, San Francisco, has resigned.

FLORENCE BALLOU, formerly assistant in the program department of WICC, Bridgeport, Conn., has been named program director of the station, succeeding Judson LaHaye Jr., recently appointed WICC supervisor in New Haven.

JIMMY VANDIVEER, KFI-KECA, Los Angeles, special events director, is the father of a 7-pound girl born July 26.

RICHARD WESTBROOK, head of Allied Representation Co., Chicago, is the father of a boy born July 28.

PEGGY KNOCHE, secretary of Wythe Walker & Co., Chicago, was married recently to Edward M. Dreis.

Paul Francis Morgan

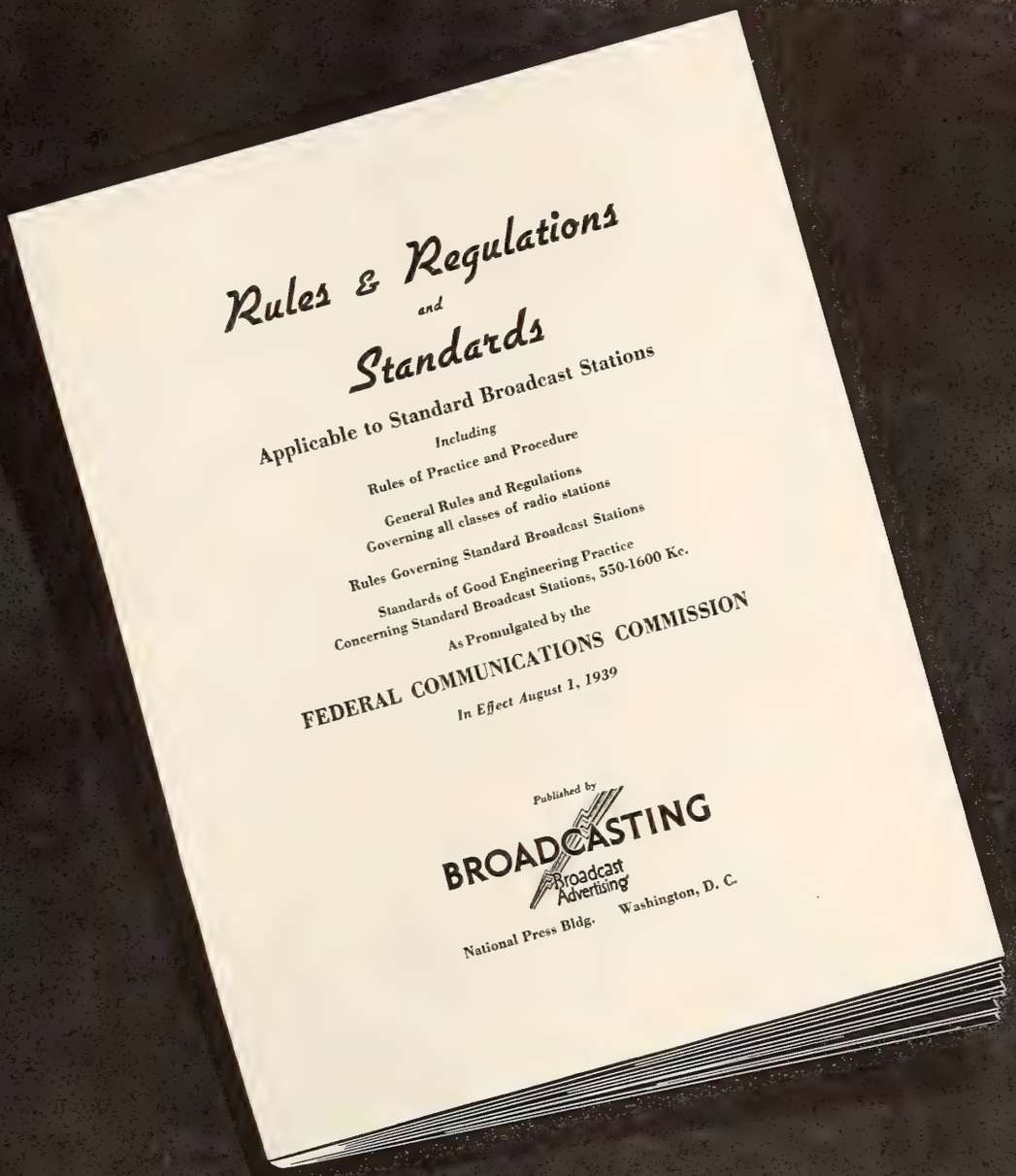
PAUL FRANCIS MORGAN, 41, who retired from the managership of WHBC, Canton, O., last March, and his wife and six-weeks-old son died by suffocation from smoke and heat in a fire which swept their Canton home July 26 and trapped them in a second floor bedroom. Mr. Morgan from 1927 to early 1938 was with the *Canton Respository*, Brush-Moore newspaper which owns WHBC, and was successively reporter, assistant advertising manager, advertising manager and business manager of that newspaper. He quit WHBC after less than a year due to ill health.

Harold B. Porter

HAROLD BENNET PORTER, 43, Hollywood radio producer and cameraman, was found dead in his home July 30, from what police describe as a self-inflicted gunshot wound in the head. He is said to have been despondent over finances and failure to find a sponsor for his radio program, *Handy Kink*.

EDWARD D. PORTER, 58, well known Hollywood radio and stage actor, died in that city July 29. He had been an invalid for the last year, following a paralytic stroke.

In one volume... for the first time



In July BROADCASTING published and distributed 1500 copies of its free 15-page booklet embodying the newly promulgated FCC Rules Governing Standard Broadcast Stations. This supply is exhausted. BROADCASTING now releases, in a 72-page standard-size volume, complete Rules and Regulations and Standards applicable to Standard Broadcast Stations.

Price per Copy, 60¢ ☆ 2 or more Copies, 50¢ each ☆ **72 pages**

Purely PROGRAMS

SIX labor leaders and six captains of industry will give their views on national problems of economic and industrial importance in a new series on NBC, *America Unlimited*, broadcast in cooperation with the U. S. Department of Labor. The series, on NBC-Red each Friday from 10:30 to 10:45 p. m., began Aug. 4 with William Green, president of AFL, as the first speaker, followed each week by alternating representatives of CIO and AFL. The industrial leaders, who will speak on the six concluding programs, have not been announced.

* * *

Mayor and Citizens

KOY, Phoenix, has introduced a novel public service program for the summer months. It is titled *The Phoenix Forum*, and each week Mayor Walter J. Thalheimer of that city plays host to a studio audience of prominent citizens who informally discuss civic matters with him. A different city department head is special guest during the broadcast, and the entire half-hour program is built around that particular division of the city government. Jack Copeland, KOY news editor, supervises the program.

* * *

For Drivers' Beefs

TRAFFIC violators who feel that their fines are unjustified have an opportunity to air their "beefs" during the weekly quarter-hour *Traffic Tribunal* on KECA, Los Angeles. Program is presented under auspices of the Los Angeles Police Dept. Accident Prevention Bureau. Traffic violators are invited to send in their "beefs", and a different officer of that bureau each week explains justification of the fine.

TROUBLED KIDDIES Provide Material for a New Don Lee Program

IT MIGHT be called a tearjerker by the sophisticates, but there is nothing maudlin in the social service aspect of *Nobody's Children*, a program which started July 2 on KHJ, Los Angeles, and now is being piped each Sunday, 1:1:30 p. m. (PST), to the Don Lee and MBS networks. Originated and conducted by Walter White Jr., former Broadway actor, the program is based on case histories of children whom circumstances have placed in orphanages or institutions.

The program is a sustainer and is presented as an educational feature. It does not seek homes for the children, but rather presents their problems, especially in relation to the adoption laws of the various States. The idea is that listeners will take their own steps in adopting youngsters or interesting themselves in child welfare work. The Los Angeles Children's Home Society is the originating point of each program. While children are brought before the microphone, their cases are not discussed in their presence.

The whole atmosphere is one of sympathy and understanding, with Georgia Fifield playing the role of a social worker and Hal Crane writing the scripts. A highly favorable reaction from social welfare agencies has been reported.

Workaday Glamour

NEW YORK'S most glamorous working girl is being sought by Zeke Manners, in a contest in connection with his twice-daily broadcasts on WHN, New York. Picking the most glamorous housemaid the first week, waitress the second and so on through seamstress, manicurist, telephone operator, Zeke will conduct his grand finale in September, the winner to be given a silver placque, evening clothes and a trip around town escorted by two of the city's most eligible bachelors.

* * *

Boosting Civic Industry

WITH musical background by a 125-voice choral group drawn from among employees of 75 different St. Louis firms, the recently expanded weekly half-hour, *The Onward Road*, on KMOX, St. Louis, features "witnesses" for management, workers and consumers, who gather in a radio courtroom to exchange ideas, bringing out in their "testimony" a composite picture of the industry under examination and its service to the community.

* * *

Music of the Nations

RECORDED and live talent in Swedish, Danish and Norwegian music is featured on the new half-hour *Scandinavian Airs*, sponsored on KOWH, Omaha, by Allen Appliance Co. The program is remoted from studios in the sponsor's plant several days a week. The firm also participates in a daily program featuring music of Bohemian orchestra from the South Omaha studios of KOWH.

* * *

Immigrant Culture

FOREIGN-BORN American citizens, producers of foreign language programs on WBNX, New York, are interviewed in English on the station's new *Uncle Sam's Family* series, designed to give native Americans an insight into the cultures these people have brought to America from other lands.

* * *

Read Your Paper

CATCHY title is *Read Your Paper*, a Monday evening series on WIND, Gary, Ind., given under auspices of the University Broadcasting Council, Chicago. Recent program featured Dr. Curtis C. MacDougall, of Northwestern U. school of journalism, in a talk on "The Newspaper of the Future".

* * *

Hot or Cold

DESIGNED to appeal to either refrigeration or heating industries, the new fall half-hour feature, *Cold Facts*, of WEW, St. Louis, presents "climatic" information in keeping with the title against a musical variety background.

* * *

Food For Life

LISTENERS to Rosalind Sherman's broadcasts on WNEW, New York, are being asked to name the new all-glass room in a Broadway restaurant, with dinner for two once a month for life going to the winner.

Treat for the Kids

SIDEWALK and studio broadcasting technique are combined in the weekly half-hour *Sno-White Kid's Party*, sponsored on KVEC, San Luis Obispo, Cal., by the local Sno-White Creamery. Contestants must first register at the creamery on a week-day preceding the broadcast. Their names are picked from the register by lot. Uncle Dudley, who conducts the program, standing in front of the creamery, interviews from 10 to 15 boys and girls each week. During the interview broadcast, they are also requested to sing a song or recite a poem. After his performance, each child draws a card from a container. Its color determines the type of ice cream treat he receives as reward for participating in the broadcast.

* * *

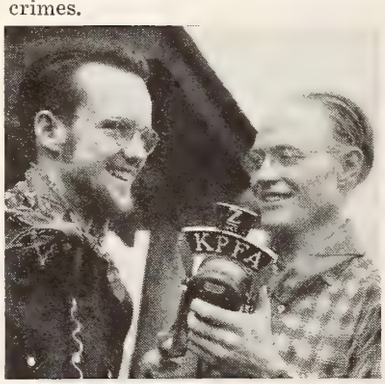
Strictly Imitation

IMITATORS get their innings on the new weekly quarter-hour, *I Wish I Were*, on WWL, New Orleans. Once a week the name of some well-known artist, actor or character—like Bing Crosby, Katherine Hepburn or Donald Duck—is announced along with details of the competition. Would-be imitators appear on the following week's program, where they are interviewed by Announcer Don Lewis, with Ray McNamara assisting at the piano. Five dollar prizes go to winners of each program.

* * *

Cops and Blotters

BROADCAST daily from the office of the local chief of police, the new quarter-hour *Police Blotter* on KOH, Reno, Nev., presents police officials describing the operation of a police department, descriptions of criminals known to be operating in the vicinity of Reno, and tips on how to avoid auto thefts, house breaking, thievery and other petty crimes.



A RING-TAILED tooter was the recent four-day Diamond Jubilee commemorating the discovery of gold in Last Chance Gulch, now the main street in Helena, Mont. KPFA, Helena, kept pace with the whole proceeding, during which thousands jammed the downtown district day and night, with microphones installed on the street and in the civic center auditorium. All bearded up for the occasion, and decked out in Western regalia, as required of all Helenites, were KPFA's announcer-commentators, Willis Green (left) and Ernest Neath, pausing for a moment here in the midst of their interviewing and describing.

Peck of Trouble

A NEW kind of radio "interference" was recently experienced at the KOY, Phoenix, Ariz., transmitter when a woodpecker flew down the chimney, battered off the tin cover of a stovepipe hole and winged its way around the room. It banged into delicate tubes and costly mechanism for 15 minutes before Hal Lines, operator on duty, armed with a broom, could chase it out a window from which the screen was hastily removed. A terrific smoke bomb of soot was left behind by the invader.

Free Nights Out

TICKETS for a Broadway hit show and a table at a night club go to the two couples sending in the best answers to questions asked on *Where Do We Go Tonight?*, Friday evening program on WEVD, New York. In addition to the quiz, program also includes an interview with out-of-towners, in a hotel lobby, to determine what the average visitor is looking for in New York and his reaction to what he sees there.

* * *

Repeat Programs

A NEW five-weekly half-hour program idea has been inaugurated by Harrison Holliway, general manager of KFI-KECA, Los Angeles, on the latter station. Titled *Encore Theatre*, and directed by John I. Edwards, production manager of the stations, the series features repeat broadcasts of two shows each week. Repeat programs are *Broadway Memories* and *Blue Horizon*, both featuring Claude Sweeten's orchestra and vocalists.

* * *

WOR Farm News

A NEW service to the farmer is offered by WOR, Newark, on its early morning *Farmers' Digest* conducted by Joe Bier. Each morning at 6, Bier gets the current commodity prices on the New York market, together with sidelights of the day's prevailing supply and demand, direct from the Department of Agriculture. This information, enabling the farmer to gauge market trends, has never previously been available before noon.

* * *

Discussing the News

FRIENDLY discussion of today's problems is featured on the weekly half-hour *Round Table* program of KMTR, Hollywood. Seated around the microphone in the KMTR News Bureau, three different prominent Los Angeles business men each week informally discuss a subject. Newsroom atmosphere prevails throughout the broadcast, with Clete Roberts, station news editor, presiding.

* * *

Listeners Speak

B. S. BERCOVICI, news commentator of WINS, New York, is conducting a new weekly program *Talk & Back Talk* to allow listeners to voice their opinions. The audience is invited to send in letters discussing some topic Bercovici has mentioned, the authors of a few of the best letters to receive an invitation to appear on the program.

CBS, Reynolds, Cantor And Gordon Defendants In Pacific Coast Action

CBS, R. J. Reynolds Tobacco Co. and Eddie Cantor, who was sponsored by the latter concern on the network, were named co-defendants in a $751,000 damage suit filed in Los Angeles Superior Court in late July by Charles Gollob and his wife Elsie, as aftermath of an altercation March 27, following the comedian's broadcast. Bert Gordon, the "Mad Russian" of Cantor's program, was named as a fourth defendant in the suit.

The couple ask $500,000 general damages, $250,000 punitive damages and $1,000 to cover medical expenses. Complaint charges that Gordon and other persons attacked the couple outside the CBS Hollywood studios, inflicting cuts and bruises on Gollob and facial and possible internal injuries to his wife. The Gollobs declared the attack was unprovoked. According to the complaint, the Gollobs attended the broadcast, followed all instructions to applaud, and were leaving the studio after the program when accosted by Gordon and his "bodyguard".

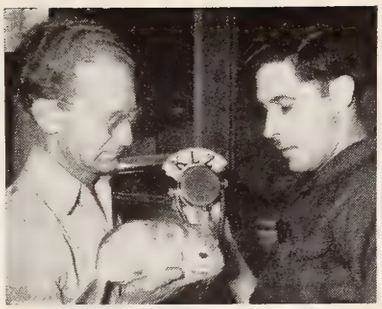
As they left, Gollob, according to his complaint, stated he was not interested in the political program that followed Cantor's broadcast. The alleged attack by Gordon followed. Gollob declared he and his wife left the program because they objected to Cantor's jokes about Adolf Hitler and other dictators solely on ground that "they were ancient and not funny gags". Immediately following the attack Gollob unsuccessfully sought a battery complaint against Gordon.

Conn Sues Benny

HARRY W. CONN, Hollywood gag-writer, has filed a $65,000 breach of contract suit in Los Angeles Superior Court against Jack Benny, radio and film comedian. Conn contends he entered into a contract with Benny to write the comedian's gags for 39 weeks. Conn asserts the contract called for his receiving 5% of Benny's salary while the comedian used any of the material. Since expiration of the contract, according to the complaint, Benny has continued to use certain characters and dramatic situations created by the plaintiff and which have become nationally known. Conn estimates that since 1935 Benny has earned about $1,170,000 on the radio and an additional sum in pictures. He asks judgment for 5% of these earnings.

NBC Series Starts

STARTING date on NBC's new series of talks by British and French statesmen [BROADCASTING, Aug. 1] was moved up from mid-September to Aug. 8, when the series was opened by Winston Churchill. Athony Eden, previously scheduled as the opening speaker, will be heard later in the series, which will feature British speakers on Tuesdays, French on Thursdays. Other speakers will include Leon Blum, former premier of France; M. Yvon Delbos, former French minister of foreign affairs, and Lord Duff Cooper, former British privy councillor and member of Parliament.



TALKING IT OVER with a local chinchilla keeper holding $1,600 worth of chinchilla in his palm, and who has charge of $50,000 worth of the little creatures, is Howard Chamberlain (right), of KLZ, Denver, during one of a weekly series of interviews originating in various rural business centers around Denver. On another assignment Interviewer Chamberlain picked up a splash-by-splash interview, recorded by the KLZ mobile unit, with some real mountain trout during a visit to a Colorado fish hatchery.

PRISONERS RIOT
As WREN's Miscreant Mouse Gets the Hot Seat

WHEN a curious mouse wandered into a maze of tubes and wires in the transmitter of WREN, Lawrence, Kan., during the recent broadcast of the Conn-Bettina fight, he not only short-circuited the high-voltage terminal board of the exciter, electrocuted himself, and forced the station off the air, but also started a near-riot among inmates of the Kansas State Penitentiary in Lansing, about 40 miles away.

Inmates were listening to the broadcast from their cells over the prison's public address radio, which was tuned to WREN. When the rodent brought on the abrupt shutdown, the prisoners became angry, thinking guards had turned off the radio in the middle of the fight. Their shouting and confusion was quieted only when the mouse had been removed and the fight broadcast resumed.

KFH Appeals Decision Moving KFBI to Wichita

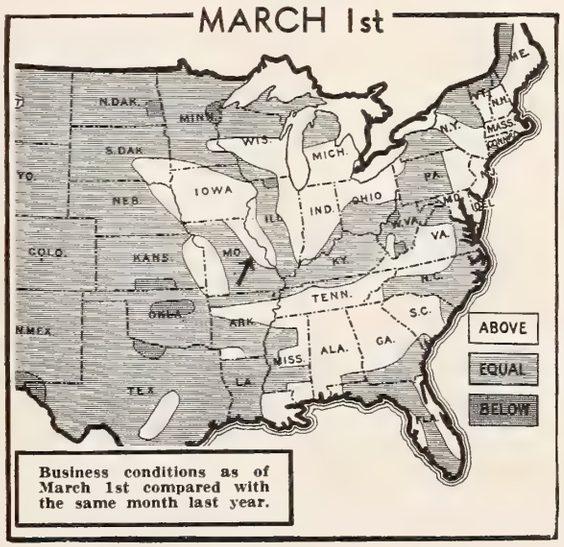
AN APPEAL from the decision of the FCC granting KFBI, Abilene, Kan., authority to remove to Wichita, was filed with the U. S. Court of Appeals for the District of Columbia Aug. 1 by KFH, Wichita. Through counsel John M. Littlepage and William A. Porter, KFH held there was no need for the proposed service in Wichita and that the advent of KFBI would result in curtailment of revenue and impairment of its service. KFBI operates on 1050 kc. with 5,000 watts, limited time.

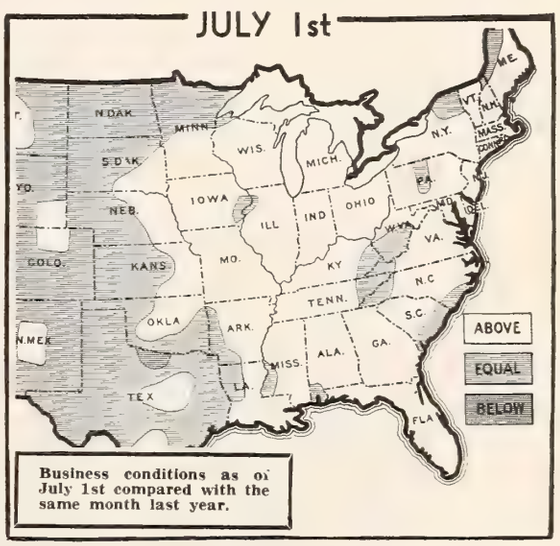
In addition to specifications of alleged error in the Commission's decision, KFH contended that Lester E. Cox, midwestern broadcaster who at the hearing testified he would acquire one-third of the station stock, since had canceled this contract, changing the facts. Moreover, it held that since the hearing, KRLD, Dallas, on the adjacent 1040 kc. channel had increased its power from 10,000 to 50,000 watts.

KSD

KSD has a greater daytime coverage area than any other St. Louis broadcasting station.

"ABOVE" AVERAGE BUSINESS CONDITIONS
Spread in The Billionarea—KSD Territory





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The Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

S. I. Posner Joins Segal Law Office

Economist and Labor Expert to Handle Administrative Practice

STANLEY I. POSNER, Government economist and labor expert, on Aug. 1 joined the law firm of Paul M. Segal, Washington attorney, where he will specialize in administrative practice before Government departments and agencies. Mr. Posner, a member of the bar, during the past year directed an analysis of labor union agreements for the U. S. Department of Labor. His association with the former Radio Commission counsel marks an innovation in radio practice, and was occasioned largely by the growing importance of labor and other contractual problems involving broadcast stations and various union organizations.



Mr. Posner

During the last three years Mr. Posner has been connected in several capacities with the Labor Department. From 1936 until 1938, he was the Department's referee under the Bacon-Davis Act, and conducted public hearings to determine prevailing wage rates for Federal construction in New England. He was associated with the NRA in various economic and research capacities from 1933 through 1936, having been chief economist and chief of the coordinating branch of its Compliance Division. He also served with NRA successively as senior statistician, economic advisor to the President's Reemployment Policy Board, and special assistant to Leon Henderson, now a member of the Securities & Exchange Commission.

A graduate of Amherst College, Mr. Posner was awarded tuition scholarships for the entire four years. He graduated magna cum laude and is a Phi Beta Kappa. Receiving his M.A. degree from the University of Chicago in 1932, he took graduate work in economics and statistics. He was associated with Brookings Institution, Washington, as a research fellow in 1932-33, having been awarded a fellowship to continue research in money and banking.

Mr. Posner was graduated from Harvard Law School with a Bachelor of Laws degree as a cum laude student. He studied administrative law under Felix Frankfurter, now Supreme Court Associate Justice, and also specialized in labor law, Government regulation of business and taxation and corporation finance.

Seek Brockton, Mass., Outlet

A NEW 500-watt daytime station on 1160 kc., in Brockton, Mass., is sought in an application filed with the FCC Aug. 4 by Old Colony Broadcasting Co. President of the company is Rudolph Wyner, president of the Shawmut Woolen Mills. Vice-president is Mark L. MacAdam, chief engineer of the Brockton police radio system. Vice-president and treasurer is C. A. Lovewell, of Sharon, Mass., now employed by the Yankee Network. Each holds 33 1/3% of the stock in the new corporation.



BEAUTY combines with brains in these lady aides at the Washington offices of the networks, who were photographed for BROADCASTING at a recent function. They are (l to r) Miss Ann Gillis, CBS Washington publicity director; Miss Phoebe Gale, NBC Washington press representative; Miss Madeline Ensign, program director of WOL, MBS capital key.

Jack Gross Is Selected KFWB Sales Manager

JACK O. GROSS, nationally known in radio and advertising and for 22 months general manager of the now non-existent KEHE, Los Angeles, has been appointed general sales manager of KFWB, Hollywood, owned and operated by Warner Bros.



Mr. Gross

Announcement of the appointment was made by Harry Maizlish, general manager of the station, on Aug. 15. Before taking over his new duties on Aug. 28, Mr. Gross will vacation with his family, visiting eastern radio centers. It is expected that Chet Mittendorf, present sales manager of KFWB, will remain with the station in an official capacity.

Mr. Gross has been in radio more than 16 years as announcer, producer, sales executive and general manager. For a time he was supervisor of the Southwest Broadcasting System and left that organization in 1933 to join KTBS, Shreveport, La. When that firm acquired KWKH he was named sales manager of both stations, remaining four years. He then joined Hearst Radio as general manager of KEHE, remaining until the latter station's frequency and facilities were acquired by Earle C. Anthony Inc., on Aug. 1 [BROADCASTING, Aug. 1] to replace those of KECA as the NBC-Blue network outlet in Los Angeles.

Wins Marconi Medal

OFFICIAL award of the annual Marconi Memorial Scholarship of the Veteran Wireless Operators Assn., was made to 16-year-old Robert Barkley on Aug. 12 by J. R. Poppele, chief engineer of WOR, Newark, and chairman of the awards committee. Robert T. Pollock, president of the American Institute of the City of New York, also participated in the ceremonies, which were broadcast on MBS. Scholarship is a two-year course at RCA Institutes.

FCC Officials Go West

SEVERAL officials of the FCC, including Commissioner Paul A. Walker, General Counsel William J. Dempsey, and Chief Accountant William J. Norfleet, will attend the annual convention of the National Association of Railway and Utilities Commissioners meeting in Seattle Aug. 22-24. There was the possibility that James L. Fly, incoming Chairman, also will attend the sessions. In Portland in connection with Bonneville Dam business, Mr. Fly indicated he might attend the sessions.

STRINGER PICKED FOR NAB CAMPAIGN

APPOINTMENT of Arthur Stringer, Chicago newspaperman and publicist long prominently identified with radio, for six-month tenure as coordinator of the NAB industry promotional campaign, was announced Aug. 9 by Neville Miller, NAB president.

To serve under the direction of Ed Kirby, NAB public relations director, Mr. Stringer will handle promotional activities designed to build audience and otherwise further public appreciation of radio. His first effort will be in connection with the change from Daylight to Standard Time on Sept. 24. He will carry on the work launched earlier this year in conjunction with the Radio Manufacturers Assn., designed to sell radio itself and featured by Open House Week last Spring.

Mr. Stringer for many years was identified with public relations work in Chicago, notably in the set manufacturing field. In 1937 he joined WLW-WSAI as director of sales promotion, but left soon after William S. Hedges resigned as vice-president to return to NBC. He is best known for the handling of publicity and advertising for trade shows of the radio manufacturing industry in New York and Chicago and is thoroughly familiar with the wholesale and retail receiver fields.

BOB EDGE, CBS fish and game commentator, has published a new 62-page booklet titled *1,001 Places to Fish* and covering the best fishing spots in this country and Canada. He has just returned from Wedgeport, Nova Scotia, where he caught a 570 lb. tuna, and he will be in charge of the International Tuna Tournament there Sept. 6-9.

WLW Appoints Biggar Acting Program Director

APPOINTMENT of George C. Biggar, WLW rural program supervisor, as acting program director to replace Owen Vinson, resigned, has been announced by James D. Shouse, vice-president of Crosley Corp. in charge of broadcasting. Simultaneously Mr. Shouse named Harold Carr, WLW producer, as production manager.

Mr. Vinson, who came to WLW in 1937 as a producer, has been program director of WLW for more than a year. He leaves the station with his wife, Pauline Hopkins, to produce her serial shows in New York. Miss Hopkins is the author of *Midstream*, heard over the NBC network from Chicago, and wrote the *Mad Hatterfields*, for two years heard over WLW and for a year fed to Mutual.

Mr. Biggar joined WLW late in 1938 as director of its rural programs. He was formerly affiliated with WLS, Chicago.

E. Gardner Prime Leaves NBC for Own Practice

RESIGNATION of E. Gardner Prime, veteran member of the NBC New York legal staff, effective Sept. 1 to open a law practice in Washington, specializing in corporate, labor and tax matters, was announced Aug. 10. Mr. Prime will occupy offices with Philip J. Hennessey Jr., Washington attorney, in the Normandy Bldg. They will not be associated in a partnership, however.

Both Mr. Prime and Mr. Hennessey joined NBC in 1929 as assistants to A. L. Ashby, vice-president and general counsel. Several years ago Mr. Hennessey was transferred to Washington as NBC counsel, but subsequently opened his own office with NBC as a client. It is understood Mr. Prime also will be retained by NBC. Associated with Mr. Hennessey as his NBC assistant is John J. Hurley, former WRC-WMAL announcer, who is now a member of the bar.

Coincident with Mr. Prime's resignation, Mr. Ashby announced appointment of Robert D. Swezey as his successor in New York. A former attorney with the Federal Housing Administration, Mr. Swezey is a graduate of Harvard.

Neilsen Changes Posts

VICTOR F. NEILSEN, for many years general manager of CFCF, Montreal, has resigned to become general manager of the Richardson stations in Western Canada—CJRC, Winnipeg, and CJRM, Regina, along with shortwave stations CJRO and CJRX, Winnipeg. It is understood that Harry McLaughlin, general manager of these stations, has resigned.

Black Starts Service

IVAN BLACK, writer, reporter and publicist, recently in charge of publicity for the Federal Theatre Radio Division, will open his own publicity office at 1697 Broadway, New York, shortly after Labor Day. Black served as chairman of the committee in charge of the radio departmental at the recent American Writers' Congress in New York [BROADCASTING, June 15], first time radio has ever been officially recognized as a first rank artistic medium by the writers.

FCC Is Requested To Stop Coughlin

Birkhead Asks Silence Order; WCNW Claims Air 'Jammed'

FATHER Charles E. Coughlin, whose aggressive radio tactics have placed him in the forefront of controversial broadcasters, was the subject of two appeals recently addressed to the FCC.

One, urging that the radio priest be barred from the air because of his "inflammatory and inciting" broadcast of July 30, was sent by L. M. Birkhead, national director of the Friends of Democracy. The other, asking that the FCC investigate and stop the "jamming" of broadcast replies to Father Coughlin's broadcasts, was filed by WCNW, Brooklyn, charging interference with its weekly *Answering Father Coughlin* program, broadcast under the auspices of the American League for Peace and Democracy.

Termed Inflammatory

In his telegram to the FCC, Mr. Birkhead quoted the radio priest as having told his critics, "If you will not listen to reason, we will fight you in Franco's way if necessary. You will say this is inflammatory. It is inflammatory." Continuing that "the whole temper of Father Coughlin's speech was in a similar vein of provocation," Mr. Birkhead asked the FCC to "prevent Father Coughlin from the continued use of the wavelengths for his dangerously un-American purposes."

WCNW's complaint is that for several weeks listeners to its Saturday evening *Answering Father Coughlin* series have reported that the replies to the priest's remarks have been blotted out by a series of dots and dashes emanating from an unknown source. At first, the station said, it paid little attention, thinking the interference due to natural causes, but when it persisted week after week, and when listeners said the quotations of the priest's remarks came through clearly, with only the replies blotted out, the station decided to appeal to the FCC for relief.

At the headquarters of the American League for Peace & Democracy it was learned that the *Answering Father Coughlin* series scripts are being sent to branches of the organization throughout the country for use locally. Program was started Aug. 6 on WCKY, Cincinnati, and will be broadcast in Milwaukee this fall, it was said. Organization also currently sponsors a weekly *Voices of Peace* on WEVD, New York, and also has regular programs in Boston, Detroit and New Orleans and is frequently on the air in other cities throughout the country. Some of these programs are paid for by the local chapters of the League; others are carried by the stations as sustaining features.

Fight Season Starts

FIRST of the new series of fall-winter prizefights promoted by Mike Jacobs, to be sponsored exclusively over NBC-Blue by Adam Hats, will be the Aug. 22 match between Henry Armstrong and Lou Ambers, with Sam Taub and Bill Stern at the mikes. Other bouts scheduled are the Joe Louis-Bob Pastor fight from Detroit, Sept. 20, and Fred Apostili-Cerferina Garcia from Madison Square Garden Sept. 12.

Disclaims Censorship

(*Continued from page 30*)

may be a public offense, or as by their falsehood and malice they may injuriously affect the standing, reputation or pecuniary interests of individuals."

"In my estimation there need be no inevitable conflict between the censorship provision of the law and the Commission's established policy of interpreting public interest, convenience and necessity broadly enough to include consideration of program service," he continued. "Unless Commission regulation goes beyond mere supervision of technical operations, there can be no effective regulation in the public interest.

Broadcasters' Plaints

"Broadcasting stations and their managers sometimes state, when they do not want to take a certain program, that it is barred by the FCC, when, as a matter of fact, they merely want an excuse for not using that particular material. The Commission has issued no instructions or regulations and can not and does not require stations to accept any and all programs offered to them. Under the Act, broadcast stations are not deemed to be common carriers. Inasmuch as stations have the responsibility for selecting the program material to be used, they are within their rights in refusing programs if they choose, but they are not justified in asserting that the rejection is based upon any direction of the Commission."

"In the national and international broadcast fields, it is clear that the Commission has not and can not exercise any censorship," he concluded. "The voice that speaks in America must be the voice of free men and not the voice of despots. The Commission and the broadcaster serve public interest when they cooperate to maintain our free institutions and to develop radio as an instrument of real public service. The Constitution guarantees to all of us the right of freedom of speech, and Congress, in enacting the Communications Act of 1934, provided specifically that there should be no censorship in broadcasting. It is the solemn duty of the Commission to safeguard that sacred right."

Second Papal Honor

ONLY radio program to receive a papal blessing, which was given last December by Pope Pius XI, the *Ave Maria Hour* has been likewise honored by the new pope, Pius XII, who presented his benediction to the program in the form of a scroll which he gave to a group of pilgrims from St. Christoper's Inn, Franciscan monastery at Graymoor, N. Y., sponsor of the weekly broadcasts. Program, produced by Donald Peterson under the direction of Father Patrick, director of the monastery and refuge for homeless men, originates at WMCA, New York, for a live broadcast on Sunday afternoons on Intercity and Yankee networks, and is repeated by transcriptions on other stations throughout the country.



Something Doing!

- New silver price stimulates Utah mining activity—puts more men to work in mines, mills and smelters—boosts payrolls!
- Huge aqueduct project, 35 miles from Salt Lake City gets under way. More jobs—more payrolls!

In other words, business is looking up in the Salt Lake market . . . and people more than ever are looking to KDYL for entertainment and information with the spice of showmanship.

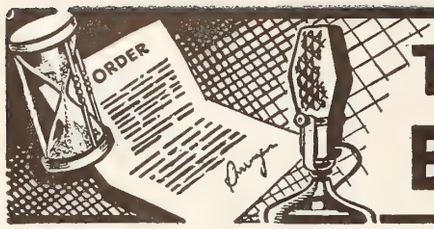
Showmanship, the key to KDYL's popularity, unlocks the door to many an extra sale for KDYL advertisers.

5000 WATTS DAYTIME
1000 WATTS NIGHTS

KDYL

THE *POPULAR* STATION
Salt Lake City, Utah
Representatives:
JOHN BLAIR & COMPANY
Chicago - New York - Detroit
San Francisco - Los Angeles

NBC RED NETWORK



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KDKA, Pittsburgh

Vee Bee Service Co., Memphis (loans), 6 *sa* weekly, thru Cole & Co., Memphis.
Firestone Tire & Rubber Co., Cleveland, weekly *t*, thru Sweeney & James, Cleveland.
Modern Food Process Co., Philadelphia (Thrivo), 4 *sa*, thru Clements Co., Philadelphia.
Quaker Oats Co., Chicago (chicken feed), weekly *t*, thru Benton & Bowles-Chicago.
Ralston Purina Co., St. Louis (chicken feed), 3 *t* weekly, thru Gardner Adv. Agency, St. Louis.
Air Conditioning Training Corp., Youngstown, 2 *t* weekly, thru National Classified Adv. Agency, Youngstown.
Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), 5 *t* weekly, thru Wade Adv. Agency, Chicago.
Potter Drug & Chemical Corp., New York (Cuticura soap), renewal *sa* series, thru Atherton & Currier, N. Y.
Mail Pouch Tobacco Co., Wheeling (chewing tobacco), renewal *sp* series, direct.
Lever Bros. Co., Cambridge, Mass. (Rinso), weekly *t*, thru Ruthrauff & Ryan, N. Y.
RCA Mfg. Co., Camden, weekly *sp*, direct.
Charles E. Hires Co., Philadelphia (beverage) renewal daily *sa*, thru O'Dea, Sheldon & Canaday, N. Y.

WOR, Newark

Maltex Cereal Co., Burlington, Vt. (Maltex), weekly *sp*, thru Samuel C. Croot Co., N. Y.
Manufacturers Trust Co., New York (bank), weekly *sp*, thru McCann-Erickson, N. Y.
Quaker Oats Co., Chicago (cereal), weekly *sp*, thru Benton & Bowles, Chicago.
Pinex Co., Fort Wayne, Ind. (cough remedy), 6 *sp* weekly, thru Russell M. Seeds Co., Chicago.
Wheatena Corp., Rahway, N. J. (cereal), 3 *sp* weekly, thru Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati (Oxydol), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.

KOMA, Oklahoma City

Grove Laboratories, St. Louis (proprietary), 104 *sa*, thru Stack-Goble Adv. Agency, N. Y.
B. C. Remedy Co., Durham, N. C. (proprietary), 312 *sa*, renewal, thru Harvey Massengale Co., Atlanta.
Lea & Perrins, New York (meat sauce), 52 *sa*, thru Schwimmer & Scott, Chicago.
Vick Chemical Co., Greensboro, N. C. (Vaporub), 390 *sa*, thru Morse International, N. Y.

WHKC, Columbus, O.

Si-Noze Laboratories, Chicago (sinus treatment), 3 *sa* daily, thru Gale & Pietsch, Chicago.
Healthaids Inc., Jersey City (Serutan), 5 *sp* weekly, thru Austin & Spector, N. Y.
Vick Chemical Co., Greensboro, N. C. (Vaporub), 2 *sa* daily, through Morse International, N. Y.

Iowa Network

Miller Cereal Mills, Omaha, 26 *ta*, thru Driver & Co., Omaha (KRNT, WMT, WNAX).
Smith Brothers, Poughkeepsie, N. Y. (cough drops), 100 *sa*, thru J. D. Tarcher & Co., N. Y. (KRNT, WNAX, WMT).
Northwestern Yeast Co., Chicago, daily *sa*, thru Hays MacFarland & Co., Chicago (KSO, WMT).
Air Conditioning Training Corp., Youngstown, 2 daily *sp*, thru Weill & Wilkins, N. Y. (WMT, KRNT, KMA, WNAX).
Union Pacific Railroad, Omaha, 39 *t*, thru Caples Co., Los Angeles (WMT, KRNT, WNAX).

WFAA-WBAP, Dallas-Ft. Worth

Golden Peacock Inc., Paris, Tenn. (Bleach Cream), 130 *ta*, thru H. W. Kastor & Sons, Chicago.
Firestone Tire & Rubber Co., Akron (Firestone tires), 13 *t*, thru Sweeney & James Co., Cleveland.
McCormick Sales Co., Baltimore (tea, spices), 40 *sa*, thru Van Sant, Dugdale & Co., Baltimore.
Texas Military College, Terrell, Tex., 72 *sa*, direct.
G. B. R. Smith Mills, Sherman, Tex. (flour), 312 *sa*, thru Gandy Adv. Agency, Dallas.

KNX, Hollywood

Reid-Murdock Co., Los Angeles (Monarch coffee), 6 *sp* weekly, thru W. B. Ross Adv., Los Angeles.
Borden Co., San Francisco (fresh milk), 10 *sp* weekly, thru McCann-Erickson, San Francisco.
Borden Co., San Francisco (evaporated milk), 6 *sp* weekly, thru McCann-Erickson, San Francisco.

WQXR, New York

J. B. Williams Co., Glastonbury, Conn. (Aqua Velva shaving lotion), 1 *sp* and 2 *sa* daily, thru J. Walter Thompson Co., N. Y.
White Rock Mineral Springs Co., New York (Q-9), 3 *sp* weekly, thru Newell-Emmett Co., N. Y.

KRE, Berkeley, Cal.

Dr. Miles California Co., Los Angeles (Alka-Seltzer) series of *sa*, thru Associated Adv. Agency, Los Angeles, Calif.
B. F. Goodrich Rubber Co. (Goodrich-Silvertown tires) series of *sa*, direct.

WABC, New York

Bond Clothing Stores, New York (retail chain), 6 *sp* weekly, thru Neff-Rogow, N. Y.

WLS, Chicago

Campbell Cereal Co., Minneapolis (Malt-O-Meal), 5 *t* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.
Pinex Co., Ft. Wayne (cough syrup), 6 *sp* weekly, thru Russell M. Seeds, Chicago.
Quaker Oats Co., Chicago (Full O'Pep feeds), *sp* weekly, thru Benton & Bowles, Chicago.
Firestone Tire & Rubber Co., Akron, *t* weekly, thru Sweeney & James, Cleveland.
Mohawk Bedding Co., Chicago, *sp* weekly, thru Schwimmer & Scott, Chicago.
New York State Publicity Bureau, N. Y., 2 *ta* weekly, thru Barlow Adv., Syracuse, N. Y.
Lamont, Corliss & Co., N. Y. (Danya hand lotion), 3 *sa* weekly, thru J. Walter Thompson Co., N. Y.
Hamlins Wizard Oil, Chicago, 3 *sa* weekly, direct.
Pioneer Hi Bred Corn Co., Princeton, Ill., 6 *sa* weekly, thru R. J. Potts & Co., Kansas City.

WGN, Chicago

Wander Co., Chicago (Ovaltine), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
Skelly Oil Co., Kansas City, 5 *t* weekly, 25 *ta*, thru Blackett-Sample-Hummert, Chicago.
Ice Cream Products Co., Chicago (Frizz), 6 *sa* weekly, thru BBDO, Chicago.
Bristol-Myers, New York (Sal Hepatica), 3 *sp* weekly, thru Young & Rubicam, N. Y.
Manhattan Soap Co., New York (Sweetheart Soap), 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.

KHJ, Los Angeles

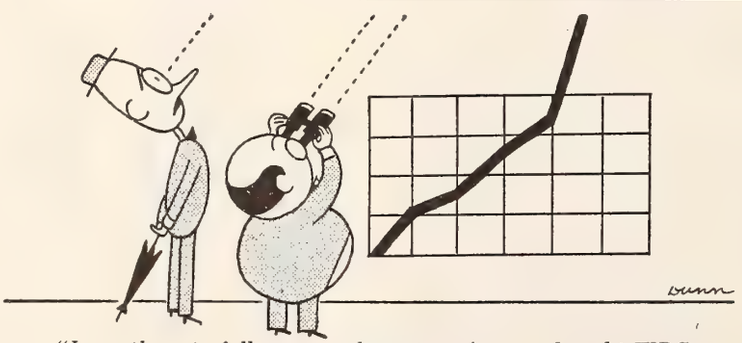
Healthaids Inc., Jersey City, N. J. (vitamin beverage), 3 *sp* weekly, thru Austin & Spector, N. Y.
Helm Bakeries, Los Angeles (home delivery), 3 *sp* weekly, thru Martin Allen Adv., Los Angeles.

KECA, Los Angeles

Flamingo Sales Corp., Los Angeles (nail polish), 7 *sa* weekly, thru Buchanan & Co., Los Angeles.
Eastern-Columbia, Los Angeles (chain dept. store), 11 *sp* weekly, thru Stodel Adv. Co., Los Angeles.

KFXM, San Bernardino, Cal.

Helm Bakeries, Los Angeles (home delivery), 3 *sp* weekly, thru Martin Allen Adv., Los Angeles.



"I use these to follow our sales curve since we bought WRC in Washington."

Pd. Adv.

WLW, Cincinnati

Firestone Tire & Rubber Co., Akron (tractor tires), 13 weekly *sp*, thru Sweeney & James Co., Cleveland.
Procter & Gamble Co., Cincinnati (Oxydol), 52 weekly *sp*, thru Blackett-Sample-Hummert, Chicago.
Peter Paul Inc., Naugatuck, Conn. (Mounds, Walnutoo, Ten Crown Gum), 10 *sa* weekly, 52 weeks, thru Platt-Forbes Inc., N. Y.
Skrudland Photo Service, Chicago (photo enlarging service), 5 *sa* weekly, 13 weeks, thru Newby, Peron and Flitcraft, Chicago.
Smith Brothers Co., Poughkeepsie, N. Y. (cough remedy), 4 *sp* weekly, 26 weeks, thru Brown and Tarcher, N. Y.
Beaumont Laboratories, St. Louis, (4-Way Cold Tablets), 2 *sp* weekly, 22 weeks, thru H. W. Kastor & Sons, Chicago.
Sterling Products, Wheeling (California Syrup of Figs), 5 *t* weekly, 26 weeks, thru Stack-Goble Adv. Agency, Chicago.
Grove Laboratories, St. Louis (Bromo-Quinine), 2 *sp* weekly, 22 weeks, thru H. W. Kastor & Sons, Chicago.

WHN, New York

Silver Pine Mfg. Co., New York (hair tonic), daily *sa*, direct.
Gore Products, New Orleans (proprietary), 18 *sp* weekly, thru Pritchard & Thompson, New Orleans.
Roma Wine Co., New York, 12 *sp* weekly, 30 *sa* weekly, 25 weeks, direct.
Moody Bible Institute of Chicago, weekly *sp*, 26 weeks, thru Critchfield & Co., Chicago.
Empire Gold Buying Service, New York, 19 *sa* weekly, 52 weeks, thru Friend Adv. Agency, N. Y.

WHO, Des Moines

General Foods Corp., New York (Huskies), 65 *t*, thru Benton & Bowles, N. Y.
L. L. Coryell & Sons, Lincoln,Neb. (gas & oil), 300 *sa*, thru Christiansen-McPherson, Lincoln.
Omar Inc., Omaha (flour), 214 *t*, thru Lyle T. Johnson Co., Chicago.
Mantle Lamp Co., Chicago (lamps), 26 *sp*, thru Presba, Fellers & Presba, Chicago.
Wander Co., Chicago (Ovaltine), 28 *sa*, thru Blackett-Sample-Hummert, Chicago.
Peter Paul Inc., Naugatuck, Conn. (Mounds, 10 Crown Gum), 78 *sa*, thru Platt-Forbes, N. Y.
Skelly Oil Co., Kansas City (oil & gas), 11 *sa*, 195 *t*, thru Blackett-Sample-Hummert, Chicago.
Pinex Co., Fort Wayne, Ind. (Pinex), 66 *t*, thru Russel M. Seeds Co., Chicago.

WPTF, Raleigh, N. C.

Clarksville Tobacco Market, Clarksville, W. Va., 52 *sa*, direct.
Henderson Tobacco Market, Henderson, N. C., 36 *sp*, direct.
Oxford Tobacco Market, Oxford, N. C., 52 *sa*, direct.
Durham Tobacco Market, Durham, N. C., 52 *sa*, direct.
Smith-Douglass Co., Norfolk, Va. (fertilizer), 102 *sp*, starting Dec. 1, thru Lawrence G. Fertig & Co., N. Y.

KYW, Philadelphia

Melville Shoe Corp., New York (John Ward, Thom McAn shoes), participating *sp*, thru Neff-Rogow, N. Y.
Vick Chemical Co., Greensboro, N. C. (proprietary), participating *sp*, thru Morse International, N. Y.

Abolishes Local Rate

ABOLITION of the local rate card of WCKY, Cincinnati, was announced Aug. 8 by L. B. Wilson, president and general manager of the station. A single rate card will be in effect for the station hereafter, he said, and a new card based on the station's increased power to 50,000 watts will be issued shortly. The station will join CBS Oct. 1.

Purina Mills Expands *Checkerboard Time* Discs

PURINA MILLS, St. Louis, division of Ralston-Purina Co., livestock and poultry feeds, on Sept. 4 starts *Checkerboard Time*, thrice-weekly 15-minute transcription series, for 39 weeks on WBZ-WBZA WGY KDKA KOA KMOX WHAM WSB KARK WFAA-WBAP KPRC KTSA KWTO WLS WHO WBT KGGF WSM WLBZ WIBW WOWO WHIO WFBM WBNS WADC WDAF. The disc series and commercial copy are furnished dealers by the firm and they will buy time on approximately 40 additional stations this fall, according to L. A. Wherry, of the promotion department of Ralston-Purina in charge of radio for the feed division. Cut by the World Broadcasting System, *Checkerboard Time* is a musical variety show featuring Hugh Aspinwall as m.c., with Chick Martin, the Cackle Sisters and Shirley Sadler, as soloist. It is produced by Robert Wamboldt.

The same basic show has been used for the last four years, according to Mr. Wherry. Titled *Sing Neighbor, Sing!*, the show was started in 1935 and changed to *Checkerboard Time* in 1937. The program is on the air about nine months of the year, a kind of advertising "back log" for the firm, Mr. Wherry said. Designed in the main to sell poultry feed, the show also uses considerable institutional copy. Its effectiveness was tested last season when a single offer of a poem made on 16 stations brought more than 50,000 requests. Gardner Adv. Co., St. Louis, handles the account.

Woodman Variety Show

WOODMAN ACCIDENT Co., Lincoln, Neb. (insurance), on Sept. 4 starts a six-weekly quarter-hour live series on WHO, Des Moines. Following the test the series will be expanded on a national basis, according to Ed Fellers, of Presba, Fellers & Presba, Chicago agency handling the account. The variety show on WHO features Bob Blaylock as m.c. A series of five-minute transcriptions have been recorded for the firm by RCA, Chicago, and these will be sponsored by local insurance agents all over the country, according to Mr. Fellers.

U. S. Fuel Starts

UNITED STATES FUEL Co., major producer in the Utah coal fields, will inaugurate its seasonal sponsorship of news Sept. 1 on KSL, Salt Lake City. Placed through Gillham Adv. Agency, the contract calls for a strip of six quarter-hour news programs at 5:45 p. m., duplicating the September-April contract of last year. The fuel company, in addition to merchandising its product directly, also salutes various dealers throughout the Intermountain area.

Quaker Oats Plans

QUAKER OATS Co., Chicago (poultry feeds), on Sept. 23 starts *The Man on the Farm* on WOR, Newark, Saturdays, 12-12:30 p. m. Conducted by Joe Bier, the series combined interviews with poultry raisers and transcribed music. It is understood that the firm will use a national spot list this fall. Benton & Bowles, Chicago, is agency.

"WE WANT A SPONSOR"

WFBR, in BALTIMORE, has 5 top-notch local shows ripe for sponsorship:

1

RAYMOND TOMPKINS . . . NATIONALLY-KNOWN COMMENTATOR Raymond Tompkins is particularly popular in Maryland because of his background of Baltimore newspaper work. His treatment of the news is interesting, impartial and penetrating. Available for 15 minute programs, three times weekly. Price: Time charge plus $100 weekly (net).

2

STUDIO PARTY... CONDUCTED BY MARTHA ROSS TEMPLE

Held in WFBR's Big Studio with audience capacity of 250. Miss Temple conducts a perfect "women's program" based on beauty—food—and family. The program is enlivened by George Van Dorn's NBC orchestra, guest soloists and visiting celebrities. Half-hour—daytime. Talent cost: $50 weekly.

3

PROGRAM "X" A new audience-participation program that has not yet been named. Held in WFBR's Big Studio with audience of 250. Famous scene from history or literature is dramatized; listeners selected from audience have to guess "Who—Where and—When?" Cash prize for right answer; if wrong answer is given, cash carries over to next question, building up "jackpot" and interest. Live talent dramatization, with George Van Dorn's 14 piece NBC orchestra. Half hour show for nightime or Sunday afternoon. Talent cost $130. Prize cost $30.

4

YOUTH AND THE WORLD Through cooperation of the Baltimore YMCA, a membership of 1500 boys is available for a nucleus of a show dedicated to and produced by YOUTH! Brent Gunts, master of ceremonies with Joseph Imbrogulio's NBC orchestra puts on a fast and furious half-hour show. Production and talent cost: $100 per broadcast.

5

FU MANCHU A hair-raising thriller of the air! That famous character of Sax Rohmer's stories, the insidious Doctor FU MANCHU, comes to the airways in 39 thrilling 15 minute episodes. A ready-made audience of Fu Manchu fans is anxious to tune in! 15 minutes—3 times weekly. Transcriptions: $35 per program.

IN BALTIMORE THEY LISTEN TO — WFBR

National Representatives: EDWARD PETRY & CO. NEW YORK · CHICAGO SAN FRANCISCO DETROIT

MARYLAND'S PIONEER BROADCAST STATION

BASIC N.B.C. RED NETWORK

Lux Radio Theater
KATE SMITH
Ask-It Basket
JOHNNY PRESENTS
Myrt and Marge
h.v.kaltenborn
Guy Lombardo
Burns and Allen
paul sullivan
Your Hit Parade!

KOIL
IS NOW
THE BASIC
COLUMBIA
OUTLET
IN OMAHA!

Hilltop House
Joe e. brown
GANG BUSTERS
PROFESSOR QUIZ
Lum and Abner

In Nebraska
Rural audiences prefer
KFAB
and its neighborly programs
Ask for COMBINATION
KOIL-KFAB
RATES!

Don Searle,
General Manager

Represented by the Katz Agency

Radio Advertisers

BARKER Bros., Los Angeles (home furnishings), a frequent user of radio time, through Marion Kyle Adv. Agency, that city, on Aug. 14 started a thrice-weekly quarter-hour program, *Backgrounds for Living*, on KNX, Hollywood. Contract is for 52 weeks. Series originates from the Home Advisory Bureau of Barker Bros., and features Edgar Harrison Wileman, consulting director in charge, as commentator. A different department head is to be interviewed on each broadcast. Roderick Mays, of KNX production staff, is writer-producer and announcer.

JOHN BROWN U., Siloam Springs, Ark., and its associated educational institutions, the John Brown Military Academy, San Diego, Cal., and John Brown School for Girls, Glendora, Cal., are jointly sponsoring a daily half-hour educational talk on KFOX, Long Beach, Cal. and KMPC, Beverly Hills, Cal. Institutions sponsor a similar Sunday morning program on KMTR, Hollywood. Lisle Sheldon Adv., Los Angeles, has the account.

ROMA WINE Co., New York, extensive user of radio on the West Coast, on Sept. 4 will start a 52-week schedule on WHN, New York, using quarter-hour UP news programs twice daily five times a week and 30 one-minute participating announcements five times a week. Account was placed direct.

J. A. FOLGER & Co., Kansas City (coffee) has made several changes in the list of stations carrying *Judy & Jane*, five-a-week quarter-hour serial on WBS transcriptions. On July 31, WREC, Memphis, was added; on Aug. 10, KARK, Little Rock, was dropped, and on Aug. 14, the Tulsa outlet was shifted from KTUL to KVOO. Account is handled by Lord & Thomas, New York.

NATIONAL RODEO Assn., Hollywood, sponsor of rodeos and outdoor circuses, on July 23 started a radio campaign over 12 Northern California stations. Some $4,000 was spent for radio time during the campaign, which concluded Aug. 6, on behalf of an outdoor rodeo held in San Francisco Aug. 6. Transcribed announcements, live announcements and participation programs were used, with the frequency schedule varying from 2 to 15 a day. Stations were KSRO KRE KLX KROW KLS KSFO KPO KFRC KJBS KYA KQW KSAN. Account was placed through Allied Adv. Agencies, San Francisco.

ICE CREAM PRODUCTS Co., Chicago (Frizz ice cream mix), has started daily minute announcements through Nov. 4 on WMAQ, WBBM and WGN, Chicago. BBDO, Chicago, handles the account.

MILLER PACKING Co., Oakland, Cal., (Flat Hots) has contracted for a series of five-minute participations on the *Best Buy* program on KFRC, San Francisco, to promote its new flat frankfurter. Account placed through Long Adv. Service, San Francisco.

DR. PHILLIPS Grapefruit Juice Co., Orlando, Fla. (canned grapefruit juice) recently started a radio campaign in Northern California, purchasing time on participating programs on KFBK, Sacramento, and KPO, San Francisco. Five-minute spots are used on *Katherine Kitchen* on KFBK and two periods weekly are used on the Gladys Cronkite home economics hour on KPO. Account was placed through Long Adv. Service, San Francisco.

OLD HOMESTEAD BREAD Co., Denver, is now sponsoring the MBS broadcasts of *The Lone Ranger* on KFEL, Denver, three evenings weekly.



BEAMING FACES dominated the scene when WJRD, Tuscaloosa, Ala., recently saluted with a special program the occupancy of new quarters by The Dixie Coaches, transportation firm operating out of the city. Busy at the mike at left is Leslie Doss, WJRD manager, while J. E. Reynolds (right), commercial manager, quietly slips the congratulatory grip to Laddie Hamilton, president of The Dixie Coaches.

TIP TOP TAILORS Ltd., Toronto, on Sept. 7 starts an eight-week campaign of three weekly dramatized spot announcements on more than 20 stations in Canada. The same sponsor used spot announcements on stations in Washington, Buffalo and Atlanta to announce the opening of stores in those cities in mid-August. McConnell Eastman & Co., Toronto, handles the account.

MODERN PACKING Co., New York, on Aug. 7 started a series of quarter-hour musical programs six times a week on WBIL, New York, and WPEN, Philadelphia, on behalf of Balbo Oil. Talent includes Ralph Pedi, Yolanda d'Este and orchestra. Commercial Radio Service, New York, handles the account.

CAROLENE PRODUCTS Co., Litchfield, Ill. (Milnut milk compound), has started daily five-minute participations on KMOX, St. Louis, and daily five-minute newscasts on WCFL, Chicago. Henri, Hurst & McDonald, Chicago, is agency.

INTERNATIONAL SHOE Co., St. Louis (Conformal shoes), on Aug. 21 starts a six-weekly 10-minute morning program on WGN, Chicago, featuring Myrna Dee Sargeant in talks on charm and personality. Henri, Hurst & McDonald, Chicago, is agency.

STEPHANO BROS., Philadelphia (Marvel Cigarettes), on July 25 started a 13-week series, *Sports Pop-Offs*, presented by Tom Breneman, Tues., Thurs., and Sun., 9:30-9:45 a. m. (PST) on KSFO, San Francisco. Agency is The Aitkin-Kynett Co., Philadelphia.

MARATHON OIL Co., Fort Worth, on Sept. 1 will start the new transcribed *Marathon March of Melody* quarter-hour on KGKO, Fort Worth, on a 13-time contract. Agency is Byer & Bowman Adv. Agency, Columbus, O.

J. B. WILLIAMS Co., Glastonbury, Conn., is participating in the *Breakfast Symphony* on WQXR, New York, and is also using two evening announcements daily on that station, to advertise Aqua Velva, after-shaving lotion. No other station will be used. J. Walter Thompson Co., New York, is the agency.

KIP Corp., Los Angeles (sunburn ointment), thru Philip J. Meany Co., that city, is using daily minute transcribed announcements on 9 Pacific Coast stations—KLS KERN KFIO KLUF KSAN KEEN KRKD KIEV KFOX—in a summer campaign. Announcements were cut by Radio Recorders Inc., Hollywood.

WEINSTEIN Department Stores, San Francisco (chain) has contracted for a series of 100-word spot announcements each Thursday on four San Francisco stations — KPO, KSFO, KFRC, KJBS. Account was placed through Long Adv. Service, San Francisco.

CHICAGO NATIONAL LEAGUE has started a quarter-hour Monday evening series on WBBM and WMAQ, Chicago, titled *Baseball Scout*, featuring diamond gossip and inside dope on new players. Neisser-Meyerhoff Inc., Chicago, is agency.

BRISTOL-MYERS, New York (Sal Hepatica), has started *Quin Ryan's News Commentary*, thrice-weekly for 52 weeks, 11:30-11:45 a. m., on WGN, Chicago. Young & Rubicam, New York, is agency.

FLAMINGO SALES Corp., Los Angeles (nail polish), a heavy user of West Coast spot radio, on Sept. 1 starts using from 4 to 11 announcements weekly on KNX KFI KSFO KOMO. Firm is currently using 7 spot announcements weekly on KECA, Los Angeles. Agency is Buchanan & Co., Los Angeles.

ROUGH RIDER Mfg. Co. (slacks) recently renewed for 26 weeks its Friday program, *O, Teacher*, 5:30-6 p. m. (PST), on KPO, San Francisco. Account is handled by Emil Brisacher & Staff, San Francisco.

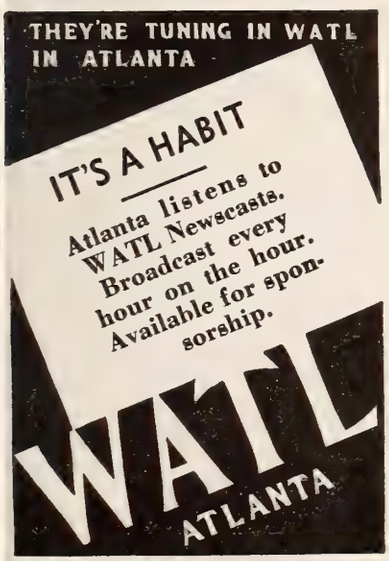
DODGE DEALERS OF Chicagoland, Chicago, has started a 45-minute Sunday noon show, *Summer Serenade*, on WBBM, that city, featuring Herbert Donaldson, concert pianist. Placed direct.

Oil Firm Eyes Opera

UNION OIL Co., Los Angeles, on Aug. 16 auditions a new half-hour program series featuring opera in the modern manner. Audition will have Mario Chamlee, tenor, playing Don Jose in Carmen. Olive Pontiz, of the San Francisco Opera, is to portray Carmen and James Newell, network singer, the Toreador character. Thomas Peluso has the orchestra. Condensation will be auditioned at CBS Hollywood studios. If approved by the oil company, the series will be for fall release on a West Coast network not as yet determined. Jon Slott has written the script, which bears more on dramatic reading than singing lines, with exception of arias. Carl Stanton of the Lord & Thomas Hollywood radio department is to produce the audition program.

Hotpoint Dealer Discs

EDISON ELECTRIC Co., Chicago (Hotpoint heating appliances), has cut a series of minute spot announcements for sponsorship by local power and light dealers. World Broadcasting System, Chicago, cut the transcriptions. The discs will be placed direct.



All Night Long

WITH SALE of the midnight to 1 a.m. block of time on WIP, Philadelphia, to the Camden Brewing Co., the station is, for the first time in its history, sold solid from 10 p.m. to 10 a.m. the following morning, and claims a commercial record in American broadcasting. The present commercial schedule includes Art Douglas' *C'mon 'n' Dance*, John Facenda's *Your Musical Cocktail*, Fred Wood's *Dawn Patrol*, Pastor Palmer's *Morning Cheer*, Lee Vines' *Musical Showboat*, three Transradio News quarter-hours, Howard Jones' *Eight Bells* and the Philadelphia Record's *Apartment Selector*.

AMERICAN NATIONAL BANK of Denver, on Aug. 16 will renew for 26 weeks its sponsorship of the five times weekly news programs by Fulton Lewis jr., MBS Washington commentator, on KFEL-KVOD, Denver.

Gulf Signs Conte

JOHN CONTE, Hollywood announcer-entertainer, has been signed for the CBS *Screen Guild Theater*, which resumes Sept. 24 under sponsorship of Gulf Oil Corp. He will do dialog on the show as well as handle commercials. Conte has also been re-signed to announce the CBS *Big Town* series which returns to that network in mid-September under Lever Bros. (Rinso) sponsorship. William Robson of the CBS New York production staff, recently transferred to the West Coast, will produce the latter series, under direction of Edward G. Robinson, who is featured in the weekly half-hour program. Conte continues to handle commercials on the NBC *Kay Kyser's College of Musical Knowledge*, sponsored by American Tobacco Co. (Lucky Strike). He is also featured as singer and master-of-ceremonies in the thrice-weekly quarter-hour program, *It Happened in Hollywood*, which is sponsored by George A. Hormel Co. (Spam) on CBS. This program will go five times weekly starting Oct. 9 and switch to a late afternoon time.

New Program Designed For Sale of Insurance

PRODUCTION of a program, *Stitches in Time*, designed to promote the sale of fire and casualty insurance through stock companies, starts soon with establishment of Briggs Hoffmann Features, Pierce Bldg., St. Louis, headed by Briggs A. Hoffmann, St. Louis insurance executive and vice-president of the Texas State Network. Based on dramatic episodes from actual experiences in the records of stock insurance concerns, *Stitches in Time* will be the development of a type of program already tested for 19 weeks under the title *Captains in Peril*, over a St. Louis station under the sponsorship of the Insurance Board of St. Louis.

Kelly, Stuhlman & Zahrndt, St. Louis agency, will prepare the script, direct production and place time for the program, which will consist of 30-minute transcribed episodes to be broadcast once each week on a minimum schedule of thirteen weeks per station. Pressings of the first two programs will soon to be ready for auditioning.

DEALER'S CHOICE



Mr. Hershberg comes to the WHEC studios to himself strike the 30,000th WHEC-Hershberg time signal.

■

Representatives:

PAUL H. RAYMER CO.
New York Chicago Detroit
San Francisco

PERHAPS no retailer in Rochester knows the Rochester market better than Saul Hershberg, the alert and progressive head of Hershberg's, Rochester's largest jewelry store.

It is significant, therefore, that the meteoric growth of Hershberg's has been backgrounded by an advertising appropriation, the backbone of which is radio.

***And it is significant* that for the past 10 years Hershberg's has used WHEC *continuously* and *exclusively*.**

Rochester merchants know the Rochester area listening preferences first hand;—back their opinions of WHEC with hard dollars!

WHEC
ROCHESTER

Agencies

EDMUND B. (Tiny) RUFFNER, for two years Ruthrauff & Ryan vice-president in charge of Hollywood radio operations, has resigned. His future plans have not been announced. William E. Betts continues as Hollywood office manager. William Robson, formerly with CBS, has been engaged as director of the *Big Town* series, which will continue to originate from Hollywood.

JAMES R. McCARTHY, former newspaper and screen writer and author, has joined the New York staff of N. W. Ayer & Son, which recently has taken additional space in the RCA Bldg., where it moved several weeks ago.

MARION KYLE ADV. Agency has been formed at 650 S. Grand Ave., Los Angeles, by Marion Kyle, formerly with Lord & Thomas, Hollywood, and NBC-San Francisco account executive.



JOHN R. LATHAM, who on May 12 resigned as president of the American Cigar & Cigarette Co., New York, makers of Pall Mall cigarettes, will join Kenyon & Eckhardt, New York, on Sept. 1 in an executive capacity. Mr. Latham was previously director of spot radio for Young & Rubicam, New York.

SAMUEL C. FULLER, formerly of H. W. Kastor & Sons Adv. Agency, Chicago, on Aug. 7 joined the production staff of Young & Rubicam in New York. Mr. Fuller, who started in radio in 1931 as a pianist at KDKA, Pittsburgh, where he also announced and handled newscasts, joined WLW, Cincinnati, as a producer in 1937 and early this year joined the Kastor agency, whose programs he had handled at WLW.

MARLO L. BLOOM, formerly on the sales staff of WABC, New York, has been appointed radio director of Blaine-Thompson Co., New York, a post formerly occupied by Duke Rohrabaugh, who resigned last spring to organize a statistical service, National Radio Records. The agency handles advertising chiefly in the theatrical and concert field.

LOUIS N. BROCKWAY has been elected a vice-president of Young & Rubicam, New York, and beginning Aug. 15 will have charge of the General Foods account handled by the agency, according to an announcement by Raymond Rubicam, chairman of the board. He succeeds Clarence E. Eldridge, who resigned to become a vice-president of General Foods Sales Co.

LEWIS (Pat) PATTERSON, formerly news editor of KEHE, Los Angeles, has joined the Hollywood staff of Benton & Bowles as Pacific Coast publicity director, a post formerly held by Burns Lee, recently assigned to the agency's New York office.

JOHN LOVETON, producer at Ruthrauff & Ryan, New York, recently became the father of a baby boy.

WARD WEBB, formerly in charge of new radio business of Ruthrauff & Ryan, Chicago, has joined H. W. Kastor & Sons Adv. Co., that city, in a similar capacity. Mr. Webb began his advertising career in 1916 when he joined the F. A. Gray Adv. Co., Kansas City, later owning the firm. In 1936 he joined the R. C. Comer Co., Kansas City, leaving that agency in December of 1937 to join Ruthrauff & Ryan, Chicago.

S. H. BARNETT, Hollywood writer on the J. Walter Thompson Co. staff, becomes agency director of the CBS *Lux Radio Theatre*, under producership of Cecil B. DeMille, when the weekly program resumes Sept. 11. Barnett was writer on the show and succeeds Frank Woodruff, who resigned to become an RKO picture director. Harry Kerr, who formerly handled agency radio publicity in Hollywood and New York, takes over Barnett's former writing assignment, collaborating with George Wells.

TOM BRENEMAN, radio director of Long Adv. Service, San Francisco, on Aug. 1 started announcing the vox pop broadcasts sponsored by Gallenkamp Stores on KSFO. He also has taken charge of KSFO's *Treasure Island Reporter*, which originates at the San Francisco Exposition.

ROBERT B. YOUNG, of the Robert B. Young Adv. Agency, San Francisco, recently announced formation of the California School of Advertising in San Francisco. The faculty will be composed of 20 experienced advertising men and women and an advertising course is to be presented in 20 evening sessions, with Mr. Young as supervising instructor.

CRAIG DAVIDSON, recently with Jam Handy Pictures and formerly with General Foods Corp., has joined Compton Adv., New York, as an account executive.

ROCKWOOD N. BULLARD has severed his connection with Chas. A. Mason Adv. Agency, Detroit, and opened his own office under the name of The Bullard Agency, 220 Quay St., Port Huron, Mich. The new agency handles the accounts of E. B. Muller & Co. (coffee, cereals) and Heinrich Franck Co. (chicory), for whom radio schedules are being arranged for fall, and Chamberlain Bean Co., all of Port Huron.

ROBERT F. (Bob) McKEE has been appointed radio director and account executive of Culbreth Sudler Co., Los Angeles. He was formerly account executive of Morgan & Davis Adv., that city.

FRANKLIN ADVERTISING Service, formerly at 234 Boylston St., Boston, has moved to new quarters at 126 Newbury St.

BAKER, Cameron, Soby & Penfield Inc., Hartford, Conn., is the new name of the former Frederick E. Baker agency, and the new firm has moved to 30 Allyn St., Hartford.

ANDRE LUOTTO, president of Commercial Radio Service, New York agency, has turned song writer. In collaboration with Aldredo Antonini, conductor of the *La Rosa Concerts* which the agency has just placed on MBS for La Rosa macaroni, Luotto has written the "Temptation Tango".

JOHN E. McMILLIN, radio director of Compton Adv., New York, is to return to his desk Aug. 21 from a European vacation.

SAM DOBBS, head of J. Walter Thompson Co., Sydney, and author of the book, *Radio in Australia*, arrived in Los Angeles Aug. 7 and after three days on the West Coast proceeded to New York for conferences with agency executives in that city. He returns to his home office in late September.

HARRY ACKERMAN, producer of Young & Rubicam, Hollywood, will marry Mary Schipp, radio actress, Aug. 16, before leaving for New York to take over direction of the CBS *Kate Smith* program which starts Oct. 6, under General Foods sponsorship.

Buchanan & Co. Names Runyon Coast Director

JACK W. RUNYON has been appointed West Coast radio director of Buchanan & Co., with headquarters at 6331 Hollywood Blvd., Hollywood, where the agency is establishing its new radio department. Appointment was announced by Fred M. Jordan, Los Angeles vice-president in charge of Buchanan & Co. West Coast offices.

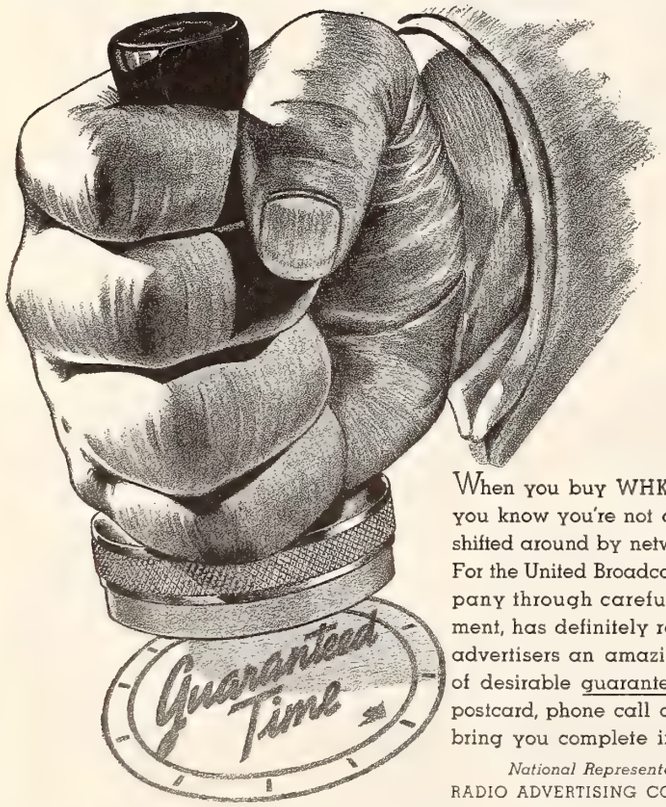


Mr. Runyon

Mr. Runyon recently resigned as co-manager of Lord & Thomas Hollywood radio department, and had been associated with that agency for 13 years. During that time he had produced more than 1,500 programs. He was the first radio producer to use many of today's big names, including Bing Crosby, Walter Winchell, Louella Parsons and Ted Fio Rito. Radio top-notchers who have been under Runyon's direction in recent years include Amos & Andy, Lum & Abner, Phil Baker, Connie Boswell, Jane Froman, Conrad Nagel and Gertrude Neissen. Runyon's first assignment will be to collaborate with Ed Gardner in producing the CBS *Texaco Star Theatre* which resumes Sept. 13 under continued sponsorship of Texas Co. Gardner was recently announced as producer of that program, succeeding Bill Bacher, who resigned when the series was discontinued for the summer.

Ellis Agency Shifts

SHERMAN K. ELLIS & Co., Chicago agency, announces that Ogden Kniffin, former time buyer of the agency, has been named an account executive on Falstaff Brewing Co. account. John L. Snodgrass, former outdoor buyer for the agency, has been named space and time buyer. William R. Hemrich, with the advertising department of Armour & Co. during the last 14 years, has been named an account executive of the agency. Mr. Hemrich has been advertising manager of Armour & Co. for the last four years. The account to be handled by him has not been announced.



When you buy WHK or WCLE, you know you're not going to be shifted around by network shows. For the United Broadcasting Company through careful management, has definitely reserved for advertisers an amazing amount of desirable guaranteed time. A postcard, phone call or wire will bring you complete information.

National Representatives:
RADIO ADVERTISING CORPORATION

WHK & WCLE Cleveland
THE UNITED BROADCASTING COMPANY
Also Operating WHKC—Columbus, Ohio

WWNC
ASHEVILLE, N. C.
Full Time CBS Affiliate
1,000 Watts
ADVERTISERS
Big Opportunity!
Asheville and Western Carolina—the Quality Market of the Southeast—now enters its resort season of *doubled population . . .* and *doubled business.* Sell over WWNC—the area's ONLY radio station.

Headley-Reed Co. Starts Operating

Firm Succeeds Radio Branch Of the Kelly-Smith Co.

FORMATION of a new station representative company, Headley-Reed Co., which was to start operation Aug. 15 as a successor to the radio division of Kelly-Smith Co., newspaper representative firm, has been announced by Frank W. Miller, president of Kelly-Smith. Move is predicated on the thought that more efficient service to both newspapers and stations will result from divorcing the two types of



Mr. Headley



Mr. Reed

representation. The new company is taking separate offices in New York, Chicago, Detroit and Atlanta.

President of the company is Frank Headley, for three years director of Kelly-Smith radio activities. In addition to maintaining a general supervision over all activities of Headley-Reed, Mr. Headley will be in direct charge of the New York office, Room 1731, Graybar Bldg. Dwight S. Reed, formerly radio manager for Kelly-Smith in Chicago, has been appointed first vice-president of Headley-Reed, in charge of the Chicago office, at 180 N. Michigan Ave. Robert B. Rains, second vice-president in charge of the Detroit office, in the New Center Bldg., was formerly Detroit radio manager for Kelly-Smith. Personnel of the Atlanta office, in the Glenn Bldg., has not been selected.

15 Stations on List

Mr. Headley, who organized the Kelly-Smith radio division three years ago, received his law degree from Creighton U., Omaha, in 1930, and after a term of sales promotion work for the Standard Oil Co. of Nebraska, had his own practice in Omaha. He later served as a special agent of the FBI in Washington, New York and Chicago, leaving this post to join Kelly-Smith Co.

Headley-Reed Co. starts its career as representative of KFEQ, St. Joseph, Mo.; WROK, Rockford, Ill.; WSGN, Birmingham; WJW, Akron; WSFA, Montgomery, Ala.; WFAS, White Plains, N. Y.; WNBC, New Britain, Conn.; WCOP, Boston; WELI, New Haven; WSIX, Nashville; WSPA, Spartanburg, S. C.; KRIC, Beaumont, Tex.; WSJS, Winston-Salem, N. C.; WFMS, Youngstown; WBAB, Atlantic City (under construction), and the Alabama Network, regional group of five Alabama stations.

Australian Yearbook

AUSTRALIA'S counterpart to the BROADCASTING *Yearbook*, fourth edition, 1939, has been published by *Broadcasting Business*, trade journal of the commercial broadcasting industry of that country, and has been made available to subscribers. The book lists all stations, agencies, national advertisers etc., together with personnel and other salient data.

Reps

WYTHE WALKER & Co., national representative firm, announces the exclusive representation of WSAR, Fall River, Mass.; WLAW, Lawrence, Mass.; KUOA, Siloam Springs, Ark.; WJBK, Detroit. The firm also represents WHB, Kansas City; KOAM, Pittsburg, Kan.; WEW, St. Louis, and WTAD, Quincy, Ill.

GORDON OWEN, for several years a radio account executive in San Francisco, has been appointed manager of the San Francisco office of Walter Biddick Co., station representatives. He succeeds Don C. Robbins, now commercial manager of the new KFDA, Amarillo, Tex.

WILLIAM COOK, formerly of WHBL, Sheboygan, Wisc., and Charles Coffin, new to radio, have joined the Chicago staff of Transamerican Broadcasting & Television Corp.

REITER-SPADEA Co., station representatives, has opened a New York office at 666 Fifth Ave. Joseph Spadea is in charge.

YOUNG & RUBICAM CHANGES ON COAST

REALIGNMENT of Young & Rubicam's Hollywood radio production department has been effected, setting personnel for the fall season. Several transfers and promotions are involved.

Joe Stauffer continues as West Coast manager. Jack Van Nostrand who last season handled production of the NBC *Fred Allen* series sponsored by Bristol-Myers Co., returns to Hollywood as radio production supervisor. Carroll O'Meara, producer of the NBC *Al Pearce Show* when sponsored by General Food Corp. (Grape Nuts), has been made assistant to both Stauffer and Van Nostrand.

Glenhall Taylor again takes over production of the CBS *Silver Theatre* when it resumes Oct. 8 under International Silver Co. sponsorship. Murray Bolen will produce the NBC *Jack Benny* program when it resumes in fall for General Foods Corp. He is also agency producer on the CBS *Matty Malneck* program sponsored by American Cigarette & Cigar Co.

Joe Hill, recently transferred from New York to the West Coast, will produce the CBS *Screen Guild Theatre*, when it resumes Sept. 24, under Gulf Oil Corp. sponsorship. He replaces Adrian Samish, now in New York as assistant radio supervisor. Austin Peterson, writer-producer, will be Hill's assistant.

Harry Ackerman who worked on last season's *Screen Guild* show, returns to New York as agency producer of the CBS *Kate Smith* series when it resumes Oct. 6, under General Foods Corp. William Stuart again takes over production of the CBS *Lum & Abner* series when it returns Aug. 28, for General Foods Corp. DeVere Zimmerman continues to handle production of the five-weekly quarter-hour *Shopping Guide*, sponsored by Cluett, Peabody & Co. (Sanforized), on KNX, Hollywood. Fred Jones and Tom Wright continue as West Coast publicity representatives.

Under the new setup, Tom Lewis, recently elevated to program director and manager of radio, will divide his time between New York and Hollywood, as will Therese Lewis, who has been elevated to a new post as story editor.

TO SMALL STATIONS INTERESTED IN *Profits*



100 WATTS OR 50 KILOWATTS, you've got to put programs on the air *right!* Not only to meet F. C. C. requirements, but to attract business to your stations and keep listeners listening.

Western Electric helps to make life simpler for 222 stations—many of them in the 100-250 watt field. For Western Electric *more than meets* the highest standards of quality.

Western Electric equipment is built to *perform*—not just to meet a price. Stations that bought it say it is a sound investment—that it pays dividends in the form of reduced operating costs and increased revenues. Think that over if you're interested in profits!

Western Electric

EQUIPPED FOR BETTER BROADCASTING

Alabama
WALA
WAPI
WHBB
WSGN

Arizona
KGLU
KTAR
KWJB

Arkansas
KTHS
KUOA

California
KDB
KDON
KFAC
KFOX
KFRC
KFSD
KFVD
KGB
KGDM
KHJ
KIEM
KLS
KLX
KQW
KRE
KRKD
KROW
KROY
KSFO
KTKC
KYOS

Colorado
KFKA
KLZ
KVOR

Conn.
WDRC
WICC
WTHT

D. of Col.
WJSV
WMAL
WOL

Florida
WCOA
WDBO
WFLA
WFOY
WJAX
WJNO
WKAT
WRUF
WSUN

Georgia
WATL
WMAZ
WRBL
WSB

Idaho
KFXD
KSEI

Illinois
WCBD
WHFC
WMBD
WMBI

Indiana
WHIP
WIND
WWAE

Iowa
KFJB
KFNF

Kansas
KFH
KGGF
KOAM
KOAN
KSAC
KSAL
WIBW

Kentucky
WHAS
WLAP
W9XWT

Louisiana
KALB
WBNO
WDSU
WJBO
WSMB

Maine
WGAN
WLBZ

Maryland
WBAL
WJEJ

Mass.
WAAB
WBRK
WEEI
WHDH
W1XER
WLLH
WMAS
WNAC
WSAR

Michigan
WBCM
WEXL
WJR
WKZO
WMBC
WWJ
WXYZ
W8XWJ

Minnesota
KATE
KVOX
KWNO
WCCO
WDGY
WMIN
WTCN

Missouri
KFRU
KFUO

KMBC
KMOX
KWK
WDAF
WHB
WIL
WMBH

Montana
KFBB

Nebraska
WOW

New Hamp.
WFEA

New Jersey
WCAM
WCAP
WHBI
WPG
WTNJ

New York
WABC
WBBR
WBIL
WBNX
WCNY
WFAB
WFBL
WHAM
WHDL
WHN
WIBX
WINS
WJTN

WKBW
WLTH
WNEW
WNYC
WOR
WOV

No. Car.
WAIR
WDNC
WRAL
WSTP

N. Dakota
KDLR
KRMC

Ohio
WADC
WCLE
WCPO
WHK
WHKC
WICA
WKRC
WLW
WOSU
WSAI
WSPD
WTOL
W8XNT

Oklahoma
KASA
KBIX
KOMA
KOME
KTUL
KVOO

Oregon
KOAC

Penn.
KQV
WBAX
WFBG
WHAT
WIBG
WJAS
WKOK
WKST
WPIC
WSAN

Rhode Is.
WEAN
WJAR
WPRO

So. Car.
WAIM
WCSC
WIS

S. Dakota
KABR
WNAX

Tennessee
WLAC
WNOX
WROL

Texas
KABC
KCMC
KFDM
KGNC

KMAC
KPAB
KRIC
KRLD
KTAT
KTSA
WRR

Utah
KSL

Virginia
WBBL
WRNL
WRVA

Wash.
KABR
KELA
KFPY
KGA
KGY
KHQ
KIT
KMO
KPQ
KRKO
KVI
KXRO

W Virginia
WMMN
WSAZ

Wisconsin
KFIZ
WCLO
WKBH
WTMJ

Distributed by Graybar Electric Company

DISTRIBUTORS: Graybar Electric Co., Graybar Bldg., New York. In Canada and Newfoundland: Northern Electric Co., Ltd. In other countries: International Standard Electric Corp.

AGENCY Appointments

PENNSYLVANIA STATE Publicity Campaign, Harrisburg, Pa., to Al Paul Lefton Co., Philadelphia.

AERONAUTICAL INSTITUTE of Technology, Los Angeles (technical school), to Culbreth Sudler Co., that city.

LUER PACKING Co., Vernon, Cal., (meats), to Culbreth Sudler Co., Los Angeles, and on Aug. 3 renewed for 13 weeks *School Kids Quiz* on KFAC, that city.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Cue, liquid dentifrice), to Benton & Bowles, New York. Plans still in the discussion stage.

RITE-RITE Mfg. Co., Chicago, to Sorensen & Co., Chicago. No radio planned for the present.

RADIO WIRE TELEVISION Corp. of America, New York, to Reiss Advertising, New York.

NOBBY KNIT SHOPS, Beverly Hills, Cal., to Ted Dahl Adv. Agency, Los Angeles. Radio being considered for fall campaign.

SEARS, ROEBUCK & Co., Chicago (Allstate Insurance Co., automobile insurance), to E. H. Brown Adv. Agency, Chicago. No radio planned as yet.

DANEBEER Corp., New York, distributor for Tuborg Breweries, Copenhagen, to Grant, Wadsworth & Casmir, New York. Radio may be used later this year.

THIRTIETH annual meeting of the Assn. of National Advertisers will be held at the Homestead, Hot Springs, Va., Oct. 25-28, according to H. M. Warren, advertising manager of National Carbon Co., chairman of the program committee.

PRISCILLA BLACKETT, daughter of Hill Blackett, of Blackett-Sample-Hummert, Chicago, will bow to society Sept. 14 at a tea given by her parents at their Winnetka home. She is a sophomore at Wellesley.

THE VOICE OF MISSISSIPPI

WJDX

JACKSON

N.B.C.

ENJOY THE MISSISSIPPI HARVESTS

Mississippi crop predictions indicate another banner production year—a harvest that will equal or surpass the bumper crops of 1938 when the farm income of this state totaled $219,076,000.

Federal statistics show farm income in Mississippi $3,000,000 greater during the first half of this year than for the same period last year.

Cash in on Mississippi's cash crops. Realize on the added buying power of harvest incomes.

Use WJDX—Mississippi's dominant radio station.

Owned and Operated By

LAMAR LIFE INSURANCE COMPANY

JACKSON, MISSISSIPPI

SPONSORS FOR 'FU'

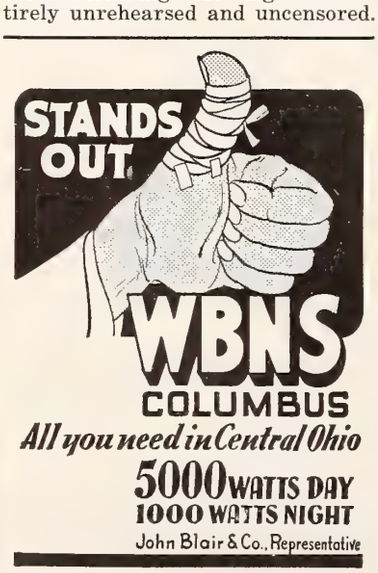
Radio Attractions Announces New Local Tieups

RADIO ATTRACTIONS, New York, has announced July as a record business month for its first release, *The Shadow of Fu Manchu*, with 18 additional stations bringing the list now carrying the program to 78. Sponsors include: Fred Tregaskes & Co., regional distributors United States Tires, on KTAR, Phoenix, and KVOA, Tucson; Walter Salisbury, Ford distributor in Williamsport, Pa., on WRAK; Nehi Bottling Co., on WSAL, Salisbury, Md.; Seven-Up Bottling Co. on KTOK, Oklahoma City; Bon Ton Department Store on WAZL, Hazleton, Pa.; Eno Co., on KHJ, Los Angeles. New stations carrying the program unsponsored are WKBN, Youngstown; KWK, St. Louis; WHBC, Canton; WIBX, Utica; KFOR, Lincoln; WHK, Cleveland; WGAL, Lancaster; WKBO, Harrisburg; WEST, Easton; WORK, York, and WDEL, Wilmington.

Second release on the company's schedule for 1939-40 is *The Adventures of Pinocchio*, a series of 39 quarter-hour episodes produced and directed by Edward Sloman. A special trade showing will be held in the Rainbow Room of Radio City, New York, Sept. 6. The program will be formally released Sept. 15. To be released shortly as a unit of 105 quarter-hour episodes is *Lady of Millions*, starring May Robson and produced by Frank W. Purkett, while other programs are being arranged by Herbert R. Ebenstein, president of Radio Attractions, who is touring the country and will arrive in California late in August.

L. A. Open Forum

RADIO was "given the works" at the Los Angeles Advertising Club meeting Aug. 8, which inaugurated a series of summer open forum discussions. The session was labeled the "Battle of the Kilocycles" and discussion covered every phase of the selling, production and use of radio in advertising. Representatives from agencies, buyers, sellers, producers and technicians, selected because of their experience in radio, bore the brunt of the battle when they took their places behind the battery of microphones to answer questions hurled at them by those attending. Meeting was entirely unrehearsed and uncensored.



Frank Chase to Manage Radio Production Firm

FRANK CHASE, formerly head of NBC's transcription department and recently in his own program production firm, has been appointed manager of Curtis Brown-Alan C. Collins Inc., new company formed to represent writers in radio and television. Firm will negotiate for the writing of actual radio scripts as well as handle radio rights to past or future written material and will also enter the program production field, according to the announcement made by Mr. Collins, manager of the New York office of Curtis Brown Ltd., international firm of authors' representatives. Stock in the new company is owned entirely by Mr. Brown and Mr. Collins. The two companies will share offices at 347 Madison Ave., New York. Telephone: Murray Hill 6-6171.



Mr. Chase

Mr. Chase entered radio in 1930 when he joined NBC as a writer, producer and program builder. In 1934 he was placed in charge of the newly formed transcription department, where he planned and launched the *Thesaurus*, transcription library service. After a year and a half here he resigned to start his own program building service under the name Chase & Ludlum. In both capacities he has handled programs for a large part of the leading national advertisers. Mr. Chase is vice-president of the new firm, other officers being Mr. Collins, president and treasurer; Mr. Brown, secretary, and Nellie Sukerman, assistant secretary.

Joe Palooka on Discs

RADIO version of Ham Fisher's popular comic strip, *Joe Palooka*, is being recorded by WBS, New York, as a five-time-weekly quarter-hour serial, which will be offered for national sponsorship this fall by Joe Palooka Inc., new company formed by Mr. Fisher and John McKay, formerly of WWJ, Detroit, author and producer of the radio series.

Plough Tests

PLOUGH Inc., Memphis, Tenn. (St. Joseph's aspirin, Mexican heat powder), will soon start a test campaign of one-minute transcribed announcements on a Memphis station and three stations in Texas. The discs were cut by World Broadcasting System, Chicago. Lake-Spiro-Cohn, Memphis is agency.

83.4%*

Of Milwaukee Listeners Tune Regularly to Their Only Community Station

WEMP

That Is Why WEMP Gets Amazing Results

* National Advertising Marketing Survey

TRANSCRIPTIONS

MERTENS & PRICE, Los Angeles, reports the sale of its transcribed 26 quarter-hour episode, electric utility and appliance show, *Leisure House*, to Mississippi Power & Light Co., for twice-weekly sponsorship on WJDX, Jackson, and WQBC, Vicksburg, Miss. Series is also being sponsored by Southwestern Public Utility Co., on KGNC, Amarillo, Tex.; Gulf States Utilities Co., Beaumont, Tex., on KFDM; San Diego (Cal.) Consolidated Gas & Electric Co., on KGB; El Paso (Tex.) Electric Co., on KTSM.

TRANSAMERICAN Radio & Television Co., New York, has acquired the radio rights to a number of dramatic scripts from the Playwrights' Co., New York stage group, whose contributors include such well-known dramatists as Elmer Rice, Maxwell Anderson, Robert E. Sherwood and others. Plan, currently being offered for sponsorship, calls for a series of original scripts, plus radio versions of stage successes written by Playwrights' Co. members, each to be produced as a full-hour radio presentation, somewhat on the order of the *Lux Radio Theatre*.

EDWARD SLOMAN Productions, Hollywood producing unit, has expanded its offices at 8782 Sunset Blvd. and appointed Paul Sawtell as musical director. Sawtell composed the original score for *The Adventures of Pinocchio*, transcribed series produced by that concern and now being distributed through Radio Attractions Inc. The firm is now producing a transcribed version of *The Shannons*, featuring James, Lucille and Russell Gleason. Telecast Corp., Hollywood, is the distribution agency. Mr. Sloman directs all production, with Sam M. Kerner as production manager.

NBC THESAURUS is distributing a revised portfolio of transcribed program listings and sales manual program sheets, listing new and revised programs available in the Thesaurus transcribed library. Thesaurus also is sending mimeographed forms to all subscribers to assemble sponsor testimonials, successful sales stunts, and case histories giving actual results to sponsors from programs using Thesaurus material.

BRUCE GILBERT, who heads his own Hollywood production unit, with two transcribed half-hour audition samples, leaves the West Coast Aug. 20 for New York and Chicago, to confer with prospective sponsors on a proposed participating transcontinental program, *American Consumers' Exchange*, for fall release.

SECOND series of 39 episodes of *Secret Agent K-7 Returns*, NBC-transcribed program produced in association with Heffelfinger Radio Features, has been completed for distribution to stations, and on Aug. 10 production was started on the third series of 39 episodes. More than 30 sponsors are reported signed for the quarter-hour programs.

STANDARD RADIO announces the following subscribers to its Standard Library Service: KARM, Fresno, Cal.; WFMJ, Youngstown; WBNY, Buffalo.

NEW subscribers to NBC *Thesaurus* Service are WING, Dayton, O.; KFAR, Fairbanks, Alaska; WGBR, Goldsboro, N. C.; KTBC, Austin, Tex.

AUSTEN CROOM-JOHNSON, NBC producer recently in charge of the *Fred Waring* programs, on Aug. 31 will resign from NBC to devote most of his time to Spots Inc., New York, an organization producing transcribed spot announcements, which he owns with Announcer Alan Kent.

CBS Programs in 1939 Show Marked Expansion For News and Culture

PROGRAMS devoted to international and foreign affairs and to education received much more time on CBS the first six months of 1939 than during the first half of 1938, the network reports. In the field of adult education, such new series as *The Student Takes the Mike, Words Without Music, Americans All—Immigrants All* and *What Price America?* boosted the time consumption during the half-year from 88¼ hours in 1938 to 103 this year.

Time allotted to international affairs rose from 80 broadcasts consuming 29¼ hours in 1938 to 119 programs, or 52⅓ hours in 1939, with the Czech and Memel crises, the death of Pope Pius XI and the election of his successor, the foreign nations' salutes to the New York World's Fair, and the Canadian tour of the British King and Queen contributing to the increase.

American broadcasts in connection with the death of Pope Pius XI and the coronation of Pius XII helped swell the number of religious broadcasts originating in this country on CBS from 168, taking 61¾ hours, to 230, taking 81½ hours. Agricultural broadcasts jumped from seven broadcasts, totaling two hours, to 58 broadcasts, consuming 21½ hours. Time devoted to news rose from 104 hours in the first half of 1938 to 122 hours in the same period this year. Dramatic programs more than doubled, from 47 shows, consuming 23½ hours, to 128 programs using 49¼ hours.

First six months of 1939 on CBS also included 329 programs of serious music, consuming 206 hours; 38 hours devoted to sports; 183 children's programs totaling 72⅓ hours; 34 programs devoted to civic welfare, using 12 hours, and 22 programs, using 5¾ hours, in connection with labor.

New Studios for WLS To Be Ready by Oct. 1

WLS, Chicago, is remodeling its studios at a cost of $50,000 to be completed by Oct. 1, according to Glenn Snyder, WLS manager. RCA-equipped, the new studios will be accoustically treated by Johns-Manville and the new air-conditioning units are being installed by Kroshell Air Conditioning Co., Chicago. "Less than a year ago," Mr. Snyder said, "we put our new quarter-million dollar transmitter into operation. Now we are remodeling and reequiping our studios with the most modern facilities available." Plans include a fourth floor over a part of the present three-story Prairie Farmer Bldg. to house the music library, rehearsal rooms, musicians' lounge and a recreation room. The control rooms will be changed and all new control equipment and wiring installed. A new studio will be provided, the others remodeled.

Each studio will have a separate control room and the new studio, "D", to be WLS' second largest, will measure 23x36 feet. A master control console is also being installed under the supervision of Chief Engineer Thomas L. Rowe. The new fourth floor will contain four soundproofed rehearsal rooms.

Radio AND Education

CHICAGO RADIO COUNCIL has started construction of a new $2,500 studio to be opened Sept. 15. The new studio will be RCA equipped, according to Harold Kent, director of CRC, with Soundex accoustical treatment. Primarily a speakers' studio of the round table discussion variety, it is located in the Builders Bldg., adjacent to the offices of the Board of Education. Direct wires will connect CRC studios this fall with WJJD, WAAF and WLS. Last fall the only direct wire ran to WJJD.

SO SUCCESSFUL was the first booklet of *Everyday Words*, taken from the script of a sustaining educational feature by that title aired daily on WGN, Chicago, that a second edition will be issued this fall. The booklet is being prepared by Helen Hardin, conductor of the morning series on better speech, and supervised by Myrtle Stahl, WGN educational director.

MOODY BIBLE INSTITUTE, Chicago, operator of WMBI, has announced a course of study in radio broadcasting beginning with the September term. More than 100 students have signed for the course, according to Wendell P. Loveless, director of radio at WMBI. Commercial programming techniques will be studied in the course as well as educational and religious programs, according to Mr. Loveless.

BECAUSE of the numerous objections from stations in the Midwest and Western zones received by CBS when the network announced that effective Oct. 9 the *American School of the Air* programs would be changed from the regular afternoon spot to 9:15 to 9:45 a. m. (EST), the network has scheduled a live rebroadcast of the programs for the other three time zones from 3:30 to 4 p.m. (New York time). Rebroadcast answers the complaint of stations and schools in sections other than the East for a broadcast of the program during school sessions.

WIND, Gary, Ind., has started a Tuesday evening series titled *The Living Past* given under auspices of the University Broadcasting Council, Chicago. Dr. John A. Wilson, director of Chicago U.'s Oriental Institute, will be narrator of the dramatizations of ancient ages retold in the light of present day experiences.

RADIO DIVISION of the Indiana State Teachers College, Terre Haute, has published a 6-page illustrated folder, directed primarily toward new listeners to the College's educational broadcasts over WBOW, illustrating and describing the scope of the school's radio activities.



ONE of the youngest lads with a commercial program is Richard Cunniff, 12-year-old son of Ed Cunniff, manager of WHBL, Sheboygan, Wis. Dick is featured as a choir boy in a quarter-hour Sunday noon 52-week series sponsored by the local Ramm Funeral Home. Pictures like this were offered one Sunday, and 500 listeners wrote in.

Lasky Suggests Doctors Approve Health Series

SANCTION by the medical fraternity of health educational projects was urged by Philip G. Lasky, general manager of KSFO, San Francisco, at a recent meeting of the western branch of the American Public Health Assn. in Oakland, Cal. He attended the meeting as a representative of the Northern California Broadcasters Assn. in his capacity as secretary.

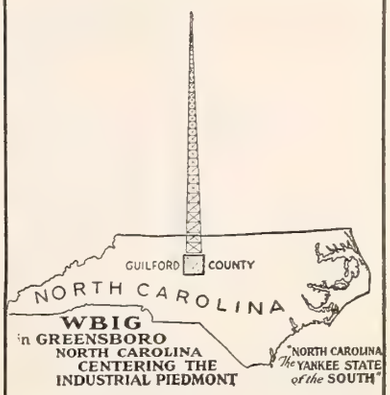
Speaking on "Attitudes and Policies of Radio Stations in Regard to Public Health", Mr. Lasky outlined a long-range program under which public health groups could carry on their public acceptance work. He pointed out that broadcasters are anxious to cooperate with legitimate educational projects, but frown on organizations seeking free radio time for promotion of publicity campaigns for special interests masquerading under the guise of "educational programs."

Calling attention to the new CBS sustaining program, *The Human Adventure*, Mr. Lasky cited this series as a model for health organizations to watch, since he said it presents significant data through showmanship. "Radio education must be sugar-coated," he commented. "It must be wrapped in all the finery used by successful sponsored and sustaining programs. The head of a gasoline refinery wouldn't get very far if he used radio time to make a talk on the efficiency of gasoline."



Specializing in
RECORDED
SPOT Announcements
for
LOCAL Advertisers*
☆
Walter Patrick Kelly
RKO Bldg. Radio City
New York
Circle 5-5780

*
FREE
audition discs!
WRITE - WIRE - PHONE!



We always get back position with this ad in Broadcasting—

—but we are at the front in listener interest and service in the richest and most populous area in the South!

SOON
5000 WATTS DAY
1000 WATTS NIGHT

5 kw

Means more power, greater service for this rich and populous area!

ALWAYS A GOOD SHOW!
WBIG GREENSBORO NORTH CAROLINA
EDNEY RIDGE
DIRECTOR
George P. Hollingbery Co. Natl. Reps.

Studio Notes

PROMOTION for KOWH, Omaha, vocational guidance program, *Get a Job and Keep It*, includes an offer of free vocation analysis report and aptitude test to interested listeners. Booklet is prepared by the Nebraska state department of education and sent upon request. KOWH has plugged the daily series as a service feature with direct mail to school and club groups, spot announcements, display advertising and news releases on prominent speakers. Program is supervised by Chet Gowen, KOWH special eventer.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

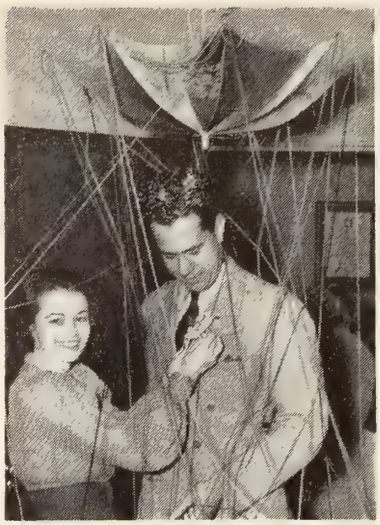
YANKEE NETWORK and Socony-Vacuum Oil Co. shared a scoop on July 26 when at 7:45 p. m., the oil company's regular news program on Yankee carried the first broadcast by Don Fendler, Boy Scout who had been lost in the Maine woods. Arrangements were made by a special Yankee reporter who flew to Bangor immediately upon the report that the boy had been found; a special wire was run from WLBZ, Bangor, to the lad's bedside in Eastern Maine General Hospital, and the program, including brief statements from the boy's parents and Nelson McMoarn, his discoverer, as well as Don's description of his own adventures, went on the air.

EDWARD TOMLINSON, writer and commentator on Latin America, will start a new series of on-the-spot broadcasts Sept. 7, to be broadcast each Thursday, 6:15-6:30 p. m. on NBC-Blue. Titled *Edward Tomlinson From the Other Americas*, the broadcasts will originate from Buenos Aires and Rio de Janeiro.

MBS and NBC will air the College All-Star football game Aug. 30 from Soldiers Field, Chicago. Bob Elson, sportscaster of WGN, will handle the show for MBS, while Bill Stern, NBC sportscaster, and Fort Pearson, NBC-Chicago newscaster, will air the game on NBC-Blue.

ALL-AMERICAN Soap Box Derby, annual juvenile speed classic, was aired Aug. 13 on NBC-Blue from Derby Downs, Akron, by Norman Barry, announcer of NBC-Chicago, and Guy Wallace, of WHK, Cleveland.

WCLO, Janesville, Wis., on Aug. 1 observed its 10th anniversary with a special all-day anniversary schedule of programs, climaxed by a big birthday party on the transmitter lawn.



SHOWER of hankies and socks, along with an umbrellaful of confetti, greeted Fred Shawn, assistant manager of WRC-WMAL, Washington, as he walked into a bridegroom shower given by the girls in the office recently. Here he received a boutonniere from his fiancee, Audrey Seiber, former mistress of ceremonies at Washington's Earle Theatre. The couple were married Aug. 5.

ENTIRE KPO-KGO staff in San Francisco, including artists, announcers and office employes, were on holiday schedule Aug. 10 when the recently formed NBC Athletic Association held its first outing at the Beresford Country Club, near San Mateo on the San Francisco peninsula. At a recent organization meeting Jennings Pierce, NBC agricultural director on the West Coast, was elected president; Anita Bolton, secretary and Bob Bishopp, treasurer. A clubroom, equipped with billiard and ping-pong tables and other facilities for exercise and relaxation, has been contributed to the NBC Association by a San Francisco restauranteur.

WLAW, Lawrence, Mass., recently conducted a two-week program popularity poll among its listeners, offering 10 three-day New York World's Fair all-expense trips for the best answers to the question: "What WLAW program do you like best—and why?"

THE LARGEST visible audience at a broadcast in Western Canada recently attended the first open air amateur contest series sponsored by CJRM, Regina, Sask., with over 13,000 jammed into the Natural Bowl around the bandstand on the shores of Lake Wascana. These open air broadcasts are to be continued during the remainder of the summer.

FOLLOWING the announcement that the 1940 U. S. Census would include a question on radio sets in the home [BROADCASTING April 15, Aug. 1], NBC-Red network broadcast the census test Aug. 11 from the postoffice in South Bend, Ind. Ken Fry, head of special events of NBC-Chicago, and NBC Announcer Norman Barry were in charge of the program which featured Gerald Ryan, chief statistician of the U. S. Bureau of Census. The census preview included interviews with citizens of Joseph and Marshall Counties of northern Indiana, selected by the department as the proving ground for the 1940 census. The radio question included in the 1940 census will be, "Does this household have a radio set?"

NBC has transferred KFDM, Beaumont, Tex., which was formerly available with either the Red or Blue Southwestern Groups, to the Blue Southwestern Group. Move became effective Aug. 1, but advertisers using the station as part of the Red Southwest network may continue to do so until Aug. 1, 1940, and after that on a 30-day removal basis. New schedules ordering KFDM as part of the Red Group are subject to availability and a 30-day removal basis for a Blue advertiser. Blue Network special discounts will apply if station is used with the full Blue Southwestern.

CBC now requires all advertisers ordering the Maritime region to include CBA, Sackville, N. B., and all advertisers ordering the Prairie region to include CBK, Watrous, Sask. NBC has advised its clients that the Prairie stations of CBC can be sold to NBC advertisers ordering them only if they use both WDAY, Fargo, and KFYR, Bismarck.

WLBC, Muncie, Ind., for the second year aired programs from its studio located on the midway of the Delaware County fair during the week of Aug. 1. A number of remotes from various places in the fairgrounds were also broadcast on WLBC.

NEW studios and offices on the ninth floor of the Claypool Hotel, to cost $75,000, are to be constructed by WIRE, Indianapolis, according to an announcement by Eugene C. Pulliam, president. The prjected layout includes four studios, control room, executive offices and quarters for the business, program, traffic, announcing and news departments. In addition to a large organ-equipped studio seating more than 100 persons, two hotel auditoriums will be available to handle crowds up to 1,500, under present modernization plans for the hotel.

ANNOUNCING the completion of the new WTJS, Jackson, Tenn. transmitter, the *Jackson Sun*, owners of the station, recently published a 76-page regular edition. The transmitter building, built on modernistic lines with extensive use of glass, includes operator's residence.

WBBM, Chicago, on Aug. 14 aired a quarter-hour evening program built around "The State Guide of Illinois", a forthcoming book of the Federal Writers Project. John T. Frederick, professor of modern letters at Northwestern U., was narrator.

WHEN a new world's light plane endurance record was set Aug. 2 by the Moody brothers flying above Springfield, Ill., WLS, Chicago, and WCBS, Springfield, were on hand for a special events program of significant interest. WLS ran a wire from Springfield to Chicago and carried a half-hour evening program which was shortwaved from the plane to WCBS, thence to WLS. Before a crowd of 25,000 persons at the Springfield airport, WCBS Announcer Harry Bradford described the setting of the event. At WLS, Don Kelley carried on a two-way conversation with the Moody brothers and counted out the seconds as the plane approached the world's record. Ray Kelly, research engineer of United Airlines, explained the technical features of the flight for WLS listeners. WCBS also carried the half-hour program.

Why KMMJ?

BECAUSE four-fifths of Nebraska's population lives on farms and in small towns. And for 14 years KMMJ has kept itself a farm station—giving these loyal, friendly people the programs THEY like and want, and **only** those advertising messages they can believe in and use to their honest satisfaction. Result is that KMMJ is Nebraska's No. 1 farm station—and 80% of Nebraska is **rural!**



Grand Island is Nebraska's third city; outstanding dairy and poultry center; world's second largest horse and mule market; major livestock auction center; three road railroad center; nearly 3 million dollar annual payroll.

Now, KMMJ's new antenna and transmitter means even **greater** results for you . . . dollars and cents results you can recognize.

Nebraska's farm income, 1st quarter 1939, gained 30% over same period last year. Among all states Nebraska ranks third in percent of income gain.

Tap this rich, eager market through KMMJ. Wire or write for costs and availabilities.

•

RANDALL RYAN, General Manager
HOWARD W. WILSON CO.
Representative

The Dominant Selling Force to Four-Fifths of Nebraska
KMMJ
GRAND ISLAND, NEBRASKA



ANDRE BARUCH, CBS announcer, won the title of CBS golf champion in the annual tournament held recently at the Rockwood Hall Country Club, Tarrytown, New York, with a low net score of 68 for 18 holes. Other winners included H. Elliott Stuckel, CBS promotion department; Bob Buckley of sales; Walter Pierson, head of sound effects; Frank Kizis, secretary to CBS president William S. Paley; Robert Mayo of WABC sales; W. J. Flynn of accounting, and Bill Ensign, who won the consolation prize.

WHEN WMT, Cedar Rapids, Ia., joins CBS on May 1, 1940 [BROADCASTING, July 15], it will be a basic outlet, and its base network rate will be $225 per evening hour, according to an announcement by CBS.

WLW, Cincinnati, is sponsoring a "tall corn" contest for Ohio and Kentucky farmers this year, offering a loving cup and $15 cash to the winners in each state. Prizes for the contest, which closes in Ohio Aug. 21 and in Kentucky Sept. 4, are to be presented at both state's fairs by the respective governors.

KTRH, Houston, has established its own photographic department in the Houston Chronicle Bldg., where an elaborate dark room and developing plant has been installed under direction of King H. Robinson, who will head the new department.

GIFTS from firms and employe groups to the Greater New York Fund for health and social welfare agencies, reported by its amusements division at the end of July, included $601 from WMCA; $100 from WEVD and $40 from WQXR.

WENR, Chicago, NBC-owned Blue outlet, has announced a new rate card, No. 9. While there are no changes in basic station rates, the new schedule offers extra inducements to frequent advertisers and the total of low-rate time periods has been extended by seven hours a week. Reductions in frequency rates amount to as much as 40% off the old card.

WBAP, Fort Worth, on Aug. 2 carried a special 45-minute broadcast, remoted from the chartered plane carrying Jesse L. Lasky, Anita Louise, Wendy Barrie and Edmund Lowe to Fort Worth to attend the *Gateway to Hollywood* contest there. The WBAP announcer, Nelson Olmsted, and Engineers R. C. Stinson and J. E. Maersch accompanied the movie-star party on the plane, handling interviews and a skit while in flight.

KVOR, Colorado Springs, recently handled more than 80 remote special events features during a single week, including pickups from the Trans-Mississippi Golf Tournament at Broadmoor; six remotes of Harry Owens and the Royal Hawaiians, including three CBS originations; seven of Dusty Roades and his orchestra; three from Broadmoor Ice Palace's ice carnival, and three from Penrose field during the championship polo games.

WNEW, New York, is presenting gold trophies to the most popular player on both the Jersey City and Newark teams of the International League, popularity standings to be determined from a radio-mail poll of listeners. Earl Harper, WNEW sportscaster, will start the mail poll with announcement of the popularity contest during his regular baseball broadcasts from Aug. 15 through the remainder of the season.

WHEN stars of the *WLS National Barn Dance* staged their big free show at the all-Indiana picnic promoted by WLS, Chicago, in Forest Park, Noblesville, on Sunday, July 30, more than 60,000 persons watched the famous radio troupe. The Prairie Ramblers, assigned the closing spot of the stage show, drew such great applause that the program ran an extra 45 minutes.



A FEW of the boys whoopin' it up to give L. E. (Pat) Patrick, announcer-producer of KIEV, Glendale, Cal., a "send-off" prior to his marriage to Marian Boyce, Hollywood film actress, on July 20. George Neff, chief engineer and timekeeper of the daily *'Larm Klock Klub*, assisted by other members of the station staff, put the young benedict through his paces during a recent broadcast. The pre-wedding party was staged July 19. Pictured at the broadcast are (l to r), George Neff, L. E. Patrick, Bob Greene, musical director, and Wally McLain, production manager and chief announcer.

SCOOPING all other news media, KFPY, Spokane, gave intensive on-the-spot coverage of the forest fire which swept Bonner County, Idaho, about 50 miles from Spokane, Aug. 5 and 6. Sending its mobile unit to the scene after long distance reports on the conflagration, KFPY spent 15 hours on the scene and presented five quarter-hour broadcasts, furnishing the only information on the fire since local newspapers minimized the fire's importance at first. KFPY's phones and UP headquarters in the studios were flooded with calls for 24 hours.

CHARLES WORCESTER, farm service director of WNAX, Yankton, S. D., recently flew 2,000 miles in two days to attend the Purdue University Agricultural College Editors meeting in Lafayette, Ind., and the National AAA Range Parley at Hot Springs.

THIRTY THOUSAND rural listeners from Iowa, Nebraska, Kansas and Missouri attended the Summer Festival celebration conducted by KMA, Shenandoah, Ia., at Krug Amusement Park in Omaha on July 30. Earl May, president of KMA, attended the Festival, along with the entire talent staff of the station. Frank Jaffe, KMA promotion manager, planned the event, which included a picnic for employes of KMA, the Earl May Seed Co., and Mount Arbor Nurseries, all of Shenandoah.

LAUNCHING Aug. 31 of the new liner *America*, largest steamship ever built in the United States, and its christening by Mrs. Franklin D. Roosevelt, will be described by Dave Driscoll over MBS from the United States Line shipyards at Newport News, Va., from 12:30 to 1 p. m.

MAPS AND MONEY

Get your map. Turn to Winston-Salem, North Carolina. Note the population. Study the market data. Note the active industries. WAIR offers you this—plus scores of other active towns within its coverage.

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

Produced by Igou

LEE CHESLEY, news editor of KWK, St. Louis, recently decided to visit for a few days with Bert Igou, KWK assistant production chief, at an Ozark resort, and phoned Igou to meet his train. As the streamliner stopped, Chesley stepped off right into the arms of the town sheriff and a mob of deputies. Nonplussed, he couldn't figure out the sheriff's declaration, "I've orders to hold you for the St. Louis police." Meantime, the bunch headed for the resort, where they found Igou and other guests giving Chesley the ha-ha — the "sheriff" turned out to be the resort owner, and the whole affair was planned and produced by Production Man Igou.

Amateur Hour Popularity

PROOF that the amateur hour is still a popular type of entertainment is given by results of a survey of the telephone response to *Major Bowes' Amateur Hour*, which has just completed its 11th three-month period on CBS under the sponsorship of the Chrysler Corp. During this period telephone votes equalled 47.7 calls for every 100 available residence telephones, a new high for the program, which averaged 8.9 calls per 100 phones the first year on CBS and 43.5 calls the second year. And, amplifies CBS, the new mark was set despite the fact that during this quarter the program saluted the New York World's Fair, without voting facilities, and several cities on the West Coast whre the program is heard at 5 p. m.

Uncle Don for Maltex

UNCLE DON, pioneer radio uncle who has been entertaining youngsters on WOR, Newark, for more than 12 years, will make his network debut Sept. 25 when he starts a thrice-weekly quarter-hour series for Maltex breakfast food. Program, sponsored by Maltex Cereal Co., Burlington, Vt., will be broadcast on a four-station Mutual hookup (WFIL CKLW WGR WHK) from 5:30 to 5:45 on Monday, Wednesday and Friday afternoons for 22 weeks. Series, arranged by Samuel C. Croot Co., New York, Maltex agency, is in addition to Uncle Don's regular 6-6:30 program on WOR, which is sponsored on Thursday by Maltex.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

Excellent Time Now Available

5:15 to 5:30 P.M.

Monday thru Saturday

between CBS General Mills and Hormel Soup Network Programs.

Write or wire for further details.

The Population of WDRC's Primary Area is 1,548,109.

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives

PAUL H. RAYMER COMPANY

Who's Afraid

—of the Big Bad Wolf?

(Meaning Summer Mail Slump)

WWVA

A lot of folks like to accept the "Big Bad Wolf" theory that radio listeners do not respond in the summer time. We know differently at WWVA. Our July 1939 listener mail showed an increase of 14% over May 1939, and the amazing showing over July 1938 of—

133% Increase

But some might say—"You can't eat fan mail!" No, by gosh, but fan mail indicates listeners, and listeners EAT, LIVE AND BUY. Don't pass up WWVA's loyal listeners in your Fall radio schedule.

5,000 WATTS AT WHEELING, WEST VA.

COLUMBIA Station at Eleven-Sixty

on 2,085,666 Radio Dials

JOHN BLAIR CO — National Representatives

WCOP

BOSTON, MASSACHUSETTS

Announces

the appointment of

HEADLEY-REED* Company

as

National Representatives

effective immediately

General Manager

Frank M. Headley

NEW YORK CHICAGO
DETROIT ATLANTA

*Successors to Kelly-Smith Radio Division

People's Stores

(*Continued from page 18*)

the air; in addition to those programs sponsored by the Peoples Drug Stores.

The most important of these were coast-to-coast network hookups featuring *Singing Sam—the Barbasol Man, The Voice of Experience*—sponsored at that time by Zemo and Musterole, and the original *Professor Quiz*, half hour of questions and answers, then sponsored on CBS every Saturday night for Noxzema.

In cooperation with Washington radio stations, a number of programs heard locally have also originated from the Radio Grill. Most prominent of these were a troupe of Major Bowes amateurs, the National Childrens Frolic, the "Stump-us" question and answer boys, Senior Vincente Del Garza—*The Singing Caballero*, Ward Duvall—the *Gypsy Minstrel*, Bozo—the *Mind Reading Dog*, and the *So Swingsters* orchestra.

Celebrities Interviewed

Too, many celebrities have been interviewed on programs broadcast from Peoples' studio. Among personalities who have said "hello" to Washington from the Radio Grill are Jack Dempsey, Bob Feller, "Ed" Sullivan, columnist, Clark Griffith, "Bucky" Harris, Joe Cronin, Kenneth Roberts, NBC ace announcer, Bob Trout, CBS presidential announcer, and many others. In each case, the general public has thronged the store to see and hear these broadcasts.



A Typical Peoples Drug Store Radio Window

Programs sent from "Station PDS" under the direct sponsorship of the Peoples Drug Stores during the last several years have been varied in type. First were the broadcasts, over WJSV, of the Senators' away-from-home baseball games, announced by Arch McDonald. And during the period these games were on the air, Peoples also offered a year-round daily sports review, featuring a "Hot Stove League", which was joined by a large percentage of Washington baseball fans.

The company's next radio venture was *The Peoples Drug Stores' News Review*, with Robert Horton, then a Scripps-Howard feature writer, who gave a fifteen-minute, daily resumé of the most important local and national news which was of particular interest to folks who work for the Government in Washington.

Peoples current offering, *Station PDS Presents*—an hour of music and guest talent—has been on the air for nearly two years now, over WMAL.

Broadcast between 7:30 and 8:30 a.m. each weekday, this show incorporates recordings and all the regular features of the usual morning program. But besides these, it also presents local talent. Auditions are held weekly, and six local artists or acts are scheduled to appear, for two musical numbers each, on each day of the next week's show. Each artist or act taking part is given a brand new $5 bill for participation. The program has started several local artists on the road to fame.

Through a promotional tie-in, pictures of these "guest artists" are featured, along with a short autobiography, in a Washington paper the day of their appearance on the show.

Promotional Ventures

Every Friday morning, 15 minutes of the Peoples hour is filled by the choir from some local church, offering selections of sacred music. From time to time, school glee-clubs, and other units, are also given time.

One of the best of the various stunts used to promote the program, works as follows:

Each day the names and addresses of four lucky people are chosen at random from the local directory. The announcer states, at intervals, that if the chosen four are listening in and will call the local Melvern Dairy between 8:30 and 9:30 on the day their name is mentioned, a free gallon of Melvern Ice Cream will be delivered to their home. Needless to say, this plan has well proved its worth as an audience builder.

Station PDS Presents is announced by Southern-voiced Lee Everett, known as "Old Sol Himself", and is always opened and closed with the theme song, "Here Comes the Sun".

"Station PDS" has helped to make one of America's largest drug stores also one of the country's most famous.

In Other Markets

Using radio in other cities where a concentration of stores is sufficient to warrant the expense, the Peoples Drug Stores also sponsor programs in Norfolk and Richmond, Va. Both are of the musical calendar and variety type, and both are billed under the name of *PSDS Presents*—Peoples' stores in Virginia being called the Peoples Service Drug Stores.

The Norfolk program, broadcast over WTAR from 7 to 8 every weekday morning, has been on the air for the last five years. A contract for its sixth year of existence was recently signed.

In Richmond, *PSDS Presents* went over the air-waves for the first time, under a yearly contract basis, on July 11, 1939, using the facilities of WRTD. Broadcast between 10 and 11 every morning but

WANT BETTER RESULTS IN THE DETROIT AREA?



SH! SH! we can get 'em for you WHOLESALE— we've got a PULL

CKLW

2ND IN POWER IN THE DETROIT AREA

5000 WATTS • CLEARED CHANNEL

WHOM

Full-time foreign-language programs in New York—Italian, German, Polish and Yiddish.

JOSEPH LANG, Mgr.



5,000,000 POTENTIAL AUDIENCE

Sunday, the feature is announced by the local favorite, Gil Newsom, known as "The Peoples Service Man".

As in Norfolk, the Richmond program features a wide variety of good recordings, time signals, weather forecasts and barometer readings (for fishermen). Both programs utilize an idea called the "Civic Calendar" which offers local organizations free publicity for their various civic and religious endeavors. On both shows, the store management and personnel are brought in and their special sales and services are occasionally "aired".

The ice cream give-away plan, mentioned above, is being used on WRTD, and it is planned to later include local talent and church groups. To publicize the new Richmond venture, telegraphed reports of Richmond's out-of-town baseball games were broadcast direct from the mezzanine of Peoples' largest Richmond store.

While the Peoples Drug Stores feel that the program type of radio is best suited to selling merchandise and services, and building customer good-will, they also believe that well-placed spot announcements are qualified to meet a particular need. Specifically, spot announcements are occasionally used to good advantage in the advertising of important sales-events and certain seasonable items, such as denatured alcohol, to keep automobile radiators from freezing when the season's first real cold spell breaks.

Spot announcements only recently proved their worth to the Peoples' chain in the City of Richmond. A new super-drug store there, having the largest mezzanine and largest downstairs bay-type soda fountain in the Peoples' organization, turned to radio as a means of attracting customers. Spots, both 50 and 100 words, were given at intervals from 8 a.m. until eight p.m., over WMBG, and an immediate and constantly growing increase was noticed in the food business done by the store.

These announcements, especially designed to develop soda fountain trade, gave "Today's Menu at Peoples", and stressed the fact that the mezzanine was the place to gather after the show. The result more than justified the expenditure.

As a result of their past experience, Peoples believe that radio capably fills a very definite need in the field of chain drug store merchandising.

Kayak Kapers

FRED ELSETHAGEN, of the commercial staff of KGVO, Missoula, Mont., couldn't even take a vacation without going out after some business. He established a sales record of one kind or another last month when he sailed a 14-foot canvas kayak 15 miles out into Flathead Lake to Wild Horse Island—where he sold two spot announcements to a resort!

The Other Fellow's VIEWPOINT

Panama City Growing

EDITOR, BROADCASTING:

I wish to invite your attention to an article appearing on Page 86 of the July 15 BROADCASTING, which made reference to allocation of a new broadcasting station (in Panama City, Fla.). I regret that Panama City received this type of publicity, and it is my opinion that careful consideration was not given to the present existing population. Obviously, someone possibly took or made a cursory examination and found the 1930 census which indicated the population of approximately 5,000 people.

For your information . . . today we have in excess of 14,000, in other words, nearly a 300% increase. Eighty-two and two-tenths (82.2%) of this population is white. The basis of these figures is predicted upon a canvass recently completed by the local newspaper.

PHILIP ARTHUR ROLL
Counselor at Law
Panama City, Fla.
July 22, 1939

Flex-O-Glass Plans

FLEX-O-GLASS MFG. Co., Chicago, on Oct. 1 will start a varying schedule of five and 15-minute local talent shows on approximately 25 stations, according to Ed A. Fellers, of Presba, Fellers & Presba, Chicago agency.

WFAA-WBAP in Deal

A NEW deal, whereby the *Fort Worth Star-Telegram* interests become equal partners with the *Dallas News* interests in the ownership of the WFAA-WBAP transmitter plant at Grapevine, Tex., has been consummated. Sharing time on the 800 kc. channel, the two newspapers identify their 50,000-watt stations separately, though using the same transmitter. Until the new deal was made, WFAA was owner of the transmitter plant with WBAP operating under a time-lease arrangement.

Contact Starts Series

AERONAUTICAL PUBLISHING Co., Bendix, N. J., has started a weekly quarter-hour program, *Aviation Careers*, on WMCA, New York, to advertise the magazine *Contact*. With Swanee Taylor, noted aviator, as m.c., program features interviews with personages of the aviation world, who discuss the various careers to be had in this field. O. S. Mosier, vice-president of American Air Lines, was guest on the first broadcast on Aug. 1. Series, placed direct, and broadcast Tuesday evenings, 10:45 to 11, has been expanded to a 3-station hookup of the Intercity System, with WOL, Washington, added Aug. 6, and WIP, Philadelphia, Aug. 13.

WOKO, Albany, was authorized by the FCC Aug. 8 to erect a facsimile broadcast station to operate with 500 watts on 25050 kc., and was granted special experimental authority to transmit facsimile on its regular 1430 kc. channel until next Nov. 1.

A Bumper Crop . . . .

The entire area served by KFYR is harvesting the finest crop in years. Let KFYR sell your story to the best buyers in the world—The farmers of the Great Northwest.

THEY ARE WAITING TO HEAR FROM YOU THRU

KFYR The Regional Station with the Clear Channel Coverage

550 Kc.
NBC Affiliate

Bismarck • N. Dakota

5000 W. Day
1000 W. Night

National Representatives • GENE FURGASON and COMPANY

WTAG
WORCESTER, MASS.
The ONE primary station with coverage to tap 356,000 radio families in rich populous central New England.
NBC BASIC RED NETWORK
YANKEE NETWORK
EDWARD PETRY & CO., Inc.
National Representative

Copyright War On, NAB Retains Kaye

(Continued from page 11)

upon the battle of press releases between ASCAP and the NAB.

NAB proposes to offset every bombardment emanating from the ASCAP camp, sensing that the combine will employ its tactics of the past in pleading the cause of its mythical "downtrodden" composer. Every NAB station will be sent a listing of the facts of the copyright fight so that local outcroppings of propaganda can be countered. The magnitude of the publicity campaign, it is apparent, will depend upon ASCAP's offensive efforts.

Mr. Kaye, a native New Yorker of 39, got his schooling in theatrical law and in Tin Pan Alley methods as a member of the legal staff of the Shubert Theatre Corp., which he left in 1932 to join the law firm of Rosenberg, Goldmark & Colin, CBS counsel. He is a graduate of Columbia University, and served his legal apprenticeship in the law offices of Arthur Garfield Hayes. In 1936 he appeared before the House Patents Committee as NAB special counsel, in connection with then pending copyright legislation.

While reaction to the Kaye appointment was largely favorable, discordant notes were heard from some industry quarters, because of his association with CBS as counsel. Ed Craney, KGIR, Butte, spearhead of the anti-ASCAP drive among independents, was represented as being out of sympathy with the appointment.

At the epoch-making session of the copyright committee Aug. 9 all members were present save Walter J. Damm, WTMJ, Milwaukee, and Edwin W. Craig, WSM, Nashville, who, however, were consulted by phone. Members present were President Miller and Messrs. Klauber and Lohr; John Elmer, WCBM, Baltimore; and Samuel R. Rosenbaum, WFIL, Philadelphia, who constitute the negotiating committee; John Shepard 3d, Yankee Network; I. R. Lounsberry, WGR-WKBW, Buffalo, T. C. Streibert, WOR-MBS; Harold Wheelahan, WSMB; New Orleans; Clair McCollough, WDEL, Wilmington; Gregory Gentling, KROC, Rochester, Minn.; Edwin M. Spence, NAB secretary-treasurer, and Ed Kirby, NAB public relations director. Others present at the session included Mark Woods, NBC vice-president, Bob Myers, NBC attorney, and Joseph Ream, CBS general counsel.

Present at the meeting on Aug. 10 at which Mr. Kaye was retained were present Messrs. Miller, Elmer, Klauber, Shepard and Woods. Mr. Kaye met with the committee for two hours, during which he was given broad instructions on procedure.

Immediate repercussions to the declaration of war announcement, it was learned, included solicitations from a number of important publishers and writers, who expressed extreme interest in the campaign and willingness to cooperate. Because ASCAP has suffered from internal strife for several years, principally due to differences between publishers and writers, it is not unlikely there will be defections from its ranks.

Such groups as the motion picture exhibitors and the American Hotel Assn., long the butt of ASCAP arbitrary methods in much the same fashion as radio, also are seen as strong allies in the drive toward competitive music.

ASCAP Anticipated Break

That ASCAP anticipated a rupture in its broadcast negotiations, was detected in the fact that a majority of the music publishing houses, and most of the writers, already have been signed to ASCAP contracts for 10 years from Dec. 31, 1940—the date on which present broadcast performing right contracts expire. Warner Bros., which several years ago broke away from ASCAP with its five important publishing houses and attempted to go it alone, has signed until 1950.

So far as could be learned, the only top-rate publishing houses that have not signed the new 10-year ASCAP extensions are Robbins Music Corp., Leo Feist, Miller Music and Irving Berlin Inc. These companies are of first importance. It is presumed that they will not be overlooked in the NAB quest.

While the encouragement of non-ASCAP writers and publishers is an important part of the project, as a means of developing a continuing supply of popular music, strong reliance would be placed upon transcribed public domain and tax-free works. Considerable work already has been done in this direction, not only by Langlois & Wentworth, which last year absorbed the NAB public domain library, but by NBC Thesaurus, World Broadcasting System, Standard Radio, Associated Music Publishers, and the recently created publishing-transcription firm of Davis & Schwegler.

Langlois & Wentworth, it is reported, has recorded approximately 3,500 tax-free selections, totaling about 140 hours of straight playing time. Continuity for program series written around these numbers, according to Mr. Langlois, totals about 225 hours of broadcast time. In addition, some 6,000 items free of copyright in this country have not yet been recorded, while the company reports it controls some 400 popular tunes—a larger number than to be found in the catalogs of most ASCAP publishers. It has announced an immediate stepping up of production.

Already Recorded

Figures are not available for all transcription companies on tax-free works already recorded. In recent weeks, however, when the split with ASCAP became imminent, there has been spirited activity in clearing public-domain and non-ASCAP material. For example, it is understood NBC has some 1,100 selections of tax-free music already recorded, equalling 70 hours of broadcast time and about 42% of its recorded library.

WBS, with its extensive library service, has a substantial portion of tax-free works already recorded. The exact percentage of its total, however, is not known. The same is true in the case of AMP. Standard has announced that it is producing monthly approximately 50

NBC STATION WTCN
MINNEAPOLIS ST. PAUL
Covers Local Events for the Home Folks



THE ENTERPRISE of WTCN in broadcasting events of particular interest to listeners of its own community, is one of the reasons for its popularity.

WTCN LISTENERS hear not only the customary novelty acts, dramatizations and orchestra music of radio stations, but also local sports, local church music, news of local organizations, news of their city and state government, news of the State Fair, of conventions, cooking schools, auto shows and carnivals. WTCN listeners know that keeping tuned to WTCN is keeping tuned to the daily life of their home town and home state.

WTCN is owned and operated by the Minneapolis Tribune and the St. Paul Dispatch-Pioneer Press.

FREE & PETERS, INC.—National Representatives
New York Chicago Detroit Los Angeles San Francisco Atlanta

WRNX
5000 WATTS
DAYS
Coming events cast their shadows..
No change in programming or policy. Better service to Metropolitan New York including its 6,982,635 foreign citizens.
Now operating 1000 WATTS DAY AND NIGHT WBNX NEW YORK
The Station that Speaks Your Language

EXTRA!

NAB-LANG-WORTH

ANNOUNCES

Anticipating the needs of the BROADCASTING INDUSTRY as the result of the anti-ASCAP decision, NAB-LANG-WORTH announces an immediate increase in production of non-ASCAP recordings.

Basic library of 2000 selections (immediate delivery). Monthly releases 100 selections.

All music certified by MPPA and insured by Lloyds as tax-free in the U. S. A.

227 U. S. stations are now using NAB-LANG-WORTH non-ASCAP music with profit.

NAB-LANG-WORTH has cleared and ready for recording 6000 separate selections representing every branch of music important to radio broadcasting.

Write today for the new NAB-LANG-WORTH purchase plan.

LANG - WORTH

FEATURE PROGRAMS INC.

420 Madison Ave. New York, N. Y.

new tax-free selections, and says that by December, 1940, it will have more than 2,000 such selections of all types. Davis & Schwegler is offering 64 new tunes per month in its transcription service.

The NAB Copyright Committee is not laboring under the misapprehension that its task is an easy one. It has the benefit of the experience not only of the NAB's own ill-starred venture into the publishing field, which wound up with only 10 hours of recorded music after three years, but also the experience of NBC's first foray into music publishing. E. Claude Mills, now ASCAP administrative committee chairman, for a year served as president of NBC's Radio Music Co., which spent $800,000 in purchasing several publishing companies but in 1932 gave up the ghost. Mr. Mills left NBC and returned to ASCAP as its general manager. Shortly afterward ASCAP announced its first "percentage deal" which resulted in the industry suffering a boost of some 300% in its royalty payments to ASCAP.

The industry does not have the notion that radio can make any tune popular simply by performing it. For that reason the plan is to seek arrangements with recognized writers where possible, as well as to tap new production sources. It is felt that if the industry works together and exploits worthwhile tax-free or radio-owned tunes, while eschewing ASCAP numbers (if that becomes necessary), the goal of purchasing music in a free, open and competitive market can be achieved.

The break in the negotiations with ASCAP came Aug. 3 when only ASCAP's general manager, John G. Paine, appeared for the "conference" with the NAB committee at the Ritz Tower. Despite protestations from ASCAP, the NAB committee viewed this as the last straw, particularly since it was under the impression that ASCAP had been stalling since last March. President Buck was in San Francisco and Mr. Paine said no ASCAP negotiating committee had been appointed.

Publicity Scramble

This touched off the fireworks, and something of a battle of press releases ensued. Mr. Miller immediately announced the call for the special convention in Chicago Sept. 15, pursuant to the mandate of the last NAB convention which gave his copyright committee virtually plenary powers. From San Francisco, on Aug. 4, Mr. Buck erupted with a typical blast saying that broadcasters wanted to deprive writers of any royalty revenue, and Mr. Miller countered with a statement that the facts speak for themselves, and that the industry is ready to pay a fair and reasonable price for the use of ASCAP music.

From Mr. Paine, on Aug. 7, there came a succinct statement that, since the NAB had expressed its determination to build for itself a supply of music which will make its operation "less dependent" upon ASCAP, and since a second convention had been called to formulate plans, "there seems to be nothing for the Society to do but to await the outcome of events."

In his initial statement, Mr. Miller said the NAB committee had been trying in vain since last March to find out how much broadcasters would be expected to pay for their music on the expiration of their present ASCAP contracts. Because of the rupture of negotiations, and ASCAP's unwillingness to state its position, he said the industry will embark immediately upon efforts "to develop such other sources of music as would render it independent of the copyright pool which now controls an overwhelming portion of the music available for use on the air."

After pointing out that only Mr. Paine attended the conference, and that he said ASCAP was not ready to make any proposal, Mr. Miller declared his own committee has been able to make "absolutely no progress" with "the copyright pool". The negotiating committee, he explained, immediately got in touch with the membership of the full copyright committee, which authorized the calling of the industry convention for Sept. 15 "to raise a substantial war chest and to ratify plans which will be formulated meantime and which are expected to create an adequate supply of music from independent sources."

The chief objectives of the broadcasters, Mr. Miller stated, are:

"1. To defend themselves against the Society's requirements that they pay tribute percentage-wise on all programs regardless of whether or not they use any ASCAP music or indeed any music at all.

"2. To reduce the broadcasters' annual toll to the Society which is now running around $4,000,000 a year and is rapidly mounting.

"3. To bring about a more equitable distribution of the charges among the broadcasters themselves.

"4. To foster, encourage and promote the writing of new music and new lyrics by giving opportunity to be heard to new composers and authors.

"5. To arm themselves with such supply of, or access to, music as will enable them to conduct future negotiations with the Society on terms of some equality."

Cooperative Plan

The principal effort, Mr. Miller said, will be to engage composers and authors with a view to building a reservoir of new music and arranging and popularizing on the air the music now in the public domain which is not controlled "by the copyright pool". Efforts, he added, will be made to enter into working arrangements with such publishers, composers and authors as have not yet renewed their contracts with ASCAP, and "very probably there would be a cooperative effort towards entering the music publishing field on a non-profit basis."

Broadcasters, Mr. Miller's statement continued, "desire to give opportunity to new and non-established composers and any writers who feel that the Society has denied them opportunity to be heard." He said he anticipated no difficulty in obtaining ample funds for the campaign, pointing out that broadcasters have paid ASCAP approximately $20,000,000 for the right to use its music during the last six years alone. While he said broadcasters expect to continue to pay very substantial sums for the use of music, he believed that as ASCAP's biggest contributors they "can no longer remain so largely dependent upon a single source of music."

In proclaiming that ASCAP is ready for the fight, Mr. Buck from his San Francisco vacation retreat said that five years ago, when the NAB signed an agreement with ASCAP, it did not wait for the ink to dry before it started "a campaign to control or break up ASCAP".

Mr. Buck made reference to the "new technique" allegedly instituted by NAB in fostering State anti-ASCAP legislation, declaring this had failed with the possible exception of Washington, Montana and Florida. Now, he added, they announce "they are going to start something to deprive the authors and composers of the nation of some compensation for the use of the creations of their brains." Since the advent of broadcasting, he charged, broadcasters have indulged "in the fantastic idea that the men and women who create the music of the nation and the world should furnish the products of their brains to this vast and powerful industry gratis.

"It is a sad state state of affairs when these gentlemen, who sell commercial time to the amount of $118,000,000 annually and will pay as much as $15,000 for a single performance, cry and whimper because they have to pay the composers and authors of the nation about $3,500,000 a year, which makes their entire operation possible".

Setting a Price

This brought a prompt and forceful rejoinder from Mr. Miller who, in a second press release, asked that ASCAP "stick to the facts". Pointing out that ASCAP's total annual revenue amounts to approximately $6,000,000, of which $4,000,00 is derived from radio, Mr. Miller reiterated that the industry in the last six years has paid the Society more than $20,000,000.

Asserting that NAB has informed ASCAP it is willing to pay when ASCAP music is used but that it is not willing to continue to pay 5% on programs which do not use ASCAP music, he said that radio, as its largest customer, asked ASCAP to set the price, which it has refused to do. "This is the heart of the present problem," he added.

The industry does not propose to "let matters drift on until Dec. 31, 1940, and then, at the eleventh hour, be forced into an unfair and inequitable contract, compelled to meet any terms which ASCAP's present monopolistic control may dictate," Mr. Miller retorted. "The radio industry can no longer have its economic stability threatened by dependence upon one source of music, especially when that source is a copyright pool and monopoly. We propose to develop other sources of music, to encourage new composers and authors who find their creative genius stifled by the ASCAP monopoly; who are unable to have their music published profitably, and who find it practically impossible to have it performed.

"Through these means, we hope to build up an impressive reservoir of fresh new music, to make fair and equitable contracts with authors, composers and publishers which will enable us to carry on in event we are unable to meet the unknown demands ASCAP may make."

B & B to Expand

BALLARD & BALLARD Co., Louisville (flour), on Oct. 2 starts a thrice-weekly 15-minute series titled *One Woman Speaks* featuring Bess MacCammon as commentator on WLW, Cincinnati. The firm on Oct. 2 also starts thrice-weekly 12-minute participations in *Early Bird* on WFAA, Dallas, plus thrice-weekly five-minute periods featuring Barbara Brent, WFAA home economist. The firm's spot list will be considerably expanded, according to Frank Ferrin, radio director of Henri, Hurst & McDonald, Chicago agency handling the account.

WMCA, New York, will be the only New York outlet to broadcast the Davis Cup tennis eliminations on Aug. 19 and Aug. 26, programs to be fed to WMCA through CBS, which holds the broadcast rights to the matches. Ted Husing will announce, assisted by Jimmy Dolan.

AUGUST'S NATION'S BUSINESS SHOWS GREAT FALLS THE ONLY

WHITE SPOT

IN MONTANA

Your Advertising Over KFBB Reaches 87% of the Homes in This Prosperous Area

WJW
The Voice of Akron

A Market of 650,000 people!

EDYTHE FERN MELROSE
Manager

National Representatives
Headley - Reed Co.

3-Year Licenses Urged by Ewing

ADVOCATING the statutory three-year license period for broadcasting stations as "insurance" for investment of radio capital, John Ewing, publisher of the *Shreveport* (La.) *Times*, Chairman of the Southern Newspaper Publishers Assn., and owner of KWKH and KTBS, Shreveport, paid tribute to the important part played by radio in Transatlantic flying, and declared British and French officials freely admit American supremacy in commercial radio and aviation. He spoke during a special NBC-Red broadcast recently upon his return from a flight to Europe on the *Yankee Clipper*.

Describing details of the Transatlantic flight and visits with foreign officials in London and Paris, climaxed by a visit and tea at the Parliament Building in London, Mr. Ewing commented on the impressive achievement of the privately-operated American communications and transportation industries. Transoceanic aviation would be impossible "without aviation's good friend and ally, radio", he said, adding, "All this trip I wondered if the average American citizen realize fully the remarkable achievements of commercial aviation and radio in America."

"Radio—whether holders of broadcasting licenses are individuals, networks or newspapers—is certainly being harassed with changing personnel of Commissions, rules and regulations," he declared. He expressed the opinion that "the Government could well lend a greater helping hand" in securing a reasonable financial return to those investing their capital in broadcasting and aviation.

"No station owner has ever received the three-year permit that the Act, never amended, called for years ago, even after their six-month probationary period," he said.

"If the average American radio listener was compelled day in and day out to listen to foreign programs, the manufacture of radio sets in America would not be the great enterprise and manufacturing industry it is today." he concluded. "Therefore, why not put the three-year effect now—immediately—as an insurance to invested radio capital that a new day and deal has arrived, so that with confidence they will make even greater expenditures and effort to increase their services to our great American public."

TO INSURE YOUR REACHING THE INNER

CALIFORNIA MARKET

SPECIFY

McCLATCHY STATIONS

The Paul H. Raymer Company
Representative
New York Chicago San Francisco

Radio Bills in Congress

(*Continued from page 15*)

Patents Committee, has promised to give domestic copyright legislation preferred status and early in the next session will have his committee consider a new all-inclusive bill amending the copyright law.

Just after Sen. Thomas had announced there would be no action on the copyright convention until next session, Majority Leader Alben Barkley secured unanimous consent for reconsideration of the vote by which the Senate passed the Logan bill (S-915) providing an administrative court for the more expeditious settlement of disputes with the Federal Government. This returned the measure to the Senate calendar but with the definite understanding that it be taken up early in the next session. The FCC is one of the quasi-judicial commissions covered by the Logan bill.

Beer Bill Sidetracked

Senator Johnson (D-Col.) was unable to secure Senate consideration of his bill relating to beer advertising on the radio but he made a lengthy speech Aug. 3 espousing its purpose and served notice he would demand passage next session. In his speech, Sen. Johnson discussed in detail the power of radio and said when it carried messages advertising alcoholic beverages into the homes of the nation it became a "shameless intruder." He compared his measure to the acts of Congress prohibiting use of profanity or other objectionable language over the air and also the promotion of lotteries or gambling by means of broadcasting.

Also pending are bills to bar liquor and beer advertising from both radio and newspapers. It is contended that if such advertisements were prohibited over the air then they should not be permitted in newspapers and magazines.

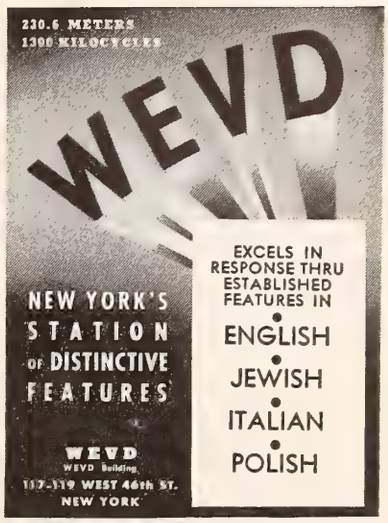
During the closing days of the session a drive was launched in the House for amendments to the fair labor standards acts, including white collar workers. A rule was granted by the House Rules Committee for consideration of wage and hour amendments but they were never called up. The rule is pending and should give wage and hour amendments preferred status at the next session.

FCC Reorganization

Action at the next session on the various legislative proposals dealing with broadcasting will to a large extent depend on the recommendations of the new FCC Chairman, James L. Fly. Especially will this be true regarding legislation providing for reorganization of the FCC and possible new definition of policy by Congress regarding such questions as superpower, newspaper ownership and network broadcasting.

There has been a growing feeling on Capitol Hill that Congress should make a broad study of radio with the view of revising the present statute in the light of new developments in the field of broadcasting. The chief concern of the lawmakers who take an interest in radio does not lie so much in the personnel of the FCC but the policy which Congress should lay down to govern the Commission. Whether there will be a renewed demand for legislation which would "liquidate" the present FCC membership, as recommended by President Roosevelt and former Chairman McNinch, it is expected, will depend on the record the Commission makes between now and the next session.

A NEW local station on 1210 kc. in Fort Myers, Fla., is sought in an application filed with the FCC by W. E. Benns Jr., of Montgomery, Ala., and T. Julian Skinner Jr., of Bessemer, Ala.



SOME-THING'S ROTTEN IN DENMARK (Ky.)!

Of course it's not the town's fault—but business isn't so hot in Denmark (Kentucky) simply because there's very little business *there*—for you or anyone else . . . Denmark is typical of hundreds of small Kentucky towns *not* covered by WAVE—towns that you'd be wise to *skip* . . . For *more* business, at a minimum cost, concentrate on the *Louisville Trading Area* . . . the area that buys more than twice as much as all the rest of Kentucky combined! You can cover this rich market with WAVE *alone*—at a cost that will surprise you. May we tell you ALL?

LOUISVILLE'S WAVE

INCORPORATED

1000 WATTS • • • 940 K.C. • • • N.B.C.

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

La Rosa Returning

V. LA ROSA & Sons, Brooklyn, who last year used a half-hour weekly program of Italian operatic music on WOR, Newark, to advertise their macaroni products, will return to the air Oct. 31 with a similar series, which this year will be broadcast on an MBS network including WOR, WAAB, Boston; WTHT, Hartford, and, if time can be cleared, WEAN, Providence, and WICC, Bridgeport. Series is placed through Commercial Radio Service, New York.

WIOD, Miami, claims a beat over all other South Florida news agencies in breaking the news of the conclusion of the search for two abducted high school girls, Jean Bolton and Frances Ruth Dunn, and the arrest of their reported abductor, Tom Ashwell, alias Charles Jefferson. The station covered the story from Miami and by remote broadcast from Boca Raton where the body of Miss Dunn was found after Miss Bolton had escaped and the abductor taken into custody. WIOD also claims a first in broadcasting the actual sworn testimony presented during the coroner's inquest following the discovery of the murdered girl's body.

What Station—

is the predominant station in a city whose population has increased 10.6% in only three years . . . from 153,799 to 170,153 . . . and is still growing.

Why It's **WNOX** 1010 KC CBS

5000 W Day 1000 W Night
KNOXVILLE, TENNESSEE
Scripps-Howard Radio, Inc.
Representative
THE BRANHAM CO.

'INVITATION TO LISTEN'—AND BUY

Pleases The Dealers, Promotes Sales and Boosts —WLW's Dollar Business to Record High—

DESPITE the fact that its base rate was reduced 10% to its present $1,080 per hour charge when it was cut from 500,000 to 50,000 watts power last March 1, WLW, Cincinnati, reports that current business and advance schedules already booked will give that station the largest dollar volume in its history for the 1939-40 season.

Much of the success of the station in maintaining its volume is attributed by the policy instituted by James D. Shouse, Crosley vice-president in charge of broadcasting, of steering WLW promotion away from routine channels and emphasizing direct merchandising. Instead of tieups with street car and bus cards, movie trailers and the like, WLW is concentrating on dealer contacts and dealer displays.

In its lobby is a built-in display, featuring products of one of its clients, which could not help but be seen by the 28,000 people who visited the WLW studios from mid-March to mid-May. Each advertiser is given the display for two weeks and can arrange it as he pleases. In addition, WLW is contacting dealers through its new house organ, *The WLW Buy-Way*, a six-page tabloid. Talent also is being sent on the road for local appearances.

"In addition to these efforts," Mr. Shouse reports "the WLW promotion department send out dealer letters, advising of programs and urging cooperation, and what we call Jumbo cards, carrying pictures of the talent along with a personal message. We also distribute window posters. As for promoting programs, we make courtesy announcements before a new show starts, calling attention to the time and date.

"The most effective program promotion WLW does is by way of a regularly-scheduled 15-minute broadcast twice each week, which we call *Invitation to Listen.* On these broadcasts, to which we devote as much time and thought as we do a commercial series, we feature not only music and announcements of programs heard on the station, but dramatic summaries of those programs, designed to stimulate listeners. It is our thought in presenting these programs that our sponsors are thus having their shows announced to the same potential audience that later will hear the commercial offering, and not by any other method could we hope to reach the same group of radio listeners."

Reconsidering Log Rule

(*Continued from page 12*)

pointed out, falls the greatest burden of keeping the voluminous logs. He inquired why it should be necessary to identify in the log the particular musical composition performed from a recording while the identification is unnecessary when the same number is performed by live talent.

Additional Duties

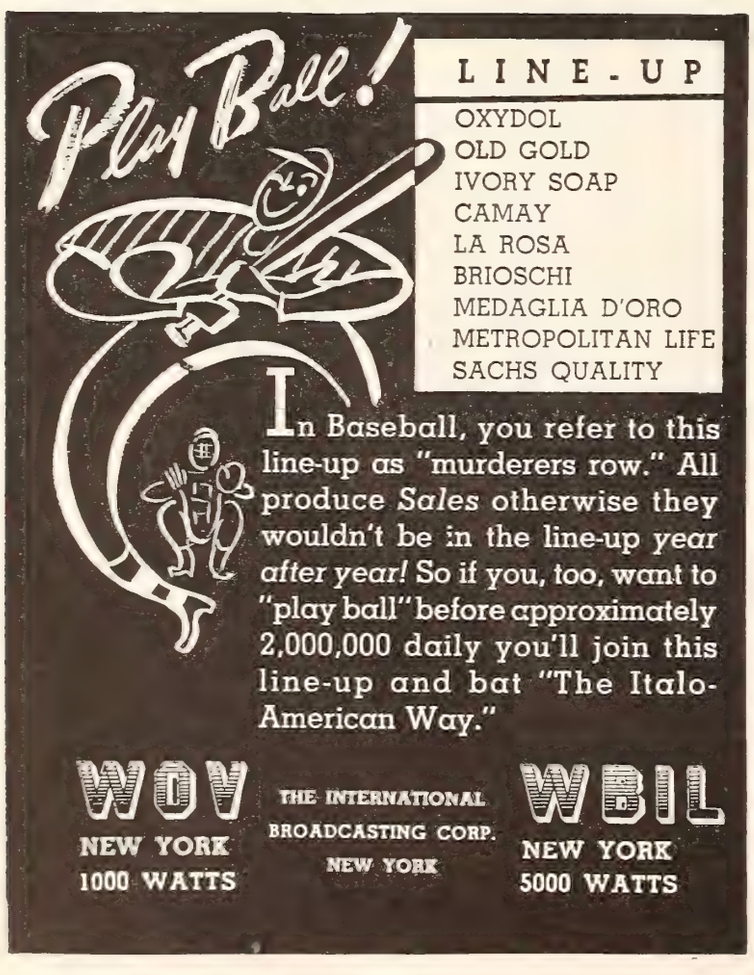
Pointing out that at many stations the announcer operates turntables, locates musical compositions in the library, announces and makes suitable notations on the log, while at others, the control operator performs these duties, he said the increased burden "may result in less efficient control". The average record runs only slightly over 2½ minutes, he explained, and the announcer or operator has little, if any, available time for additional duties.

Citing specific examples of the additional work entailed, Mr. Bennett said the FCC's initial interpretation of the rule will require some 12 to 15 separate log notations for each 15 minute program, depending on the number of commercial announcements, and more than half of these are necessitated by the requirement that each record be identified and the time of broadcast noted. In the case of a small station in the East operated 13 hours during one day, 7 hours and 20 minutes were devoted to recorded music, both transcriptions and record. Some 300 log entries are necessary for these programs, exclusive of commercial announcement entries, and about 270 of them are caused by the rule requirement.

In the case of a midwestern station, also picked at random, he said it operated 13½ hours, with 11 hours and 45 minutes devoted to transcribed and record music from its libraries. In this instance some 560 log entries are necessary, exclusive of commercial announcements, which includes approximately 300 entries caused by the rule.



ITS ONE THING to join the Elks, but quite another to be asked to join the Black Crow Lodge of the Comanche Indians — a distinction held by only two white men. Perry Ward, veteran WKY announcer, and one of Oklahoma's best known personalities was bestowed this honor in mid-July. The only other white man so honored is U. S. Senator Elmer Thomas. Shown with Ward, who was re-christened Thunderbird, is the Comanche tribal princess, Esther Riddles. The event was broadcast over WKY in a 30-minute remote pickup from the reservation at Anadarko, Okla., and included the age-old Comanche ritual.



WFBL
SYRACUSE

Cash In On This Low-Cost Live Talent Show!

THE WFBL MUSICAL CLOCK—a fast-moving, *live-talent* show—with proved listener-acceptance (requests average over 300 per week). Features two popular emcees, the WFBL Minute Men, and an 8-piece orchestra with 13 instruments. Broadcast every morning 7 'til 9, Monday thru Saturday. A few choice strips immediately available. Write or wire

WFBL
Syracuse, N. Y.
or Free & Peters, Inc.
National Representatives

WCSC, Charleston, S. C., claims a scoop in flashing news of the strike of 300 stevedores who left a banana boat lying in a local dock recently. Newspapers and other stations in the vicinity first learned of the strike from a UP bulletin out of Atlanta, while WCSC picked up the story and broadcast a flash immediately when W. W. Boddie, UP man attached to the station, was tipped off to the strike by Thelma Ferguson, WCSC receptionist, who had learned of the dock trouble while at work.

WCMI, Ashland, Ky., recently acquired by Gilmore and Lindsey Nunn, has been added to the new Southeastern group joining MBS Sept. 24. The other stations linking with the network the same day are WSIX, Nashville; WLAP, Lexington, Ky.; WGRC, New Albany, Ind.

FEE FOR RECORDS DISCUSSED BY NAB

LICENSING of stations for use of phonograph records, in the light of the RCA - Whiteman - WNEW court decision, was discussed by a special committee representing the industry in New York Aug. 10 with representatives of RCA-Victor. NAB President Neville Miller has appointed a new committee to confer with other manufacturers on the question.

Mr. Miller, John Elmer, WCBM, Baltimore, and Clair McCullough, Mason-Dixon Network, discussed the licensing plan [see page 13] with RCA officials after which it was announced further conversations would be held Aug. 22. They also conferred with officials of Decca Record Co. and Columbia Recording Co. regarding their plans for licensing stations, and made arrangements for further conferences.

The committee named by Mr. Miller to carry on negotiations with record manufacturers includes himself as chairman, Messrs. Elmer and McCullough, John Shepard 3d, Yankee Network, and Alexander Dannenbaum, Jr., WDAS, Philadelphia.

Artists Service Upheld

VERDICT upholding an NBC Artists Service contract and awarding its claim of $1,710 for commissions was rendered Aug. 7 in Los Angeles Superior Court in a suit against Willis Cooper, Hollywood writer. At the same time the court set aside a counter suit filed by Cooper asking $10,000 on charges of misrepresentation. Decision is expected to have precedent bearing in Hollywood on numerous contracts entered into by artists and network agencies outside of California by establishing legal aspects of such pacts.

FOR SERVICES to labor, two Washington unions recently presented placques to A. D. Willard Jr., general manager of WJSV, CBS Washington outlet, and Albert N. Dennis, commentator. The citations praised the weekly WJSV feature, *Labor News Review*, conducted by Dennis for more than six consecutive years, and thanked Manager Willard for "courtesy and consideration" shown labor by WJSV. The placques were presented by representatives of the Brewery & Yeast Workers Local No. 48 and the Beer & Soda Water Drivers Local No. 67.



Poor Moore

WHEN Carl Moore, of WEEI, Boston, was summoned to court to answer a traffic violation charge recently, the judge asked if he was the fellow heard on the radio by the magistrate every morning. "Guilty, your honor," answered Moore, adding whimsically, "But I didn't know anyone listened so early." "Well," said the judge, "when I'm cured of insomnia, I'm going to send you up for life. Case dismissed!"

License Fee Plans

(*Continued from page 13*)

the fee to the copyright proprietor of the musical selection, have not been fully worked out, according to Mr. Mackay, but will probably be completed within the next few weeks, and certainly before the licenses become effective on Oct. 1, he stated.

Mr. Early also wrote on that date to all RCA recording artists, notifying them of the proposed plan "to pay a portion of the net resulting fees . . . to the artists whose performances are recorded on our records used by radio stations." Letter suggests to these artists that while the plan is being worked out "it will be in their own best interests to await our further announcement . . . and that in the meantime they do nothing which might preclude them from dealing directly with us."

Following RCA's lead, Decca Records has also notified stations of its intention of licensing them to broadcast its records, and artists that these fees from stations will be split with them. In a letter to all broadcasters, sent Aug. 10, Jack Kapp, president of Decca, says, "We are formulating a plan which will make the bulk of our catalogue of Decca records available to radio broadcasters, subject to certain reasonable restrictions and upon payment of a fee. Details of the plan will be available and will be sent to you in the near future." Letter adds that the license will apply also to Champion records and to Decca (English), Gloria, Odeon and Parlaphone records, for which Decca is sole States distributor. Decca has previously prohibited the broadcasting of its records.

In his letter to artists, also dated Aug. 10, Mr. Kapp states that Decca hopes to put its plan of licensing broadcasters into effect by Sept. 1 and that "in accordance with the terms of your contract with us, you will be entitled to a percentage of these fees in addition to the compensation which you have already received or are now receiving from us."

Possibility that the American Federation of Musicians will want its members to share in the fees collected for the broadcasting of phonograph records, against which they have long and bitterly protested, is foreseen by broadcasters, who predict this question will form an important part of the negotiations for renewal of the contracts between stations and the AFM which expire in January, 1940, for network affiliates and in September, for nonnetwork stations. No statement was forthcoming from AFM headquarters, however, as AFM President Joseph N. Weber is at home ill.

Posibility of an appeal by WNEW and/or NAB was still being considered, but no decision had been reached as BROADCASTING went to press. Station, which discontinued use of RCA records following the court decision, resumed broadcasting them July 31, when RCA notified WNEW that it would not serve the injunctions authorized by the court until it had prepared a license, which would first be submitted to WNEW and that the injunctions would be served only if the station rejected the license.

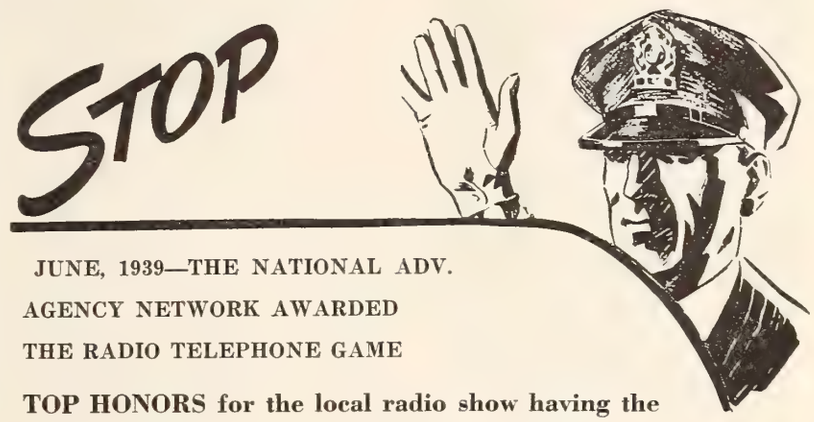
CHNS

HALIFAX, NOVA SCOTIA

ONE OF THE FINEST EQUIPPED RADIO STATIONS OF CANADA

U. S. Representatives:

JOS. WEED & CO.
350 Madison Ave.
New York



JUNE, 1939—THE NATIONAL ADV. AGENCY NETWORK AWARDED THE RADIO TELEPHONE GAME

TOP HONORS for the local radio show having the *finest production* and *merchandising features.*

LOOK AT THESE SUCCESS STORIES

LISTEN EVERYBODY LISTENS BECAUSE THIS

RADIO PROGRAM

IS SENSATIONAL

It's an air version of the most popular game that ever swept the country

LISTENERS PLAY RIGHT IN THEIR OWN HOMES

DOES NOT VIOLATE
LOCAL, STATE OR NATIONAL LAWS.

READ WHAT THESE SPONSORS SAY

Sidney Garfinkel Advertising Agency, San Francisco, California—"We feel you are interested in knowing the program is doing a very good job in Stockton. Our client reported that he has received more good out of this show than anything he has done before." (*This sponsor has been on the air for six months and just renewed for the same period.*)

Mack Baking Company, Bangor, Maine, after four months of broadcasting—"Our bread sales have increased 37%."

Schwabacher Bros. & Co., Inc., Seattle, Washington—"Greatly pleased with Goodman Telephone Game. Public response splendid. Our sales force, customers, and public all enthusiastic."

A LIVE RADIO SHOW FOR LIVE SPONSORS
For Exclusive Rights—Wire or Write

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue . . . NEW YORK CITY

Visual Images on Cape Cod

VISUAL images from NBC's W2XBS atop the Empire State Bldg. are being picked up regularly and clearly on Cape Cod, 185 air-miles from New York, according to a report reaching NBC from Dean R. Barker, radio and television engineer who operates an experimental receiving station near West Falmouth, Mass. Barker reported that he uses a home-made 21-tube set with a 5-inch kinescope, a portable 40-foot mast and a two-element antenna beam. His explanation for the unusual reception distance is that the W2XBS signals travel almost exclusively over water from the transmitter to West Falmouth.

A GOOD SPOT
FOR TEST CAMPAIGNS

99% American Born White

High income groups
Both city and farms

KGVO

5000 w. Day **Missoula**
1000 w. Night **Montana**
CBS Affiliate

Covering that territory
between Butte and Spokane

Television News Notes

Don Lee Transmitter

WITH THE FCC assigning new frequencies to W6XAO and granting Don Lee Broadcasting System permission to move its television transmitter from downtown Los Angeles to a new 23-acre site overlooking Hollywood, construction of the new unit-type building to house equipment and studios was expected to get under way shortly. It will be a reinforced Class A structure and move is to involve an expenditure of nearly $1,000,000 before work is completed early next year, according to Thomas S. Lee, president. Proposed telecasting site is atop Hollywoodland and will be known as Mount Lee, in memory of the late Don Lee, founder of the network. Los Angeles City Planning Commission recently approved a petition to move the station to the new site. The new frequency band assigned is 44-50 mc. in lieu of the former assignments on 42-56 and 60-86 mc. W6XAO, started in 1931, is the only television station in the 11 western states and services about 600 sets in the southern California area, on a daily schedule.

RADIO WRITERS GUILD has arranged for a meeting of its members on Sept. 7 in New York, at which time the new constitution recently adopted by the west coast section of RWG and approved by the Authors' League Council will be brought up for approval.

Midwest Video Exhibits

WLS, Chicago, is conducting a television demonstration at the seven-day state fairs of Illinois and Indiana, at Springfield, Ill., Aug. 12-19, and at Indianapolis, Sept. 2-9. RCA iconscope cameras, transmitters and receivers will be used in the daily exhibitions from 10 a. m. to 10 p. m. Special studios have been constructed in the Arts buildings and the transmission is piped to seven RCA television receivers in adjacent rooms. In addition to WLS radio artists, persons from the audience will be televised and each will receive a WLS certificate indicating that he participated in the first State Fair experimental television. WLS has carried on an extensive promotional campaign in connection with the demonstrations. More than 1500 editors of Illinois and Indiana newspapers have been invited to the television show. Banners and posters will be widely used in the fair grounds. Demonstration expenses are shared by WLS and *The Prairie Farmer*.

* * *

Tennis Telecasts

FIRST AMERICAN telecasts of tournament tennis were put on by NBC during the Eastern Grass Court Championships, at the Westchester Country Club, Rye, N. Y., the afternoons of Aug. 9 to 12. Portions of the matches were telecast on the first three days and the complete finals on Sunday, with Jack Fraser as commentator. These tennis visual transmissions were the first public demonstration of two-camera pickups of an outdoor event, the addition of the second camera to the network's mobile unit allowing the field crew to focus one lens on the complete court and to use the other for close-ups of contestants.

* * *

New NBC Video Schedule

WHEN NBC's television station in New York, W2XBS, resumes its regular schedule on Aug. 28, a weekly telecast of a full-length feature film will be added to the previous schedule. New weekly program list will include four evening programs, live talent studio presentations on Tuesday, Thursday and Friday, and the movie on Wednesday; four noontime hour variety shows of live and film entertainment, and three afternoon programs of outdoor events televised by the mobile unit. Total of about 12 to 15 hours a week is indicative of the rapid growth of television since May 1, when NBC began regular program service with a schedule of two hours weekly.

Video Technicians

MOVEMENT has been launched in Hollywood by George H. Seward, president of the Hollywood Television Society, to form a nationwide technical organization, the Television Engineers' Institute of America. Local chapters will operate in localities where there is interest in television and allied sciences. Executive offices are also to be established in New York and Washington as well as Hollywood. At the present time 14 cities, more than half on the West Coast, are served with television broadcasts, according to Seward. Hollywood Television Society was formed in 1936 to provide free television information to those interested. Although local in its operation, the Society has received national recognition as being the only one of its kind.

* * *

Music Merchants See Video

TELEVISION was demonstrated by RCA to the 4,000 members of the National Assn. of Music Merchants attending their annual three-day convention, at Hotel New Yorker, New York, Aug. 1-3. A "jeep" demonstration unit with several receivers was set up in the hotel. RCA dedicated its *Magic Key* program July 31 to the NAMM, and also that week telecast a musical program produced by the Storytone, new electronic instrument combining the music of a piano, radio and phonograph, developed by RCA in cooperation with Story & Clark Piano Co.

* * *

20th-Fox Bans Video

TELEVISION has been added to sound broadcasting as outlaw territory for actors under contract to 20th Century-Fox Film Corp., according to Herman Wobber, general sales manager of the film company. Speaking at a convention of exhibitors at Gloversville, N. Y., on Aug. 2, Wobber stated his company "will do everything possible to keep stars that belong to films and that were made by moving pictures from appearing on radio and television programs."

* * *

Television in Colors

FIRST demonstration of television in natural colors was held Aug. 2 at the Baird Television Corp. laboratories at Sydenham, England, for representatives of the daily and technical press, according to word received by I. C. Javal, company's commercial director, who is headquartered at 1600 Broadway, New York. Cable stated that a color photograph of King George was received on a large screen with "full color and perfect definition".

* * *

Television Handbook

NEW television handbook, "Look & Listen", covering the development, construction and operation of contemporary television apparatus, written by M. B. Sleeper, has been published by Norman W. Henley Publishing Co., New York [$1 spiral-bound paper, $1.50 cloth]. Fully illustrated, the volume also includes instructions, charts and diagrams for students, experimenters, set builders and servicemen.

SWITZERLAND's recently completed Schwarzenburg shortwave station, which was testing for 25 kw. operation for North and South American, African and Asiatic reception and which was to have been inaugurated Aug. 1, was destroyed by fire recently.



Radio-wise men and organizations take a look at the prosperous Oregon Market. They take another look at listener preference surveys . . . They take a third look at sales records made by the Oregonian's radio stations KGW and KEX . . . Then they do as the George B. Wallace Company did when they faced the job of introducing the new Studebaker Champion in Portland, in Oregon and Southern Washington.

Mr. Wallace, Studebaker distributor, tells the story of what happened. *"We elected to use KGW as a major factor in announcing the new Studebaker Champion. We expected to make many sales in this market and our expectations have been handsomely realized. I also wish to express our appreciation of your very excellent service and help in making our campaign the success it is."*

Moral—What KGW and KEX is doing for others it can do for you.

KGW 620 KC 5000 WATTS DAYS 1000 WATTS NIGHTS NBC RED

RADIO STATIONS OF THE **OREGONIAN** PORTLAND • OREGON

KEX 1180 KC 5000 WATTS CONTINUOUS NBC BLUE

National Representatives—EDWARD PETRY & CO. INC.
New York Chicago Detroit St. Louis San Francisco Los Angeles

KFRU

COLUMBIA, MISSOURI
A kilowatt of power on 630 kc. daytime with 500 watts at night.
A Sales Message over KFRU Covers the Heart of Missouri

Big Stores Unite In Video Company

Bloomingdale and Abraham & Straus Look to Future

FORSEEING television as "a dramatic new supplement to our present media of advertising and publicity," two New York department stores, Abraham & Straus and Bloomingdale Bros., have formed a subsidiary company, Metropolitan Television, for the specific purpose of transmitting television programs, and have in its name applied to the FCC for a construction permit to erect a television station in New York. Site of the new station, if the license is granted, will be an uptown hotel, probably the Pierre.

President of the new company is Walter Rothschild, president of A & S. Vice-presidents are Harry A. Harry and I. A. Hirschmann, of Bloomingdale's and Robert E. Blum, of A & S; secretary is David M. Freudenthal, Bloomingdale's, and treasurer is Kenneth C. Richmond, A & S. Allen B. DuMont Laboratories are listed as consulting engineers and will supervise construction of the transmitter.

Studies English Methods

Mr. Hirschmann, who sailed on the *Ile de France* Aug. 8 for an English vacation, will devote much of his time in London to studying the television practices of the BBC and will also confer with Gordon Selfridge Jr., of Selfridge's Department Store. Bloomingdale's has already pioneered in department store television merchandising in this country, staging a millinery fashion show on April 26 in cooperation with American Television Corp., which installed in the store a central studio connected by wires to receivers located throughout the store, enabling shoppers in a number of different sections to see the merchandise being televised.

Stating that television will not replace but will go "hand in hand with newspaper and radio merchandise advertising" and that it offers "a fresh new field for the sale of goods and ideas", Mr. Hirschmann said that "it is our intention to study and formulate techniques for the sale of goods, particularly in stores. We are experimenting at present with movie shorts which will be the phonograph records of television for repetitive use and economical programming. Motion picture companies and newspapers will welcome television rather than oppose it, for here is a major field for exploitation in their respective fields."

Plow Pushers

FIRST interstate plowing contest in the United States is scheduled for Sept. 23 at Mitchellville, Ia., Sept. 23 under auspices of WHO, Des Moines, according to Herb Plambeck, WHO farm news editor and director of the contest. Known as the Corn Belt Plowing Match, the affair is planned as an annual event by WHO, which offers $500 in prize money. Cooperating with WHO in conducting the contest are practically farm organizations in Iowa.

Video Channels To Be Identified by Number

TELEVISION channels will be identified by number rather than by actual frequency to simplify procedure under an amendment to FCC rules governing experimental television stations made public Aug. 3.

Section 43.13 (a) of the television rules was amended to set up the television bands in three separate groups for experimental operation. Group A will cover the seven channels in the band 44,000 to 108,000 cycles. Group B will cover the 12 channels in the band 156,000 to 294,000 kilocycles. These channels, each 6,000 kc. wide, will be numbered chronologically from "Channel No. 1" through "Channel No. 19". A third group, Group C, will cover any 6,000 kc. band above 300,000 kc., excluding the band 400,000-401,000 kc.

The channel designations are as follows:

Group A: Channel No. 1—44,000-50,000 kc.; Channel No. 2—50,000-56,000 kc.; Channel No. 3—66,000-72,000 kc.; Channel No. 4—78,000-84,000 kc.; Channel No. 5—84-000-90,000 kc.; Channel No. 6—96,000-102,000 kc.; Channel No. 7—102,000-108,-000 kc.

Group B: Channel No. 8—156,000-162,000 kc.; Channel No. 9—162,000-168,000 kc.; Channel No. 10—180,000-186,000 kc.; Channel No. 11—186,000-192,000 kc.; Channel No. 12—204,000-210,000 kc.; Channel No. 13—210,000-216,000 kc.; Channel No. 14—234,000-240,000 kc.; Channel No. 15—240,-000-246,000 kc.; Channel No. 16—258,000-264,000 kc.; Channel No. 17—264,000-270,000 kc.; Channel No. 18—282,000-288,-000 kc.; Channel No. 19—288,000-294,000 kc.

Group C: Any 6,000 kc. band above 300,-000 kc., excluding the band 400,000-401,000 kc.

TELEVISION PERMIT IS SOUGHT BY WOR

FIFTH application for a television station in the New York area has been filed by Bamberger Broadcasting Service, operator of WOR, Newark. If the license is granted, the television transmitter will be located in the upper stories of 1450 Broadway, New York, where WOR's facsimile and high frequency transmitters are already situated and adjoining the building containing the studios of WOR. While not as high as the Empire State Tower in which NBC's television transmitter is located, nor the Chrysler Tower in which CBS is now installing its television equipment, the quarters at 1450 Broadway are 511 feet above sea level. high enough to serve the entire metropolitan area, WOR believes. Application, filed Aug. 3, calls for a 1000-watt transmitter to operate in the 84-to-90-megacycle band, for experimentation in both engineering and program techniques. Present plans call for the use of RCA equipment.

* * *

Light Control Balcony

A LIGHT control balcony is being erected in Studio 3-H, NBC's chief television studio in Radio City, New York, which is also being equipped with many more of the Eddy lighting units during its August overhauling. A new device will enable the operator to cut out half of the lights on each unit during rehearsals, lessening the light and heat without disturbing the relative light distribution on the set.



FINCH FACSIMILE
—A NEW MILEPOST
IN BROADCASTING!

- The use of Finch Facsimile by fifteen nationally-known broadcasting stations signalizes a new era in radio. It points the way to a new source of revenue that can be capitalized by all stations . . . regardless of size or location.
- With Finch Facsimile you can reproduce a full-size tabloid newspaper right in your listeners' homes. Anything that can be printed, photographed, drawn or written can be transmitted and received by Finch Facsimile equipment. News bulletins, pictures and advertisements are handled with equal ease and facility at the amazing speed of eight full pages per hour!
- Finch Facsimile can be added to your station equipment at surprisingly low cost. Write for Bulletin "B" which shows how you can bring this outstanding new radio development to your service area.

When in New York be sure to see Finch Facsimile in action. It will be a pleasure to give you a special demonstration by appointment.

—FINCH—
TELECOMMUNICATIONS
LABORATORIES Inc.
1819 BROADWAY NEW YORK, N. Y.
Plant and Aircraft Laboratory,
Bendix, N. J.

CFCF
MONTREAL

first
IN
CANADA'S
RICHEST
MARKET

Consistently fine radio entertainment, Sportscasts and Newscasts by Transradio have combined to place CFCF in front of all other Montreal stations. CFCF can build sales for you.

CFCF and Short Wave CFCX
owned and operated by
CANADIAN
MARCONI
COMPANY

Representatives:
CANADA
All Canada Radio Facilities
U. S. A.
Weed & Company

NBC Affiliate

KSTP
Northwest's Leading Radio Station
50,000
WATTS SOON
LOWEST COST
PER LISTENER IN
TWIN CITIES AREA
Basic Red Network


MINNEAPOLIS SAINT PAUL

(U.P.)
THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE
UNITED PRESS

CFCF
dominates a
BI-LINGUAL
AUDIENCE
of over
1,000,000

If 25%
OF ALL THE PEOPLE
GET ALL THEIR NEWS
FROM **RADIO**
(As August Fortune Indicates)
- - - - - - - - - and if
LISTENERS put as
much **FAITH** in radio
news as Fortune's
study shows - - - then
that makes
ERLE SMITH
on **KMBC**
a terrific radio buy,
because our latest
Survey proves again
that the bulk of the
Kansas City audience
is with him every
time he's on the air!
Ask **Free & Peters**
about one of these spots:
5:45 AM 7:15 AM
5:45 PM* 9:30 PM
*6:00 PM after daylight saving
KMBC
OF KANSAS CITY
The Program Building and Testing Station



PRESENTING a certificate, which made the *Mrs. Tucker's Smile* program a charter member of the WFAA 1,000 Broadcasts Club, to Arthur Hopkins, president of Interstate Cotton Oil Refining Co., Sherman, Tex., sponsor of the program, Martin B. Campbell (left) general manager of WFAA, Dallas, helped celebrate its 1,000th consecutive studio broadcast over WFAA on July 26. Looking on contentedly are Wilson Crook (third from left), president of Crook Adv. Agency, Dallas, and Alex Keese (right), regional sales manager of WFAA. The presentation was made at a luncheon given by the WFAA management immediately after the 1,000th broadcast, which made it the oldest continuous studio commercial in Southwestern radio, according to WFAA.

Better Disc Productions Sought for Australians

IF HOLLYWOOD transcription producers plan to continue their output of transcribed shows for the Australian market, they must improve quality to meet the increase in live production now under way in that country, according to S. Benjamin Dobbs, managing director of J. Walter Thompson Co., Sydney, Australia, who arrived in Hollywood Aug. 8, en route to New York for conferences with agency executives.

In a conference with Danny Danker, the agency's Hollywood vice-president in charge of radio, he discussed possibilities of increased live talent shows in Australia, and also cited statistics concerning productions now on schedule.

"Although 90% of the programs at the present time are transcribed, through a close-knitted working arrangement with our New York and Hollywood offices, we have been able to produce live programs in Australia that have awakened advertisers to the efficacy of local production," Dobbs said. "Of the transcribed programs, a greater portion of them are dramatic, and 75% of these have been produced in Hollywood. We are gradually cutting down this figure, replacing them with live talent production. Our greatest lack at this time is production ability".

Wheatena's Serial

WHEATENA Co., Rahway, N. J., will start a dramatic serial on NBC-Red this fall as a half-hour Saturday morning program for Wheatena cereal. Program, *Hilda Hope, M.D.*, is aimed at the large morning audience which on Saturday has no serial shows to follow, most of these programs being broadcast on a Monday through Friday basis. Sponsor will also begin using news broadcasts on WOR, Newark, in October, starting on a twice-weekly basis Oct. 3, from 4 to 4:15 p. m., and switching to three times a week, from 8 to 8:15 a. m., on Oct. 16. Agency is Compton Adv., New York.

Late Personal Notes

ROY E. BLOSSOM, since manager of WFBM, Indianapolis, is leaving the broadcasting business to return to the electric utility business. On Aug. 1 WFBM Inc. took over the station from the Indianapolis Power & Light Company, and it is now under the active management of Jesse L. Kaufman. Mr. Blossom has been made secretary and treasurer of the Indiana Electric Association, composed of all the electric utilities in the state.

CHET MITTENDORF, for the last six years sales manager of KFWB, will head a newly created department under Jack Gross, new sales manager [page 46]. He will be in charge of his own sales and production unit, handling independent programs for the station, from sales and merchandising through to broadcast.

HARBEN DANIEL, commercial manager of WSM, Nashville, will leave that post this autumn to become manager of the new WSAV, Savannah, Ga. The FCC recently authorized him to acquire part interest in the station [BROADCASTING, Aug. 1]. He will also resign as chairman of the sales directors of the Sixth NAB District.

JOHN A. HOLMAN, general manager of WBZ-WBZA, Boston-Springfield, who is a captain in the Army Signal Corps Reserve, is spending the last two weeks of August at the Plattsburg (N. Y.) training camp.

E. R. VADEBONCOEUR, veteran newspaperman, is to join WSYR, Syracuse, N. Y., as director of news and special events.

LEW LONDON, announcer of WPEN, Philadelphia, is to marry Edith Corday, professional model, Sept. 10.

LARRY HARDING of the CBS production department underwent a tonsillectomy Aug. 9 at St. Luke's Hospital, New York.

DR. VLADIMIR ZWORYKIN of RCA, on Aug. 10 landed in Naples, Italy, from a European vacation.

LINCOLN SIMONDS, of the Texas State Network sales department, on Aug. 5 underwent an operation for glaucoma of the right eye, and is confined to the hospital.

BURTON ADAMS, formerly chief clerk of the NBC stations relations department, on Aug. 14 joined McCann-Erickson, New York, as assistant timebuyer. He is succeeded by Tom Campbell, formerly receptionist in station relations.

Pearson Protests Net's Retraction

Threatens Suit When Hoover Apology Plea Is Granted

TWO public apologies were recently made on NBC networks during programs which originated from its Chicago studios. Drew Pearson, Washington columnist, appeared in late July as a guest on *The Inside Story* and the University of Chicago *Round Table* programs. On the first program, he allegedly remarked that Senator Tydings of Maryland was diverting WPA labor to a private use. The statement went out on the eastern half of NBC-Blue network, was retracted on the rebroadcast.

On July 31, Mr. Pearson participated in the *Round Table* broadcast on NBC-Red network and allegedly said that former President Herbert Hoover "had men buying up southern delegates". The statement was retracted on the Aug. 6 broadcast of the *Round Table*.

Retraction Made

Frederic Woodward, vice-president of Chicago U., issued this statement which was read on the air: "On behalf of the University of Chicago and its *Round Table*, I wish to express regret that a statement was made last Sunday with respect to former President Herbert Hoover, which we believe was untrue. It was stated, with reference to the next Republican national convention, that Mr. Hoover 'has men down in Louisiana and Mississippi buying up the delegations down there'. That statement should never have been made. We have ample assurance that it is absolutely untrue." Mr. Woodward's statement explained that the remark was extemporaneous and that it was not included in the published transcript of the *Round Table*.

In Washington Mr. Pearson disclosed that he was bringing legal proceedings against Mr. Woodward for the apology, which he called "a damaging statement". "It is significant," Mr. Pearson said, "that Mr. Woodward, an old friend of Mr. Hoover's, stepped into a situation which did not concern him and regarding which I told the University I would take full responsibility." He added that it was also "significant" that Mr. Hoover had made no protest to him personally, but had directed it instead to Mr. Woodward.

Meanwhile Senator Neely (D-W. Va.) and Rep. Fries (D-Ill.) publicly protested the apology and backed Pearson in his statement about the former President's activities, sending wires to both NBC and Chicago U. Senator Neely declared in a telegram to NBC that the network should have commended Pearson "for turning on the light instead of apologizing for his courageous deliverance in this matter."

Testing New Gum

AMERICAN CHICLE Co., Long Island City, is running a test announcement campaign for Adams Lurals, a new antiseptic chewing gum, on WNBF, Binghamton. National plans have not been perfected, according to Badger and Browning & Hersey, New York, agency for the account.

Army's Biggest Maneuvers in History Given Intensive Broadcast Coverage

RADIO is getting its first chance to demonstrate its wartime value in keeping the public abreast of military events as networks and individual stations throughout the Eastern United States cooperate with military authorities in covering the Army maneuvers now under way at Plattsburg, N. Y., and Manassas, Va.

To assist radio in giving complete and immediate coverage, a special department of radio information, separate from that serving the newspapers, has been established by the Army's public relations division. Capt. J. F. Glavin has charge of radio publicity. Capt. Dorsey Owings of the Officers Reserve Corps, president of Portable Electric Power, New York battery manufacturer, and Maj. John A. Holman, ORC, general manager of WBZ-WBZA, Boston, will assist Capt. Glavin.

Regular news bulletins, especially condensed and prepared for broadcasting, will be sent by airmail and by the radio press services to more than 100 stations in the Northeast. Television coverage of the maneuvers has also been arranged through the placement of sound motion picture cameras at strategic points. The films will be flown to New York by Army airplanes for telecasting within a few hours of the events photographed.

Largest Maneuvers

Announcements of the maneuvers are included in the NAB Bulletins for Aug. 10, 17, 24 and 31, requesting member stations to cooperate by broadcasting the news bulletins and also by arranging special local programs in cooperation with veterans' organizations and other patriotic groups.

While details are necessarily being kept secret by Army officials, it is understood that military radio will be given a thorough test, each unit being equipped with pack transmitter-receivers for communication between front lines and field headquarters. Motorcycle runners will similarly make use of two-way radio. Each Army will also make full use of radio in laying down a barrage of propaganda into enemy territory and each will also attempt to blot out any counter propaganda leaking into its own country.

Largest peacetime maneuvers ever held in the United States, these war games, from Aug. 13 to 27, will enlist some 75,000 officers and men of the Regular Army, National Guard, and Organized Reserves. Troops from the New England states, New York, Delaware, and New Jersey are gathered at Plattsburg, while Manassas is headquarters for the soldiers from Pennsylvania, Virginia, Maryland and West Virginia.

Broadcast coverage of the maneuvers began Aug. 4 when WOL, Washington, and WBAL, Baltimore, carried a discussion of the maneuvers by Army officers, and will continue until the completion of the war games. On Aug. 6 the Inter-City network broadcast a program outlining the objectives of the maneuvers. On Aug. 13 NBC and CBS broadcast addresses by Lieut. Gen. Hugh A. Drum in command of the First Army, and Maj. Gen. J. K. Parsons, head of the Third Corps. Aug. 14 CBS broadcast a description of the Manassas "front".

NBC on Aug. 19 will present a typical wartime program of army camp entertainment furnished by the officers and men in camp at Plattsburg. On Aug. 20 CBS will broadcast a military church service, including talks by a Catholic, a Protestant and a Jewish chaplain on the subject of "Religion in Crisis".

On Aug. 22 CBS will broadcast a program of informal interviews by Bob Trout with the Plattsburg troops. Descriptions of the maneuvers in working out the tactical problem presented to the troops will be broadcast by both CBS and NBC on Aug. 24 and 25. Daily programs during the complete period will be broadcast by WMFF, Plattsburg.

Recordings to Be Made

WMCA, New York, has arranged to have a mobile recording unit with the troops on Aug. 22-24, the records to be flown to New York each day and combined into a half-hour documentary program for broadcast that evening. Hal Janis will direct production of these field recordings, accompanied by Frank Marx, engineer, and Leon Goldstein, publicity director of the station, who will give the commentaries.

NBC staff covering the maneuvers will be headed by J. Harrison Hartley of the network's special events division, and will include George Hicks, Gene Hamilton and George Putnam, announcers; Max Jacobson, Don Whittemore, John Larsen, John Fricker and Andrew Thomson, engineers; Edwin Curtin, William Miller and Robert Fraser of the press department, and Howard L. Nussbaum, producer. Charles A. Wall, assistant to the treasurer of NBC, is assistant Chief of Staff of the First Division in charge of plans and operations.

CBS staff covering the war games is headed by Bill Dunn in charge of production and Bob Trout as chief announcer. Other announcers are John Reed King and George Putnam. Bob Thompson heads the engineer group, which includes Robert Anderson, Sidney Bergere, William Busch, Alfred Siegler, Frank Sosebee. The CBS contingent also includes John Charles Daly, of WJSV, Washington.

Equipment

WJSV, Washington, recently let building contracts totalling $87,257 for construction work on its new 50,000 watt transmitter to be located at Wheaton, Md. The George Martin Construction Co., Washington, was awarded the building construction contract, amounting to $53,600, while another contract for three guyed 340-foot towers, aggregating $33,657, went to Blaw-Knox, according to A. D. Willard Jr., general manager of the CBS Washington outlet. The new transmitter plant, to cost about $275,000, is to be Western Electric equipped throughout, the transmitter apparatus amounting to more than $125,000. Building construction is expected to be finished within 90 days, and 50,000 watt operations probably will start before the first of the year.

WFAA, Dallas, has purchased RCA facsimile equipment for transmissions of a special facsimile edition of the *Dallas News*, to begin as soon as installation is completed. Station recently secured an assignment of 1,000 watts on 25250 kc. [BROADCASTING, Aug. 1]. RCA reports that other newspaper-owned stations using its equipment are WBNS, *Columbus Dispatch;* KSD, *St. Louis Post-Dispatch;* WBEN, *Buffalo News;* KFBK, Sacramento, and KMJ, Fresno, McClatchy Newspapers.

RCA MFG. Co., Camden, has published a descriptive circular on its new RB-2 pack transmitter, along with catalogue description and specifications for the 303-A frequency-limit monitor, 304-A cathode-ray oscillograph, MI-7823 UHF antenna, and RCA facsimile equipment.

WWSW, Pittsburgh, has purchased an RCA 250-G transmitter, subject to a grant by the FCC of its application for increased power. KPAC, Port Arthur, Tex., has purchased an RCA 1-G 1,000 watt transmitter.

WCOS, newly-authorized station in Columbia, S. C., has purchased an RCA 250-D transmitter of 250 watts output.

WJJD, Chicago, has installed Collins high-fidelity amplifiers and has rewired its studios throughout. New mixing and switching panels and a new signal system were installed by Chief Engineer W. G. Gunther and Hilton Remley.

WING, Dayton (formerly WSMK), has installed a new Collins 500-watt transmitter, along with new studio and control room equipment.

AN ADDITIONAL shortwave was granted by the FCC Aug. 8 to WSLR, of the World Wide Broadcasting Corp., Boston. Now using 11730 and 15130 kc. in the international service, it was also assigned 25600 kc.

Relay Power Change

AMENDMENT of its rule governing relay broadcast stations assigned to two categories of frequencies, whereby the limitation on power is entirely eliminated, was announced Aug. 2 by the FCC. Section 41.05 (c) was revised so that relay stations assigned to frequencies in group H, covering amplitude modulation and Group I, covering frequency modulation, will be limited to use of power output "not in excess of that necessary to transmit the program." The rule in its original form limited power to 50 watts peak, with 10 watts specified where interference might be caused. It is expected under the revised rule that power as high as 100 watts will be authorized. The frequencies involved range from 132,000 to 138,000 kilocycles.

Doctor's Service Denied

HOLDING that the applicant "contemplates a service to a portion of a special class and is unaccompanied by any developed plan insuring equality of opportunity for its use by any entire class," the FCC has denied an application of Sherman C. Amsden, doing business as the Doctor's Telephone Service, New York City, for an emergency radio station to operate with 500 watts on 31180 kc. The proposed service would provide a "paging service" for subscribing doctors, but the Commission stated that no frequencies are assigned for the purpose.

U. S. BUREAU of Standards has published the annual report of its radio section in mimeograph form, and it is available upon request from Washington headquarters. It details, among other things, the Bureau's work on frequency standards and its regular service of standard frequency dissemination from its transmitting station WWV, Beltsville, Md.

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•

Yes — PLOP your campaign all over Montana by using—

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You get 1FI, Helena, as a bonus station whether "spot" or NBC.

WBAL

means business in Baltimore

FTC Stipulations

THE Federal Trade Commission has ordered Knox Co., Los Angeles, to cease certain claims for its Cystex. Vadsco Sales Corp., Long Island City, has agreed to cease certain claims for its Deletrez Cleansing Cream. Miles Laboratories, Elkhart, Ind., has stipulated that it will cease certain claims as to the therapeutic effects of Alka-Seltzer. Philip Morris & Co., New York, has been charged with dissemination of misleading representations in the sale and distribution of Philip Morris, English Oval, Player's Navy Cut and Marlboro cigarettes. Statements about location of factories, years in business and other claims are allegedly misleading.

P & G in Canada

PROCTER & GAMBLE, Cincinnati (Oxydol), has started *The Gospel Singer*, five-weekly quarter-hour transcriptions on the following Canadian stations: CKY CJCA CKCK CFCF CHNS CJCB CFCY CFNB CHSJ CBO CFCN. The firm is also using five weekly discs of *Kitty Keene* on CFRB, Toronto. Blackett - Sample - Hummert, Chicago, handles the account.

Conference Speakers

AMONG business leaders scheduled to speak at the 11th annual Boston Conference on Distribution, to be held Oct. 2-3 at the Hotel Statler in Boston, are Paul Hollister, executive vice-president, R. H. Macy & Co.; Don Francisco, president, Lord & Thomas, New York, and Harry Boyd Brown, national merchandising manager, Philco Radio & Television Corp.

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CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Engineer-press operator progressive local. Handle 40 W. P. M. C. W. Give references, complete details, recent photo. Box A476, BROADCASTING.

Complete station personnel, 1000-watt station, middle west: full particulars must be stated. Box A455, BROADCASTING.

National Radio Employment Bureau wants experienced salesmen, announcers, operators and other employes, except talent. Complete information free. Paramount Distributors. Box 864, Denver, Colorado.

Situations Wanted

Attention Station Owners: Station manager with real organizing and re-organizing ability accustomed bringing tough ones out of red, offers; higher grosses, real programming, result getting promotions, and profitable merchandising plans, along with efficient management. Sober, industrious, ambitious, personable, forty, married, employed. Box A456, BROADCASTING.

Operator, First Class Telephone, Second Class Telegraph. More than a year's experience in commercial broadcast station as operator-announcer. Five months at sea. Will go anywhere. Box A470, BROADCASTING.

Station Manager: Has built and managed two successful stations. Knows radio from every angle. In the business since 1924. Young and has sound ideas that sell. Specialized in the sales field for past six years. Desires to locate with a new or established station as general manager or sales-manager. Free to travel. Available on short notice. Box A477, BROADCASTING.

Continuity Writer—University graduate, major in English. Experienced in both continuity and dialogue. Thomas Flynn, 204 Morgan, Collingswood, N. J.

Salesmanager . . . Outstanding twelve years' record successful advertising selling metropolitan areas desires connection with progressive station. Single. Age 34. Irish. References. Go anywhere. Desires reasonable salary or drawing account. Box A461, BROADCASTING.

Announcer-Engineer, single, desires change. Programming experience. Capable. Efficient. Reliable. References. Box A464, BROADCASTING.

Salesman Available—Ad-man. Sells anything. Excells in Radio. Recently with huge newspaper. Unencumbered. Prefers North. Box A465, BROADCASTING.

News! Thoroughly experienced newscaster, editor, commentator. Background advertising, travel. Now employed, seeking better opportunity. Ten years in radio. Can also handle interviews, special features, continuity. Transcription available. Box A478, BROADCASTING.

Versatile station manager concentrating on sales. Desires greater opportunity beginning September 1. Box A457, BROADCASTING.

Experienced radio comedian who can write, announce and sell. I get results. Reliable references. Box A458, BROADCASTING.

Engineer — Competent Experienced. Telephone and telegraph licenses. Graduate Dodge's Radio. Consider anything. Box A460, BROADCASTING.

Engineer. Five years experience desires job with progressive organization. Transmitter, control board, maintenance and network experience. Best references. Prefer Texas, Oklahoma, Arkansas, or any nearby states but will go anywhere if the right opportunity. Box A450, BROADCASTING.

Continuity Manager. Knows the ropes. One job five years; desires change. Box A468, BROADCASTING.

Situations Wanted (Cont'd.)

Nationally-Known Lecturer, Fellow Royal Geographical Society (London), World Traveller, seeks position announcer or news commentator leading progressive station. Formerly managed large station leading British Dominion; editorial writer British and American publications. Widely travelled all continents. Extensive broadcasting experience. Available September. Box A452, BROADCASTING.

"Advertising Manager daily newspaper desires to enter commercial department small station. Box A453, BROADCASTING."

Certified Public Accountant: 15 years experience. Investigations, taxes; master of laws—Labor Law expert. Seeks permanent or temporary position. Box A454, BROADCASTING.

Experienced News Man—Seven years with wire service and metropolitan newspaper. Specialist on news writing and editing. Can give station excellent local news coverage. Also can handle publicity, special events, interviews, and promotion. Age 26 and married. Box A462, BROADCASTING.

Sports Announcer—Handle play-by-play all sports; sport commentary, recordings. Box A472, BROADCASTING.

Production Manager: Ten years experience. Three years network originations. Wants responsible affiliation with large organization. Box A467, BROADCASTING.

An experienced radio salesmanager now employed, who for years has successfully organized and directed sales forces at both network and independent stations is open for an engagement. Box A474, BROADCASTING.

Engineering executive, now employed, desires position with progressive network regional or clear-channel station in general administrative capacity. Qualifications: eight years experience as announcer, engineer, supervisor; college graduate, major in marketing; travelled. Single. References. Box A469, BROADCASTING.

"Station Executive and Chief Engineer. Ten years experience with well rounded background in Sales, Production, Engineering and general station management. Will consider assistant manager's job or chief engineer of regional station. Now employed but good reasons for changing. Furnish good references." Box A451, BROADCASTING.

Instructor-Announcer—Teach voice, speech, radio arts, commercial announcing, programming, dramatics. References. Box A471, BROADCASTING.

A capable general manager will be available who has a record of materially increasing the business of the stations he has run and in one instance of actually doubling a station's business. Box A473, BROADCASTING.

Commercial Credit Writer: Produced 20,000 in five years. Wants agency position only. In New York for interview August 30th. Box A466, BROADCASTING.

Wanted to Buy

Would like to buy, lease or manage radio station. Box A459, BROADCASTING.

Wanted: two used insulated towers 235 ft. or over. Box A463, BROADCASTING.

For Sale—Equipment

Western Electric 353 B-1 1 Kilowatt transmitter complete, also two Blaw Knox 254 ft. radiators. Box A475, BROADCASTING.

in the CONTROL ROOM

MERVYN RATHBORNE, president of American Communications Association, CIO communications union which has organized the technicians at a number of radio stations, has been appointed a member of the National Advisory Committee of the National Youth Administration by President Roosevelt.

WAYNE J. HATCHETT, chief engineer of KITE, Kansas City, has been elected an honorary member of the "IC" Club, formed by the June graduating class of First National Television, Kansas City, so members can exchange data. The club's name was taken from the Iconoscope television tube. Its president is P. S. Gubbins.

FRANK LEHNERT, engineer of WBBM, Chicago, recently dislocated a shoulder but posted a 132 golf score in the WBBM Invalid's Handicap held Aug. 7. Frank shot the 18 holes with his left hand.

HENRY POOLE, Transradio Press operator, has joined KGY, Olympia, Wash. as relief operator-announcer during the vacation season.

AL ERICSON, control engineer of WISN, Milwaukee, is the father of a girl born recently.

ELMO DARRAH, formerly of KICA, Clovis, N. M., has joined the engineering staff of KOB, Albuquerque.

WARD WILSON, former NBC engineer who turned imitator as a hobby and now plays *Beetle* on the *Phil Baker* program, was featured Aug. 9 on the *Hobby Lobby* programs on NBC-Blue, conducted by Gabriel Heatter during Dave Elman's vacation.

FORREST A. BARTLETT, Transradio Press operator at KGER, Long Beach, Cal., is the father of a boy born Aug. 4.

HERMAN GUNTHER, new to radio, has joined the engineering staff of WJJD, Chicago. His brother, W. Gunther, WJJD chief engineer, is convalescing at Bethany Hospital, Oak Park, following a serious head infection developed after a tonsilectomy.

ARSENE NADEAU, chief engineer of CHRC, Quebec, recently married Lucienne Leblond.

JAY TAPP, chief engineer of KGER, Long Beach, Cal., and Doris E. Thomson were married Aug. 6 in Holliday, Mo.

J. D. JONES, engineer of KGKO, Fort Worth, a member of the Naval Reserve, has been ordered to the Pensacola Naval Air Base for his summer duty.

BOB THOMPSON, engineer of KSUN, Bisbee, has been transferred by the Arizona Network to KOY, Phoenix, as chief engineer of the group.

Sustaining Program A Nuisance

St. Louis KWK is carrying a sustaining program which is simply a pain in the neck. It is scheduled in one of the most desirable morning quarter hours on the station's schedule and every time the program department tries to move it the telephone lines howl with disapproval. Once it was dropped entirely and you would have thought the resistance was actually organized. It was replaced after a week. The audience to the program is probably not as large as McCarthy's but it is attentive and what else is a smart time buyer interested in. Moreover, the audience is guaranteed to be of that charming sex that buys all the groceries. The name of the program is "Keep Fit to Music with Wallace". Why don't you ask either St. Louis KWK or the Paul Raymer office to give you more dope on it.

Pd. Adv.

Lent Is Given Promotion In NBC Stations Branch

WORTHINGTON C. LENT, NBC allocations engineer attached to its Washington division, on Aug. 1 was named assistant director of development and research in the stations department. He will function under C. W. Horn, assistant vice-president and director of development and research, who in turn reports to William S. Hedges, stations vice-president.



Mr. Lent

Mr. Lent joined NBC in 1935, leaving his own business as head of the General Communications Laboratories in Richfield, N. J. He was NBC's chief technical witness during the so-called network-monopoly inquiry before the FCC which began last November. Phillip I. Merryman, NBC engineer, recently was named an assistant director of development and research.

NBC Technical Group

NEW YORK STATE Assn. of Technical Employes of NBC Inc., is now the correct title of the New York chapter of the union of operating engineers employed by the network, following the receipt of its corporation charter from New York State. G. E. Stewart is chairman and C. E. Clayton secretary. The national organization, which includes chapters at Schenectady, Washington, Cleveland, Chicago, St. Louis, Denver, Los Angeles and San Francisco, as well as New York, and another New York chapter whose members are engaged in development and research, is not itself a corporation. Purpose of the incorporation, which is as a non-profit organization, is to perpetuate the organization regardless of changes in personnel.

Operators' Records

TO CLEAR up misinterpretations of its revised rules governing endorsement of service records of commercial radio operators, the FCC Aug. 9 dispatched to all stations a detailed explanation of the requirements of the regulation (Sec. 164.06) which became effective July 1. The manner in which the station licensee or his agent shall certify the service records of operators, in order to enable them to qualify for renewal of their certificates, is clearly set forth. Chief engineers of stations who do not actually qualify by virtue of practical transmitter operation, under the rules, will not be accorded operator's licenses under the rules. The text of the statement may be procured from the FCC.

CBC Rules Published

CANADIAN Broadcasting Corp. has issued in booklet form its latest regulations under the title *Statement of Policy With Respect to Controversial Broadcasting* [BROADCASTING, July 15], and is distributing the booklet to broadcasters, newspapers and advertisers.

THE U. S. Patent Office on Aug. 8 issued Patent No. 2,168,566, covering a television system, to Dr. Alfred N. Goldsmith, New York consulting engineer. On the same day it issued a patent. No. 2.168,326, covering an automatic tuning system and apparatus, to Arthur A. Collins, of the Collins Radio Co., Cedar Rapids, Ia.



FROM "blood-and-thunder" drama to a lilting tune—the needs of modern radio networks are many and varied. They present tough problems to the sound engineer.

Within the Bell Telephone System, special circuits have been developed to link the nation's radio stations. The most modern equipment and trained supervisors stand guard over sound throughout network transmission.

And the work goes on. The Bell Telephone Laboratories are constantly striving to improve the facilities and service the telephone industry offers to the radio industry.

BELL SYSTEM — AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

JULY 29 TO AUGUST 11, INCLUSIVE

Decisions . . .

JULY 31

WPG, Atlantic City; WMFF, Plattsburg, N. Y.; NEW, Moody Bible Inst. Radio Station, Chicago—Oral argument set 9-14-39.

AUGUST 1

NEW, Central Bcstg. Corp., Worcester, Mass.—Dismissed with prejudice applic. CP 1500 kc 100-250 w at request of applicant.

NEW, Hannibal Bcstg. Co., St. Louis—Denied as in default applic. CP 1310 kc 100 w unl.

MISCELLANEOUS—KARK, Little Rock, granted license increase N to 1 kw directional; KWFT, Wichita Falls, Texas, granted license new station 620 kc 250 w-l kw unl.; WPIV, Petersburg, Va., granted mod. CP trans., studio sites; WJNO, W. Palm Beach, Fla., granted CP new equip.; W6XAO, Don Lee Bcstg. System, Los Angeles, granted CP change television site etc.; WFBR, Baltimore, granted license aux. trans.; WLW, Cincinnati, granted license for equip. changes; WMAN, Marinette, Wis., granted mod. CP new station re antenna, studio sites.

AUGUST 5

MISCELLANEOUS — WMC, Memphis, granted extension temp. auth. 5 kw N; NEW, Thomas W. Watson, Endicott, N. Y., granted intervention applic. WSPR, Springfield; KGHF, Pueblo, Col., dismissed with prejudice applic. move trans., increase power, new radiator; WXYZ, Detroit, dismissed without prejudice applic. CP 5 kw D & N.

AUGUST 8

APPLICATIONS GRANTED:

NEW, Hiawathaland Bcstg. Co., Sault Ste. Marie, Mich.—CP 1200 kc 100-250 w unl.

NEW, Travelers Bcstg. Service Corp., Hartford—CP high-freq. 1 kw unl.

WMBI, Chicago—Vol. assignment license to Moody Bible Institute of Chicago.

NEW, WOKO Inc., Albany—CP facsimile, 25050 kc. conditionally.

KNOW, Austin, Tex.—CP move trans., new equip., increase D to 250 w.

WOKO, Albany—Exp. auth. facsimile 1430 kc 2-5 a. m.

WTAG, Worcester, Mass. — CP new equip., directional antenna, increase D to 5 kw.

WSAV, Savannah, Ga.—Granted vol. assign. CP to WSAV Inc., new station 1310 kc 100 w unl.

WHAI, Greenfield, Mass.; WJLS, Beckley, W. Va.; WLVA, Lynchburg, Va.; WBLK, Clarksburg, W. Va.; KTOK, Oklahoma City; WACO, Waco, Tex.; WLAK, Lakeland, Fla.; WSJS, Winston-Salem, N. C.; WLBC, Muncie, Ind.; WEMP, Milwaukee; WCLO, Janesville, Wis.; WSBC, Chicago; WEBR, Buffalo—Granted mod. license to increase N to 250 kc.

KMJ, Fresno, Cal.—Extension facsimile.

NEW, Yuma Bcstg. Co., Yuma, Ariz.—Granted CP 1210 kc 100-250 w unl.

KHBG, Okmulgee, Okla.—Granted auth. transfer control to Mrs. Lucille Buford, Paschel Buford, Mrs. S. P. Ross, Sam W. Ross.

WXYZ, Detroit—Granted CP new equip., antenna, increase D to 5 kw.

WBHP, Huntsville, Ala.—Temporary extension license.

WALA, Mobile, Ala.—Granted CP change trans. site, radiator, increase N to 1 kw.

SET FOR HEARING—NEW, Springfield Radio Service, Springfield, O., CP 780 kc 250 w D; WROL, Knoxville, CP move trans., new equip., antenna, change 1310 kc 100-250 w to 620 kc 500 w-l kw directional N; KABC, San Antonio, CP move trans., new equip., radiator, change 1420 kc 100-250 w to 630 kc 1-5 kw; WGAN, Portland, Me., CP new equip., change 640 kc 500 w ltd. to 1390 kc 1-5 kw unl., directional N.

MISCELLANEOUS—WPG, New York, denied dismissal of WQXR exceptions; NEW, Frey & Greever, Logan, W. Va., granted auth. take depositions; KGDE, Fergus Falls, Minn., granted CP new equip.; NEW, Edwin H. Armstrong, New York, granted CP high-freq. portable; KCKN, Kansas City, granted CP new equip.; WWSW, Pittsburgh, granted CP trans. site, radiator; WIOD-WMBF, Miami, granted CP change equip.; WCLS, Joliet, Ill., granted CP move trans, studio, change equip., new radiator; WDAS, Philadelphia, granted mod. CP new auxiliary equipment; KWKH, Shreveport, La., granted mod. spec. auth. change equip.; WISE, Asheville, N. C., granted mod. CP trans., studio sites, change equip.; KPAC, Port Arthur, Tex., granted mod. CP new equip., change antenna; KYCA, Prescott, Ariz., reissued CP 1500 kc 100-250 w unl., in accordance with court decision; WOMI, Owensboro, Ky., denied rehearing of action 6-21-39 denying mod. license to 1200 kc 100-250 w unl.; NEW, Summit Radio Corp., Akron, granted supplemental petition for reconsideration of action 5-11-38 in denying applic. Summit Radio Corp., revoked that order, and adopted order granting applic. CP 1530 kc 1 kw unl.; NEW, Publix Banford Theatres, Asheville, N. C., remanded for further hearing applic. CP 1430 kc 1 kw unl., directional N; KEHE, Los Angeles, granted petition to change call letters to KECA; KFOX, Long Beach, Cal., retired to closed files applic. CP increase power; WBAX, Wilkes-Barre, Pa., dismissed applic. transfer license to Stenger Bcstg. Corp. because it is not signed by assignor.

AUGUST 9

MISCELLANEOUS — WBBM, Chicago; KFAB, Lincoln, Neb.—Granted extension temp. auth. simul., non-synchron to 9-7-39; NEW, Bellingham Bcstg. Co. and KVOS, Bellingham, Wash., order assigning Payne to preside at hearing amended to assign George B. Porter if Payne cannot be present; KGVO, Missoula, Mont., dismissed with prejudice applic. mod. license to change operating assignment.

AUGUST 10

MISCELLANEOUS — KFRU, Columbia, Mo., granted motion withdraw without prejudice applic. mod. license; KMMJ, Clay Center, Neb., granted motion dismiss without prejudice applic. CP increase power.

Proposed Decisions . . .

AUGUST 8

WGRC, New Albany, Ind.—Denied applic. change 1370 kc 250 w D to 880 kc 250 w unl.; NEW, Gateway Bcstg. Co., Louisville, denied CP 880 kc 500 w unl.

WMBR, Jacksonville, Fla.—Denied auth. change 1370 kc 100-250 w to 1120 kc 500 w-1 kw unl.

NEW, WJMS Inc., Ashland, Wis. — Granted CP 1370 kc 100 w unl.

Applications . . .

AUGUST 2

NEW, NBC, New York—CP high-freq. 42600 kc 1 kw A-3 and special emission.

NEW, Bell Telephone Labs., Whippany, N. J.—CP developmental station 43200 kc 5 kw special emission.

NEW, Cincinnati Times-Star Co., Cincinnati—CP facsimile.

WKBZ, Muskegon, Mich.; WTMA, Charleston, S. C.; WEED, Rocky Mount, N. C.; WAML, Laurel, Miss.; WIL, St. Louis; KBND, Bend, Ore.; KSRO, Santa Rosa, Cal.; KVEC, San Luis Obispo, Cal.—Mod. license to 250 w unl.

KGHF, Pueblo, Col.—CP new antenna, move trans.

WCNC, Elizabeth City, N. C.—Mod. CP re antenna, new trans., studio.

NEW, Symons Bcstg. Co., Spokane—CP facsimile.

KDYL, Salt Lake City—Mod. license to 5 kw unl.

AUGUST 4

NEW, Old Colony Bcstg. Co., Brockton, Mass.—CP 1160 kc 500 w D.

WSYB, Rutland, Vt.—CP increase 100 to 250 w.

WFBR, Baltimore—Mod. license to 5 kw unl. directional, change antenna.

WFDF, Flint, Mich.—CP new trans., directional antenna, increase to 1 kw, change 1310 to 880 kc, move trans.

WCAX, Burlington, Vt.; WMBH, Joplin, Mo.; KCKN, Kansas City; WCBM, Baltimore; KPLC, Lake Charles, La.; KOCY, Oklahoma City; WAYX, Waycross, Ga.; WEBQ, Harrisburg, Ill.—Mod. licenses to 250 w unl.

WKZO, Kalamazoo—Mod. CP to 1 kw unl., directional N.

KTBC, Austin, Tex.—License new station.

WGTM, Wilson, N. C.—Mod. license to 100 w unl.

WCBD, Chicago—Mod. license to 1040 kc D.

KGVO, Missoula, Mont.—Mod. license to 5 kw unl., 950 kc.

KOL, Seattle—Mod. license to 5 kw unl.

KTUC, Tucson, Ariz.—Vol. assign. license to Tucson Bcstg. Co.

AUGUST 9

NBC, New York—Extension auth. transmit to Canada.

WABY, Albany, N. Y.; WNBF, Binghamton, N. Y.; WMFF, Plattsburg, N. Y.; WBEO, Marquette, Mich.; WEST, Easton, Pa.; WGAL, Lancaster, Pa.; WKBO, Harrisburg, Pa.; WNOE, New Orleans; KFRO, Longview, Tex.; WBBZ, Ponca City, Okla.; KELO, Sioux Falls, S. D.; KXRO, Aberdeen, Wash.—Mod. licenses to 250 w D & N.

NEW, Worcester Bcstg. Corp., Worcester, Mass.—CP 1500 kc 100-250 w unl.

WEXL, Royal Oak, Mich.—CP new trans., increase 50 to 250 w, new antenna.

WLW, Cincinnati—CP change trans.

NEW, Arlington Bcstg. Corp., Arlington, Va.—CP 1420 kc 250 w unl.

WING, Dayton, O.—License for increase power etc.

KFPW, Fort Smith, Ark.—CP change equip., new antenna, change 1210 to 1370 kc, amended to 250 w unl., new trans., move trans. site.

KWFT, Wichita Falls, Tex.—CP new trans., directional antenna, increase 250 w-1 kw to 5 kw.

KFDA, Amarillo, Tex.—License new station.

KVAK, Atchison, Kan.—License new station.

WDAF, Kansas City—Mod. license to 5 kw N & D.

NEW, Worcester Bcstg. Corp., San Diego—CP 1430 kc 1-5 kw unl., asks KECA facilities.

KFVD, Los Angeles—Mod. license to unl., 500 w-1 kw, amended to 990 kc.

AUGUST 11

WSNJ, Bridgeton, N. J.; WGH, Newport News, Va.; WMBS, Uniontown, Pa.; WATL, Atlanta; WPAX, Thomasville, Ga.; WJBL, Decatur, Ill.; WHFC, Cicero, Ill.; WIBU, Poynette, Wis.; KFAM, St. Cloud, Minn.; KPFA, Helena, Mont.; KWYO, Sheridan, Wyo.—Mod. licenses to 250 w D & N.

NEW, Midland Bcstg. Co., Kansas City—CP television (resubmitted).

KFBB, Great Falls, Mont.—Mod. license to 5 kw N & D.

KVI, Tacoma, Wash.—Mod. license to 5 kw N & D.

WHEN RADIO SELLS LIVESTOCK

Kalamazoo Auction Prospers as Result of Actual Broadcast From the Scene



BUYERS in larger numbers are coming to the Kalamazoo Livestock Sales Co. auctions since they are broadcasting on WKZO under sponsorship of Charles Knappen Milling Co.

By JOHN W. O'HARROW
WKZO, Kalamazoo, Mich.

OFFICIALS of the Kalamazoo, Michigan, Livestock Sales Co. have discovered that radio can do the job of selling cattle, sheep, swine and horses.

Though there are seats for 400 at the livestock amphitheatre in Paddy Miller road, just southeast of Kalamazoo, broadcasts of the auction sale held each Thursday afternoon have put the farmers and townfolks of Southwestern Michigan at the ringside. At the conclusion of each sale, a WKZO announcer unscrambles the jargon of Auctioneer Earl France, giving the seller, the buyer and purchase price of the sale.

In its job for the Livestock Sales Co., WKZO has established three important points:

1. That livestock can be sold by radio broadcasts.

2. That such a broadcast provides a guaranteed circulation, making the program effective for its sponsor.

3. That a valuable service can be rendered to a specific group of listeners by a radio station.

Prices Are Up

Under E. G. Read as manager, the Kalamazoo Livestock Sales Co., serves stock breeders and buyers, taking its commission on the sales. The auctioneer swings into action at 3 o'clock each Thursday afternoon. Under sponsorship of the Charles Knappen Milling Co. of Augusta and Richland, sales are broadcast from 5:30-5:45 p.m.

After these broadcasts were started, attendance at the sales increased 40% during normally slow months. Within seven weeks after the start of the radio programs, the company paid its first dividend.

The program has not only done a big job for its sponsor in featuring agricultural implements, but has boosted prices generally for the livestock sold.

When the livestock company was incorporated in September, 1936, $12,000 was subscribed. Forrest Weinberg of Vicksburg is president; Wendell Locke is vice-president and Garrett VanHaaften is treasurer. The secretary is Earl S. Weber, manager of the Kalamazoo Chamber of Commerce.

WKZO programs have aided in stabilizing the livestock market within a radius of 25 miles of Kalamazoo and city buyers are being attracted as well as meat packers in Kalamazoo and nearby cities.

Network Accounts

All time EDST unless otherwise indicated.

New Business

WHEATENA Co., Rahway, N. J. (cereal), on Oct. 7 starts *Hilda Hope, M.D.* on 17 NBC stations (split Red network), Sat., 11:30-noon. Agency: Compton Adv., N. Y.

V. La ROSA & Sons, Brooklyn (macaroni), on Oct. 31 starts unnamed musical series on 3 MBS stations, Tues., 8-8:30 p. m. Agency: Commercial Radio Service, N. Y.

MALTEX CEREAL Co., Burlington, Vt. (Maltex), on Sept. 25 starts *Uncle Don* for 22 weeks on 4 MBS stations, Mon., Wed., Fri., 5:30-5:45 p. m. Agency: Samuel C. Croot Co., N. Y.

CALIFORNIA FRUIT Growers Exchange, Los Angeles (Sunkist products), on Oct. 30 starts for 52 weeks a thrice-weekly quarter-hour program on 31 CBS stations, Mon., Wed., Fri., 6:15-6:30 p. m. (EST). Agency: Lord & Thomas, Los Angeles.

SOFENZ SALES Corp., Los Angeles (cosmetics), on Aug. 3 started for 13 weeks participation in *Early Morning News* on 16 Don Lee network stations (KHJ KGB KFXM KPMC KVOE KXO KVEC KDB KFRC KQW KIEM KHSL KVCV KTKC KDON KYOS), Thurs., 7:45-8 a. m. Agency: Richard F. Connor Adv., Manhattan Beach, Cal.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on Sept. 25 starts *Alec Templeton Time* on 52 NBC-Red stations, Mon., 9:30-10 p. m. Agency: Wade Adv. Agency, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Teel), on Sept. 8 starts *Prof. Quiz*, Fri., 7:30-8 p.m. on 53 CBS stations. It is understood that *Knickerbocker Playhouse* which left the air Aug. 9 after running on 59 CBS stations may return in the fall on CBS. Agency: H. W. Kastor & Sons Adv. Co., Chicago.

PROCTER & GAMBLE Co., Cincinnati (Drene), on Sept. 12 resumes *Jimmie Fidler* on 60 CBS stations, Tues., 7:15-7:30 p.m. (rebroadcast 11:15-11:30 p.m.). The same show on NBC-Red last year for Teel and Drene will not be renewed. Agency: H. W. Kastor & Sons Adv. Co., Chicago.

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (Blue Coal), on Sept. 24 resumes *The Shadow* on 15 MBS stations, Sun., 4:30-5 p. m. (repeat, 5:30-6 p. m.). Agency: Ruthrauff & Ryan, N. Y.

GENERAL FOODS Corp., New York (Postum), on Aug. 28 resumes *Lum & Abner* on 55 CBS stations, Mon., Wed., Fri., 7:15-7:30 p. m. Agency: Young & Rubicam, N. Y.

"The Crystal Specialists Since 1925"

SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

Approved by FCC
Two for $75.00 $40 Each

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND



A MONTREAL reunion was held by Roy C. Witmer, NBC vice-president in charge of sales, and R. M. (Reg) Brophy, former NBC station relations manager, who now is general manager of Canadian Marconi, operating CFCF, Montreal. The locale was the famous Canadian Seignory Club.

PURITY BAKERIES Corp., Chicago (Taystee bread), on Oct. 16 starts *Smiling Ed McConnell* on 18 CBS stations, Mon. thru Fri., 4:45-5 p.m. Agency: Campbell-Mithun, Minneapolis.

LEVER BROS. Co., Cambridge, Mass. (Lux), on Sept. 11 resumes *Lux Radio Theatre* on 62 CBS stations, Mon., 9-10 p. m. Agency: J. Walter Thompson, N. Y.

Renewal Accounts

EMERSON RADIO & Phonograph Co., New York (portable receivers), on Sept. 5 renews Elliott Roosevelt's *America Looks Ahead* on 35 MBS stations, Tues., Thurs., Sat., 7:15-7:30 p. m. Agency: Grady & Wagner, N. Y.

AXTON-FISHER TOBACCO Co., Louisville (Twenty Grand cigarettes), on Aug. 7 renewed for four weeks *Captain Herne* on 3 MBS stations, Mon., Wed., and Fri., 7:15-7:30 p. m., and Tues. and Thurs., 7:30-7:45 p. m. Agency: McCann-Erickson, N. Y.

Network Changes

J. B. WILLIAMS Co., Glastonbury, Conn. (Glider shaving cream), on Aug. 14 shifts *True or False* on 43 NBC-Blue stations, Mon., from 10-10:30 p. m. to 8:30-9 p. m. On Sept. 25 program will be recorded and repeated on Pacific Blue, midnight-12:30, with a special delayed broadcast on WTIC, Hartford, Sat., 7:30-8 p. m. Agency: J. Walter Thompson Co., N. Y.

RCA, New York (radios, phonographs, records), on Aug. 14 shifted *Magic Key of RCA* on 85 NBC-Blue stations, Mon., from 8:30-9:30 p. m. to 9-10 p. m. Direct.

MENNEN Co. and Bathasweet Corp., beginning on CBS-Pacific Oct. 16, will feature Bob Garred, not Bob Carter as previously reported.

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Club tobacco), on Oct. 5 shifts *Vox Pop* from NBC-Red, Sat., 9-9:30 p. m. to 50 CBS stations, Thurs., 7:30-8 p. m. Agency: Ruthrauff & Ryan, N. Y.

Replacing Rudy Vallee

WHEN Standard Brands, New York, and Rudy Vallee terminate their contract on Sept. 28 for the *Royal Gelatin Hour* on NBC-Red, the 8-9 Thursday evening period will be shared between *One Man's Family*, half-hour program for Tender Leaf Tea, and another half-hour show, which J. Walter Thompson, New York, the agency in charge, is now arranging.

GENERAL FOODS Corp., New York, on Sept. 5 will shift the product promoted on the *We, The People* program back to Sanka coffee after a 15-week summer promotion for Jell-O ice cream products. Program is heard on 64 CBS stations, Tuesdays, 9 to 9:30 p.m., placed by Young & Rubicam, New York.

N. Y. Net Rate Card

RATE CARD No. 1 has been issued by the New York Broadcasting System, new regional network which will begin operations Sept. 5 [BROADCASTING, Aug. 1]. Card lists nine stations, with an evening hour rate of $1,313.75 for the complete network and a daytime hour rate of $712.50. Card shows discounts of 2½% for 13 to 25 times; 5% for 26 to 51 times and 7½% for 52 times or more. Transcriptions of five minutes or more will be accepted without extra charge. Carl Calman, general manager of WINS, New York, key station of the group, is vice-president and general manager of the network, and Ed Lennon, sales manager of WINS, will have the same position with the regional group. Card states that although the territory in which the stations are located contains "but 16% of the land area of the State, it includes 84% of the State's population."

MBS Co-ops Return

COOPERATIVELY sponsored by local advertisers, *The Show of the Week* will return to MBS on Sept. 25 in the same Sunday spot as last year, 6:30-7 p.m. Norman Livingstone and C. J. Thornquist of Redfield-Johnstone, New York, agency in charge of the program, are now on tour lining up sponsors, many of which participated last year. Number of stations and names of sponsors are not yet available. Ernest Chappell will m.c. the program. The "Band of the Week", and "Song of the Week" will be featured. The agency is also arranging the cooperative program *Let's Go Hollywood*, a musical variety show, to start Sept. 29 on MBS, Fridays, 10-10:30 p.m. Sponsors and stations have not been released.

WBLK, WGKV Join NBC

WBLK, Clarksburg, W. Va., and WGKV, Charleston, W. Va., will join NBC on Sept. 24, bringing the total of NBC affiliates to 174. Stations, optional Red or Blue, are offered together a network rate of $140 per evening hour. WBLK operates full time with 250 watts on 1370 kc. WGKV, now under construction, will operate full time with 100 watts on 1500 kc.

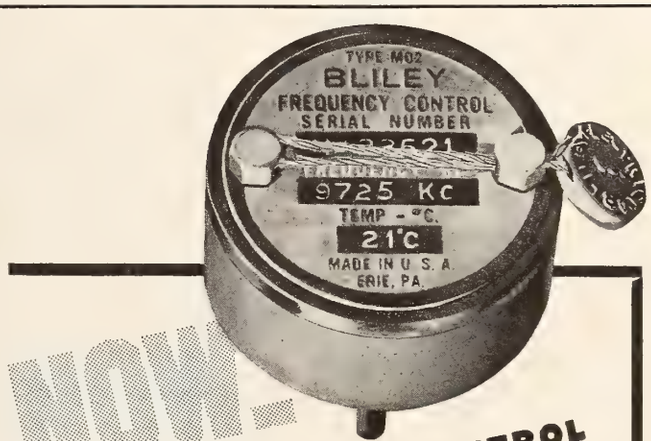
Radio 'Clipping Bureau'

EXPANSION of its clipping bureau operations to include news broadcasts and features was announced Aug. 14 by Burelle's Press Clipping Bureau Inc., of New York. Through correspondents, the service will include coverage of business and finance, politics, local, regional, national and foreign digests and special recordings. John T. Parkerson, former business manager of Transradio Press, will head the new radio service.

• more than 300 broadcasting stations employ C. R. E. I. men

The marked success of CREI trained men in every branch of radio is indicative of the type of men and type of training we are proud to offer to this progressive industry. The men who will carry on "tomorrow" must be equipped with the ability to "know how, and why." Our record to date, we believe, is in step with this aim. Our new booklet, just off the press, explains in detail.

CAPITOL RADIO ENGINEERING INSTITUTE
Dept. B-8 3224-16th St., N.W., Wash., D.C.



NOW—
IMPROVED CRYSTAL CONTROL at high frequencies..

Police and Broadcast Engineers will find the type MO2 holder, complete with Bliley High Frequency Quartz Crystal, well suited for long periods of rigorous service in all types of mobile and portable transmitters. A unique spring design maintains positive pressure while preventing undesirable electrode movement under severe vibration or shock. Catalog G-10 contains complete information—write for your copy.

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING ERIE, PA.

Merchandising & Promotion

Longest Wire—Rider—Lights of Neon—Smoker's Gadget—Frisco Lingo—Rangerites

Des Moines' Pride

LARGEST telegram ever sent from Des Moines went to Bob Feller during the recent All-Star Game in New York after Gene Shumate, sports commentator of KSO-KRNT, Des Moines, gathered the names of 1,812 listener-fans who wired their congratulations and best wishes to Feller, whose home is in Van Meter, Ia., a small town near Des Moines. For three days Shumate asked listeners to send their greetings, using the stunt as promotion for the Wheaties-Socony-Vacuum baseball broadcasts carried by WNAX, KFAB, KMA and KRNT.

* * *

Store Promotion

USING three quarter-hours a week on WPTF, Raleigh, N. C., the local Charles Stores Co. is promoting its new store with *The Charles Sun Dial*, featuring recordings, time signals and special bargains tagged "Today's Radio Specials". Tying in with the program, the store points out the specials on the shelves and tables with arrows carrying the same legend, and also promotes the show with window cards inviting customers and passersby to listen to the program.

* * *

Benny the Baker

DRESSED in a regulation Colonial Baking Co. uniform, Benny Craig, sports announcer of KARK, Little Rock, Ark., who handles the broadcasts of the Little Rock Travelers baseball games sponsored by Colonial, regularly rides with the drivers in the firm's trucks and visits with grocerymen during deliveries, talking over baseball in general with them. Colonial recently signed to sponsor broadcasts of the Travelers' out-of-town games on KARK during the 1940 season.

* * *

Blanchard on Etiquette

INSTRUCTIONS in the proper technique of eating Wheaties and bananas, in the form of mimeographed copies of a script on that subject used on one of his broadcasts by Sportscaster Lowell Blanchard, are offered listeners by WNOX, Knoxville, to promote the Wheaties-sponsored baseball broadcasts handled on the station by Blanchard.

* * *

TSN's Neon Signs

TEXAS State Network special events announcers are promoting the network with portable neon signs, a small one bearing the network insignia and the words, "Texas State Network", and a larger one of the same design but bearing also the words, "On the Air", which is used during the broadcast only.

* * *

Picture Jacket

OFFSET PRINTED pictorial cover, with photos of various phases of station activities, has been adopted by WKY, Oklahoma City, for its weekly program listings. The mimeographed schedule for each week includes the date, which shows through a die-cut space in the cover.

Beverage Boosting

AMERICAN BEVERAGE Corp., Brooklyn, is making New York theatre audiences conscious of its two radio programs, *Benay Venuta* on WOR, Newark, Monday evenings, and *Name It and Take It* on WJZ, Friday afternoons. First program, a musical show, is broadcast from the stage of the Paramount Theatre in Brooklyn. Ed East, conductor of the other, a juvenile audience participation program, is presenting a theatre version of the radio show, using children from the audience, in two or three movie houses daily. Lobby displays and marquee streamers are used to announce the stage shows and plug the broadcasts and product, Cel-Ray tonic. Advertising is handled by Lawrence C. Gumbinner Adv. Agency, New York.

* * *

Display of Winners

TYING IN its *Magic Hour of Music*, heard nightly on KJBS and KQW, with the fact that one of its announcers—Dick Wynne, formerly of KJBS—won the annual Sidney Garfinkel Adv. Agency Victory Trophy, KJBS maintained a window display in Sherman, Clay & Co., San Francisco, for several weeks. The firm, a music company, sponsors the *Magic Hour* on the two stations. The window displayed pictures of the Victory Trophy award to Wynne, chosen San Francisco's best announcer; miniature KJBS towers; the trophy presented to Wynne and the station trophy won by KJBS.

* * *

Bathasweet Offer

BATHASWEET Co., sponsor of a thrice-weekly 15-minute newscast on WBBM, Chicago, recently made a six-announcement offer of a sample for a post card. Of the requests, 73% were from Chicago and the immediate vicinity. Requests resulting from the early morning news program were analyzed to determine the sex distribution of listeners and it was found that less than 0.5% were from men.

KIRO Display Ads

KIRO, Seattle, has contracted with the *Daily Star*, Seattle newspaper for 405 inches of display space to promote its programs, personalities and services. It is running a series of advertisements, five columns by 14 inches, extolling its features. The ads contain photos of KIRO's leading personalities, with a thumbnail sketch of his background and a brief story of the programs in which he appears. One-column ads, of various lengths, are largely institutional. The basic copy theme of the entire campaign centers around "Seattle's Top Ranking Radio Stars in KIRO's Friendly Family".

* * *

Food From Grocers

MEMBERS of the cast of *Hawthorne House*, sponsored on an NBC network in the West by Wesson Oil & Snowdrift Sales Co., New Orleans, recently selected the oustanding food promotion program in the West, were paid honors on Food Industries Day at the Golden Gate International Exposition. The cast was entertained at a banquet given in the California Building by the Retail Grocers Assn. of California. Two thousand food dealers attended the affair, at which H. Jacobs, president of the association, acted as toastmaster.

* * *

Talent Hunt Prize

CAPT. DOBBSIE'S *Ship of Joy* program, which recently returned to KOMO, Seattle and KHQ, Spokane, five times a week, is conducting a talent quest. One new discovery is presented to the radio audience each day. The winning contestant will be given a trip to the Golden Gate International Exposition at San Francisco. The *Ship of Joy* is sponsored on KOMO by the Centennial Flouring Mills.

* * *

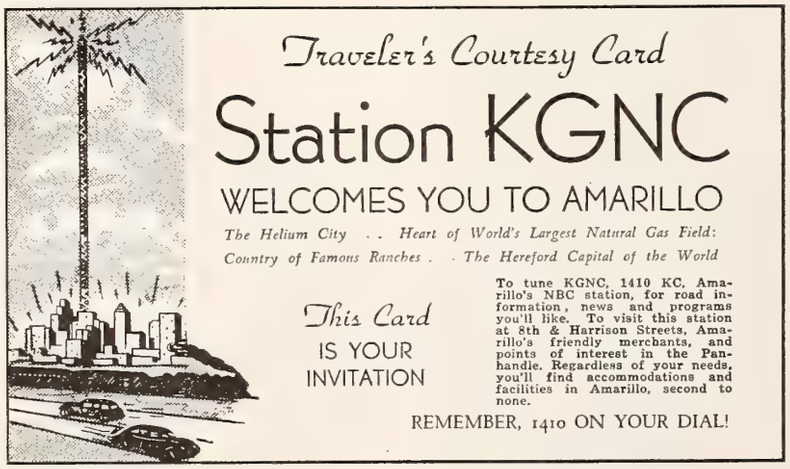
Smokers' Friend

COMBINATION cigarette holder and ashtray, with cigarettes resting on springs that automatically pop them up when the cover is turned, is being distributed as a souvenir by WFIL, Philadelphia.

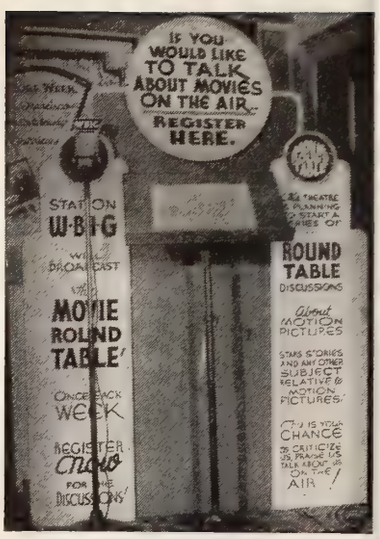
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Free Blades

J. B. WILLIAMS Co., Glastonbury, Conn., is offering three shaving blades free with every purchase of a 35-cent tube of Williams shaving cream on its *True or False* program on NBC-Blue.



AMARILLO'S "friendly station" welcomes tourists arriving by train, plane, bus or auto with this card, calling attention to the "city of friendly merchants." Cards are distributed at the chamber of commerce, filling stations, depots and plane terminals to all travelers and visitors.



PEACE and harmony between the local theatres and WBIG, Greensboro, N. C., is reflected in this lobby display in the National Theatre calling attention to *The Movie Round Table* it sponsors weekly on WBIG. Theatre-goers are invited to attend a weekly dinner, at which during a quarter-hour broadcast they discuss the movies.

Zingo Prizes

7-UP BOTTLING Co., San Francisco (beverages) recently signed a 39-week contract with KFRC, San Francisco, for release of a weekly quarter-hour program titled *Zingo*. The broadcast is a copyrighted radio game in which the listening audience participates. Plays are broadcast entirely with sound-effects and the audience is required to describe the plot. There are prizes for the best answers. Account was placed through Allied Adv. Agencies, San Francisco.

* * *

For Lone Ranger Fans

YOUNG members of the Lone Ranger Safety Club, formed as promotion for the *Lone Ranger* serial on WHKC, Columbus, O., are entertained four Saturday mornings of the summer season as guests of the sponsor, General Baking Co., and the station at a two-hour matinee at the local RKO-Palace Theatre. Four episodes of Republic's "The Lone Ranger Rides Again" serial are shown each week, along with color cartoon and comic features. Kids are admitted upon showing their membership cards in the Club or their Lone Ranger badges.

BROCHURES

KOA, Denver: Eight-page illustrated folder, "Linked Closely."

WSYR, Syracuse, N. Y.: Thirty-six page booklet, "WSYR Personalities Album of 1939", containing pictures of WSYR personnel, programs, features, equipment and network stars.

NBC: Success story brochure, "America Wakes Up on Tuesdays", on *Information Please* program sponsored on NBC-Blue by Canada Dry.

WCOU, Lewiston, Me.: Promotion folder containing service and coverage data.

KFBB, Great Falls, Mont.: "Merchandising Report" containing graphic analysis of service area.

WNOX, Knoxville: Two direct mail pieces, "Dollars Don't Die in the Summer!" and "Just a Stray Alley Kitten".

CBK, Watrous, Sask.: A 12-page booklet describing the new Canadian Broadcasting Corp. 50 kw. station.

IF EACH AND EVERY FAMILY IN ROCHESTER, NEW YORK —

all 328,132* of them—not only listened to your program, but, as a result of seven quarter-hour announcements, went out and paid 19c for your product, sent in a label together with 10c in cash, we think most advertisers would feel that an exceptional job of selling had been done. Yet, during the recent week, that is exactly what happened to an advertiser of WLW.

On this particular program, 75,757 letters were received addressed to WLW. Each reply contained actual proof of purchase and 10c in cash.

These replies were directed to WLW, yet the program was broadcast on a coast-to-coast NBC network, including fourteen 50,000 watt stations. The listening audience was simply asked to *send their replies to the station to which they were listening.*

If you'd like to see an actual breakdown of the facts and figures on this specific offer, together with a map based on the statistical data, please

WRITE OR CALL
TRANSAMERICAN BROADCASTING
AND TELEVISION CORPORATION

or

The Nation's Station

*Population figure from the last census of the United States, 1930.

See the Crosley Building at the New York World's Fair

Selection of Rochester in the above comparison is done purely on a basis of its population identity, and no reflection is intended on the service rendered by Rochester Radio Stations.

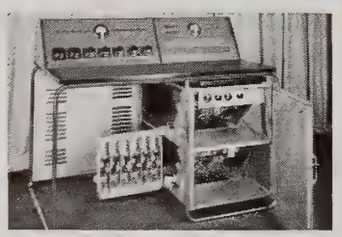
You'll like the Efficient Versatility of this

RCA CONTROL DESK!



FEATURES OF 80-A

1. Low initial and installation costs. Easily and quickly installed.
2. All necessary facilities for two studios and transcription-announce booth.
3. Equalizing and switching for broadcasting and cueing remote lines.
4. Auditioning of studios, lines or transcriptions simultaneous with program transmission.
5. Talk-back to studios and remote lines with automatic speaker cut-off.
6. Complete emergency channel quickly connected by means of key switches.
7. Step-by-step ladder pad mixers.
8. Eight watt, high fidelity monitoring and audition system.
9. Simplified single studio design (Type 80-B) available at lower cost for individual control rooms.
10. Factory assembled, wired and tested. Guaranteed reliability.
11. Instrument's desk top is polished black finish. Chromium frame. Control turret and amplifier compartment are two-tone umber gray or black.
12. Illuminated VI and plate current meters.



80-A Desk with amplifier control compartment, doors opened showing easy accessibility of compactly installed amplifier units.

THE new 80-A RCA Control Desk offers broadcasting stations a complete factory wired and tested assembly of speech input equipment for the efficient operation of 1, 2 or 3 studios. The desk is a combination of the equipment usually mounted in a rack and its associated operators' console. Full-sized components, separate standard amplifiers and double jack strips give this desk the same advantages of flexible speech input systems usually associated with rack type installations. With the 80-A desk you'll attain a maximum of flexibility and fidelity at a minimum of expense.

Note the many splendid features of this desk. If you wish further details write to the address below. No obligation, of course.

Use RCA Tubes in your station for quiet, reliable performance.

RCA *Broadcast Equipment*

RCA MANUFACTURING CO., INC., CAMDEN, N. J. · A Service of the Radio Corporation of America

New York: 1270 6th Ave. · Chicago: 589 E. Illinois St. · Atlanta: 530 Citizens & S. Bank Bldg. · Dallas: Santa Fe Bldg. · San Francisco: 170 9th St. · Hollywood: 1016 N. Sycamore Ave.

PRINTED IN U.S.A.

BROADCASTING

Broadcast Advertising

Vol. 17 • No. 5

SEPTEMBER 1, 1939
WASHINGTON, D.C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



THE

Meticulous Murder

IN ROOM FOUR

He had the brutal features of a man who would put a common malt vinegar on a trusting salad.

"Sir," we pleaded, seeking to awaken his better nature, "here is WOR Success Story 64, the likes of which you have never seen."

Sneering, he eyed us coldly and aloof.

"After one broadcast 150 WOR listeners stormed a New York store searching loudly for this sponsor's product; 300 dealers clamored to be sent stocks of it . . ."

Wearily his gaze escaped us.

". . . But listen! It cost $30 to buy it. Even so, sales for one month were 1660% greater than those for the two months preceding it. And this WOR sponsor's sales have leaped from 20th to 1st place. Now he's first in dollar volume in his field."

"But I'm not interested in sales, anyway," he said. The next moment we had shot him with a nickel-coated dragee through his brain. One must draw the line somewhere.

WOR







WLS Goes to the FAIRS

Everybody in the country is talking about television, and everybody in Illinois wanted to see this latest wonder of radio. So it was only NATURAL that Illinois' Station of Friendly Service (that's WLS, of course) should be the first to present television to a state-wide audience.

WLS gave thousands their first opportunity to see television at the Illinois State Fair in Springfield. Enthusiastic audiences saw the programs produced in the studio (center picture) and watched them on the receivers nearby (below).

WLS also furnished the other hit show of the Fair, when the WLS National Barn Dance was selected for the fifth consecutive year to be the opening night grandstand attraction (top). The Barn Dance also opened the Wisconsin State Fair, and on September 2 will be the opening attraction at the Indiana State Fair.

Folks staying home are not forgotten by WLS. Art Page conducts his daily Dinnerbell programs direct from all three Fairs, announcing prize winners, interviewing Fair officials, judges and winners, and covering all Fair news.

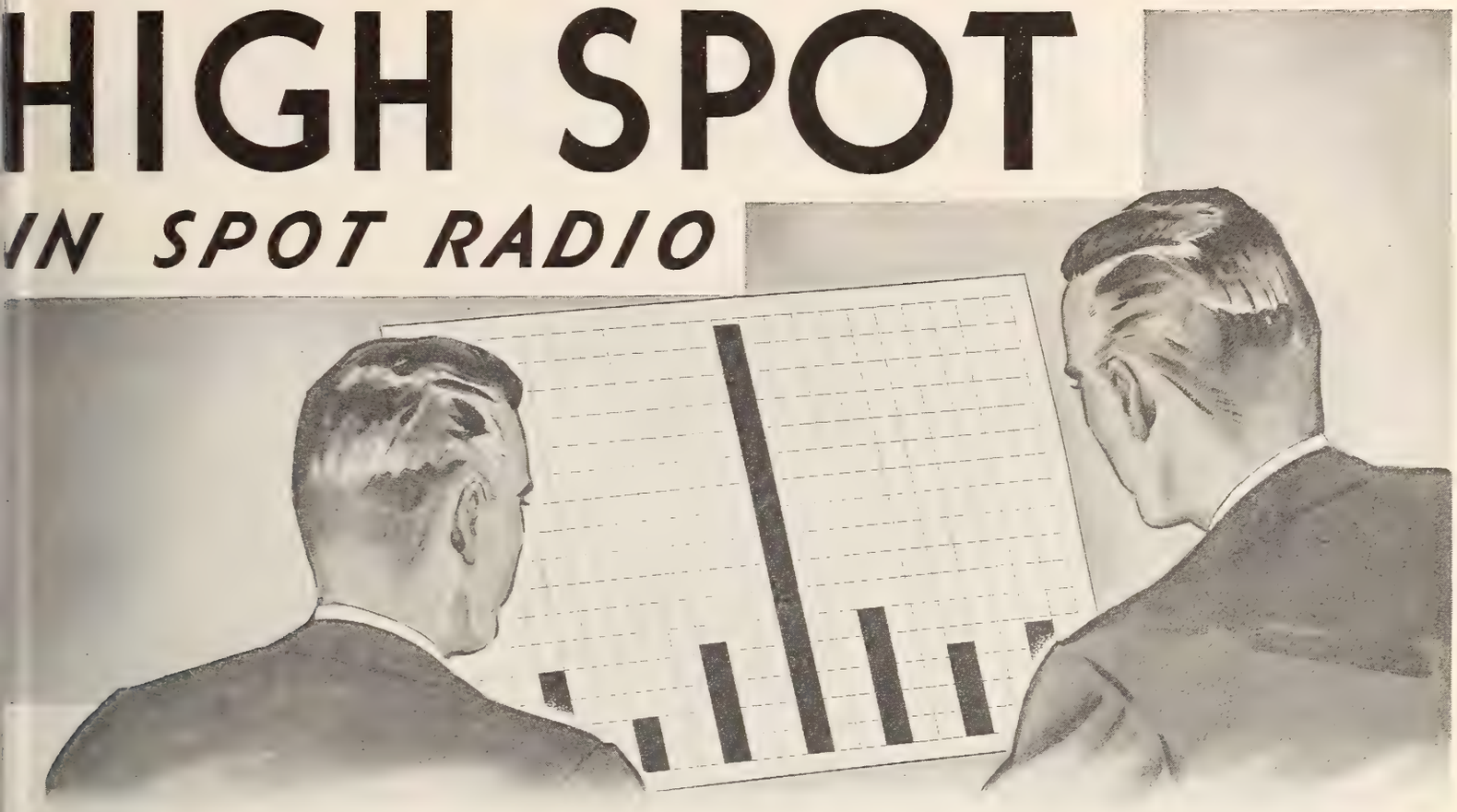
Thus, by meeting its audience, WLS makes thousands of new friends every year and cements friendships of long standing. Thus, because WLS serves its listeners doubly, in person and in its broadcasts, WLS has a loyal audience—loyal to the station, its programs and its advertisers.

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* *(Chicago)* Glenn Snyder, *Manager*

YANKEE NETWORK TERRITORY IS THE HIGH SPOT IN SPOT RADIO



SPOT RADIO has reached a new high of $35,000,000 annually.

The recent survey by Sales Management shows that New England leads all other sections of the country in spot broadcasting. It further shows that 97 of the 128 spot advertisers in New England used Yankee Network stations.

When shrewd national time buyers choose Yankee Network outlets for 75% of the spot broadcasts, there must be good reasons for so doing. One is that New England has more large, separate, prosperous markets than can be reached efficiently by a national broadcast coming through one or two New England stations. The Yankee Network provides the direct coverage needed in these important markets — spots your selling effort where it will do the most good.

The Yankee Network's 18 stations offer the greatest range for spot broadcasting in New England.

WNAC	Boston	WSAR	Fall River
WTIC	Hartford	WNBH	New Bedford
WEAN	Providence	WHAI	Greenfield
WTAG	Worcester	WBRK	Pittsfield
WICC	Bridgeport, New Haven	WLLH	Lowell, Lawrence
WNLC	New London	WLNH	Laconia
WCSH	Portland	WRDO	Augusta
WLBZ	Bangor	WCOU	Lewiston, Auburn
WFEA	Manchester	WSYB	Rutland

EDWARD PETRY & CO., INC., *National Sales Representative*

THE YANKEE NETWORK

21 BROOKLINE AVE. BOSTON, MASS.

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

23,777,600(+) listen

(we mean U. S. Radio Families)



regularly to CBS

the largest network audience in the world★

. . . it's 2% . . . 10% . . . maybe 20% larger than any other network's. We don't quite know — because it was measured before a striking and decisive shift in the balance of network power.

In 1937 and 1938, CBS put through a research sieve 72.7% of all *urban* U. S. radio families—and 100% of all *rural* U. S. radio families.

It took *six times* as many nationwide personal interviews as Fortune or Dr. Gallup ordinarily use—with calls carefully distributed by incomes, in every geographic area.

The research workers proved what advertisers already knew. No great "promotional" margin of leadership for any network, *but a neat and steady 2% lead for CBS over the second best network—in 1938!* Here are the figures:

REGULAR EVENING NETWORK AUDIENCES			
Radio Families	CBS Network	2nd Network	3rd Network
U. S. Urban	15,117,500	14,865,600	10,464,000
U. S. Rural	8,660,100	8,361,700	6,961,100
Total	23,777,600	23,227,300	17,425,100

But that was yesterday! People in radio know what's happened in the last 12 months—and what's happening still—to change the balance of "network" coverage, for anybody's money! In other words, these studies were made *before* the FCC re-established a maximum of 50,000 watts (instead of 500,000) for any station in the U. S. *And*—they were made *before* CBS added SIX new 50,000 watt stations to the Columbia Network for Fall '39 advertisers.

This striking shift in the balance of power makes yesterday's lead of 2% for CBS just a flurry of snow before a snow slide! Because an avalanche of change in network power, network listening and network prestige has followed on its heels! No wonder we're a little vague, today, on exactly *how much* larger Columbia's audience is than any other network's. Maybe it's 10%...even 20%! We don't know. *But this you can be sure of:*

➡ *CBS delivers more actual listeners for the advertiser's dollar than any other network. It did so last year. It does so this year. It will do so by still bigger odds through 1939 and 1940!*

Proof of this comes from the people *most* concerned with *complete* network coverage—America's largest advertisers—whose *own* exhaustive research checks and double checks every radio dollar they spend:

➡ *Each year, for SIX years without a break, more of the country's largest advertisers have used CBS than any other network!*

It's safe to put your money, with theirs, on the fact the world's largest network regularly delivers more families than *any* other!

★ *Most of you who read this advertisement will know why it was written. To those who do not, may we apologize for the "faintly competitive" note it strikes—just to keep the record straight.*

COLUMBIA BROADCASTING SYSTEM

Station WWJ Congratulates the N.A.B.

THE DETROIT NEWS
WWJ
EST. AUG. 20 • 1920
920 KC.
DETROIT, MICH.

All of us at WWJ feel that the adoption of a code of standards and practices by the National Association of Broadcasters is a distinct step forward, and marks a turning point in the development of the industry.

We take particular pride in pointing out that since its inception, nineteen years ago, WWJ has operated along policy lines parallel to those embodied in the code.

Our self-regulation has gone even beyond the code limits, and will continue to do so. Operation "in the public interest, convenience and necessity" is a cardinal principle at WWJ.

W. J. SCRIPPS
General Manager

Established Aug. 20, 1920—Member Basic NBC Red Network
Represented Nationally by the GEORGE P. HOLLINGBERY COMPANY, New York, Chicago, San Francisco, Atlanta

Sorry about these late changes - but they're darned important!

L. Y.

Here's the West's #1 radio buy



An established news program now available on San Francisco's KGO, the NBC-Blue station commanding the lucrative Exposition market. ~~Probably the most popular newscast in the Bay Region~~. Conducted by two of the Pacific Coast's leading newscasters. Built from full reports of *both* UP and INS. (KGO also airs AP bulletins—the only station on the Coast using all three press services.) A week's test announcement recently brought over 1500 letters from 15 states, Hawaii, Alaska and Canada asking that the program be continued. And the cost—only time rates plus 25% for complete news, talent and production. Get full details from any NBC representative.

KGO

COMMANDS THE EXPOSITION MARKET

NATIONAL BROADCASTING COMPANY.
A Radio Corporation of America Service.
111 Sutter Street . San Francisco, California

Facts Consolidated monthly recall survey rates it 13.8

FINAL PROOF

S. F. 61—Broadcasting—1 page (8½ x 11 in.) Sept. 1, 1939

National Broadcasting Company

Don't you think we should mention the recent surveys showing how successful radio news is on the Coast? One nightly Coast newscast, for instance, has just signed for its ninth consecutive year.

The KEY to this RICH Market is



LOUISVILLE
KENTUCKY

•

50,000 WATTS. 820 K.C.
C.B.S. BASIC STATION

•

Nationally Represented by
EDWARD PETRY & CO.

LOOK AT THESE WHAS POTENTIALITIES:

Total Population	5,039,828	Urban Population	2,584,815
White Families	1,199,064	Radio Homes	1,185,900
Buying Income	$2,214,269,000	Retail Sales	$1,296,831,000
Value of Manufactured Products			$2,716,481,297
Value Farm Lands and Buildings			$1,360,831,000

owned and operated by

The Courier-Journal THE LOUISVILLE TIMES

WFMJ

Youngstown, Ohio

Invites you to visit its new, up-to-date and beautifully appointed radio station.

Opening September 7 for daylight operation

With Associated Press and local news every hour from The Youngstown Vindicator, and the best music, entertainment and informative programs, WFMJ fills a long-felt need in the life of Youngstown, northeastern Ohio and western Pennsylvania. Advertisers will find WFMJ a necessary station for the coverage of this rich market.

The WFMJ Broadcasting Co.

Headley-Reed Company, National Representatives

New York • Chicago • Detroit • Atlanta



WE HAVE *More Automobiles* THAN ANY STATE IN THE UNION

Picture an area so prosperous that seven out of ten families are automobile owners . . . where there is one passenger car to every 3.2 persons (the national average is 5.5) . . . where there are over three times as many registrations as New York City, a million more than the combined registrations of the three largest cities, more than any single state in the Union. That is a flash view of the "Golden Horseshoe," the market blanketed by WJR in Detroit and WGAR in Cleveland.

You may sell automobiles. You may not. But the auto owner rates high among the buyers of almost every product. And this vast army of them can be sold, quickly and economically too, through the "Great Stations of the Great Lakes" . . . WJR and WGAR.

THE GREAT STATIONS OF THE GREAT LAKES

W·J·R
THE GOODWILL STATION
Detroit



W·G·A·R
THE FRIENDLY STATION
Cleveland

BASIC STATIONS COLUMBIA BROADCASTING SYSTEM ★ EDWARD PETRY & COMPANY INC. NATIONAL SALES REPRESENTATIVES

BROADCASTING
and
Broadcast Advertising

Vol. 17. No. 5 WASHINGTON, D. C., SEPTEMBER 1, 1939 $3.00 A YEAR—15c A COPY

Crisis Will Not Upset American Broadcasts

By SOL TAISHOFF

Hands-Off Attitude by Government Is Predicted in Early Stages of a Conflict; Federal Officials Conferring

THE EFFECT of hostilities in Europe upon American broadcasting hardly will be discernible to the listening public insofar as station operations are concerned — at the outset in any event.

While certain regulatory steps will be taken to preserve the neutrality of the United States, there is no present disposition on the part of the U. S. Government to molest normal commercial operations of most stations. On the contrary, the Government attitude appears to be that of maintaining a "hands-off" policy, realizing that broadcasting will serve a singularly useful purpose in informing and maintaining the morale of the people.

Plans Discussed

A canvass by BROADCASTING of responsible Federal officials, in the light of the explosive situation abroad, did not yield any perceptible change in attitude from that of just a year ago, when the Hitler-provoked Czech crisis appeared headed toward open conflict. Now, as then, the Government is interested in preservation of this country's neutrality, and is giving consideration to radio and communications generally in that light.

It is true, however, that the State Department in its all-front activities evoked by the crisis, has given more than cursory thought to communications. As a matter of fact, meetings of officials of various governmental agencies identified with communications and radio were called by the State Department Aug. 24 and 25 for preparatory discussions. While at this stage only cursory thought is being given to imposition of program restrictions, it would be conveying a somewhat too optimistic impression if it were not pointed out that in times of stress this aspect inevitably comes under official purview, in connection with all media for dissemination of information. Governmental agencies simply act in an advisory capacity to the State Department, which in turn counsels with the President.

International Stations

Despite rumors that the outbreak of hostilities would see the silencing of international broadcast stations, no such word has emanated from official sources. As a matter of fact, it is understood that little thought was given in the closed sessions of departmental officials to any particular class of stations and that the conversations generally revolved around enforcement of strict neutrality through maintenance of the status quo in operations so far as possible.

There is certainly no intention, at the outset in any event, of shutting down any class of station. Rather, the plan is to indoctrinate stations with the necessity for maintenance of strict neutrality. If any general proclamation is issued relating to communications and broadcasting, it probably will outline ways and means of avoiding unneutral acts.

Discussion of censorship almost automatically is eliminated in the case of radio because of the anti-censorship provisions of the law itself. While the President is endowed with broad powers permitting him to take over all communications in time of international stress, he nevertheless cannot "legislate" on censorship and would have to look for new law on the subject. Because of this limitation by statute, it is thought such moves on censorship would be averted.

Various proposals have been drafted for the President dealing with a war emergency. These may range from proposals that he include in any neutral proclamation he may find expedient to promulgate a simple note of caution on "unneutral" acts, to actual imposition of restrictions which would be short of censorship.

At the State Department sessions, more than a dozen communications experts, representing State, War, Navy, FCC, Justice, and Coast Guard, conferred with departmental officials. Similar conferences had been held a year ago during the Munich crisis. At this stage,

(*Continued on Page 82*)

War Scare Spurs Autumn Spot Boom

Record Season Likely As Emergency Aids Active Market

BUSINESS uncertainty caused by the current war scare in Europe has not influenced broadcast advertising to date—at least not to any appreciable degree. In fact, indications of a young boom in spot have been noted since the international situation reached the acute stage.

With many agency-advertiser sources foreseeing in a European war the likelihood of a business boom in this country and with the current autumn spot market one of the best in years aside from all war aspects, the radio season just getting under way promises to be a record-breaker for the industry.

News in Demand

Frequent program interruptions and cancellations in the last fortnight for transatlantic and domestic news flashes have not resulted in complaints by advertisers. As a matter of fact, sponsors have been pleased to permit interruptions. Furthermore, they realize the value of courtesy announcements when so large a section of the general public is living through this critical period with ears glued to the radio.

Greatly enhanced interest in news broadcasts has found sponsors grabbing up such time as fast as it can be obtained. Stations and networks have added broadcasting hours, and clock-round schedules are maintained in many instances.

A check of New York and Chicago agencies and representatives indicated that no spot or network placements had been cancelled as a result of the war scare. Extensive spot schedules for fall placement that have been in the mill during the last month will go on the air in mid-September or early October as planned and contracted for, and none of the scattered cancellations can be directly attributed to the war scare.

Among the few agencies often talking about but not always starting radio for their accounts, the war scare is being substituted as a handy and convenient rationalization. Those agencies who last year said, "We're waiting until after Labor Day to see how things look before we place this business", are saying now, "We figure we'd better wait a few weeks and see how this war scare turns out before we do anything."

Consensus of advertising opinion is that if a general European war breaks out a trade boom may result in America, in which event radio will boom. Should our international trade be negatively affected by a general war it is likewise conceivable that radio advertising would drop off considerably.

Despite the fact that many of their programs have been cancelled during the intensive news coverage abroad, the majority of Chicago advertisers are pleased with the result, realizing that a single courtesy announcement reaches a greater audience during a war crisis than their programs ever reach during normal times.

Spot Activity in Chicago

Typical of the network attitude was the expression of Harry C. Kopf, sales manager of NBC-Chicago, who telegraphed Aug. 24 to the network's clients and their agencies: "During the present European crisis it may be necessary, in the public interest, to take any part, or all of our clients' time periods to broadcast developments from Europe. Where possible, courtesy announcements will be given, but there may be situations where time will not permit."

No network programs scheduled for fall have been cancelled because of conditions in Europe, according to Chicago network officials.

Spot billings for this September and October will be slightly higher than last year. The trend toward more spot announcements and

(*Continued on page 75*)

Radio in 'State of Alert' During Crisis

Quick Coverage Given As Nets Go on a 24-Hour Basis

By BRUCE ROBERTSON

EUROPE'S August crisis, bringing the continent nearer to the brink of war than at any time since the signing of the Armistice in November 1918, has been fully and fairly covered by the American radio networks, who have brought to listeners throughout the land immediate reports of every important incident bearing on the situation. It all started on Aug. 21, when the announcement that Russia and Germany had negotiated a non-aggression pact upset the hopes of England and France for lining up the Soviet Republic on the side of the democracies. Taking that as their cue, the three nationwide networks swung into action for covering the inevitably resulting reactions in the various European capitals.

Last year's September crisis, which halted with the signing of the four-power treaty at Munich, showed broadcasters the weak spots in their European coverage plans and started them experimenting with the various means of reporting the news from abroad. The annexation of Czechoslovakia by Germany in March gave American radio a chance to try out and further perfect its methods, with the result that when the present crisis arose it found radio ready and waiting.

On 24-Hour Vigil

At NBC, CBS and MBS headquarters in New York special events departments, engineers and traffic crews went on 24-hour duty. Commentators and newsmen moved into the studios, sleeping on cots between desks, eating sandwiches from nearby lunchrooms, drinking coffee brewed on the spot, hovering over news tickers or talking to their co-workers in London, Paris, Berlin and Warsaw.

Translators strained their ears to catch the news broadcasts of state radio stations in Italy, France, Germany and Poland. Jangling phones meant completed connections with roving correspondents in Budapest, Rome or Riga, ready to take the air with red hot news if network lines could be cleared and Transatlantic connections made available.

Commercials Cast Aside

Commercial programs were ruthlessly cancelled or cut into to make way for on-the-spot of-the-minute news. Transmitters stayed on the air all night, broadcasting hourly summaries and intermittent bulletins with music in between, or, if the stations did sign off, were kept warm and ready to start in again at a moment's notice. Since Thursday morning, Aug. 24, and up to the time BROADCASTING went to press Aug. 30, CBS had not interrupted its schedule. NBC has taken time out between 2 and 5:30 a. m. each night except Aug. 25 and 27, when the tenseness of the situation kept it on straight through the night, but even when the transmitters were silent, the men were on duty, waiting, watching, listening for the word that would send them leaping to their posts again. Mutual likewise kept up continuous program service through the night of Aug. 25, and since then has shut down from two to four hours each night—but always ready to take the air again at a moment's notice.

Not content with keeping Americans informed of what was going on in Europe, the networks have likewise put their international divisions on a full-time basis, to keep European listeners advised of events uncolored by the political censorships of their own countries and of the world reactions to these events. At CBS, every broadcast that goes out over the network to American listeners is also shortwaved to Europe during the entire day and night. NBC is maintaining its regular schedule of broadcasts in the various foreign tongues, but has greatly increased the proportion of news. During the early morning hours NBC broadcasts on the shortwaves in English only, having learned from previous all-night coverage that the out-of-the-country audience during those hours is made up almost exclusively of Australians who listen while they sip their afternoon tea.

Networks' Varying Methods

While all the networks maintain staffs or representatives in the chief capitals of Europe and while all attempt to bring to their listeners the voices of the statesmen most intimately connected with the solution to the crisis, each network has developed its own method of collecting and presenting the news from the front. NBC's system, as developed by John F. Royal, vice-president in charge of programs, and A. A. Schechter, director of news and special events, is to augment the coverage of its own foreign staff with frequent broadcasts by informed observers of the foreign scene, usually correspondents for American newspapers or press associations who are thoroughly familiar not only with the immediate events but also the backgrounds for and the personalities concerned with those events.

In the present situation NBC is fortunate, or foresighted, in having arranged last summer for a regular series of European broadcasts by such notable Englishmen as Winston Churchill, Anthony Eden and Alfred Duff Cooper, and such similarly famed Frenchmen as Yvon Delbos, Pierre Flandin and Edouard Herriot, all former cabinet members and all men who are certain to be recalled into high governmental service in event of a war. Hugh Gibson, former U. S. Ambassador to Belgium, is also broadcasting regularly on NBC from various European cities, in a series which, like the other, was arranged by Mr. Royal on a flying visit to Europe last July.

CBS Relies on Staff

Paul White, CBS director of public events and special features, while also making frequent use of name speakers, attempts as much as possible to make CBS coverage of the European front a staff affair, with coordinated reporting that avoids the "spotty" nature of news picked up from a number of various unrelated sources and the needless repetition of the same news that is apt to occur when the speaker does not know who preceeded him or what news his audience already has.

Columbia's favorite device is the three-way or four-way conversation between Europe and Ameri-

(*Continued on page 18*)

THEY COVER THE CRISIS

[See photos on page 18]

BERLIN—Wallace R. Deuel, *Chicago Daily News* (NBC); Pierre Huss, INS (CBS, NBC); *Max Jordan (NBC); Louis P. Lochner, AP (NBC); Sigrid Schultz, *Chicago Tribune* (MBS); *William L. Shirer (CBS); Melvin Whiteleather, AP (CBS).

BUDAPEST—Emil Lengyel, writer on Balkans (CBS).

BUENOS AIRES—Hugh Jenks, UP (NBC).

LONDON—Hugh Baillie, president, UP (CBS); Vernon Bartlett, *London News Chronicle* (NBC); *Fred Bate (NBC); *Howard Claney (NBC); Geoffrey Crowther, *The Economist* (CBS); Franklin Engelman, *News of the Day* (NBC); William Hillman, INS (NBC); Philip Jordan, *London News Chronicle* (CBS); *H. V. Kaltenborn (CBS); Howard Marshall, British Commentator (NBC); *Edward R. Murrow (CBS); J. C. Stark, AP (NBC); *John Steele (MBS); H. G. Wells, author (CBS); Sir Arthur Willerts, commentator (NBC).

PARIS—*Paul Archinard (NBC); Ralph Barnes, *New York Herald-Tribune* (NBC); Demaree Bess, *Saturday Evening Post* (CBS); William Bird, *New York Sun* (NBC); Kenneth Downs, INS (NBC); John Elliott, *New York Herald-Tribune* (NBC); *Thomas B. Grandin (CBS); Taylor Henry, AP (NBC); H. Laurence Hilles, *New York Herald-Tribune* (NBC); Walter B. Kerr, *New York Herald-Tribune* (NBC); John Lloyd, AP (NBC); Richard McMillan, UP (NBC); Pierre van Paassen, author (NBC); Waverly Root, *Coverage* news agency (MBS); Michael Wilson, INS (NBC).

ROME—Richard Massock, AP (NBC); James M. Minifie, *New York Herald-Tribune* (MBS); William Stone, writer on foreign affairs (CBS).

SHANGHAI—Carroll Olcott, commentator (NBC).

TOKYO—Newton Edgers, *Japan Advertiser* (NBC); *W. R. Wills (CBS).

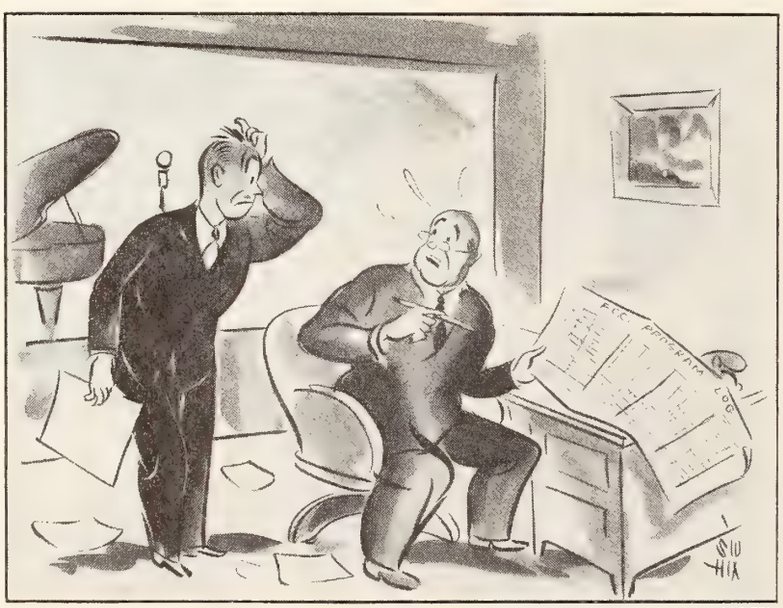
WARSAW—Patrick Maitland, *London Times* (MBS); Richard Maurer, *Chicago Daily News* (CBS); Elmer Peterson, AP (NBC); George Podski, Polish Radio (NBC).

ROVING—*Hilmar Baukhage, London and Basle (NBC); *John Gunther, London, Riga and Tallin (NBC); *Eric Sevareid, Paris and London (CBS).

NEW YORK—*Elmer Davis (CBS); *John B. Kennedy (NBS); Eugene Lyons, *American Mercury* (NBC); DeWitt McKenzie, AP (NBC); Lowell Thomas (NBC); *Raymond Gram Swing (MBS); Dorothy Thompson, columnist (NBC); *Bob Trout (CBS).

WASHINGTON—*Earl Godwin (NBC); *Fulton Lewis jr. (MBS); *Albert Warner (CBS).

* Denotes staff correspondent.



Drawn for BROADCASTING by Sid Hix

"How do you write 'Sponsored by Consolidated Electrical, Natural Gas & Petroleum Bi-Products Company, Incorporated' in a one-inch space?"

1½ Million War Chest for ASCAP Fight

Code, Record Licenses, AFM Also on Palmer House Agenda; Kaye Report Before Board; All Stations Invited

WITH minimum requirements estimated at $1,500,000 to launch a radio-owned music supply adequate to break the grip of the American Society of Composers, Authors & Publishers, an all-inclusive non-ASCAP music plan will be laid before the special convention of the broadcasting industry in Chicago Sept. 15 by the NAB Copyright Committee. The convention will be held at the Palmer House.

Although called by NAB President Neville Miller, the convention is not restricted to membership of the trade association. Because the music problem is industry-wide, it was decided to invite all stations. Not only ASCAP, but associated music problems, such as renewal of contracts with the American Federation of Musicians, and the current phonograph record license-fee foray of manufacturers and performing artists, also will fall within the convention's purview. Ratification of methods of bringing about compliance with the provisions of the industry self-regulation code, adopted at the NAB convention in Atlantic City last July likewise will be presented.

Levy to Be Discussed

The formal prospectus for the copyright "war chest" has not been finally completed, and must undergo the scrutiny of the full NAB board of directors which will meet in Chicago two days prior to the convention before it acquires tangible form. Nevertheless, sufficient headway has been made by the Copyright Committee, working in collaboration with the NAB Executive Committee, to indicate the solicitation from the industry will be premised on 50% of the royalty payments to ASCAP in order to yield something in the neighborhood of the $1,500,000 preliminary figure.

There has been no final determination on that figure, since the views of the full board of 23 members first will be ascertained along with the detailed phases of the proposed non-ASCAP modus operandi. The Copyright Committee, which met in New York Aug. 23 with the NAB executive committee, discussed in detail the tentative plan drafted by Sydney M. Kaye, New York attorney, for an independent industry music supply, and also debated the monetary requirements together with the method of assessment.

Mr. Kaye was instructed to draft his final report, to be submitted to the board at the Sept. 13 meeting, altering his present draft in such fashion as his explorations may warrant, and after consultation with President Miller. Mr. Kaye is being assisted by Stuart Sprague, New York attorney. Mr. Kaye was in Washington Aug. 29 to check aspects of the plan. Issuance of bonds to station subscribers is understood to be a part of the project.

Because of the tentative nature of the Kaye report, and because changes are contemplated, no announcement was made as to its scope following the New York meetings. The plan will be unfolded to the industry for the first time in all its essential details when the convention opens Sept. 15.

It is a certainty, however, that the building of a tax-free music supply, basically in transcribed form, will be the nucleus. Since the rupture in ASCAP negotiations last month, the old-line transcription companies, plus newcomers, have redoubled production of tax-free and public domain music. An analysis of the availability of this type of material will be presented to the convention.

Meanwhile, Mr. Kaye has probed extensively into availability of non-ASCAP publishing houses and writers, as well as other means of encouraging original popular music for radio. Means of exploiting radio music, once the plan is under way, also have been surveyed.

Miller Claims Progress

President Miller said following the New York meetings he felt substantial progress had been made. Individual directors from the 17 districts of the NAB, together with the six directors at large, have been instructed to sound out sentiment on the proposed war chest and be prepared to go into this matter exhaustively at the Sept. 13 board meeting, preparatory to the convention. Several districts meetings may be held prior to the convention.

At the time of the convention call, it had been estimated the defense fund would range from $1,000,000 to $4,000,000 and be based on an industry assessment as against payments by individual units to ASCAP of from 25% for a $1,000,000 fund to 100% for the top figure [BROADCASTING, Aug. 15].

May Run Two Days

While President Miller expressed the hope the convention work could be completed in a single day (Friday Sept. 15), if necessary, it will run through Saturday. ASCAP, under the plan, will be the first order of business. But the phonograph record licensing campaign, which has provoked near-panic among smaller, independent stations, and the AFM contract extensions are so intimately interwoven with copyright that all of them may precipitate floor debate before a vote is possible on the war chest itself.

Though the networks have been working harmoniously with independents on the Copyright Negotiating Committee and with the NAB executives, it nevertheless appears that the extent of network participation in and contribution to the war chest will become a focal issue. Resolutions adopted by the last convention and by all branch units, such as network affiliated regionals, newspaper-owned, and independent stations, advocated a "pay-as-you-use" or per program method of royalty payment to ASCAP, along with network pro-

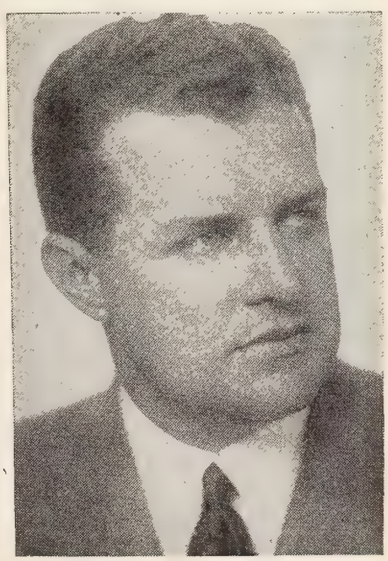
(*Continued on Page 84*)

IRNA Eyes Dempsey as Head; Plans Chicago Reorganization

AN INFORMAL proposal to William J. Dempsey, hard-hitting young general counsel of the FCC, to become the executive head of Independent Radio Network Affiliates, which plans to set up a permanent organization, has been made by responsible broadcasters, BROADCASTING has learned on unquestioned authority.

The proposal, it was learned, was advanced contingent upon action of affiliated stations at the special convention of IRNA to be held at the Palmer House, Chicago, Sept. 14—a day in advance of the NAB special copyright convention. Whether Mr. Dempsey is receptive is not known, since he is away on a vacation and is not expected to return to Washington until Sept. 4.

The 34-year-old attorney, who became FCC general counsel last October, was contacted on the Pacific Coast initially by Arthur B. Church, president of KMBC, Kansas City, and a member of the IRNA Reorganization Committee. It is understood other members of the committee have informally discussed the matter with him.



WILLIAM J. DEMPSEY

Presumably, the proposition envisages retention of Mr. Dempsey as chief executive officer and counsel for IRNA. However, it is doubted whether the plan would entail his full time, since Mr. Dempsey, as an attorney, obviously would desire to enter private practice of law.

Cooperation With Fly

With the assumption of the FCC chairmanship by James Lawrence Fly, it has been openly predicted that the new Chairman would cooperate closely with Mr. Dempsey. Friends are inclined to believe that Mr. Dempsey is not yet prepared to enter private practice of law and therefore discount the possibility of his acceptance of the IRNA post.

IRNA at present is affiliated with the NAB and its members do not pay dues. A voluntary organization, without by-laws or charter, it was set up in 1937 largely due to the efforts of Mark Ethridge, vice-president and general manager of the *Louisville Courier-Journal* and *Times*, which operate WHAS, and Samuel R. Rosenbaum, president of WFIL, Philadelphia, present chairman of IRNA.

At meetings during the last NAB Convention in Atlantic City in July, network affiliated stations discussed the desirability of setting up a permanent organization geared toward problems peculiar to affiliated stations. At that time the matter of a paid executive was raised and an organizing committee, headed by Mr. Rosenbaum, was directed to draw up proposed by-

(*Continued on Page 76*)

Meetings Scheduled in Chicago

In Connection with NAB Convention, Palmer House

Sept. 12

NBC Blue Network Affiliates
NBC studios—9:30 a. m.

Sept. 13

NAB Board of Directors—10 a. m.
IRNA Executive Committee—4 p. m.

Sept. 14

IRNA Reorganization Convention—10 a. m.
National Independent Broadcasters—10 a. m.

Sept. 15

Special NAB Convention—10 a. m.
Agenda (tentative):
ASCAP.
Phonograph Record Licenses
Renewal of A.F.M. Contracts
Code Compliance Provisions

Atlantic Refining Again Tops Field of Fall Grid Sponsors

General Mills Covering Pro Football Games; Other Sponsors Active in Various Areas

By J. FRANK BEATTY

ATLANTIC REFINING Co., Philadelphia (White Flash gas) again dominates the eastern football spectrum this season with a schedule of 191 games to be broadcast during the fall gridiron months on 74 stations. N. W. Ayer & Co., Philadelphia agency, handles the Atlantic account and directs announcing, schedule and merchandising plans.

The company sponsored 168 games last year on 71 stations [BROADCASTING, Sept. 1, 1937] using 40 announcers, and in 1937 sponsored 163 games on 65 stations.

Among other football sponsors are General Mills [BROADCASTING, Aug. 15], sponsoring complete schedules of the National Professional Football League, except Green Bay Packers games, which Wadhams Oil Co. is sponsoring on WTMJ; various Coca Cola bottling firms in all sections of the country; Tidewater Associated Oil Co., Associated Division, on the West Coast; Wadhams Oil Co. on WTMJ; local Ford dealers groups in some areas; numerous commentary and game results on stations in all sections.

Painless Commercials

Les Quailey, head of N. W. Ayer sports activities, again is in charge of the football broadcasts, directing the 58 announcers who will handle the games. The annual Ayer-Atlantic training school for grid announcers will be held at the agency's Philadelphia headquarters Sept. 14-15, with about 60 announcers expected to attend.

Most of the 1939 announcers have been used in previous years and are schooled in the precise play-by-play technique developed by Quailey as well as the painless Atlantic commercials. As in the past, no commercials will be broadcast during actual play. Atlantic announcers are coached in uniform delivery, especially in use of technical terms. Besides being out of the high-pressure class, Atlantic commercials will continue to be brief and to the point.

The area covered by the 191 games ranges along the Atlantic Coast from Massachusetts to Florida and as far west as Columbus, O. The football coverage is described by N. W. Ayer as most complete in the territory.

The customary intensive merchandising drive will be staged in connection with the broadcasts. Atlantic service stations will have the usual schedule books, which contain forecasts, codes and general football facts. Display material will be available and dealers will be trained in their use. In charge of the campaign is W. Wallace Orr, of the Ayer staff.

Colleges from which Atlantic has obtained football broadcast rights are Albright, Boston, Brown, Carnegie Tech, Colgate, Cornell, Delaware, Dickinson, Duke, Duquesne, Florida, Franklin & Marshall, Georgia Tech, Gettysburg, Holy Cross, Lafayette, Maryland, Miami, Muhlbenberg, Ohio State, Penn State, U. of Penn, Pitt, South Carolina, Syracuse, Temple, Villanova, Virginia, Yale.

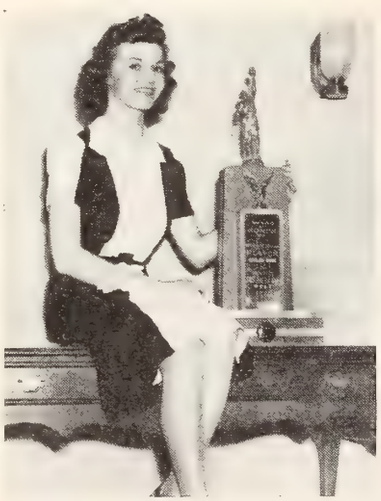
Interlake Iron Corp., for Solvay coke, on Oct. 7 starts to broadcast eight games of Northwestern U. along with a weekly quarter-hour football forecast by Jimmie Evans, both series to be heard on WCFL, Chicago. Aubrey, Moore & Wallace, Chicago, is agency.

New York Games

WOR, Newark, will carry play-by-play accounts of the New York Giants' professional football games, under General Mills sponsorship, beginning Sept. 24 and covering a series of 10 broadcasts to Dec. 3 [BROADCASTING, Aug. 15]. Although the commentator has not been announced, WOR plans to cover out-of-town games direct from the playing field rather than reconstructing plays from wire reports. Since the station is planning to carry the MBS World Series broadcast Oct. 8, the Giants-Pittsburgh game at Pittsburgh that day will not be carried, but the other 10 Giant contests will be covered.

The Giants' schedule, aside from the Oct. 8 game which is not to be broadcast, follows: Philadelphia at Philadelphia, Sept. 24; Washington at Washington, Oct. 1; Philadelphia at Polo Grounds, N. Y., Oct. 15; Chicago at Polo Grounds, Oct.

(*Continued on page 77*)



PRETTY Elma Kendall, of the staff of WHK-WCLE, Cleveland, will present this trophy to the most popular members of the Cleveland Indians. The trophy will be awarded at the end of the present season by General Mills to the most popular Indian voted by Cleveland fans. WHK-WCLE have signed with the Cleveland Baseball Club to broadcast home and away games for the seasons 1940-41-32, according to announcement by H. K. Carpenter, general manager.



WHEN MBS broadcast the signing of an exclusive contract to air the 1939 World Series Judge Kenesaw M. Landis, high commissioner of baseball, and J. P. Spang Jr., president of the Gillette Razor Co., sponsor of the series, sat down and talked it over. Miss Buda Baker of Maxon Inc., New York agency handling the account, and Fred Weber, MBS general manager, eavesdropped. The broadcast originated at WGN, Chicago, Aug. 17, at which time it was announced that MBS and Gillette Co. have an option on the 1940-41 World Series broadcasts.

Atlantic Grid List

WFBG, Altoona	WKAT, Miami Beach
WSB, Atlanta	WOR, Newark
WPG, Atlantic City	WNBH, New Bedford
WRDW, Augusta	WNLC, New London
WFBR, Baltimore	WDBO, Orlando
WNBF, Binghamton	KYW, Philadelphia
WEEI, Boston	WCAU, Philadelphia
WNAC, Boston	WIP, Philadelphia
WICC, Bridgeport	KDKA, Pittsburgh
WGR, Buffalo	WCAE, Pittsburgh
WBT, Charlotte	WWSW, Pittsburgh
WCHV, Charl'sville	WBRK, Pittsfield
WTAM, Cleveland	WEAN, Providence
WBNS, Columbus	WJAR, Providence
WTBO, Cumberland	WPRO, Providence
WBTM, Danville	WPTF, Raleigh
WDNC, Durham	WEEU, Reading
WEST, Easton	WRVA, Richmond
WESG, Elmira	WDBJ, Roanoke
WLEU, Erie	WHEC, Rochester
WSAR, Fall River	WSAL, Salisbury
WRUF, Gainesville	WTOC, Savannah
WHAI, Greenfield	WGY, Schenectady
WBIG, Greensboro	WGBI, Scranton
WFBC, Greenville	WMAS, Springfield
WJEJ, Hagerstown	WSPR, Springfield
WHP, Harrisburg	WKOK, Sunbury
WKBO, Harrisburg	WFBL, Syracuse
WSVA, Harrisonburg	WSYR, Syracuse
WDRC, Hartford	WIBX, Utica
WTIC, Hartford	WATR, Waterbury
WJAX, Jacksonville	WBAX, Wilkes-Barre
WLNH, Laconia	WDEL, Wilmington
WGAL, Lancaster	WORC, Worcester
WLLH, Lowell	WTAG, Worcester
WLVA, Lynchburg	WORK, York
WFEA, Manchester	

Anti-Freeze Campaign

COMMERCIAL SOLVENTS Corp., Terre Haute, Ind. (Nor'Way antifreeze), will start a six-weekly transcribed announcement campaign on 33 stations between Oct. 1 and Oct. 16, including: WMAQ WHAM KSD WCKY WIRE WGAR WCAU WBCM WIBA WGY KSTP WDAY WBOW WBNS WEEI WASH WTMJ WJAR WCSH WHO WOWO WMBD WTIC WNAX KFYR WBT CKLW WBAL KMBC KDKA WRVA WMFF KVI. Agency is Maxon Inc., New York.

Gillette Sponsors Baseball on MBS

Signs October Championship; Acquires 1940-41 Option

WORLD SERIES will be broadcast exclusively on 151 MBS stations this fall at an approximate total cost of $225,000 under sponsorship of Gillette Safety Razor Co., and in addition the sponsor has also signed options with the baseball leagues and MBS for exclusive broadcast rights of the 1940 World Series. Under the terms of the contract for the 1939 broadcasts no time will be offered for sale on MBS immediately preceding or following the series broadcasts. The games will start in early October and will total eight broadcasting hours on MBS. The first game will probably start Oct. 4 in the park of the American League champion. The broadcasts will be carried in Canada via a CBC-MBS hookup, and will be shortwaved by WSLA (formerly) W1XAL), Boston.

The money paid baseball for the broadcasts, said to be $100,000, will be divided in the World Series regular pool with the major portion going to the players. The announcement of the sale of the broadcast rights to the series was made Aug. 17 in a coast-to-coast MBS broadcast which originated in the studios of WGN, Chicago. Judge Kenesaw M. Landis, baseball commissioner, signed the contract for baseball; J. P. Spang, Jr., president of the Gillette Razor Co., signed for the sponsor, and Fred Weber, MBS general manager, for the network.

Schreiber's Coup

It is understood the exclusive deal was maneuvered by Frank Schreiber, director of public relations of WGN. Mr. Schreiber was formerly a sports writer on the *Chicago Tribune* and became a close personal friend of Judge Landis during his reporting days.

Those taking part in the broadcast from WGN included William Harridge, president of the American League, Judge Landis and Mr. Spang. They were introduced by Bob Elson, sportscaster of WGN. From WAAB, Boston, Ford Frick, National League president, joined the network discussion of the new contract and the probable outcome of the series.

The first World Series broadcast was aired in 1926 by WJZ's nationwide hookup [BROADCASTING Year Book Number 1939], and sportscasters were Graham McNamee and Quin Ryan, now manager of WGN. Since then the games have been aired each year by various networks. In 1935 and 1936, Ford Motor Co. sponsored the games on CBS, MBS and NBC. Baseball was paid $100,000 each year for the broadcast rights. Last year the networks aired the games on a sustaining basis.

Quaker Oats on Blue

QUAKER OATS Co., Chicago, early in October will start a half-hour Saturday evening program on NBC-Blue in the interests of Puffed Wheat and Puffed Rice. Program will be Milton Berle's *Stop Me If You've Heard This One*, but details on the time and number of stations have not yet been settled. Sherman K. Ellis, Chicago, is agency.

RCA Postpones Record Fee to Dec. 1

Suit Is Advocated as Industry Attacks Tribute Plan

COMPLYING with a request made by a special NAB committee, RCA Mfg. Co., makers of Victor and Bluebird records, on Aug. 30 authorized a postponement of the effective date of its record licensing plan [BROADCASTING, Aug. 15] from Oct. 1 to Dec. 1. Lawrence Morris, RCA counsel in Camden, after conferences with company officials, advised NAB President Neville Miller:

"In compliance with your request and in order to extend broadcasters every possible consideration, we are willing to further postpone effective date of our license agreement to Dec. 1, 1939, provided other phonograph record companies will do the same."

Meanwhile, it appeared that a court test of the legality of the licensing plan would be pressed within the industry. The postponement request was made at a conference Aug. 24 of the NAB committee with representatives of RCA, Decca and Columbia Recording Corp. The NAB request was that the new date be fixed at Jan. 1 to permit the broadcasting industry to handle its ASCAP problem, slated for action at the special Chicago convention called for Sept. 15.

NAPA May Appeal

Meanwhile, the National Assn. of Performing Artists, founded with the idea of controlling use of recordings on the air, indicated it might appeal the RCA-Whiteman decision, on which the record manufacturing company premised its drastic license fee plan [BROADCASTING, Aug. 15]. Letters were sent both to RCA and all broadcast station licensees by NAPA executives that the record company had not been authorized to collect royalties on behalf of its members, and that it proposed to have its rights "strictly enforced".

Fred Waring, orchestra leader and president of NAPA, informed RCA Aug. 19 that his organization protested RCA's license proposal and that "we will legally resist your efforts in that direction."

Meanwhile, a storm of protest erupted from stations, primarily those with no network affiliations, against the RCA proposal. The attitude generally was that RCA had embarked upon a procedure which it could not justify on the basis of the Whiteman decision.

It was apparent that stations generally intended to stand their ground and await further adjudication of the fundamental right of record manufacturers and performing artists to collect royalties. Moreover, the proposed RCA schedule, with fees ranging from $100 to $300 per month, were described as so exhorbitant that few independent stations could stand them. Beyond that, the rigid restrictions which RCA seeks to impose on performance and announcement of its recordings were described as unconscionable by a number of station operators. Decca and Columbia, which have not proposed licensee fees contracts as yet, made no commitments whatever at the Aug. 24 conferences.

Meanwhile, many stations began to canvass the transcription field to stock up on recordings which would permit them to avoid use of recordings if that course becomes necessary. The fact that practically all of the major transcription companies offer libraries at rates equivalent to or lower than the proposed scale of RCA augured for possible wholesale substitution of recordings made for broadcast use only in lieu of license records.

Legal Doubts

Because considerable doubt exists as to the legal basis for the record licenses, further litigation is regarded as inevitable. In the RCA-Whiteman case, the decision, while by a Federal Court, nevertheless was based on the common law of the State of New York. Moreover, it applied to an extreme case in which WNEW purportedly simulated studio broadcasts through the use of Whiteman records—an unorthodox procedure seldom resorted to in record performance.

Informed attorneys who have studied the situation advanced the view that serious question exists whether either the record manufacturer or the performing artist, on the basis of the Whiteman decision or the WDAS-Waring decision in Philadelphia several years ago, would hold water upon further adjudication.

Whether the test in an appellate court will come on the Whiteman case, or in some new proceeding growing out of the proposed license fee contract, remains to be determined. Because the Whiteman decision was based entirely on the unfair competition aspect, some station owners and attorneys were of the view that if stations comply with the FCC requirement of announcing phonograph records as such, and then announce the name of the manufacturer of the record, they might avoid such implication. Because of the attitude of NAPA, it was felt in some quarters that the names of artists might readily be omitted, since by so doing there would be no element of unfair com-

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Disc Fees, Jurisdictional Questions Dominate Second Convention of AFRA

By PAUL BRINES

SECOND annual convention of the American Federation of Radio Artists met in Chicago Aug. 24-28 with 50 delegates from 10 chapters in attendance. It was disclosed that AFRA's national membership totals 8,600 radio artists, a 100% increase during the last year. Discussion centered around fees for transcriptions and the jurisdictional fight between the AAAA and the IATSE [BROADCASTING, Aug. 15].

A detailed report by the National Transcription Committee was made to the convention and a resolution was adopted urging the AFRA national board to negotiate. The exact fees approved by the convention were not announced, but it is understood they are generally in line with those of the network commercial code. The discussion of the jurisdictional dispute resulted in a vote to support the national board in any action it may see fit to take.

Entertainers' Union

Resolutions in support of the National Wages & Hours Act and for the restoration of the Federal Theatre Project were voted by the convention as was a resolution opposing any changes in the Wagner Act. It was recommended to the convention by Mrs. Emily Holt, AFRA executive secretary, that all types of entertainers be united in one big union. Many members of AFRA are also members of the Screen Actors Guild, Actors Equity and the American Federation of Actors, paying dues to each of the unions.

It is estimated about 30% of AFRA members pay dues to one or all of the above organizations. In New York about one-fourth and in Los Angeles about one-half of the AFRA members pay "half dues". Other chapters of AFRA are not so affected, less than 3% of the Chicago chapter paying dues to any other organization. The convention approved the "one big union plan" with a provision that the locals retain a "reasonable degree of autonomy".

Lawrence Tibbett, AFRA first vice-president, presided at the opening meeting, during which routine convention business was disposed of and committees organized. From New York came Emily Holt, AFRA executive secretary; George Heller, associate secretary; Everett Clark and John Brown, national board members. Delegates represented the local chapters of Los Angeles, New York, Chicago, San Francisco, St. Louis, Denver, Cleveland, Cincinnati, Detroit, Racine. No delegate attended the convention from the Miami chapter, the 11th local of AFRA.

Among those elected to the AFRA board for the coming year were Ray Jones, executive Secretary of the Chicago local; Sam Thompson and Virginia Payne, both of the Chicago local; Edgar Bergen, Jack Benny and Carlton Cadell, of the Los Angeles local; John McGovern, of the New York chapter.

Arbitration of the AFRA code for local Chicago broadcasts had not begun as BROADCASTING went to press. The arbitration board has not yet been selected nor was any action taken at the AFRA national convention on the Chicago situation. Arbitration will be sought in late September only with those Chicago stations that have signed a network code, it is understood. Should such arbitration be concluded, the strategy appears to be that the remaining stations will have to come in on a similar basis.

No Fees Planned By U. S. Record

New Firm Gets AFM License And Appoints Officers

ANNOUNCING that it is contemplating no licensing plan and would levy no fees beyond the original purchase price for use of its records "for any purpose whatsoever", whether for home use or broadcast, United States Record Corp. has started production and distribution with an initial catalog of more than 700 standard and classical selections. The new record firm received a license from American Federation of Musicians Aug. 11, and on Aug. 15 held its first business meeting and election of officers.

The firm is merchandising two classifications of records, the "Varsity", retailing at 35c, and the "Royale", featuring classical selections, from 75c to $1.25. Production and deliveries have been started from the factory at Scranton, Pa., according to Eli E. Oberstein, vice-president of the company. It is planned to furnish regular weekly and monthly releases in all classifications.

No Fees Planned Now

Commenting on the recent record licensing developments, Mr. Oberstein told BROADCASTING Aug. 24: "Until we're forced to issue licenses by factors outside our control, our plan is to allow any user of phonograph records to use our product for any purpose without further payment of fees to us beyond the original purchase price." Under U. S. Record's license from AFM, the company is required to label each recording "not licensed for commercial use", Mr. Oberstein pointed out, although it is empowered to grant other licenses if developments require them.

Officers of the company, announced following the Aug. 15 meeting, include:

Charles M. Hemenway, of Paine-Webber & Co., president; Mr. Oberstein, formerly of RCA Mfg. Co. and Columbia Phonograph Co., vice-president; Lowell A. Mayberry, Palm Beach, Fla., treasurer, and Mortimer S. Gordon, secretary. On the board in addition are Raymond S. Pruitt, attorney for American Airlines and New York Shipbuilding Co.; Sydney Newman, Boston; Wesley Simpson, textile manufacturer; S. P. Quackenbush, president of Quackenbush Warehouses and president of the Chamber of Commerce of Scranton, Pa.

The company, closely affiliated with the Scranton Record Mfg. Co., Scranton, manufacturing unit of the organization, also includes among its members: Allan H. Sturges, president of Pilgrim Trust Co., Boston; W. L. Hutcheson, of the AFL; Dr. Noble, president of the First National Bank, Scranton; Weston Scranton, president of Scranton iron, coal and steel mills, and Louis Oppenheim, president of Scranton Dry Goods Co. Herbert Young is national sales manager, William Cone New England and New York sales manager. Ed Denham, formerly of RCA-Victor, is sales manager for Southern territory.

CROWN CORK & SEAL Co., Baltimore (cans for beer, metal closures), will use spots on eight Midwestern stations this fall. Harry B. Green & Co., Baltimore, handles the account.

Fly Will Preside At Next Meeting Of FCC, Sept. 7

New Chairman Confers With McNinch on Policy Topics

THE NEXT meeting of the FCC, probably Sept. 7, will be presided over by its new chairman, James Lawrence Fly, who takes his oath of office Sept. 1 as successor to Frank R. McNinch.

Mr. Fly returned to Washington Aug. 29 for conferences with Chairman McNinch preparatory to taking over the helm. He has spent the last month cleaning up his affairs as general counsel of Tennessee Valley Authority and special counsel for the Bonneville Dam. Mr. McNinch, who relinquished the chairmanship due primarily to ill health, is expected to receive special assignments from the Government as counsel in power matters.

While Mr. Fly made no comment regarding policy matters Aug. 30 when he visited the retiring chairman at the FCC, it was clear that he proposed to move slowly on both personnel and policy. He said he would take his oath of office promptly on Sept. 1, after which he would meet informally with members of the FCC who may be in town at that time. Work will not get under way until after Labor Day.

Hearing Deferred

Chairman McNinch, in his conferences with Mr. Fly, has acquainted him with the policy and personnel problems of the FCC. While no formal word was forthcoming from either quarter, it was presumed that Mr. McNinch advised his successor of the internal strife within the Commission, particularly about the "opposition" element.

Some significance was seen in the fact that a postponement was ordered in the hearing scheduled for Sept. 11 before a special FCC committee on the application of New York's Mayor F. H. LaGuardia, for revision of rules governing relay broadcast stations designed to open the issue of use of shortwaves for domestic station hookups, in lieu of telephone links. Commissioner George H. Payne, almost constantly at cross-purposes with Chairman McNinch during his tenure, was to head the committee to hold these hearings, the appointment, it is reported, having been made when Chairman McNinch was absent.

Bringing New Personnel

Whether this postponement from Sept. 11 to Oct. 16 grew out of the McNinch - Fly conversations, was not disclosed. There was some conjecture regarding appointment of another commissioner to preside over these hearings, in view of their importance.

It is expected Mr. Fly will bring to the FCC in due course personnel from TVA or other governmental agencies. However, it was apparent that he proposed to move cautiously. Miss Julia Josephs, secretary to Chairman McNinch both at the Power Commission and at the FCC, is expected to remain in that capacity with Mr. Fly. Miss Charlotta Gallup, Mr. Fly's private secretary at TVA, also is expected to serve in a similar capacity with him at the FCC.

Reports of far-reaching staff changes immediately upon Mr. Fly's assumption of office were discounted, at the start, in any event. It was obvious the incoming Chairman intended to survey the personnel situation, and possibly after consultation with his colleagues and advisors, decide upon changes or expansion. Mr. McNinch's recommendations also will be taken into account in that connection.

McNinch Plans Report

The new chairman has been on the Pacific Coast, in Texas and in Tennessee since his appointment July 27, to wind up his affairs prior to assuming the FCC helm. In Dallas, his home, he visited the studio and transmitter of WFAA on Aug. 17 and witnessed an impromptu facsimile experiment. While in Dallas he visited his brother, County Judge Ben Fly, and other relatives.

Policy considerations have been at a standstill at the FCC since Mr. Fly's appointment under specific orders from President Roosevelt, who instructed Commissioners individually by letter to withhold such matters until the new Chairman assumes office.

Chairman McNinch was in his office Aug. 28-30 to clean out his personal effects and turn over to his successor the "unfinished business." He told BROADCASTING that he deferred his planned ocean trip, following his resignation, on advice of physicians but that he might yet make such a cruise preparatory to entering law practice. He said he had discussed with Government officials matters pertaining to handling of certain Government cases but that no final arrangements had been made.

Mr. McNinch, in vastly improved health following his protracted rest, said he would submit to the President shortly his report on his stewardship at the FCC, which dates back to Oct. 1, 1937. Whether this report will be made public, he said, will depend upon the White House. He said he proposed to outline reforms in FCC operations instituted during his tenure as well as certain recommendations on future procedure.

A second report, to be submitted to the President by Mr. McNinch, will deal with the whole subject of international broadcast allocations. This does not involve the international "censorship" issue which flared up several months ago in connection with language used by the FCC in rewriting the rules pertaining to international broadcast service. It deals with the whole broad subject of allocation of frequencies for international broadcast stations and whether they should be privately or governmentally maintained. An interdepartmental committee, comprising officials of various governmental agencies, has engaged in a study of this problem under Chairman McNinch intermittently over the last two years.

The retiring chairman reiterated views he expressed following acceptance of his resignation by the President July 27, at which time he said he would not again undertake administrative work because of his frail health.



CHANGE in command of the FCC took place Sept. 1 when James Lawrence Fly (left) took over the chairmanship from Frank R. McNinch. The angular Texan visited his diminutive predecessor Aug. 30, at which time this picture was made. Upon suggestion of an obstreperous reporter, Mr. McNinch went through the motions of handing to his successor a miniature, lapel-model eight-ball, not discernible here.

'Magic Key' Discontinues Sept. 18

RCA MFG. Co., Camden, will discontinue *Magic Key of RCA* following the broadcast of Sept. 18. Program, for several years broadcast Sunday afternoons on NBC's Blue network, was scheduled to be dropped in the late spring, but instead was shifted to a Monday evening hour, 9-10, on the same network. No future plans have been announced, although it was stated that a different type of program, with a direct sales appeal in contrast to the *Magic Key's* purely institutional nature, might be substituted in the spring.

Refusal of Reply To Priest Alleged

REFUSAL of WJR, Detroit, to accept programs in answer to Father Charles E. Coughlin on Aug. 30 brought a formal complaint to the FCC from Rev. Walter E. Cole, spokesman for the Unitarian Fellowship for Social Justice and a Unitarian minister of Toledo.

In a telegram to Chairman Frank R. McNinch, Rev. Cole requested that the FCC "take the necessary action" to force the station to afford "equal opportunity" to both sides of controversial questions, "or that its license be revoked." The Fellowship had broadcast a series of three programs in July over WJR, CKLW and WMBC, all in Detroit, and it was charged in the telegram that the program scheduled for Aug. 30 had been rejected by WJR.

The new schedule of programs, handled by U. S. Adv. Corp., Toledo, has been placed on 11 stations for half-hour evening periods, both transcription and live, on Aug. 30 and Sept. 6, 13 and 20. The stations are WGAR WCKY CKLW WBAX WSPD WKBO WGBI WAAB WJAS WLEU and WRAW.

It was indicated that the Unitarian series will be expanded, primarily on stations used by Coughlin. The telegram read:

I have just been denied use of contracted time on Station WJR, Detroit, to discuss controversial issues raised by Father Coughlin in regular broadcasts on that station. Father Coughlin has been using a full hour weekly on WJR to express views and opinions on current topics, and to make charges and insinuations against various individuals and groups. This same station now refused to grant me time to analyze and question Father Coughlin's statements.

Prior to a previous broadcast over WJR, delivered on July 31, station officials objected to mention of Father Coughlin by name in my address. After a conference they agreed to permit the broadcast to go on the air. On Aug. 22 arrangements were made and a contract was signed for a series of four broadcasts, sponsored by the Uniatrian Fellowship for Social Justice, in which I was scheduled to discuss the questions of social justice and those who, like Father Coughlin, are in our opinion endangering American democracy. Station WJR stipulated that its attorneys must see the text of the address five days in advance of the broadcast, which was scheduled to go on this evening. Text of the speech was submitted to William A. Alfs, counsel of WJR, last Thursday, six days in advance. Mr. Alfs approved the manuscript as to libel, stipulating one minor change which was acceptable to me. The following day Mr. Uridge, an official of WJR, spoke by telephone to Mr. Harold Barrett of United States Advertising Corp., Toledo, Ohio, representing the Unitarian Fellowship for Social Justice, and informed him that, although he had not read the manuscript, he had been informed by Mr. Alfs that the speech contained an attack upon Father Coughlin. He stated his desire to cancel the contract, but agreed to read the manuscript and listen to the transcription before making a final decision. Yesterday, just one day before the scheduled broadcast, Station WJR telegraphed the following message to Mr. Barrett: "Re Unitarian broadcast text of script not acceptable. Therefore cancelling schedule. Wire collect disposition of recording and script."

In reply to a telegram of inquiry from me, Mr. Leo Fitzpatrick of WJR, asserted in a wire that my script "is entirely out of accord with policies of WJR as discussed with you several weeks ago."

Station WJR is licensed by your Commission to serve the public interest, convenience and necessity in accordance with its established American radio practice of giving equal opportunity to have both sides presented on controversial subjects under similar broadcasting conditions. In this instance, WJR is not following this accepted American radio practice and is not therefore, I believe, operating in the public interest, convenience and necessity. It is in effect acting as the vehicle for one-sided propaganda rather than for free discussion. I respectfully request, therefore, that your Commission take the necessary action to have WJR give equal opportunity for the expression of both sides of controversial questions, or that its license be revoked."

Possible Ratification of Pact By Mexico in September Seen

Temporary Provision for Border Stations or Unqualified Approval Now Contemplated

DESPITE repeated delays and several rebuffs, ratification of the Havana Treaty, which would make possible the reallocation of broadcast station assignments on the American Continent, is foreseen in September by the Mexican Senate, according to latest diplomatic advices reaching this country.

Two possibilities now are seen, under which the treaty provisions might be ratified: (1) Inclusion of reservations whereby six channels earmarked for use of Mexican stations in the interior of the country would be used temporarily by the so-called border stations; (2) ratification of the treaty by the Mexican Senate without reservation, which would eliminate border stations but with a supplementary provision regarding maintenance of clear channel status for several stations in the interior of the country.

The Mexican Senate meets in special session Sept. 1. Several weeks ago the State Department was advised that the Senate would ratify the treaty if reservations regarding maintenance of the border stations were acceptable. Subsequently, however, it was learned that the Mexican Association of Broadcasters, headed by Emilio Azcarraga, owner of XEW, Mexico City, was advocating ratification of the treaty in its original terms by the Senate and looked forward to favorable action early in the new session.

Bi-Lateral Pact

The plan endorsed by the private Mexican broadcasters headed by Mr. Azcarraga, it was said, was for a bi-lateral agreement as between the United States and Mexico, under which some four clear channels assigned to Mexico under the terms of the treaty would be protected in the United States. The plan was to hold its frequencies on an exclusive basis in order to permit eventual use of high power by the occupants. While this proposal is in conflict with the treaty allocation terms, it nevertheless is regarded as far more acceptable to the United States, Canada, and Cuba than the previous proposition for retention of the border stations. It might have the effect of eliminating several duplicated assignments on the particular frequencies contemplated in this country but it is felt the stations as earmarked probably could be accommodated in some other way.

Since Canada, Cuba and the United States already have ratified the Havana Treaty, only Mexico's approval is necessary. The Treaty provides that its terms shall become effective one year from the date of final ratification (Mexico's) but it is expected that through mutual agreement the four countries could voluntarily expedite this phase and set a six-month deadline. The majority of the stations in the United States would be shifted from 10 to 30 kilocycles under the proposed Treaty terms [see BROADCASTING *1939 Yearbook* for treaty text].

Border Station Issue

Elimination of the border stations, for the most part operated by former American broadcasters such as Dr. John R. Brinkley and Norman T. Baker, was one of the principal desires of the United States in working out the Havana Treaty two years ago. These groups, however, apparently were successful in blocking the treaty ratification in the Senate on two occasions. As a consequence, the alternative suggestion came from Mexico for retention of the border stations as a condition precedent to approval of other terms of the treaty, either by Senate ratification or through administrative agreement.

Operator License Criticized by ACA

TYING in closely with a letter sent to the FCC by Samuel R. Rosenbaum, chairman of IRNA and the NAB labor committee (see page 53), the American Communication Assn. has forwarded a petition to the FCC to allow renewal of outstanding First Class Telephone Operators' Licenses on a basis of "satisfactory service", without requirement of any qualifying statements as to details of assignments or a preponderance of transmitter duty. ACA represents WCAU, KYW, WFIL, WIP, WIBG, WPEN, WDAS, WHAT, WPG and WCAM.

The petition, conceived by ACA but signed by members and non-members alike, declared that "the need is certainly indicated for a more comprehensive system of insuring that each operator can be reasonably sure of keeping abreast of all pertinent releases from the Commission", pointing out that the average operator is not apprised of new rulings soon enough to allow him to make the best use of his opportunities for best complying with license requirements.

Called Hardship

"We feel that it isn't cricket to deprive a man (with some past experience and who holds a certificate testifying that he passed his examination) of an unqualified renewal of his license on the strength of his past performance and his employer's attesting to his present capabilities," the petition continued. "Not only would a too-literal application of the somewhat indefinite wording of certain paragraphs work havoc in the peace-of-mind heretofore enjoyed by the foregoing group of broadcast men, but it also militates against the equally large group of operators who are assigned to part-time transmitter duty; in fact, against all but those who undeniably spend a major portion or all of their working hours at a transmitter."

Wm. West Buys WTMV

CONTROL of WTMV, E. St. Louis, Ill. local, would pass into the hands of William H. West Jr., its present manager, under a transfer of ownership application filed with the FCC Aug. 29. Under the deal, Lester E. Cox, now holding 66% of the stock, would sell his 370 shares in equal parts to Mr. West and Carlin French, of E. St. Louis. They would pay a total of $50,000 for the stock. With the 130 shares already owned by Mr. West, one-time manager of KSD, he would be controlling stockholder. Mr. Cox also holds 25% interest in KCMO, Kansas City, and 23.6% interest in the corporation operating KGBX and KWTO, Springfield, Mo.

BASEBALL TELECAST Gives Fence Signs a Break, NBC Discovers

A PREVIEW of sponsored sports telecasting was given New York televiewers on Aug. 26, when NBC presented a visual broadcast of a double-header between the Brooklyn Dodgers and the Cincinnati Reds. Dramatizing his commercial announcements for the sponsored sound broadcast of the games on WOR and WHN, New York, Red Barber donned a gas station attendant's cap for his Socony-Vacuum Oil Co. announcements, and held up cans of motor oil and insect spray as he talked.

When he gave his between-inning commercial copy for Procter & Gamble, two cakes of Ivory Soap were clearly visible beside his microphone. And while speaking for General Mills he poured out a dishfull of Wheaties from a plainly labeled box, demonstrating how easily it combines with sugar and cream and fruit into an appetizing breakfast food.

Advertisers whose messages are painted on the ball park's fence got extra value that day, as well, for their signs, especially the Gem razor ad in the right field, showed up as well on the television receiver screens as in the park. It seems probable that when sponsored television arrives, sponsors of ball games will have to take over the billboards at the parks as well, or see other advertisers get as much benefit from telecasts as they do.

N. Y. Milk Campaign

NEW YORK STATE Bureau of Milk Publicity, New York, through J. M. Mathes, New York, will start its sixth annual advertising campaign Sept. 25, using five spot announcements weekly for 26 weeks on WOKO WNBF WBEN WGR WESG WNEW WHN WHAM WHEC WGY WFBL WSYR WIBX and one major New York City station, as yet undecided.

Canada Dry's Gains

CANADA DRY GINGER ALE Co., New York, which sponsors the weekly *Information Please* program on NBC-Blue, reported a gain of 99% in net profits for the quarter ending June 30 with a total of $360,143 as compared to $180,868 for the corresponding quarter in 1938. Gross sales for the second quarter in 1939 totaled $3,991,518, against $3,646,008 for the same quarter last year.

GABRIEL HEATTER, who abandoned his regular newscasting duties and retained only his assignment as narrator on *We, The People* in order to take a three-month rest, is writing a book of radio reminiscences.

Affiliates of Blue To Meet Sept. 12

Meeting Is Set for Chicago; Supplementaries Included

A GENERAL meeting of NBC-Blue affiliates at NBC studios, Chicago, Sept. 12, to discuss possible revision of affiliate contracts and other pertinent problems, was announced Aug. 28 by Keith Kiggins, director of the Blue Nework. A meeting of basic Blue network affiliates with NBC executives, scheduled for Aug. 29 in New York, was cancelled.

The Chicago meeting was called because of the special NAB convention set for Sept. 15 to consider ASCAP and related problems. NBC decided to open up the meeting to supplementary stations as well as to the basic Blue outlets, who first had requested the meeting during the NAB convention in Atlantic City last July.

New Option Time Plan

Basic Blue affiliates at a meeting July 10 in Atlantic City called by Samuel R. Rosenbaum, president of WFIL, discussed tentatively an arrangement whereby every other hour around the clock would be optioned to NBC in lieu of the present arrangement covering a little less than half of the station operating time. The theory advanced was that idle time now under option to NBC could well be converted into revenue if available for schedules rather than subject to cancellation under NBC's prior call. Most of the NBC basic Blue outlets also are on MBS.

At that time affiliates were assured by NBC executives that the outlook for the Blue was brighter and that a concerted drive for business was expected to yield worthwhile results. Messrs. Kiggins and John Norton, also assigned to the Blue Network, were to draft plans for the Blue affiliate meeting.

In a telegram to Blue Network affiliates, Mr. Kiggins said that overwhelming station approval for postponement of the meeting so it would precede the NAB Convention had been received. He set the time for 9:30 a. m. at NBC studios in Chicago.

Meet With Top Officials

It was explained that several Western station managers had complained about the earlier meeting in New York, because it would entail another trip to Chicago two weeks later. NBC queried all stations by wire on their preferences and it was reported that all save a few asked for the later date.

It is expected that in addition to the Blue Network executives, recently designated to devote full-time to its operations, NBC top officials also will participate in the session. These include President Lenox R. Lohr, Executive Vice-president Niles Trammell, Stations Vice-president William S. Hedges, Washington Vice-president Frank M. Russell, and Pacific Coast Vice-president Don Gilman.

Movie to Use Spots

METRO-GOLDWYN-MAYER, New York, plans to use 1 to 6 announcements daily in October in 40 cities to promote showing of its new film, "The Women."



NBC'S TWO NETWORKS were regularly fed by staffmen from European capitals with frequent interpersions by press correspondents. Among staffmen on duty, day and night, were (upper, l to r): Max Jordan, NBC European director, from Berlin; Hilmar Baukhage, Washington commentator on roving assignment in Europe; Fred Bate, London chief; John Gunther, noted author, roving assignment; (lower, l to r): Howard Claney, announcer, London; Paul Archinard, Paris; Howard Marshall, commentator, London; Earl Godwin, commentator, Washington.

Radio in 'State of Alert' During Crisis

(*Continued from page 12*)

ca, usually including New York, Washington, London and one other European city, in which each speaker can hear the voices of the other three and the audience can hear all four. Developed by A. H. Petersen, assistant traffic manager of CBS, in cooperation with CBS engineers, during the crisis of last March, the system requires only two Transatlantic radiotelephone channels instead of the eight channels usually necessary for such a hookup. Before each of these multiple conversation broadcasts, White buys five minutes extra time, which he uses to advise the speakers what is already known in America and in coordinating their presentations so that repetition is avoided and the full broadcast period devoted to new news available only from each particular city in the hook-up.

Sources of News

Like the newspapers, the broadcasters depend for much of their news on the regular news services, AP, UP, INS and Transradio. AP makes its news available to the networks without charge for sustaining use as a "public service" function; the other news services sell their news for broadcasting as they do to newspapers. Both Mutual and NBC currently use AP news and an AP ticker has been installed at CBS, although service to this network has not been started. Another source of news used by all networks is the material broadcast by foreign stations. Twenty-four hours a day each network monitors the news programs from London, Berlin, Rome, Moscow and Warsaw. For this purpose, CBS is using the booths it erected at Forest Hills, L. I., for use in covering the tennis matches, finding this out-of-town location an excellent one for picking up the sometimes faint signals of the foreign transmitters.

Mutual uses Press Wireless shortwave facilities for most of its foreign pickups, particularly for the news in English broadcast by the state-controlled stations of the countries of Europe, which it records and broadcasts unchanged each evening from 11:15 to 12:15. This unique system, developed last year by G. W. Johnstone, MBS director of special features, is Mutual's particular contribution to international news coverage. The recordings give an excellent picture of the way each government abroad suppresses or colors the news to suit its own particular purposes and shows, probably better than could be done in any other way, how much better the average American is informed of happenings abroad than are the people living in the countries where these events are taking place.

Although its limited budget prevents for MBS the elaborate foreign coverage maintained by CBS and NBC, Mutual has recently organized a European staff, composed of newspaper correspondents in Berlin, Paris, Rome and Warsaw, who also act for MBS when needed. This staff is headed by John Steele, full time MBS representative abroad with headquarters in London.

Kaltenborn in London

The outstanding success of H. V. Kaltenborn, CBS ace news analyst, in interpreting and commenting on the news from abroad during the Munich crisis of last fall has led to the extensive use of commentators by all networks this year. With Kaltenborn temporarily in London until Aug. 29, assisting Edward Murrow, regular CBS representative there, CBS engaged Elmer Davis, political writer and a first ranking interviewer and commentator, to interpret the news for its audiences. Davis and Albert Warner, CBS correspondent in Washington, usually hold down the American corners of the nightly conversational news round-ups on CBS. Kaltenborn was due back in New York Aug. 31 after a flight across the Atlantic, and was scheduled to take up duties in the CBS studios forthwith.

In addition to John B. Kennedy in New York, NBC has also engaged Dorothy Thompson, foremost woman commentator, for a series of daily interpretative broadcasts on the international situation. Earl Godwin, president of the White House Correspondents Association, is NBC's Washington commentator.

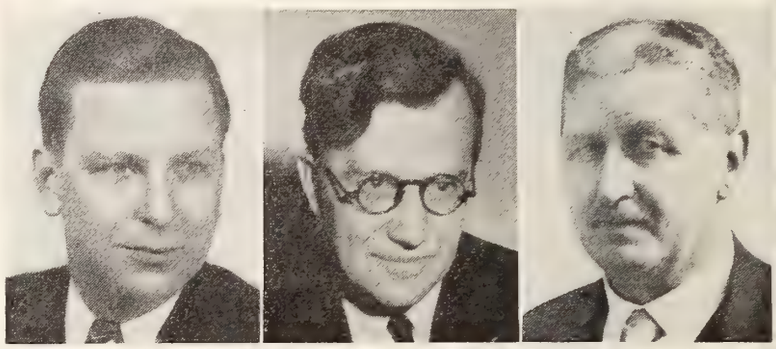
Raymond Gram Swing, Mutual's chief commentator, has moved into the MBS New York studios on 24-hour duty, sleeping and eating within a few feet of his microphone and the Transradio and AP news tickers which supply the news basis for his three regular and other special daily interpretative broadcasts. Fulton Lewis jr., MBS correspondent in Washington, likewise broadcasts several times a day for MBS on the Government's attitudes and activities in international affairs.

On the theory that at-the-moment news from Europe is of more general interest than anything else on the air, NBC and CBS show no hesitation in cancelling or interrupting commercial programs to broadcast programs or bulletins from abroad. Mutual, however, takes pride in the fact that by careful placement of these news breaks and foreign programs it has had a minimum of rebatable interruptions to its commercial broadcasts.

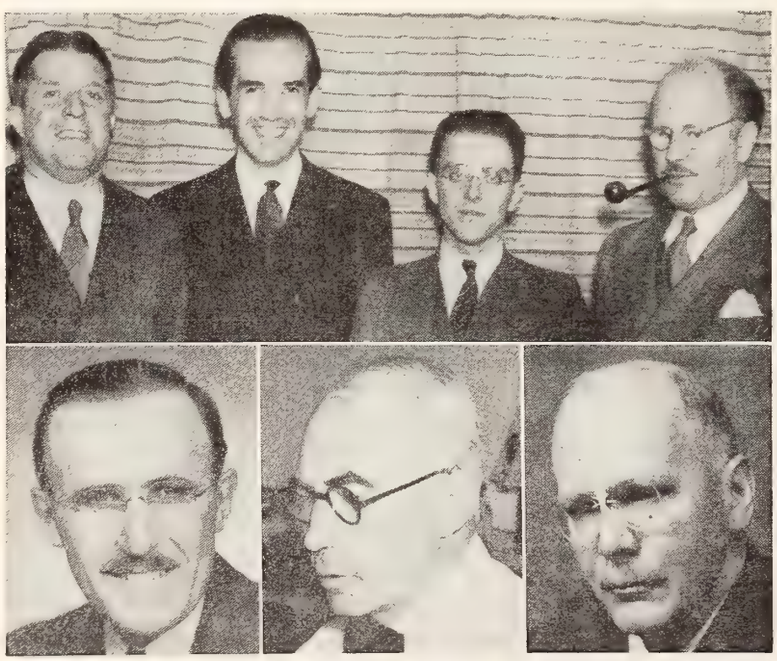
Commercial Rebates Policy

All networks have adopted the same policy regarding rebates. If the interruption is for a bulletin lasting only a few seconds, no rebate is made. If, however, the interruption runs into minutes, then the advertiser is rebated a pro rata percentage of his total time cost. How much these rebates will add to the cost of the crisis coverage no network executive will even guess at now, but when in one day (Aug. 24) one network (CBS) cancelled 14 quarter-hour programs and interrupted three others for

(*Continued on page 80*)



MUTUAL'S STANDBYS were (l to r), Fulton Lewis jr., Washington; Raymond Gram Swing, New York; John Steele, London; while at Berlin Sigrid Schultz, of the *Chicago Tribune*, was brought in frequently.



COLUMBIA'S policy was to depend as far as possible upon its own staff radio reporters. Upper photo taken during a recent New York parley shows (l to r), Paul White, director of news events handling the behind-the-microphone details; Edward R. Murrow, chief of CBS European staff, London; Thomas Grandin, CBS representative, Paris; William L. Shirer, chief of Continental staff, Berlin. Lower photos (l to r), Albert L. Warner, Washington; Elmer Davis, foreign news analyst, New York; H. V. Kaltenborn, Berlin and London, who flew back to New York Aug. 30.



"Morning, noon and night—
they're ALWAYS following that guy!"

● Dr. H. B. Summers of the Kansas State College has just recently completed his annual survey of radio listeners' habits in Iowa. . . . Using the best modern "sampling" methods, forty investigators made personal interviews on 9000 families. Every county in Iowa was represented in proportion to its population.

Naturally enough, a vast amount of invaluable data was uncovered—data which will prove of tremendous interest to every advertiser who is active in the Midwest. Not the least important fact revealed is the *overwhelming dominance of WHO in Iowa*—a dominance which we believe is unmatched by *any* other radio station, in *any* other state of the Union!

WHO is "heard regularly" by 81.5% of all Iowa radio families during the daytime—by 78.3% after 6 p.m.!

WHO is "listened-to MOST" by 50.9% of all Iowa radio families during the daytime—by 49.8% after 6 p.m.!

The printed report of Dr. Summers' survey gives the detailed analysis on these and dozens of other all-important facts. If you haven't yet received your copy, please write for it. And in the meantime, you might want to be mulling over this question: *Where else in the Union is there another State in which the radio families use ONE station, to the same extent as WHO is used in IOWA?*

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., National Representatives



WRITE for the GREEN HORNET PRESENTATION—Tells the complete story about this tested audience-building program and its merchandising possibilities.

KING-TRENDLE
Broadcasting Corporation
Station WXYZ Detroit

Electrical Transcription Service

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Building, Radio City, New York • Merchandise Mart, Chicago



Here's The Show You've Been Waiting For

ALL SPONSORS REQUIRED TO USE 2 PROGRAMS WEEKLY

"The Green Hornet" TRANSCRIPTIONS

IMMEDIATE RELEASE FOR ALL MARKETS SUBJECT TO PRIOR SALE

Half-Hour Dramas Created by the Producers of "THE LONE RANGER"

Modern Mystery Drama of a One Man Crusade Against Lawbreakers that Cannot Be Reached By Legal Methods.

A Newspaperman by Day—A Sinister Crime Smashing "Green Hornet" by Night

Each Broadcast a Separate Story
Unlimited Supply For Long Time Schedule

"The Green Hornet" will be produced as a 15 Episode Movie by Universal Picture Company ----Always a distinction and popularity builder for any radio program

KING-TRENDLE
Broadcasting Corporation
WXYZ
DETROIT

NATIONAL
Broadcasting Company
ELECTRICAL TRANSCRIPTION SERVICE
RCA Bldg., Radio City New York
Merchandise Mart Chicago

Court Holds Economic Interest Vital

FCC Declares Ruling Inconsistent With 'American Plan'

A NEW era of broadcast regulation, which may entail limitation of competition in the industry when new facilities are asked, is foreshadowed by the sweeping opinion of the U. S. Court of Appeals for the District of Columbia in the WMEX-Yankee Network case, involving the authorization of a high power regional assignment for WMEX in Boston in lieu of its present local status. In its far-reaching decision, the court completely scuttled the FCC contention that competition, even to the extent of destruction, does not constitute an appealable interest.

Though the court, in its momentous decision Aug. 14, dismissed the appeal of the Yankee Network from the FCC grant to WMEX, it nevertheless wrote a 17-page opinion in which it set out to determine finally what it described as "this important question of economic interest". While the court chastised the Commission for its position as to unlimited competition, it nevertheless sustained the Commission's grant to WMEX on the ground that Yankee Network had failed to prove that the anticipated competition would necessarily result "in such severe loss of operating revenue as to impair its service."

Asks Reconsideration

The FCC, in a new pleading filed with the court Aug. 24, took issue with the court's finding, contending it was based on an improper premise and arguing that it strikes a body blow at the "American system of broadcasting". It pointed out that dire things might happen to commercial broadcasting if the new legal principle is permitted to stand and asked the court to reconsider the jurisdictional question in its entirety.

It was felt in some quarters that the sweeping opinion, even though it blasted the FCC-espoused theory that the court could not entertain appeals involving economic and competitive issues, nevertheless clothed the Commission with broad powers. By holding that the FCC, and the court as the reviewing tribunal, can take into account competitive factors in order to insure service in the public interest, it was thought the Commission might be in a position to inquire into every aspect of station operation to ascertain whether reasonable returns by stations would be affected by the licensing of new stations or the improvement of facilities of existing stations in given areas. The extent to which it can inquire into program service rendered by stations also might be opened up in the light of the opinion, according to views expressed in both official and industry quarters.

The new Commission plea did not come in the WMEX-Yankee Network case, but was raised in a supplemental brief which was filed in the appeal of KTSM, El Paso, from the decision of the Commission granting the application of Dorrance Roderick, El Paso publisher, for a new station in that city. The FCC said that the jurisdictional questions involved in the El Paso and WMEX appeals are identical.

To bring forcibly to the court's attention the seriousness and far-reaching effect of its ruling in the WMEX case, the FCC filed a motion for leave to submit the supplemental brief in the Tri-State case. The supplemental brief then was appended to the motion, which first must be entertained by the court. This follows legal form, though it is not incumbent upon the court to grant the motion. Should it deny the motion, then the supplemental brief, of course, automatically will be disregarded.

"Not Controlling"

William J. Dempsey, FCC general counsel, and William C. Koplovitz, assistant general counsel, argued in the supplemental brief that the court based its conclusion in the Yankee Network case on a statement made by the Commission on one occasion which was not "controlling". The attorneys alluded to the observation made by the FCC that it was entirely in accord with the view that if the effect of the granting of a new license would be to defeat the ability of the holder of an outstanding license to carry on in the public interest, the new station application should be denied. It continued that the Commission now desires to make the claim that it does not "contend, concede or admit" that this expression represents a proper interpretation of the Commission's duty under the law.

The unrestricted competition theory was advanced by FCC counsel in briefs and oral arguments presented before the court in several cases, including the WMEX appeal. On Aug. 2, the court first indicated it was not in sympathy with this view, by abruptly denying an FCC petition for rehearing without a written opinion in the so-called Dubuque case [BROADCASTING, Aug. 15]. The Commission already had served notice that it would seek a Supreme Court review of the issue because of its fundamental importance.

Economic Issue

An anomolous situation was created by the WMEX opinion since the court sustained the Commission's action by dismissing the Yankee appeal, while at the same time meting out to it a severe blow by refuting its economic contentions. The FCC cannot seek a Supreme Court review of the WMEX case, though it is expected the fundamental economic question will be raised before the highest tribunal should the lower court reaffirm its stand even after the supplemental petition filed by the FCC.

The minute detail in which the court covered the competitive issue in the opinion written by Associate Justice Justin Miller and concurred in by Chief Justice D. Lawrence Groner, had the effect of sweeping aside all other declarations on this score and of writing new law. In some circles it was felt the major portion of the opinion could only be regarded as dicta, since it did not deal with the merits of the Yankee appeal. Associate Justice Harold M. Stephens concurred "in the result."

In the supplemental petition filed in the El Paso case, the FCC said that the jurisdictional question was whether an appeal could be taken from an order of the Commission granting a construction permit for a new station upon the grounds that the operation of the new station will cause financial injury through competition for advertising revenue, however great such financial injury might be. The FCC took the position that no appeal is permitted under the law because the financial loss threatened by such competition is "damnum absque injuria" (damage without injury) regardless of the extent of such loss.

No Immunity in Law

Insisting that there is nothing in the law which entitled a licensee to "an immunity from unlimited competition," the FCC argued that in all aspects the business of the licensee is governed by the same common law principles which govern the business "of the butcher, the baker, or the candlestick maker." It added that in the entire history of radio regulation, not a single instance is known of a refusal by the licensing body to issue a license for a new station because the effect would be to cause several losses to an existing licensee. The court was told that it has cast serious doubt upon "the adequacy of the American System of Broadcasting" in its decision. It said that if the court's dictum as to the Com-

(*Continued on page 71*)



DISC-TINCTIVE is the use made of an ordinary 16-inch transcription and a bandanna handkerchief by Olive Dunne, of WICA, Ashtabula, O., in designing her new chapeau. The hat, says Miss Dunne, is "a lot more practical and a lot less silly than many you'll see". Incidentally, she's planning to study fashion design and merchandising —so watch for her creations in the future.

Procedure Sliced By Appeals Court

Smaller Records, Less Costly Litigation, Speed Sought

NEW RULES governing appeals from FCC decisions to the U. S. Court of Appeals for the District of Columbia, designed to expedite litigation, reduce the size of the records, and cut down costs, were promulgated Aug. 16 by the appellate tribunal.

Emphasizing particularly its desire to "shorten the record and thereby to reduce the costs of appeal", the court said that if any party has not in good faith attempted to comply with the spirit and purpose of the new rules, it will "impose costs of the appeal, in whole or in part, upon such party or his attorney." In a decision Aug. 2 in the so-called Dubuque case [BROADCASTING, Aug. 15], the court for the first time in a radio appeal assessed a portion of the litigation costs against the intervenor.

Brevity Demanded

In specifying that brevity shall prevail and that all matter not essential to the decision of the questions presented shall be omitted, the court said that for any infraction of these provisions it may withhold or impose costs as the circumstances of the case and the discouragement of like conduct in the future may require, and that costs may be imposed upon "offending attorneys or parties".

In cases where any party is permitted to intervene, the court said it would make such adjustment of costs or adjustment on extension of the time for oral argument as appears to be equitable.

The new rules, which became effective Sept. 1, were ordered by the court following informal conversations both with the FCC Law Department and officers of the Federal Communications Bar Assn.

Seek Original Music

GENERAL FOODS Corp., New York, (Maxwell House Coffee), which on Sept. 7 returns to the NBC-Red network with a new version of *Good News*, will use a new feature in the weekly program if successful in procuring enough American composers to write original compositions for that show. Meredith Willson, musical director of the show, contacted composers during his mid-August stay in New York, to interest them in the idea. A reported sum of $500 for each song composed exclusively for the program is planned. The new Maxwell House series will be produced entirely by Benton & Bowles, agency servicing the account. Donald Cope, Hollywood production manager, will be in charge. Along with Willson's orchestra, the program will feature Fanny Brice, Hanley Stafford, in their Baby Snooks act; Connie Boswell, vocalist; Roland Young, guest talent and master-of-ceremonies, not announced at this writing.

Grimwood Buying KLCN

FRED O. GRIMWOOD, consulting radio engineer of Evansville, Ind., has entered into agreement to purchase KLCN, Blytheville, Ark., 100-watt daytime station on 1290 kc., from Charles Leo Lintzenich. FCC approval is being sought.

The Northwest's Leading Radio Station . . . Studios in Minneapolis and St. Paul

KSTP
50,000 WATTS

NBC BASIC RED NETWORK



KSTP's technical staff now is completing a new 50,000 watt installation, with the latest type transmitter and towers, guaranteeing maximum efficiency.

For 11 years, every authentic survey shows KSTP to be dominant in the 8th Retail Market . . . The Northwest.

Rates will not be increased until actual tests show clearly the size of our additional market coverage.

For rates and schedule, address Ray C. Jenkins, General Sales Manager, KSTP, Minneapolis and Saint Paul; or Edward Petry and Company — National Representatives, New York, Chicago, Detroit, Los Angeles, St. Louis and San Francisco.

Grants of 5 kw. Night Slowed By Regional Wave Conflicts

Locals Are Likely to Get 250 w. Night Quickly; Regionals Expected to Settle Differences

ENGINEERING conflicts are expected to slow up the FCC in its authorization of 5,000-watt night power for many regional stations, though a majority of the local stations, applying to increase power to 250 watts night under the new rules, may be accorded that authority in swift order.

Of the 319 stations classified as regionals on the radio roster, approximately 175 eventually are expected to acquire 5,000-watt night operation. Altogether, the FCC has some 100 such applications before it, either filed since the change in the rules permitting the power increases, or which were on the pending docket before the rules were modified. Based on preliminary engineering studies, it appears that only one out of each ten of these applications raises no engineering question. This does not necessarily mean that the applicants must go to hearing.

Agreements Sought

Tentatively, the FCC Engineering Department plans to ask regional station licensees, whose 5,000-watt applications show engineering conflicts, to attempt to work out their differences among themselves and with the Commission on a channel basis. It may develop that informal conferences will be called for that purpose, with stations assigned to given frequencies called in groups for the discussions. Where the adjustment cannot be made harmoniously, hearings will be ordered upon proper application.

The FCC also has before it some 28 applications from stations requesting duplication on clear channels. In about half these cases, it appears, such applications can be granted under the new rules without hearing, by virtue of the classification of the former clear channel stations in the secondary clear category permitting duplication. Where there are conflicts with the rules, the FCC presumably will deny the applications, though the applicants can insist on hearings.

In the local channel classification, stations have been applying for the 250 watts night authorization in large numbers. About 150 such applications already are on file, and 13 already have been granted. There are 357 local stations and it is expected that another 125 probably will be granted the new night power without hearing. Stations already using 250 watts daytime will have no trouble but those using 100 watts both day and night, in no few instances must undergo technical changes, including antenna, to qualify for 250 watts night.

No frequency shifts will be involved in the changed status of station operations under the new rules. The actual reallocation must be held in abeyance until the terms of the Havana Treaty are ratified, formally or administratively, by Mexico.

To expedite handling of the welter of power applications, three engineer-inspectors from the field were called in for temporary assignment to the Broadcast Section. They are Carl A. Johnson, from the New Orleans office; Robert M. Silliman, St. Paul, and Henry Underwood Graham, Baltimore.

Ford to Resume

FORD MOTOR Co., Detroit, which continued on CBS throughout the summer with a special summer musical series, will resume its usual winter program featuring the Ford Symphony Orchestra and Chorus Sept. 24 in the 9-10 Sunday evening period on CBS. N. W. Ayer & Son, Philadelphia, places the account.

Opry Film

WSM's famous 14-year-old program *Grand Ole Opry* will become the vehicle for a full-length motion picture to be produced by Republic Studios under a contract signed in Nashville Aug. 21. To carry the title of the program, the picture is scheduled for early fall production with many stars of the WSM four-hour program to appear in the movie version. William Berke, producer, flew back to Hollywood following signing of the contract to launch the writing of the scenario. While a number of nationally known programs and radio performers have been starred in full length motion picture production, selection of the WSM program, along with title and cast principals, was regarded as an innovation.

N. Y. Net Staff

CARL CALMAN, general manager of WINS, New York, and vice-president and general manager of the New York Broadcasting System, new regional network which begins operations Sept. 5, has announced the personnel for the network, as follows: Edward Lennon, WINS sales manager, becomes sales manager of the network; E. K. Johnson, former sales manager of WSAY, Rochester, and WABY, Albany, is assistant sales manager; Al Grobe of the WINS publicity department is traffic manager; Robert Cotton of WINS will be production manager, and Paul Von Kunitz, chief engineer of WINS, will hold the same position with the new network.

Stokely Tests Strip

STOKELY Bros. & Co., Indianapolis (canned vegetables), on Sept. 25 starts a five-weekly 15-minute strip show on WHK, Cleveland, and WGST, Atlanta. The test campaign was placed through Gardner Adv. Co., St. Louis.

KTAT Becomes KFJZ In Fort Worth Transfer As Latter Goes Off Air

FOLLOWING the acquisition of KTAT by Mrs. Elliott Roosevelt, wife of the general manager of the Texas State Network [BROADCASTING, Aug. 1], the Fort Worth regional station's call letters were changed to KFJZ and it became the key outlet of TSN. At the same time, in conformity with the FCC decision authorizing the $101,570 purchase of the station, Mr. and Mrs. Roosevelt surrendered the license of their 100-watt KFJZ and it went out of existence. Its 1370 kc. facilities, however, have been applied for by R. Early Willson, part owner of KABC, San Antonio, in partnership with Earl Cullum, Dallas consulting engineer, and T. W. Davis, seeking a new local outlet in Dallas. Also applicants for new local outlets in Dallas on 1370 are V. O. Stamps, local printer, and A. L. Chilton, chief owner of KLRA, Little Rock, and a resident of Fort Worth.

With the change, Mr. Roosevelt announced that the entire KFJZ personnel has been moved into the KTAT quarters in the Hotel Texas and the program schedules of the two stations have been merged in the new KFJZ. Manager of the station is Gene Cagle; commercial manager is Charles Meade, formerly with WLW, Cincinnati; program director is Roy Duffy, and publicity director is Forrest W. Clough, who is also TSN educational director.

Mr. Roosevelt also announced that all of the 23 stations of TSN have signed new 10-year contracts, effective with the network's first anniversary Sept. 15. Twenty of these stations were with the original TSN setup, changes having been effected in three localities. At Amarillo KGNC was replaced by KFDA; at Beaumont, KRIC was replaced by KFDM, and in Fort Worth KFJZ assumes the facilities of KTAT.

Effective at midnight Aug. 24, KFJZ inaugurated 24-hour-a-day service. It has also applied for 5,000 watts fulltime on its new 1240 kc. frequency, on which it now uses 1,000 watts day and night.

New Suffolk, Va. Local

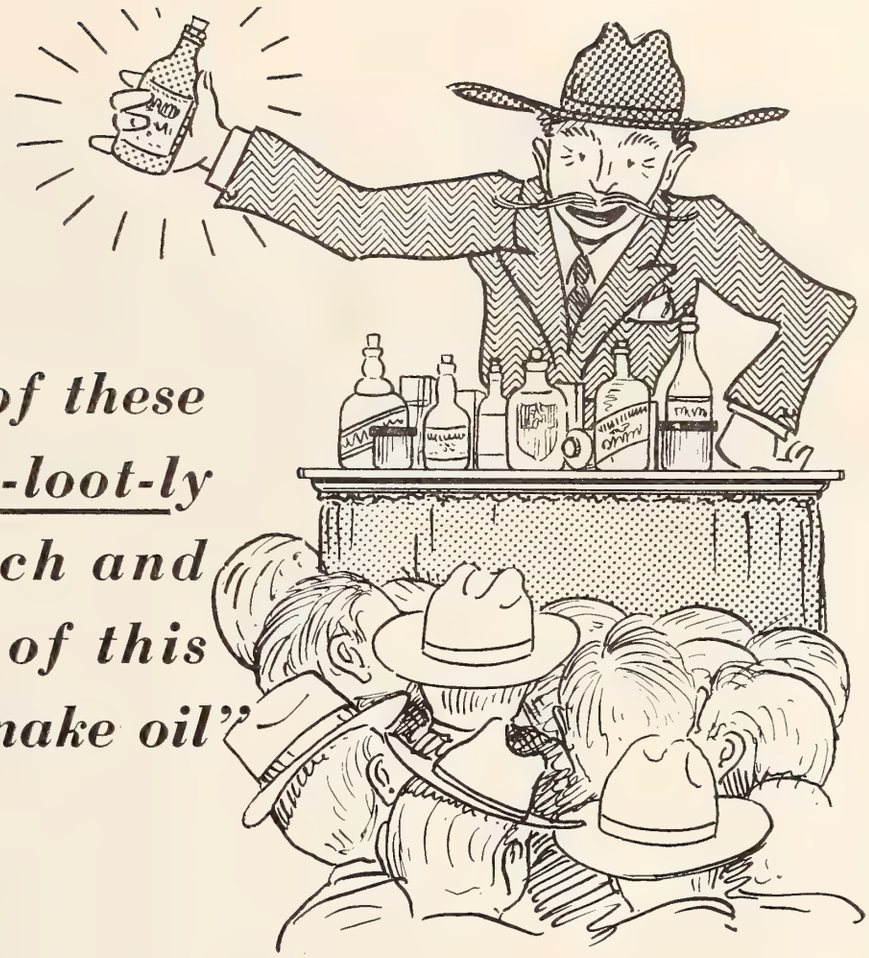
THE FCC has adopted a final order making effective on Aug. 20 its proposed findings of last July 13 approving a new local station in Suffolk, Va. It will bear the call letters WLPM and will operate with 100 watts night and 250 day on 1420 kc. Incorporators of Suffolk Broadcasting Co., holding the construction permit, are Fred L. Hart, druggist; Frank E. Butler Jr., lawyer, and Leo Brody, Kinston, N. C. merchant, each owning one-third of the authorized stock.

Insurance Campaign

NORTH AMERICAN Accident Insurance Co., Newark, during the first week in October will start a fall campaign of quarter-hour news programs one to three times weekly on 30 to 40 stations. The company on Sept. 11 starts 12 quarter-hours weekly of United Press news on WHN, New York. Franklin Bruck Adv. Corp., New York, places the account.



THE IMPOSSIBLE was accomplished by Caryl Coleman, Pacific Coast radio director of Botsford, Constantine & Gardner, when he cleared time simultaneously on all 11 stations in the San Francisco-Oakland-Berkeley area for MacFarlane Candy Co. A five-minute transcribed program was used on the 11 stations during the week begun Aug. 14. Client features "Awful Fresh MacFarlane". Eight schedules were drawn before time was cleared. Around the perplexed Coleman are (l to r): Dave McKey, KJBS; Merwin McCabe, KFRC; Carl Nielsen, KYA; Ray Rhodes, KGO-KPO; Howard Smith, KLX; Fred McPherson, KRE; Howard Wilson, KROW; Charles Hopkins, KSAN; W. Morse, KLS; Frank Oxarart, KSFO.



"...and all of these things ab-so-loot-ly free with each and every bottle of this mar-vee-lus snake oil"

WOAI is neither running a "medicine show" nor selling "snake oil".

Believing that the effectiveness of exaggerated claims and special deals went out with the medicine man, WOAI adheres rigidly to the code of ethics adopted by the National Association of Broadcasters . . . and to the form of the AAAA contract. There are no special concessions to any advertiser . . . either in rates for station time, "extra" merchandising services or special talent "deals." WOAI does not . . . and will not . . . cut rates directly or indirectly under the guise of "combinations" . . . since such practices seldom prove profitable in the long run . . . to the station, to the advertiser or to his product.

WOAI . . . designated by the Federal Communications Commission as the "Class I" radio station in San Antonio . . . is justly proud of its outstanding record of seventeen years' progressive operation in the Southwest, under the **same management.**

The continued association of hundreds of national and local advertisers with WOAI over a long period reflects their well-merited confidence in WOAI's far-reaching influence.

In scheduling your radio advertising in the Southwest, study WOAI coverage maps . . . note the greater reach of 50,000 watts, **day** and **night,** on a cleared channel . . . based on **accurate** field-strength measurements of independent engineers and on **thorough** mail analysis.

Inspect the exhaustive report of WOAI's listener preference . . . as shown by the **only** authenticated comprehensive survey of listeners ever made in the San Antonio territory and **released** to advertisers. Consider the fact that there is no finer, more modern studio and transmission equipment in the Southwest . . . nor more capable station personnel.

Compare . . . and you will place your advertising schedule with confidence . . on WOAI.

WOAI



San Antonio

50,000 WATTS • 1190 KILOCYCLES
CLEARED CHANNEL

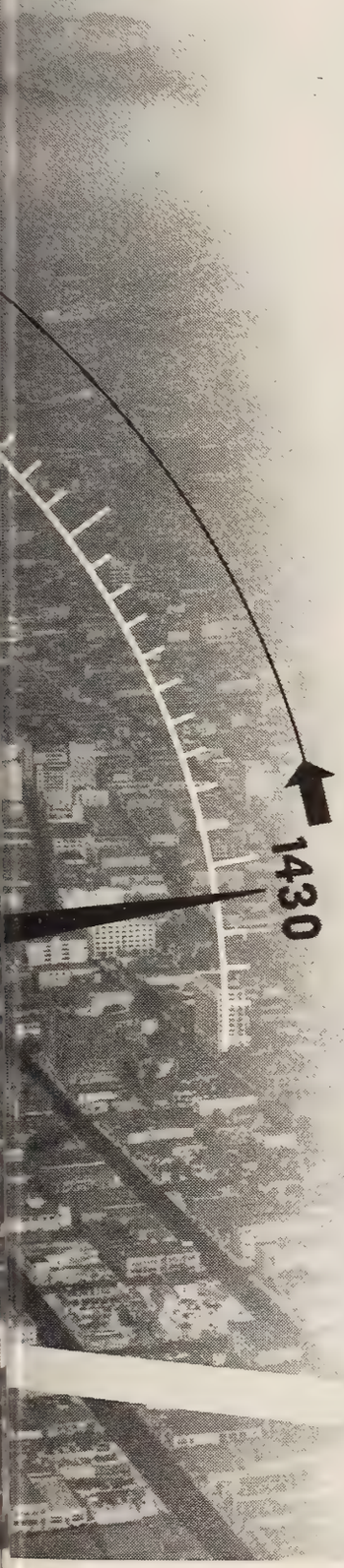
"The Most Powerful Advertising Influence in San Antonio and the Southwest"

NBC, RED and BLUE » REPRESENTED EXCLUSIVELY BY EDWARD PETRY & CO., Inc. « TEXAS QUALITY NETWORK


New Dial for KECA...
780

New Deal for ADVERTISERS

Blue Network multiplies signal strength in Los Angeles... another bonus for advertisers on America's most economical national medium



In Los Angeles... America's fourth largest buying market... listeners now tune in at 780 on the dial for KECA. And thousands of new families... rich and with three chickens in the pot... are brought in as added coverage by KECA's new transmitter location, nearer to the better residential areas.

This apparent miracle was accomplished by taking over KEHE's frequency and also its transmitter. A simple thing to do, but one which overnight reduced local competition for listeners, by eliminating one station, and at the same time combined KEHE's best features, as well as its habitual audience, with KECA's— thus opening up to Blue Network advertisers a much larger slice of Southern California's best buying market. Naturally, present Blue advertisers gain these benefits at once.

The famous Blue discount plan enables advertisers to "go national" on indeed a modest budget. Now at no extra cost Blue sponsors may reach several hundred thousand additional homes in the country's fourth largest market. KECA's new frequency and transmitter location mark the Blue Network's most important improvement since the Blue discounts. For not only has it brought Blue advertisers a big circulation boost... but does so without costing one penny more.

This great national advertising medium... the NBC Blue... has its stations strategically located to reach 95% of all radio families in America's major markets —and don't forget, too, it serves a goodly part of the small town and rural audience.

To sum up, you'd "Better Buy Blue" for topnotch coverage at lownotch cost... as so many other smart advertisers are doing. Get full details on the network which made an all-time Crossley peak of 53.1% in listening audience with the Galento-Louis fight broadcast. *And there are some good evening time periods still open on the Blue!* National Broadcasting Company, a Radio Corporation of America Service.

What happened when KECA's transmitter and dial position were moved?

Large increase in signal strength followed, notably in better residential areas. For example: In Hollywood area, Glendale, Burbank the new signal is 5 to 10 times as strong. In Wilshire section and Beverly Hills, 5 times as strong.

Southwestern area, including Culver City, Inglewood, Hawthorne 4 times... Santa Monica, including El Segundo and beach section 2 to 3 times as strong. Northeast area 2 to 3 times as strong... and in Pasadena area 3 times as strong!

NBC *Blue* NETWORK

"Better Buy Blue"

General Revision Of Its Rate Card Is Effected by CBS

Lower Rate - Per - Listener for Network Clients Claimed

AN AVERAGE increase of 7.5% in over-all network rates, effective Sept. 15, 1939, was announced Aug. 16 by CBS with publication of Rate Card No. 26. The new rates, representing the first general revision since late 1936, were described by the network as maintaining the CBS policy of "holding time costs to a progressively lower rate per thousand listeners". CBS officials pointed out that the rate increase was far below the average increase of coverage, power and listener reception since Jan. 1, 1937, when the current rate structure was evolved.

Changes in Station Rates

The 7.5% rise results from an average increase of $36.16 each for 56 stations and a $25 reduction for 12 stations, with the rates of 41 other stations remaining unchanged, and two new outlets, WMT, Cedar Rapids, Ia., and KWFT, Wichita Falls, Tex., added to the network—a total of 111 stations, exclusive of four bonus stations and WMFG or WHLB and WGR or WKBW, but aggregating 117 stations in 116 cities. Based on the total network common to rate cards 25 and 26, covering 109 cities, the average increase amounts to $15.83 per station, or 7.51% on the total costs for all stations.

The new rate card reflects a more balanced rate structure in terms of pricing individual stations more equally in proportion to the audience each station serves, CBS declared. Increases vary from $5 to $100 per hour, depending on the station, among the 56 affected. The new rates are effective Sept. 15, 1939 for new contracts, and Sept. 15, 1940, on present contracts.

Reviewing developments since Jan. 1, 1937, when the last general rate revision was made, apart from isolated station increases, CBS pointed out that the number of radio homes is up 14%, number of receivers up 44%, auto radios up 56%, while sets in daily use have increased from 76.4% to 84%, and average hours of daily use from 4.2 to 4.5 per day. In the same period, development and extension of CBS facilities has included an increase in total station power of 46.3%; 60% more 50 kw. stations (16, including WCKY, Cincinnati, and KWKH, Shreveport); 45 stations operating with increased power, and 66 stations operating with new and improved transmitters or antennas.

The basic network under Rate Card No. 26 comprises 26 cities, compared with 25 currently. This reflects the addition of Cedar Rapids as a basic station and Harrisburg as a basic optional, while Worcester becomes a basic supplementary. Because Cedar Rapids will not be available until May 1, 1940, only 25 stations will be required for the basic network, under the new rate schedule, until that date.

WELI, New Haven, Conn., begins full time operation September 4, operating on 930 kilocycles with 500 watts day, 250 watts night.

EASTERN CORN
WCHS Challenges WHO to Show Taller Stalk

CHALLENGING Iowa to produce taller corn than West Virginia, John A. Kennedy, head of the West Virginia Network (WCHS, Charleston; WBLK, Clarksburg; WPAR, Parkersburg) has started a WCHS Tall Corn Contest along the lines of that conducted annually by WHO, Des Moines, in connection with Iowa's State Fair.

Object of the contest is to obtain the tallest stalk of corn grown in the State during 1939, with six prizes of $25 to $5 to be awarded when measurements are taken Sept. 23. Mr. Kennedy has written Joe Maland, WHO general manager, challenging him to compare the winning Iowa stalk with the winning West Virginia stalk—WHO to present a roasting pig to the Governor of West Virginia if it loses and vice versa.

NBC RELAXES RULE ON STATION BREAKS

DEPARTING from its established policy, NBC recently authorized sale of 20-word station-break announcements on a limited basis on its managed and operated stations except those in New York and Chicago. Designated as "service announcements" rather than station-break time, the new commercial spots are being sold on the individual stations at the same rate as the ordinary 100-word announcement. The plan, originally revealed to the stations in mid-August, was approved finally by William S. Hedges, NBC vice-president in charge of station relations, late in the month.

Under the new station-break policy, time will be sold on a limited basis to local and national advertisers alike, with sale geared to allow no single client to dominate the amount of station-break time available. A heavy demand for time has been reported, but no list of the accounts placed is available, since availability inquiries and actual sales have not been completely closed, according to NBC officials.

Discs on WEAF-WJZ

NBC has authorized the use of transcriptions on WEAF and WJZ, New York, at any hour of the day or evening, effective immediately, according to an announcement by Maurice M. Boyd, manager of the national spot sales department of NBC's eastern sales division. Since November, 1937, NBC stations have been allowed to accept transcriptions from 6.30 a. m. until 9 a. m., but this policy was modified in June of this year when NBC accepted transcriptions on stations of the Pacific Coast Blue network.

Coughlin Placing

THE newly-inaugurated news and current events broadcasts sponsored by *Social Justice*, the publication of Fr. Charles E. Coughlin, radio priest, were extended Aug. 28 to WCKY, Cincinnati, which will carry five 15-minute periods daily. The list now includes WHIP, Hammond, Ind., and CKLW, Windsor-Detroit. The Coughlin agency, Aircasters Inc., Detroit, is understood to be dickering with other stations for time for the series, but only the three contracts have been completed thus far. It was said that booking of time for Social Justice is still in a testing stage.



UNION musicians of Los Angeles recently nominated Sybil Chism, organist for the *Lum & Abner* program, as Most Beautiful Organist and presented her with a scroll attesting their choice. In private life Miss Chism is the wife of Hal Bock, NBC's Hollywood press representative. Here she is shown receiving the scroll from Jack Tenny, president of the union and member of California's Legislature.

HOLLYWOOD CLAIMS NET BOOKINGS UP

TRANSCONTINENTAL commercial programs originating in Hollywood show a decided increase over last year's peak for the coming fall season, according to Coast radio circles. Donald W. Thornburgh, CBS vice-president in charge of Pacific Coast operations, who returned from the East in mid-August, announced that CBS is already 32% ahead of last fall's bookings for Hollywood originations.

Don Gilman, vice-president in charge of Pacific Coast operations for NBC, stated that Hollywood transcontinental originations for that network have already passed the peak of last season's bookings and are well on the way to further increases. Lewis Allen Weiss, vice-president and general manager of Don Lee network, reports it has more than doubled the originations scheduled at this date a year ago.

Accompanying the uptrend in commercial originations, CBS announces plans to build two new studios at Columbia Square to accommodate the increased production activity. Plans now being studied by Mr. Thornburgh and Paul Kesten, CBS executive vice-president here from New York for the expansion program, include the erection of another building to house two additional studios with seating capacity of 400. The building will occupy a portion of the present parking site.

INDEPENDENT Merchants Broadcast Co., a Minnesota firm headed by John P. Devaney, Minneapolis attorney and former chief justice of the State Supreme Court, and W. A. Steffes, theatre owner, president and vice-president respectively, has filed with the FCC for a new 1,000-watt station in Minneapolis on 1300 kc. Edward P. Shurick, for many years active in Minneapolis radio as Minneapolis manager of KSTP and later as assistant general manager of WDGY, will be general manager if a construction permit is granted.

Cummings in Temporary Charge of WWL With Departure of Callahan

WITH resignation of Vincent F. Callahan as general manager of WWL, New Orleans, to become assistant general manager of WBZ-WBZA, Boston, NBC programmanaged outlets, Albert J. Cummings, WWL auditor for the last five years, was placed in temporary charge of the Loyola University station.



Mr. Callahan

Mr. Callahan, who joined WWL May 17, 1937, had retired from an executive post with WRC and WMAL, Washington NBC-operated outlets, to take over the helm of the New Orleans station. His resignation from WWL was motivated largely by family illness, it is understood, and the desire of Mr. Callahan to return to the East.

At WBZ and WBZA, Mr. Callahan will work directly under John A. Holman, general manager, and will be in supervisory charge of sales and programs. The appointment was announced by William S. Hedges, NBC vice-president in charge of stations. For ten years prior to his association with WWL, Mr. Callahan had been with NBC as commercial head of WRC and WMAL and as assistant to Vice-President Frank M. Russell.

Mr. Cummings' appointment as acting general manager of WWL was regarded as temporary. Whether an active broadcaster will be assigned to the post or whether a Loyola faculty member will be designated to take over the station, remains to be determined. Prior to Mr. Callahan's advent, the station had been directed by Father Wallace A. Burke, S. J., now general manager of WEW, St. Louis.

Goelet Selling WGNY

PETER GOELET, scion of the noted New York banking family and owner of WGNY, Newburgh, N. Y., disclosed his intention of selling the station to the *Poughkeepsie* (N. Y.) *Courier*, a weekly newspaper, in an application filed Aug. 29 with the FCC. The sale price would be $40,000. The station recently secured a 250-watt daytime assignment on 1220 kc. Whether the newspaper plans to move the station into Poughkeepsie, where several applicants have filed for new local stations, including one said to be backed by the local daily, was not divulged. Mr. Goelet recently was seriously injured in a motorcycle accident which is said to have impelled his desire to retire from the active broadcasting field.

Fr. Gaudin to New Post

WITH the appointment of Fr. Harold A. Gaudin, S. J., as president of St. John's College, Shreveport, La., WWL, New Orleans, has a new supervising director. He is Rev. P. A. Roy, S. J., who has succeeded Fr. Gaudin as president of Loyola University, parent organization of WWL, and who thus becomes head of WWL. Fr. Roy has been dean of Loyola since 1937 and is president of the Southern Association of Colleges and Secondary Schools. Fr. Gaudin is well-known in radio circles, having attended most NAB conventions in recent years.

Choose Your Market with *Fulton Lewis Jr.*

Radio's No. 1 Commentator on National Affairs*



Lewis Goes on Vacation

(The European Crisis permitting)

. . . . . **And look who subs for him:**

William Green
Harry H. Woodring
Senator Robert Taft
Senator Styles Bridges
William R. Castle Jr.
Rep. Martin Dies
Senator Bennett Champ Clark
Boake Carter
Paul McNutt
James W. Hook
Frances Perkins
Norman Thomas
Earl Browder

Capitalize on the heightening interest in national and international affairs . . . build your audience with this natural . . . the 1940 elections are just ahead. Available as a separate buy on all Mutual Network outlets. Write or wire William B. Dolph, Station WOL, Washington, D. C.

** In a poll of all members of Congress by the Columbia Survey Inc., Fulton Lewis jr. was chosen as the favorite of statesmen by a 2 to 1 majority over any other commentator.*

Automobile Spots Remain Uncertain

Willys-Overland Plans Drive; Chevrolet Rumors Heard

PLANS for fall promotion of the 1940 model automobiles, still somewhat up in the air due to recent strikes and the uncertain labor situation, do not appear to include much more money for radio expenditure than was the case last year.

The industry is a little dubious whether the 1940 model year will prove considerably better than the 1939 results, contrary to what has been reported, and for this reason advertising spending is not likely to be appreciably enlarged unless new car buying balloons sharply.

There are straws in the wind, however, indicating that radio is definitely in the minds of the advertising managers. For instance, Willys-Overland Motors, attempting to make a comeback with a definitely redesigned car for 1940, plans to use radio spots along with other mediums to develop public interest in the new offerings. This company has not been on the air for many years. The agency is U. S. Adv. Corp., Toledo.

Most other companies will also go into spot radio at the introduction season, which will be heaviest around Sept. 15th. No new network shows are reported in consideration at this time, although reports continue that Chevrolet is considering a program of the general description and magnitude of the recently-discontinued *Musical Moments*.

Hess & Clark Discs

DR. HESS & CLARK, Ashland, O., on Sept. 23 starts a transcribed half-hour farm program for 26 weeks on 23 stations located largely in the Midwest. Talks by Sam Guard, editor of *Breeder's Gazette*, guests, and music will be included, with announcing by Hal Culver. Stations are WLS WOWO WIRE WOC WHO WIBW KFH WELL WIBM WJIM WCCO WDAF KMOX WOW WADC WBNS WHIO WKY WHP WGAL WORK WNAX WKBH. N. W. Ayer & Son, Philadelphia, is agency.

General Foods Strip

GENERAL FOODS Corp., New York, on Oct. 9 starts a quarter-hour five-weekly program titled *My Son & I* on CBS for Swansdown Cake Flour and Calumet Baking Powder, products also promoted on the company's *Noonday Chats* program with Kate Smith. New program will feature Betty Barde and Kingsley Colton, who have appeared on the *Kate Smith Hour* in short sketches. Young & Rubicam, New York, handles the account.

WING Joins NBC

WING, Dayton, joined NBC Aug. 27—two weeks ahead of its scheduled affiliation as an optional Red or Blue outlet. The former WSMK, it recently began fulltime operation on a regular basis, has completely modernized its plant and equipment. Ronald B. Woodyard is its general manager.

Quiz Held Skill

WHEN an injunction was recently obtained against the city of Chicago on behalf of Mars Inc. so its *Dr. I. Q.* quiz show might continue from the stage of a local theatre, the city filed for a dissolution of the injunction [BROADCASTING Aug. 1]. On Aug. 17, Daniel A. Covelli, to whom the case had been referred as master-in-chancery, upheld the injunction and ruled that the program was a contest of skill and not a game of chance. A city ordinance forbids theatres to give away merchandise or money when chance is involved and a group of independent theatre owners had sought to bar the radio show from the stage of the Chicago theatre under the terms of this ordinance. The ruling is precedent for quiz shows originating from theatres. The injunction was obtained by Grant Adv. Agency which places *Dr. I. Q.* on 56 NBC-Red stations. The show was moved to Pittsburgh on Aug. 28 and will continue origination from the local Stanley Theatre until early October when it is scheduled for origination from a New York theatre.

WHA Renews Its Effort To Get WMAQ Facilities

EFFORTS of WHA, Madison, Wis., to secure the frequency and power of WMAQ, Chicago's NBC-Red outlet, were renewed Aug. 25 when the Wisconsin State Assembly advanced a bill to its third reading. The measure directs the Attorney General to seek authority from the FCC to expand the State-owned university station WHA by taking over the wavelength, power and broadcasting time of WMAQ, Chicago.

The bill appropriates $9,800 to the Attorney General for special counsel and $106,500 to equip and enlarge WHA, should the FCC authority be granted. The bill also provides $126,000 annually for operating expenses. The bill contemplates elimination of WLBL, Stevens Point, Wis., companion station of WHA. WLBL operates on 900 kc. with 5,000 watts daytime. WHA operates on 940 kc. with 5,000 watts day. WMAQ operates on 670 kc. with 50,000 watts.

More Call Letters

THE FCC in latter August completed assignments of call letters to all new stations authorized for construction at its July 12-13, July 26-27 and Aug. 8 meetings [BROADCASTING, July 15, Aug. 1, 15]. The complete list follows: KYUM, Yuma, Ariz.; KWFC, Hot Springs, Ark.; WFTL, Ft. Lauderdale, Fla.; WSPB, Sarasota, Fla.; WMOG, Brunswick, Ga.; WMGA, Moultrie, Ga.; KVFD, Fort Dodge, Ia.; WJPF, Herrin, Ill.; WESX, Salem, Mass.; WCAR, Pontiac, Mich.; WSOO, Sault Ste. Marie, Mich.; WJPR, Greenville, Miss.; KHAS, Hastings, Neb.; WCNC, Elizabeth City, N. C.; WGTC, Greenville, N. C.; WFIG, Sumter, N. C.; WKIN, Kingston, N. Y.; WAKR, Akron, O.; WHUB, Cookeville, Tenn.; KVIC, Victoria, Tex.; KWBD, Plainview, Tex.; WLPM, Suffolk, Va. In addition, the call letters WMAN have been issued for the newly-authorized station in Mansfield, O.; WMAM, Marinette, Wis.; WDLP, Panama City, Fla.



AT SCENE of railroad wreck in Nevada were Bob Dumm, sales promotion manager of KSFO, San Francisco (left) with Chief Engineer Roy V. Howard. They got their recording and remote control equipment to the scene by traveling 25 miles on a handcar. Inset shows Announcer Tro Harper, the other member of the station crew.

WRECK COVERAGE
KSFO Sends Crew to Remote Scene in Nevada

WRECK of the streamliner *City of San Francisco* near Carlin, Nev., Aug. 12, was the signal for the dispatching of a crew to the scene of the disaster, 1,100 miles away, by KSFO, San Francisco. Shortly after the last of the bodies was taken from the crash, KSFO was on the air with reports from the scene. Its crew fed news to the station by wire, climbing telephone poles and tapping wires to get their messages out. Portable recording apparatus was taken along, and on-the-scene recordings were rushed to Elko, Nev., and thence by plane to San Francisco.

The KSFO crew comprised Announcer Tro Harper and Chief Engineer Roy V. Howard, accompanied by Robert W. Dumm, sales promotion manager. To reach the wreck they rode a railroad handcar 25 miles across the desert. Running news accounts, as wired to the news bureau were used on Bob Garred's *Streamlined Headlines*, and bulletins were posted in the show windows of the Waterman Pen Co. which is currently featuring a KSFO window display.

Ovaltine Discs-Net

WANDER Co., Chicago (Ovaltine), on Oct. 2 starts *Orphan Annie*, five-weekly quarter-hour transcribed series, on these stations: WSB WFAA KOA WHO WDAF KSTP KXOK plus 14 stations of the Don Lee network. On Sept. 25 the firm also starts *Orphan Annie* on 16 NBC-Red stations plus WGN, Chicago, Monday thru Friday, 5:45-6 p. m. (EST), and *Carters of Elm Street* on 10 NBC-Red stations, Monday thru Friday, 12-12:15 p. m. (EST). Blackett-Sample-Hummert, Chicago, is agency.

Grove Disc on WOR

GROVE LABORATORIES, St. Louis (Bromo-Quinine), which on Oct. 2 will start *The Adventures of Sherlock Holmes* on NBC-Blue, has arranged to record the weekly half-hour programs for rebroadcast on WOR, Newark, two days after the broadcast. First rebroadcast will be heard Wednesday, Oct. 4, 8:30-9 p. m. (EST). Stack-Goble Adv. Agency, Chicago, handles the account.

Checking of Complaints Resumed by the FCC in Revision of Procedure

VALIDITY of complaints against stations relating to program operation will be verified by the FCC preparatory to notice to stations, it is indicated under procedure evolved by the Commission.

Whereas it appeared recently that the FCC had revived its old program complaint procedure by which stations were asked to submit continuities on questionable programs, it now develops that this method has been dropped. In line with a change in procedure adopted by the FCC last February, the Commission has instituted the complaint checking method. Under this process, each complaint deemed worthy of consideration will be verified. If basis for investigation is found, the FCC then proposes to ask the station for continuity or other information in connection with the program.

The FCC, after a storm of protest from within the industry as well as widespread editorial criticism, last February announced that it would completely alter its procedure on program complaints. It dropped the "temporary license" method formerly employed during the investigation period and instructed its Law Department on other procedure. [BROADCASTING, Aug. 15].

Federal Study Analyzes Industrial Market Data

DESIGNED to aid sales and advertising executives in estimating sizes and locations of their markets, along with the potential value of these markets, the Department of Commerce has published the first *Industrial Market Data Handbook*, containing complete figures, as of 1935, on industrial production, employment, value of products, cost of material, fuel and power, and output per wage earner for each of the 3,070 counties in the United States as well as for every city of more than 10,000 population. The 907-page volume also contains similar operating data on a national basis for each of the 280 industries and the 33 industrial areas of the country.

Among the tables in the new *Handbook* are compilations showing the county location of 169,111 manufacturing plants by type of industry, operations and county location of the 23,000 mines in the country by type of mining, and method of distribution of industrial goods. The Commerce Department recommends the volume particularly to industrial marketing executives, financial organizations, economists and others interested in the heavy industries.

Industrial Market Data Handbook—identified as Domestic Commerce Series No. 107—may be obtained from the Superintendent of Documents, Washington, D. C., or any district office of the Bureau of Foreign & Domestic Commerce, for $2.50.

KELLOGG Co., Battle Creek, Mich., announces the election of Earle J. Freeman as vice-president in charge of domestic sales. Mr. Freeman has been associated with the firm for the last 25 years and is a member of its board of directors.

Minus FLAVOR or FAVOR

MOST food, when cooked, must be flavored to be appetizing. Most friends, if congenial relations are to be maintained, must be treated with partiality and kindness.

Both *flavor* and *favor* contribute much to make daily living pleasant. Neither, however, should play any part in an independently conducted market research or survey.

Hooper-Holmes maintains every possible precaution to keep the final results of surveys for its clients free from *flavor* and *favor*.

We operate on the theory that our clients want honest, unbiased results . . . results that can safely be used as a reliable basis for formulating marketing policies, for changing package or product, for altering copy appeals, for winning or strengthening dealer cooperation, or for gauging size and type of audience for a publication or radio program.

Hooper-Holmes men are trained to get complete and unbiased information. Their daily reports are checked and double-checked. They know that the surest way to get eliminated from the Hooper-Holmes payroll is to be caught "fudging" or "faking".

As an additional precaution, the name of the client and product, whenever possible, is withheld from both our supervisors and field men. It is guarded with the utmost secrecy.

This precludes the dangerous factor of conscious or unconscious prejudice on part of interviewer and interviewed. The reactions and opinions obtained are all the more valuable because they have not been "guided" or influenced to show results a client *hopes* to get.

Our clients appreciate this method of doing research. They almost invariably give us repeat assignments whenever the need for a survey arises. The results may not always be what they *hope* for, but they get honest, unbiased results which they can use with complete confidence.

You are invited to discuss your research problems with us. No obligation, of course.

★

WHAT IS THE HOOPER-HOLMES BUREAU?

For 40 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. Most of these are made and written by trained Inspectors, all of whom are full-time men. Their work is supervised by 81 Branch Offices. They regularly cover 13,577 cities and towns in their insurance work and their efforts are supplemented by 55,000 part-time correspondents.

Address all inquiries to Market Research Division, Chester E. Haring, Director.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK

Tip to Advertisers: They Like to Listen

Radio Catches Buyers In Proper Mood to Hear Message

By ROBERT J. McANDREWS
Sales Promotion Manager
NBC, San Francisco

SOME like it sweet and some like it sour. If they want music and drama and wholesome entertainment in a relaxed environment, they can get it from the loudspeaker. If they want murder and divorce and the bizarre, they can get it from the press. At least, that's the thesis of Mr. McAndrews, who goes on to show how the man who wants to do some advertising might well consider the editorial content of the various media, and the circumstances under which messages are imparted and received. For the optimist-advertiser he advises radio.

SOMEWHERE in the dim vistas of last summer, Peter Sampson, president of Chicago's Sampson Electric Co., lighted the fire under a fair-sized teapot tempest with a circular letter. Mr. Sampson's firm is a Norge distributor. His letter, addressed to Norge dealers, went not only to those dealers but to newspapers carrying Norge advertising. The dealers agreed with Mr. Sampson's sentiments. The newspapers disagreed, most decidedly.



Mr. McAndrews

The thesis of this circular was that advertisers should bring pressure upon editors to print more cheerful news in their papers. "How is it possible," wrote President Sampson to his colleagues, "for you to obtain even a small part of the value from the advertisement you have paid for when the customer first must be thoroughly depressed and adversely influenced before he reads your message? We shall give our fullest support to our factory and their advertising agency in their endeavor to bring newspapers, and particularly the front pages, to print every possible news item which has to do with employment, reemployment, construction improvement and increase in prices."

Quoted in the Press

Several of the newspapers honored with a copy of this letter quoted it. The *Chicago Tribune* alone printed it in full. The *Tribune*, which by the way had had its share of Norge advertising reduced previous to the incident, also replied to the note in a vigorous and quite reasonable editorial.

That solid citizen of the Fourth Estate pointed out very logically that a newspaper which allows itself to be influenced into printing an undue proportion of optimistic news, when facts do not justify such reports, is succumbing to a thinly disguised advertiser's bribe.

I have waited hopefully many months for an extension of the argument. I had hoped the minor-league furor would at least overflow the teapot and splash all over the stove. But no, evidently and sadly the matter has been dropped. A week or two of platitudinous rejoinders and even the normally energetic advertising trade press has gone its way — leaving, it seems to me, an important question still basically unanswered.

None of us can criticize the attitude taken by the *Tribune* in the name of all newspaperdom. Journalism can serve advertising best only by being completely honest. If the news is bad, it's still news just the same and must be printed —as is. If there is no cheerful item in the day's crop of material, then the front page must come out figuratively black-bordered and that's all there is to it. A newspaper cannot be blamed for printing the news any more than the icebox can be blamed for not being an electric refrigerator. Each must exist according to its nature.

On the other hand, Mr. Sampson has a case, and a strong case, too. His possible mistake lies in his choice of media. If as a business man he feels that prospects must be in a cheerful frame of mind to be receptive to his commercial message, then he should place that message in a medium which induces such a mood.

A Matter of Media

The medium? Outdoor, perhaps, although here it's a gamble whether the prospective refrigerator owner reads in sunshine or in rain, on the way to a picnic or on the way to the dentist. Street car cards, maybe, if the 5 o'clock rush crowd isn't parked on the consumer's toes and in his ribs. Magazines, if the reader has just finished a pleasant story or a contented article. Moving picture shorts, if they're short enough and clever enough. Or, probably, most effective of all from this single standpoint anyhow—radio.

Newspapers and radio can and will continue their perennial squabble on circulation and coverage, readership and listenership, recognition and retention. From this one psychological fundamental, however, the points are all radio's. The cheerful mood is the buying mood.

Radio advertising, most of the time, reaches the prospect when he's relaxed and contented. Newspaper advertising, again most of the time, reaches him—or more probably her—when she's serious, disturbed, vaguely depressed. To the full load of troubles borne by the average individual, newspapers add the woes of a world; radio subtracts, by bringing forgetfulness.

The situation, of course is not all black and white. The journals have their comic strips (a few actually funny), their personal columns and their feature stories. The loudspeaker has its news and its politicals and its commentary. On the whole, however, newspaper advertisements are flanked by portentuous facts; radio advertisements by refreshing entertainment. Fifty-two per cent of all programs reported by 633 stations to the FCC for a typical 1938 week consisted of music. The network proportion, judging by the NBC yearbook of programs, is even higher: 59.7% music, two-thirds of it popular and one-third classical. Drama on the air fills from 10 to 17% of total time; variety from 3 to 9%, special events around 2%.

Cartoonists still portray the typical American male perusing the front page at the breakfast table. I doubt if the caricature remains just. In my own acquaintanceship, I know too many who prefer to start the day without the gloom engendered by wars and rumors of wars. Instead they choose even a second-rate comedian shepherding records on a "waker-upper" program. "It's hard enough to get up from a warm bed, harder yet to leave a cozy home for a tough day at the office," one told me. "Why make it any worse, and spoil my breakfast, too, by reading a lot more grief?"

Murder or Music

When I went to college, radio was hardly recognized as a vocation. Certainly there were no directly preparatory courses. I studied journalism. On graduating I asked an old friend who had been in both fields whether I should try for a newspaper job or take a chance with this new thing called radio. His reply, which I have always considered the soundest drawing of distinction between the Fourth and the Fifth estate, went something like this: "If you want to spend your days immersed in details of murder and divorce and accidents and crime, try to get on somewhere as a cub reporter. If you want to spend them in an atmosphere of music and drama and fun, see if some station will accept you as a junior announcer." One station did.

Back in 1933 Columnist Charles Caldwell Dobie, writing in a Hearst paper, could compliment editors for highlighting cheery news as an antidote to a deepening recession, while lambasting radio for its heavy emphasis on "blues". Dobie would have to reverse his field today. Radio's most successful shows are the comedy hours and the light musicales. Journalism's streamers and banners are for the war that is inevitable tomorrow or next week. Even in its news broadcast and its commentaries radio is so conservative that a fictitious story of an invasion from Mars sends its trusting adherents into frenzy of almost panic proportions.

Advertising as an institution has been attacked by its academic critics for its breeding of fear complexes. Here again the fault must be charged primarily to the printed rather than to the spoken commercial, as a result of both network censorship and of the heightened effectiveness of fear-advertising when visualized. *Printers' Ink* noted 40 new plagues trotted out by advertisers in a year's time. Virtually all of them appeared in the printed columns. The list included Headline Jitters, Five O'Clock Shadow Floor Pox, Transportation Fatigue, Birdcage Mouth, Acid Blues, Bridge Table Slump, Lobsteritis and Vacation Figure. Check how many you heard on the air.

Already I can hear editors hurling the insiduous epithet, "Pollyanna". Already I can picture them assailing this apologia pro radio as an evasion of life. And yet after all what is the essence of life? Is it necessarily mostly gloom, mostly worry, mostly serious reflections? Aren't song and laughter more native to the normal human being than astonishment and dread?

As Charles Dana Said:

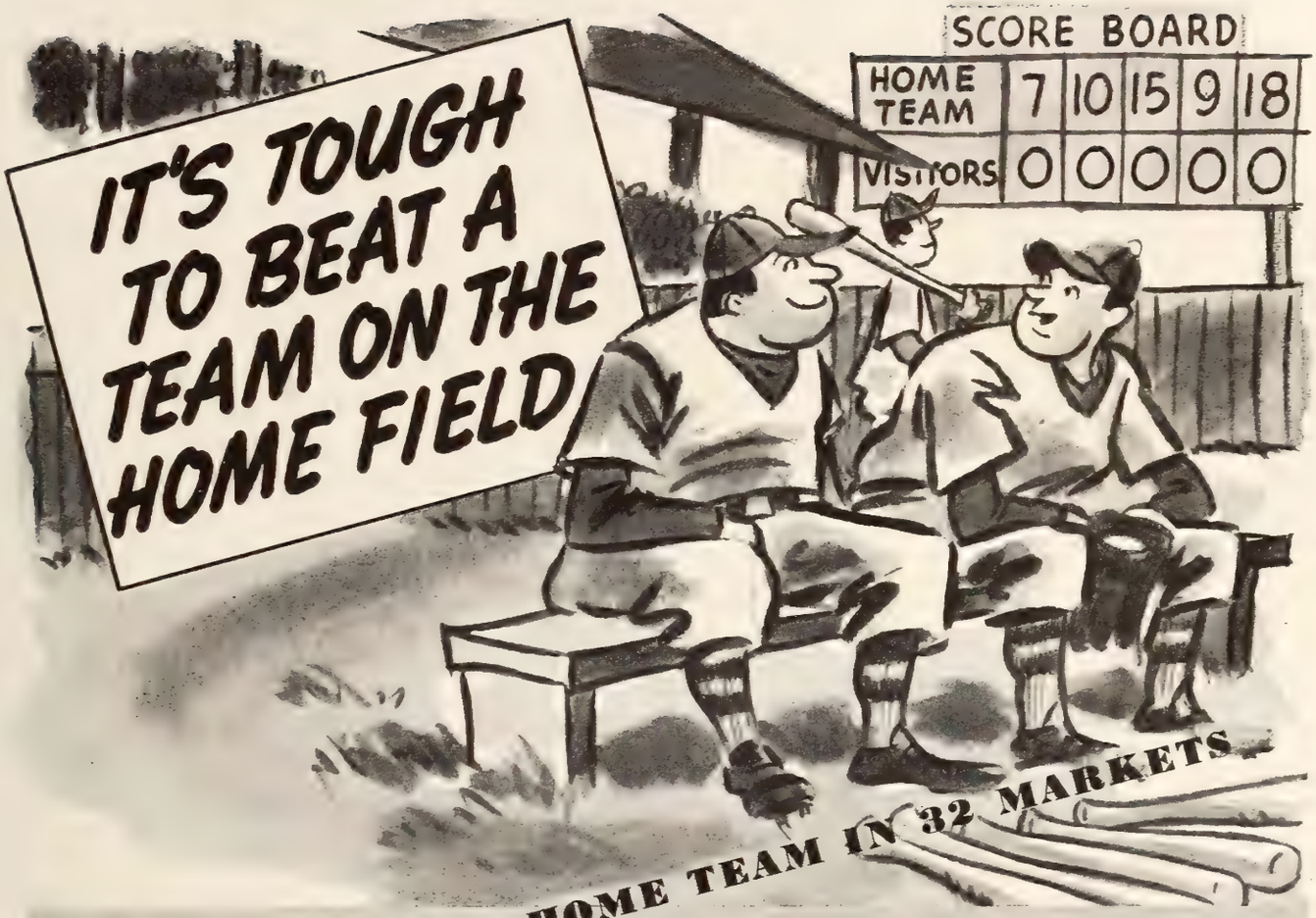
The essential ingredient of news, according to the good old man-bites-dog formula, is the unusual; to make the papers, an incident must be an accident. Radio on the other hand, caters to the normal. News is in the papers because it's strange and different. Music and speech are on the air because they're natural. The one happens to the few, the others to the many. To be sure, the unusual may be cheerful. But for every Irish Sweepstakes winner there are dozens of dictator's oppressions and gangsters' crimes and speedsters' smashups.

Some advertisers will always wish their products to be considered by consumers in a mood of serious reflection, and for them the news pages continue. Some retailers will carry on with their newspaper items-and-prices for housewives who may or may not read anything else in the paper.

For Mr. Sampson and his school however, there are other alternatives. The "happy medium" is not alone that middle lane which politicians hail in the legislative chamber while they scorn it on the highway. Nor is the alleged comedian solely right who claims that the only truly happy medium is a cheerful fortune teller. There is always that other happy medium made especially for optimist-advertisers—radio.

Schulte Coupon Test

UNITED PROFIT SHARING Corp., New York, has appointed Huber Hoge & Sons, New York, to handle a test campaign of daily spot announcements on WAAT, Jersey City. Campaign to redeem the Schulte Cigar Store coupons now outstanding will be extended to other stations, if successful.



There is no doubt about it — the local boys have the advantage when the game is played on the home grounds. They know every inch of the field . . . the hole in front of third base . . . the slippery spot in left field — and the crowd backs the "townies" every time. The visitors have two strikes on them before the massacre starts.

Buy your radio on the same, sound basis. Buy Don Lee for the only complete local coverage on the Pacific coast. Hit the listeners from their own local station within their own trading area. Do we know what we are talking about? I'll say we do! A recent survey taken in Bakersfield showed that when the same programs were released simultaneously from a local station and a distant power station, 86% were listening to the program on the local station while only 6% tuned the power station.

On the Pacific coast, more than 9 out of 10 radio homes are within 25 miles of a Don Lee Station. Your advertising message becomes a definite part of the listeners' community life and calls for action at the cash register.

MUTUAL DON LEE BROADCASTING SYSTEM

1076 West 7th Street, Los Angeles, California
THOS. S. LEE, *Pres.* LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*
Affiliated with Mutual . . . Represented by Blair

THE NATION'S GREATEST REGIONAL NETWORK

Times-Star Buys WKRC, Cincinnati

WCKY and NBC in Amicable Settlement of Differences

WITH the 50,000-watt WCKY scheduled to join CBS as its basic Cincinnati outlet Sept. 24, the network on Aug. 18 announced that it had sold WKRC, Cincinnati regional which it has owned and operated since 1931, to the *Cincinnati Times-Star*, subject to FCC approval. The purchase price was $320,000. In view of recent FCC actions expediting transfers of stations, it is expected the transaction will be approved without hearing within the next few weeks.

The sale was completed last month by M. R. Runyon, CBS vice-president, with Hulbert Taft, publisher of the newspaper. Mr. Taft is a nephew of the late President and Chief Justice William Howard Taft and a cousin of Senator Robert Taft, the latter a prominent candidate for the 1940 Republican nomination for President.

Acquired in 1931

WKRC was purchased by CBS in October, 1931, for $292,000 from Sam Pickard, former member of the Federal Radio Commission and later a CBS vice-president, who owned 60% of its stock; John S. Boyd, Chicago businessman, who owned 30%, and E. S. Mittendorf, manager, who owned 10%.

The *Times-Star* several years ago sought unsuccessfully to purchase WSAI, owned by the Crosley Corp., as well as other Cincinnati stations. Recently it applied to the FCC for a 100-watt station on 25175 kc. for a facsimile broadcasting station.

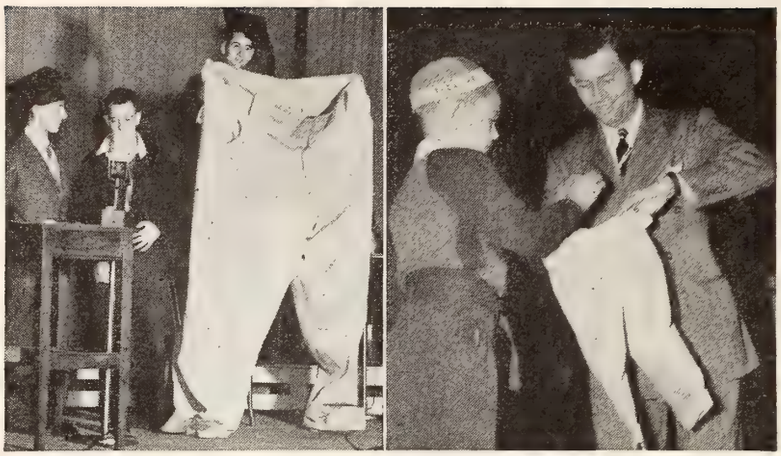
Amicable settlement of differences between NBC and WCKY over the latter's projected affiliation with CBS in the light of its NBC contract, was announced Aug. 15 jointly by the network and L. B. Wilson, WCKY president and general manager. In a formal statement, they announced exchange of "mutual releases" which "amicably settled their differences arising out of a disputed interpretation of the WCKY contract of network affiliation regarding network traffic arrangements in Cincinnati."

Cigar Spots Extended

CONSOLIDATED CIGAR Co., New York, on Aug. 28 added WLW, Cincinnati, to the list of stations carrying news programs three to five times weekly for Harvester cigars. Michael Hinn is the newscaster. The company has renewed for 52 weeks its news programs on WOR, Newark, and WMAQ, Chicago, and is considering further expansion of the campaign later this fall. Erwin, Wasey & Co., New York, is the agency.

Skelly Picks List

SKELLY OIL Co., Kansas City, Mo., on Sept. 25 starts *Captain Midnight* five-weekly quarter-hour disc series on the following stations: KSD WOW WHBF KFH KFRU WHO WKBH KGBX KGNO WKY WDAY WEBC WMFG WHBL WTAQ WCCO WGN WIBW KGNC KFVS KLZ KVOR KGHF WNAX KVOO WDAF. Blackett-Sample-Hummert, Chicago, handles the account.



LONGEST pair of cord pants (left photo) ever made by Rough Rider Co. was presented to Eddie King, short announcer of KPO, San Francisco, during a recent broadcast of the sponsor's *Oh Teacher!* At mike is a student and Prof. Bill Holmes, producer. Rough Rider's smallest pants went to Charles Gabriel (right photo), account executive of Emil Brisacher & Staff, the agency. Drawing a question from the tiny garment for use on the program is a young lad selected from those in attendance.

WSM DOES SCOUTS A GOOD TURN

Radio School Started by Nashville Station to Teach Transmission and Reception

IF THE old lady took the Boy Scout by the hand and guided him across the street, that would be news of the same category of man-bites-dog.

WSM, Nashville 50,000 watter, is making news of that category in doing the scouts of Nashville a good turn.

In the plan announced jointly by Harry Stone, WSM General Manager, and W. J. Anderson, Southern Boy Scout executive, the Nashville station will open the door of radio opportunity to some three hundred Boy Scouts.

Under the direction of J. H. DeWitt Jr., some 300 Boy Scouts, selected by their Scoutmasters, will be enrolled in the WSM-Scout Radio School, starting Oct. 1 and continuing through June 1, 1940.

While DeWitt will head the faculty and outline the course, each of the 14 WSM engineers will direct some phase of the work. Classes will consist of instruction and demonstration, being held Saturday night at the WSM studios.

Laying the Groundwork

Plan of the school directors is to drill the scout-students in the rudiments of radio transmission and reception during the first weeks of the school, to mix instruction with actual demonstrations in the studio, at the transmitter and in the field. By the time this groundwork has been laid, it is expected the class size will be cut down by almost half, with those remaining comprising the potential amateur radio operators.

From the instruction and demonstrations, it is planned many of the Boy Scouts will be able to pass the government regulations and qualify as operators.

That's when the real fun begins!

For then WSM will buy complete equipment for two low-powered portable transmitters, and under the direction of the station's technical staff, the Boy Scouts themselves will construct the transmitters which they will later use.

There will be competition between the two patrols in their proficiency and speed of construction.

But while the fun begins with the construction of the two low-powered, portable transmitters, it really gets going after the Boy Scouts have finished that portion of their course. For then they start playing at radio in a very real way.

By the time next summer and camp-time rolls around, it is anticipated one of the transmitters can be placed at Scout headquarters in Nashville, another at the camp-site, for regular communication between the two points.

Also when the Boy Scout patrols go on weekend hikes, a transmitter will go along with the knapsacks for regular reports to the other Scouts back at camp headquarters.

Once the Scouts become proficient with their shortwave radio transmitters, it is hoped they will be used during actual emergencies.

When the plan was presented to the Boy Scout leaders in Nashville, they were most enthusiastic and commended it as one of the greatest steps taken in the South toward better vocational guidance of youngsters.

In subsequent years, present plans call for advancement of successful radio-patrol scouts to leaders in the radio patrol and their help in succeeding school which would introduce a new class of scouts to the intricacies and wonders of radio.

AFM Board Plans

MEETING of the executive board of the American Federation of Musicians, originally scheduled for August at AFM's convention in Kansas City in June, has been postponed to mid-October due to the illness of Joseph N. Weber, AFM president. Although no definite date has been set, it is expected radio will be one of the principal items on the agenda, since AFM contracts with broadcasters expire early in 1940—in January with the networks and May with independent operators.

Place of Big Business In Radio Told in Book

THE corporate story of the struggle to enter and to operate radio enterprises, starting with post-war patent cross-licensing, is covered and interpreted in detail by Gleason L. Archer, president of Suffolk University, in *Big Business & Radio*. [American Historical Co., New York, $4.]

Author of *History of Radio to 1926* and numerous other books on legal and historical subjects, Mr. Archer was given access to files of RCA, NBC, CBS, MBS, General Electric Co. and other groups. From these sources he has compiled a 503-page treatise covering in detail the matching of wits and ingenuity as well as the trail blazing steps that marked the unexpected surge of broadcasting in the early 20's. Woven into early chapters of *Big Business & Radio* are many stories necessarily treated in *History of Radio to 1926*. The new volume, after covering historical preliminaries, tackles its theme by reciting the tale of the famous cross-licensing covenants signed July 1, 1921, by RCA, General Electric, Westinghouse, United Fruit, Tropical Radio, Wireless Specialty Apparatus Co., AT&T and Western Electric.

Step by step the development of NBC and the entrance of CBS and MBS are told by the author. Chapters covering unification of RCA by purchase of Victor Talking Machine Co., Federal anti-trust litigation, the consent decree of 1932, radio and the depression, radio broadcasting today, and television and facsimile bring to a close this story of two radio decades. Mr. Archer adds a chapter on the future of radio, based on a stenographic version of an interview with David Sarnoff, RCA president, held in Boston last April.

'Radio Censorship'

CONTAINING reprints of articles pro and con on the subject of radio censorship, many of them from BROADCASTING, a new volume titled *Radio Censorship* has been published by H. W. Wilson Co., New York, as Volume 12, No. 10, of its Reference Shelf series. Compiled and edited by Prof. H. B. Summers, of the public speaking department of Kansas State College, the 297-page book is non-partisan in character and is designed as a handbook for discussion of the problem. It contains 100 articles from 35 different sources, along with one of the most exhaustive bibliographies on the subject ever compiled.

Net Series to CBC

CANADIAN Broadcasting Corp. has announced the following programs will go on national networks starting in September and October: General Foods *Jack Benny* show for Jello; Standard Brands *One Man's Family* for Tenderleaf Tea; Standard Brands *Charlie McCarthy & Edgar Bergen* for Chase & Sanborn Coffee; Lever Bros. *Lux Radio Theatre* for Lux Soap; Lever Bros. *Big Town* for Rinso.

A NEW 100-watt station, CKVD, has been licensed for the Northwestern Quebec mining region at Val d'Or. The station is licensed to Le Voix d'Abitibi, with Remi Taschereau as president. It is expected to open about Sept. 15.



WKY GOES TO TOWNS

Adds 25 New Chapters to its Community Service Record



● WKY's 200-watt mobile transmitter went on tour this summer . . . visited twenty-five state cities . . . interviewed civic leaders . . . rehearsed local musical talent . . . sprinkled in a little historical background and came up with a fifteen minute transcription for each city.

The result was Oklahoma Parade, a summer series of twice-weekly broadcasts that knit Oklahomans a little closer together. Oklahoma City's Chamber of Commerce characterized this "a particularly fine piece of intercity goodwill building." WKY calls it "Community Service."

Of all the elements entering into station showmanship, community service has always stood out prominently at WKY. Community service prompted WKY to dedicate, in 1936, the finest studios to be found outside the metropolitan network centers. Community service motivated the installation of the most modern and complete broadcast facilities in the Southwest. Community service has been the inspiraton for a permanent program structure that has made WKY stand out among the nation's broadcasting stations to listeners and sponsors alike.

WKY *Oklahoma City*

NBC AFFILIATE ★ 900 KILOCYCLES

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: ★ THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES ★ THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS ★ KVOR, COLORADO SPRINGS KLZ, DENVER (*Under Affiliated Management*) ★ REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Bell Labs. Plans F-M Experiments

Asks FCC License to Test Frequency Modulation

SEEKING to conduct its own tests of the Armstrong system of frequency modulation [BROADCASTING, Aug. 1, 15], Bell Laboratories has applied to the FCC for authority to erect a 5,000-watt station at Whippany, N. J., to operate on 43.2 mc. It is understood the Bell engineers propose to study the system with a view to the development of equipment for transmission and reception, rather than to enter the broadcasting field.

Seven frequency modulated stations have already been licensed, and construction permits have been issued for one other. Pending are applications from Stromberg-Carlson Co., Rochester, seeking 1 kw. on 43.2 mc.; *Milwaukee Journal*, 1 kw. on 42.6 mc.; *Worcester Telegram*, 1 kw. on 43.4 mc.; NBC, 1 kw. on 42.6 mc.; John V. L. Hogan, Alpine, N. J., 1 kw. on 43.2 mc.; Westinghouse Co., Boston, 1 kw. on 42.6 mc.

Licensed to Operate

Already licensed to operate are W2XMN, licensed to Edwin H. Armstrong, Alpine, N. J., 40 kw. on 42.8 and 114.43 mc.; W2XOY, General Electric Co., Albany, 150 watts on 43.2 mc.; W2XDA, General Electric Co., Schenectady, 50 watts on 41.8 mc.; W2XSN, Paul F. Godley, Alpine, N. J.; W3XO, Jansky & Bailey, Georgetown, D. C., 1 kw. on 40.3 mc.; W2XQR, John V. L. Hogan, 1 kw. on 41.2 mc.; W1XPW, WDRC Inc., Meriden, Conn., 1 kw. on 43.4 mc.; W1XOJ, Yankee Network, Paxton, Mass., 50 kw. on 43 mc.

Westinghouse has been issued a construction permit for W1XSN, 1 kw. on 42.6 mc., at Springfield, Mass.

In addition, Maj. Armstrong has an application pending for a special relay station in New York, designed to use 50 watts on 133.03, 134.85, 136.81 and 138.63 mc., and Yankee Network already has in operation W1XOK in Boston, using the same four frequencies for relays with frequency modulation to its Paxton transmitter.

Licensed as "developmental broadcast stations" and using ultra-high frequencies are W1XCS, Connecticut State College, Storrs, Conn., using 250 watts on 39.54, 139.96, and 300-400 mc.; W1XSL, WDRC Inc., Hartford, using 100 watts on 86-400 mc. and 401 mc. and above; W2XAG, Carman R. Runyan Jr., Yonkers, N. Y., using 5 kw. on 86-400 mc. and 401 mc. and above.

New FM Station

LATEST of the frequency modulated transmitting stations to go on the air is W3XO, licensed to Jansky & Bailey, Washington consulting engineers, and located in the Georgetown section of the nation's capital. Using the Armstrong system, the station was built for high-fidelity flat to 15,000 cycles. It begins experimental operation shortly after Sept. 1, using 1,000 watts on 43.2 mc. General Electric and Radio Engineering Laboratories receivers have been ordered for reception of the transmissions, which will be conducted on a sporadic basis.



DEMONSTRATING RCA's traveling television units last month in the Twin Cities, KSTP installed the wired-video equipment, and on four receivers set up in Minneapolis' Radisson Hotel exhibited the images to immense crowds to the accompaniment of big publicity plays in the local newspapers. Chief of the subjects televised were the State American Legion parade, in which KSTP employes marched with banners calling attention to the television demonstrations. Top photo shows Announcer Rock Ulmer interviewing one of the Legion hostesses. Lower photo shows Jack Benny, the comedian (left) looking over television monitor with Stanley Hubbard, KSTP president and general manager (center) and Kenneth Hance, assistant general manager. Benny was televised for the first time when he stopped over en route to the Canadian wilds for a vacation. WLS, Chicago, recently conducted similar demonstrations at the Illinois State Fair. Other stations planning the local television demonstrations, for which RCA furnishes complete equipment and crews for one-week stands or longer, are these western stations: KDYL, Salt Lake City; KGIR, Butte, Mont.; KFPY, Spokane; and KXL, Portland, Ore.

Bulova Assumes Control Of WPEN, Philadelphia

WITH acquisition of control of WPEN, Philadelphia, Aug. 25 by Arde Bulova, New York watch manufacturer and broadcaster, corporate management of the station was altered, with Mr. Bulova himself serving as president, treasurer, and director. Sixty percent of the stock of William Penn Broadcasting Corp. was acquired by Mr. Bulova, with FCC approval, for $160,000, from the estate of the late John Iraci.

Vice-president and director is Harold A. Lafount, former member of the Radio Commission and Bulova radio executive. Mrs. Mariannina Iraci, widow of the late owner of the station, retains 40% interest for the estate and serves as a director. Sanford Cohen, New York attorney for Mr. Bulova, is secretary and Miss Hyla Kiczales, general manager of WOV, and WBIL, New York, as well as WPEN, is assistant treasurer. Arthur Simon remains as resident

MAJ. EDWIN H. ARMSTRONG recently discussed frequency modulated transmission before a meeting of the metropolitan New York chapter of Radio Servicemen of America at the Capitol Hotel, New York, demonstrating the staticless transmission system on three different receivers—Stromberg-Carlson, General Electric and Radio Engineering Labs. This was the first demonstration in New York using a group of receivers.

Good News

MOST interested radio listener in the United States the night of Aug. 14 was Francis Marion Black Jr., sitting in the deathhouse at Texas State Prison, contemplating his fate. Sentenced to die in the electric chair 27 hours later, Black turned on the deathhouse radio to hear his next-to-last newscast by James Alderman, of WFAA, Dallas. One of Alderman's first items was an announcement of Black's reprieve. The night of Aug. 23 Black was interviewed over WBAP, Fort Worth, during its *Behind the Walls* weekly broadcast from the prison.

NBC Artist Managers School

UNDER a new plan for bringing new blood into the artist-management field, George Engles, vice-president and founder of the NBC Artists Service, has arranged for various department managers in Radio City to recommend candidates from within the company for an intensive training course in the management and sale of artist talent. Beginning in October, 10 youths from the ranks will begin their studies under the direction of Engles, who will, from time to time, invite leaders in sound radio, television, the theater, movies, and the concert stage to discuss their specialties.

Texaco Completes Plans For *Star Theatre* Series

TEXAS Co., New York (gasoline), will return to CBS Sept. 13 with the *Texaco Star Theatre* program after an eight-week summer layoff. Program will be heard in the Wednesday evening 9-10 period, and will be produced by Ed Gardner, producer of the CBS *This Is New York* program last year.

First half of the program will originate from KNX, Hollywood, featuring variety entertainment by Kenny Baker, Frances Langford, James Wallington, David Brokeman's orchestra, and Ken Murray as emcee. Second 30 minutes will originate in New York, under the direction of Tony Stanford, former producer of the *Lux Radio Theatre* programs, and will consist of dramatizations of the Playwrights Co., produced in association with Transamerican Broadcasting & Television Corp. George Faulkner, chief of the Transamerican script department, will head a staff of writers in preparing the scripts, which will be enacted by guest stars. Buchanan & Co., New York, handles the account.

Corn Products Back

CORN PRODUCTS SALES Co., New York, on CBS from June, 1931 through May, 1937, is returning to the network Oct. 9 with a quarter-hour five times weekly series titled *Society Girl*, featuring Charlotte Manson. The program is presented on behalf of Kre-mel chocolate syrup. More stations will be added later, according to the agency in charge, Hellwig-Miller, New York.

Bond Stores Adds WOR

BOND STORES, New York (men's clothes), on Sept. 10 will add WOR, Newark, to the list of 27 stations to carry its fall campaign of quarter-hour news broadcasts. All other stations but WOR will carry the news programs six times weekly as of Sept. 11, while the WOR schedule will be Sundays from 12:45-1 p. m., the 33d and last available quarter-hour of news on WOR. Neff-Rogow, New York, handles the Bond Stores account.

Steel Series Resumes

WHEELING STEEL Co., Wheeling, W. Va., will resume *Musical Steelmakers*, company talent variety show, on 43 MBS stations Oct. 8. Although the complete list of stations has not been completed, the program will be heard in the same spot as last year, Sundays, 5 to 5:30 p.m. (EST). The program was carried on 23 MBS stations last year.

Hecker on Coast

HECKER PRODUCTS Corp., New York, on Oct. 24 will start a 52-week campaign for Hecker H-O cereal using two quarter-hours weekly on the *Woman's Magazine of the Air* program on five NBC-Pacific Red stations and the four NBC stations, owned by McClatchy Broadcasting System. Erwin, Wasey & Co., New York, handles the account.



WHAT a far cry it is today from the time when governmental issues were but a remote problem to the average citizen. Today, thanks to radio, affairs of national significance are understood and discussed in every state of the Union as readily as in the Capital itself.

The National Broadcasting Company always has recognized that radio is a public service and that one of its most important functions is to bring about a closer link between the government and the people. That is why every day in the year—both on regularly scheduled programs and on spot news broadcasts—activities in Washington, D. C., are reported as soon as they take place. And when important issues are involved NBC makes every effort to see that both sides of the discussion are impartially presented to that most powerful of all juries—the people of the United States.

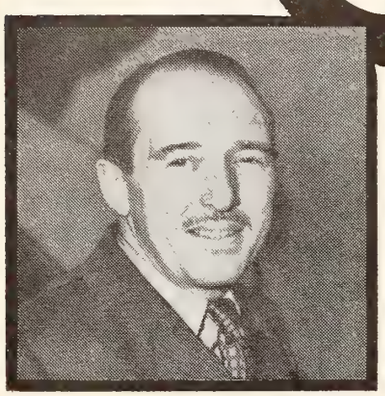
It is only thus by unfolding all facts, recognizing all parties, and maintaining complete impartiality that the freedom of the air can be preserved, a freedom that is vital to the creation of an intelligent and well informed electorate when America goes to the polls.

NATIONAL BROADCASTING COMPANY

THE WORLD'S GREATEST BROADCASTING SYSTEM

A RADIO CORPORATION OF AMERICA SERVICE

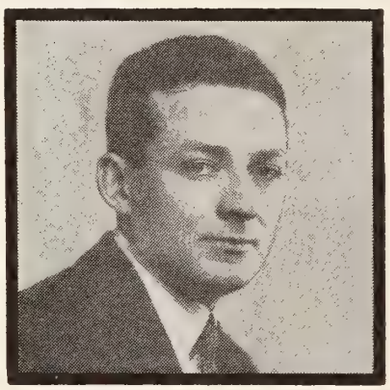
Covering



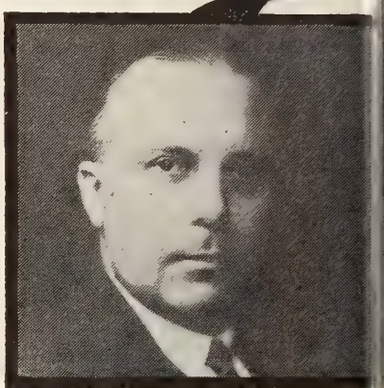
WEBB MILLER



ED. L. KEEN

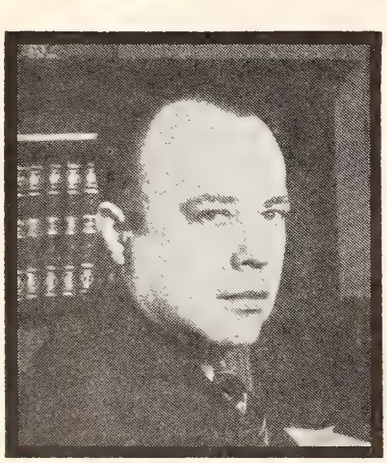


HARRY FLORY

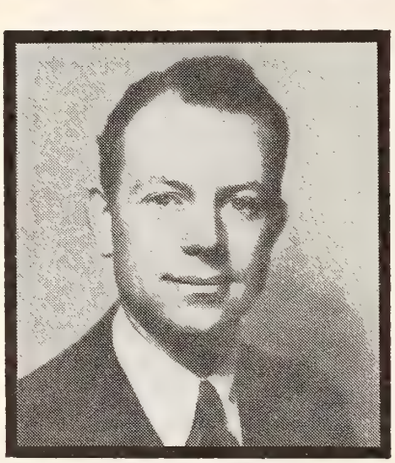


CLIFFORD L. DAY

UNITED



NORMAN DEUEL



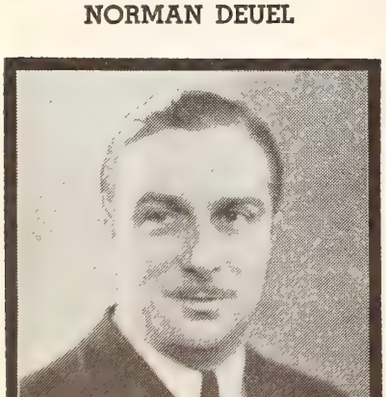
VIRGIL PINKLEY



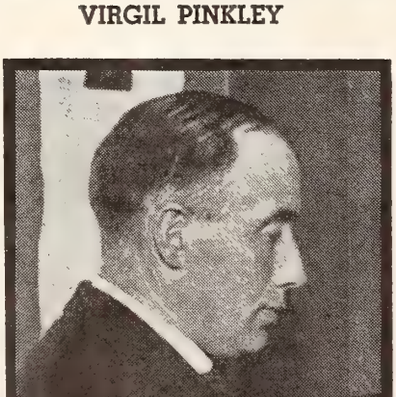
JEAN DE GANDT



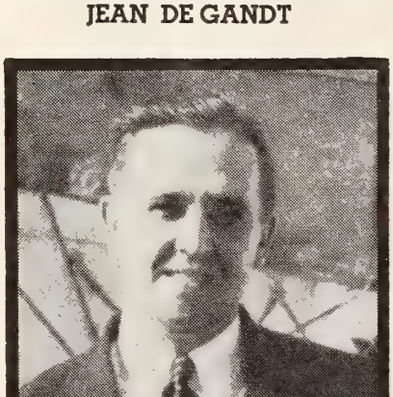
EDWARD BEATTIE, JR.



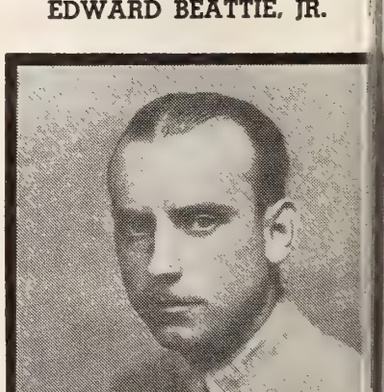
HARRY L. PERCY



H. C. BUURMANN



HAROLD A. PETERS



DAN CAMPBELL

Among the other American trained United Press staff correspondents on assignment in E
Joseph W. Grigg, Jr., George Kidd, Dana Schmidt, R. Hottelet, Luca Rizzardi, Frederick Laudon

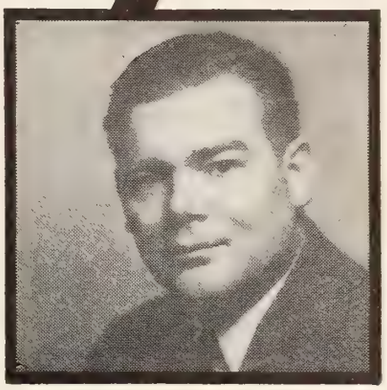
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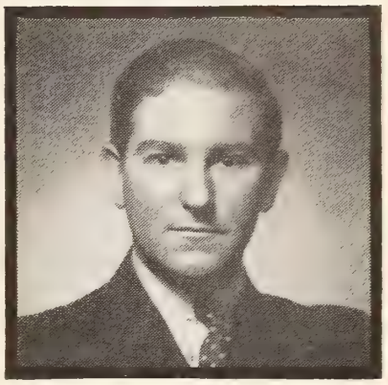
RALPH HEINZEN



WALLACE CARROLL

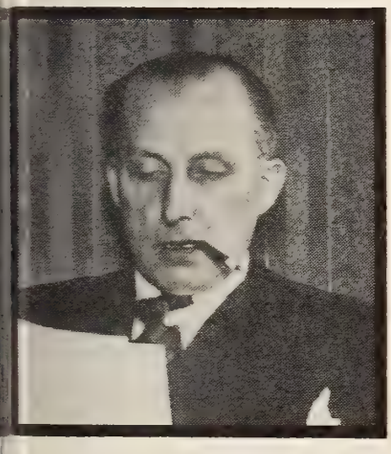


REYNOLDS PACKARD



FREDERICK OECHSNER

PRESS



FERDINAND C. M. JAHN



ELEANOR PACKARD



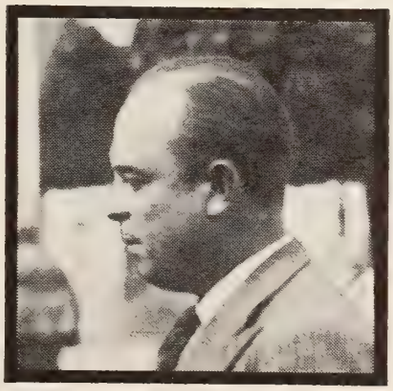
FREDERICK KUH



HUGO T. SPECK



RICHARD D. McMILLAN



ROBERT H. BEST



HENRY T. GORRELL



HENRY SHAPIRO

...e are these: Jan H. Yindrich, Reuel S. Moore, Leon L. Kay, Robert C. Dowson, Ralph Forte, ...V. DaRosa, Charles T. Hallinan, M. S. Handler, E. L. Laura, Aldo Forte, Eric Kaiser, L. E. Popper

When Department Stores Use Radio

Special Programs for Each Section Induce Sales and Good-Will

By J. P. HEVERLY

MR. SALESMAN of XYZ calls upon Mr. Merchandise of the Blank department store. He deposits thousands of fan-letters on Mr. Merchandises' desk and remarks, "That is one week's fan-mail on our *Homemakers Club* program".



Mr. Heverly

"Our audience is gigantic — stupendous — unlimited. This is the program Blank needs."

Mr. Merchandise has tried radio before and has been fooled. He realizes that radio advertising sometimes pays . . . but it has never done Blank's any good in the past. However, he sticks his neck out again and buys the *Homemakers Club* program. Some bewildered copywriter in the store's advertising office prepares some commercial copy and the program is ready for the air.

Three months later, Mr. Merchandise calls Mr. Salesman to his office and cancels the program. Why? . . . No sales . . . No results . . . Better spend our money in the newspapers. Mr. Merchandise admits it was swell for institutional advertising—swell for goodwill—but he must have results. So . . . radio receives another black mark and Mr. Salesman trots out to peddle his *Homemakers Club* to another sponsor.

Why didn't the *Homemakers Club* sell pots and pans and dresses and rugs for Blank's ? ? ? ?

Here's why!

The radio executives and production men do not understand department stores and the department stores do not understand radio advertising.

Not Big, But Little

The radio production man, being unfamiliar with the inside operation of a department store, thinks and produces in terms of vast institution—huge building—tremendous volume of sales — complete stocks of practically everything.. He proceeds to build an elaborate program that is a masterpiece of radio production but which leaves little incentive to buy in the minds of listeners. It is splendid for goodwill but turns out to be just so much red-ink to the sales-promotion office when asked to show results. Production men do not realize that department stores are just a group of little shops operating under one roof, each striving individually to increase it's business.

Unlike the National Advertiser, the department store has a problem of advertising a thousand different articles and reaching a restricted local audience with an advertising message about each or several.

To successfully promote a department store by radio, several distinctly different types of programs should be used, each one developed especially for the section of the store it is to promote and for the listener-audience it must reach.

The department store should break its radio advertising up into numerous programs . . . each one specifically planned as to the station releasing it, the time of day or evening, the merchandise advertised and the type of program.

The first major consideration in planning radio advertising is *what do you want to sell.* You can't just sell the store . . . you must concentrate on one section or one article if possible. Then—plan your radio advertising from the following factors:

1. What audience must you reach to sell it?
2. What time is best to reach that audience?
3. Which radio station is listened to by that audience?
4. What kind of a program is likely to appeal to that audience?
5. How much can the store afford to spend to promote that certain department?
6. How much time would be required for that program and is the cost within reason?

Dresses, for Instance

For instance, let us presume that sales have fallen off in the women's apparel section. The sales-promotion office wishes to consider radio advertising to build up this section. The store should consult an alert radio production man who has had diversified experience in several types of radio programs. Together they should start their radio planning from the results they wish to achieve.

Determine first what price-line of merchandise or what article you wish to sell. Don't try to sell all price-lines of all kinds of dresses in all shops.

Let us presume that the department store has a medium-priced line of dresses with a famous brand name. By various means it is possible to determine the approximate financial status of the class of women who buy these dresses. Presuming further, we'll say that your research shows your customers for these dresses are largely in the middle-class—housewives who are at home during the day, not working-girls. We now know what we want to sell and to whom.

We next turn to the factor of time. Reasoning will show us that 9 o'clock in the morning should be a good time to reach these women by radio—the children are off to school and we'll guess these women are washing dishes, dusting, or preparing to go shopping. In other words, they are likely to be listening to their radios at that hour. All of these factors are open to argument, but an intelligent analysis will usually hit a high average. Next is the consideration of a station which can offer you time at 9 o'clock and which has a program-reputation that will interest your housewife. Presuming that there is a station available which can offer you program time at 9 o'clock we proceed to balance the remaining factors: The type of program likely to interest our class audience . . . its cost and method of production.

Presuming that the dress shop has an average monthly advertising appropriation of $600, 50% for radio advertising will give us a monthly figure of $300 with which to work. An understanding of the importance of production will warn us not to buy too much time and too little program. Suppose we can get a quarter-hour 6 days a week for $200, (station time). That will leave us $100 for production.



HOME TOWN BOY Dave Elman (right), originator of *Hobby Lobby*, NBC-Blue feature, recently returned to old haunts in Fargo, N. D., to do some fishin' and visitin', part of which he is doing here in a radio interview with Howard Nelson on his *Meet Your Neighbor* program on WDAY, Fargo. Later, while on a fishing trip at a lake near Fargo, Dave had a severe attack of appendicitis and was forced to spend a good share of his vacation recuperating in the local hospital.

Light and Homely

The type of program is up to your production man. It might be anything—for here is where an understanding of the store's merchandising problems must be combined with his own ideas as to type of program and the presentation of selling copy. Just to carry this presumptive line-up thru, let us reason this way: Because of the short program time, a quarter-hour, we immediately eliminate any attempt to satisfy classical music lovers. Because of the type of audience we are endeavoring to reach we cross off jitterbug music. Perhaps for some other reason we eliminate news and decide that a few down-to-earth dramatic skits might be swallowed by our listeners along with her housework if they are in a light vein and similar in nature to her own experiences.

Let's keep our characters simple . . . make them sound more like Aunt Tizzy and Uncle Fred rather than a couple of polished Hollywood players . . . By all means, we'll use a male announcer when appealing to women and we'll fill in our time with some snappy-tempo salon music . . . perhaps just recorded. (No—we can't do all this on $100 a month but we'll get to that later.) Our announcer opens his program with a bit of music and eliminates any long opening commercial . . . in a minute or two we are into an every-day discussion of common problems by our cast of two leading into a discussion of dresses and hence to the actual merchandise.

There is so much human interest and humor that can be brought out by two or three actors in a simple, across-the-breakfast-table discussion that will catch interest. After a hint or two about the dresses we're selling, a little music and then our announcer tells (not shouts) a few interesting facts about these dresses, the price and the department etc., and winds up his commercial with a desire to own—not a command to buy. An idea developed along these lines will sell — perhaps not for more than a few months—at which time a complete re-analysis of your market and competing programs may be necessary. It's time to start over again, for no program is always good. No time is always just right. Everything is constantly changing, and advertising must, too.

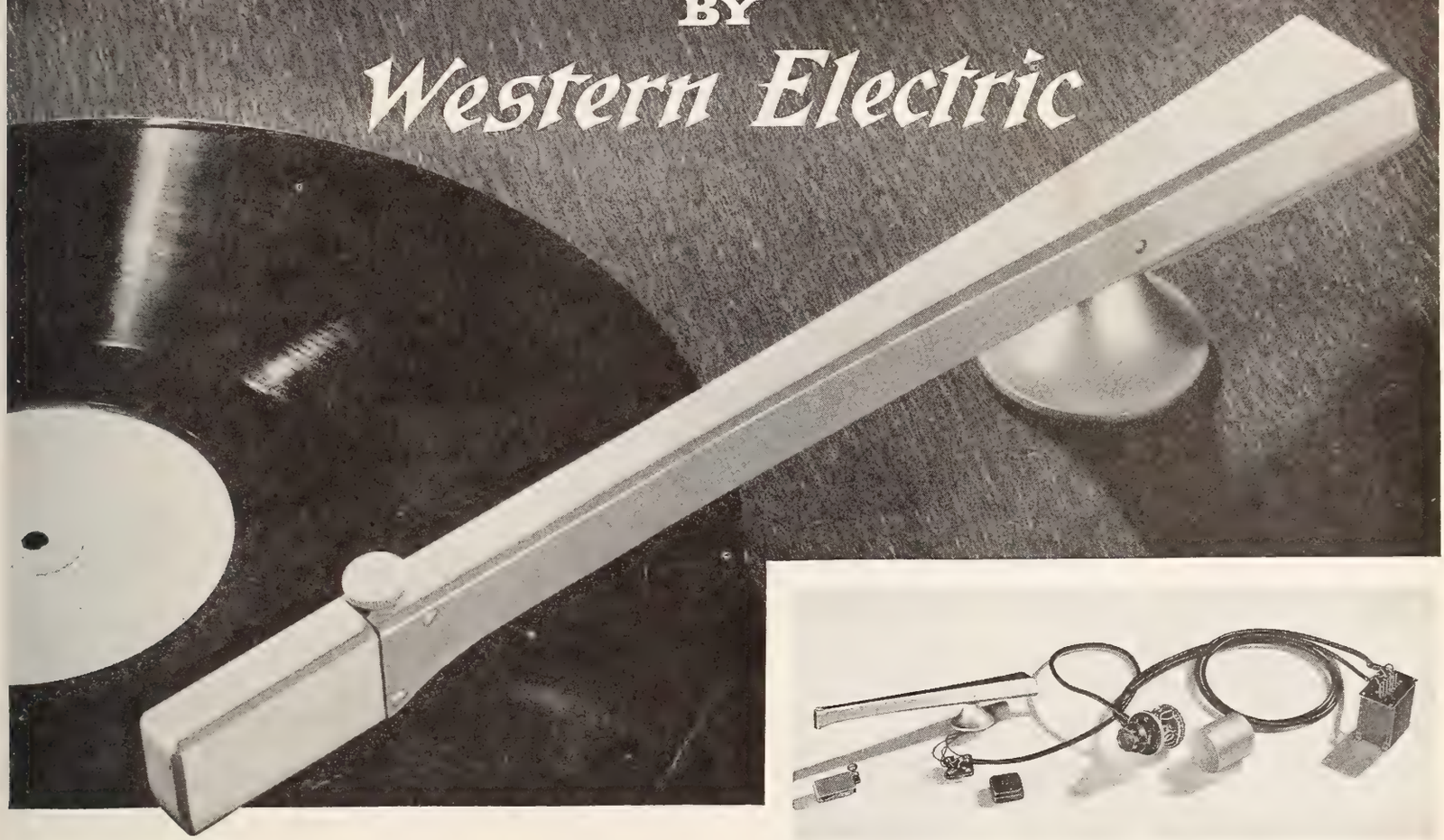
Reaching the Men

Following up the above reasoning, let us appropriate $300 a month for the men's shop and concentrate on extremely low-priced merchandise for summer wear or work. We want to reach the working men . . . we might choose the smallest station in town . . . You know—the one where they play requests and wish Joe Bloaks a happy birthday . . . Let's get down there bright and early while our men are shaving or eating breakfast . . . and just play a few band records and get real informal with

(*Continued on page 67*)

NEW 2-IN-1 PICK-UP

BY Western Electric



. . . plays both VERTICAL and LATERAL recordings!

Here's what you've wanted! A single pick-up that can handle any recording, vertical or lateral—that meets the most exacting requirements of transcription broadcasting. It reproduces faithfully the full quality of the recording—has a diamond stylus giving long record life—costs considerably less than the two pick-ups you'd ordinarily need to do its work.

With Western Electric's new Reproducing Group you can equip your present tables with equalized pick-up facilities matching the recording characteristics of the regularly available discs. A single control (selector switch illustrated) matches the pick-up circuit to the record and provides two "vertical" characteristics (one flat response to 10,000 cycles—one drooped above 8500 cycles) and five "lateral" characteristics (ranging from "straight through" to "sound effects"). Designed to work into your regular input circuits for broadcast microphones, it will match impedances of 30, 250, 500 or 600 ohms.

Get full details of this latest aid to Better Broadcasting—by Bell Telephone Laboratories and Western Electric. Ask Graybar for Bulletins T1630 and T1631.

ASK YOUR ENGINEER!

Graybar Distributed By Graybar Electric Company

DISTRIBUTORS:

Graybar Electric Co., Graybar Building, New York. ***In Canada and Newfoundland:*** **Northern Electric Co., Ltd.** ***In other countries:*** **International Standard Electric Corp.**

NEW REPRODUCING GROUP

Contains reproducer and arm—with diamond stylus of practically unlimited life—equalizing equipment, switch, and necessary accessories.



NEW REPRODUCER SET

Western Electric 1300A—built around the 2-in-1 Reproducing Group. Two-speed flutterless turn-table plays *vertical* or *lateral* recordings up to 16″ in diameter. Operates on 110-120 volts, 60 cycle AC. Speech change entirely electrical. Not necessary to stop the table to change speed from 78 to 33⅓ and vice versa.

WOW Challenges WKZO's Full-time

Files Supreme Court Appeal From Appellate Decision

THE six-year effort of WKZO, Kalamazoo, to procure full-time operation on the 590 kc. channel struck another legal barrier Aug. 16 with the filing of a petition by WOW, Omaha, in the Supreme Court of the United States.

Seeking a writ of certiorari to review the action of the U. S. Court of Appeals for the District of Columbia of last April, dismissing its appeal from the FCC decision granting the WKZO application, Paul M. Segal, WOW counsel, contended that the lower court erred in its action. He argued the action of the Commission in designating the written application of WKZO for hearing on a specific issue and granting "another and different application based on an entirely different issue" deprived WOW of due process of law since no notice or hearing had been accorded the Omaha station on the latter issue.

The FCC decision of April 27, 1937 granted WKZO authority to install a directional antenna for night operation and change its hours of operation from daytime to unlimited time on the 590 kc. channel.

Lower Court's Jurisdiction

The highest tribunal was advised that the petition raises the question of the lower court's jurisdiction on an appeal from an administrative tribunal and challenges the legality of the Commission's action in granting WKZO evening hours through the device of a directional antenna. WOW contended that it did not receive adequate notice and a full hearing with respect to the antenna and that the Commission failed to comply with the established procedure on directional antennas and that "objectionable interference will result to petitioner's station with a consequent reduction of WOW's service area."

It was contended further that the lower court erred in failing to exercise its independent judgment on the law and the facts in view of WOW's allegation that the grant of the WKZO application would result in a confiscation of the service area of WOW and "render its investment less valuable." WKZO first filed its application for full-time on Feb. 26, 1934 with the Radio Commission.

Stromberg Series

STROMBERG-CARLSON Telephone Mfg. Co., Rochester, N. Y., has signed a one-year contract to sponsor *Treasury of Music* thrice-weekly on WQXR, New York, to promote the 1940 Stromberg-Carlson radio and television receivers. The half-hour popular recording series is heard Mondays, Tuesdays and Thursdays, 7:30 to 8 p.m. (EDST). Stewart, Hanford & Casler, Rochester, handles the account.

OWNERS of the *Knoxville Journal* have applied to the FCC for a new 250-watt station on 1210 kc. in Knoxville. WNOX of that city is now affiliated with the *Knoxville Sentinel*, a Scripps-Howard newspaper.

Adding Dealers

AMERICAN BEVERAGE Corp., New York, on Sept. 11 renews Benay Venuta's half-hour weekly program on WOR, Newark, for a second 13 weeks. Program, which is broadcast from the stage of the Brooklyn Paramount Theatre in the interests of Cel-Ray tonic, has caused such an increase in local dealer outlets for the product (5,000 to 40,000) since its start on WOR that the company is also promoting its new product Drycola on the program. Lawrence C. Gumbinner, New York, is the agency.

GOOD FOR GOLD

KTOK Wins First Prize in Agency Contest

KTOK, Oklahoma City, recently was awarded the first prize of $75 in cash by Lennen & Mitchell, New York, in the "merchandising contest" the agency conducted in connection with the debut May 23 of the Old Gold program on NBC, under sponsorship of P. Lorillard & Co.

Of the 97 NBC-Blue stations carrying the program, 65 sent in sample "clipbooks" of their campaigns. KTOK's outstanding stunt was placing two old wrecked automobiles at important traffic intersections in the city with signs attached, reading: "This car was wrecked while the passengers were rushing home to hear the Old Gold program on KTOK." Station also drove a Buick car through the streets with an 8-foot Old Gold sign prominently displayed.

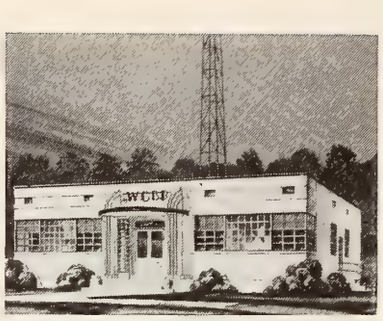
Second prize of $50 was awarded to WABY, Albany, which used promotion stickers on all out-going station mail, gave away free tickets to moving picture houses where Robert Benchley "shorts" were playing, and dropped 100,000 circulars from an airplane over the city, the gold ones redeemable at cigar stores for a carton of Old Gold cigarettes. Awards of $25 each went to KMA, Shenandoah; WNBC, New Britain; WXYZ, Detroit; WMPS, Memphis, and KSOO, Sioux Falls.

Suit Dismissed

JUSTICE Kenneth O'Brien of the New York Supreme Court has dismissed the $15,000 libel action brought by Ernie Adamson, New York attorney, against WOR, Newark, Consolidated Cigar Corp. and Frank Singiser, news commentator. Justice O'Brien found no libel in the statements broadcast by Singiser on WOR March 27, 1939, although plaintiff claimed that it was stated that he had billed the city of Montreal for $10,000 for legal services without the knowledge of the city officials.

Roma Wine News

ROMA WINE Co., Lodi, Cal., which recently appointed Anderson, Davis & Platt, New York, to handle its advertising in the east, is planning an extensive fall and winter campaign in radio to start late in September.



COMPLETELY self-contained is this new building of WGBR, Goldsboro, N. C., housing studios, offices and transmitter. It is located on the main highway about one mile northwest of the center of the city.

Lloyd Thomas Contracts To Buy Rest of Stock in KGFW, Kearney, Neb.

HAVING purchased 49% of the capital stock in Central Nebraska Broadcasting Corp., licensee of KGFW, Kearney, Neb., Lloyd C. Thomas, former general manager of WROK, Rockford, Ill., and long prominent in broadcasting circles, has contracted to purchase the remainder of the stock and returned to Nebraska Sept. 1 to make his home.



Mr. Thomas

Mr. Thomas is also third largest shareholder among a group of 34 business and professional men of Hastings, Neb., who have incorporated Nebraska Broadcasting Co., which on July 13 secured a construction permit from the FCC [BROADCASTING, July 15] for a new station there, to be known as KHAS and to operate with 100 watts night and 250 day on 1200 kc. It is expected to start operating by next Jan. 1.

KGFW operates with 100-250 watts on 1310 kc., and is located 40 miles from Hastings. Mr. Thomas will operate both stations essentially as local service outlets, specializing in news, agricultural programs and local talent. He first entered radio as the manager of the old Westinghouse station in Hastings, which later was moved to Chicago.

Arnstein Appeals

NOTICE OF APPEAL to the United States Circuit Court of Appeal from the dismissal of his suit against NBC, CBS, Warner Bros., ASCAP and several large music publishing firms was filed Aug. 18 by Ira B. Arnstein, who claimed in his suit that he was unfairly excluded from membership in ASCAP and charged plagiarism of over 50 of his songs.

Lipton Tea in Canada

THOMAS J. LIPTON Ltd., Toronto (tea), on Sept. 5 will start campaigns of five weekly spot announcements on 35 Canadian stations to run until the end of the year. In addition, a thrice-weekly program is scheduled for five stations of the CBC French network. Account was placed by Vickers & Benson Ltd., Toronto.

WGBR, Goldsboro, N. C. Takes the Air Formally; A. T. Hawkins in Charge

WITH State notables participating, the new WGBR, Goldsboro, N. C., 100 watts on 1370 kc., made its formal debut Aug. 14 under the acting general managership of A. T. Hawkins, president of the licensee company and president of the Goldsboro Chamber of Commerce. The station is RCA equipped throughout and uses a quarter-wave Lehigh radiator. It subscribes to Transradio and NBC Thesaurus.

Robert L. Zealy, a native of Goldsboro who from the time of his graduation from North Carolina U. until 1937 was with Vick Chemical Co. and its agency, Morse International, has been named advertising manager. During 1938 he was space buyer with Donahue & Coe., New York. Program director is T. E. (Ted) Horton, former South Carolina U. athlete, who has had radio experience with WTAR, Norfolk; WGH, Newport News, and WIS, Columbia, S. C. Robert J. Armstrong, formerly chief announcer of WSTP, Salisbury, N. C., who has also served with WRDW, Augusta; WDNC, Durham; WBT, Charlotte, and WFBC, Greenville, S. C., is chief announcer and assistant program director.

The engineering staff is headed by H. H. Lance, graduate of Capitol Radio Engineering Institute, and formerly chief engineer of WWNC, Asheville, N. C., and the old WOS, Jefferson City, Mo. On his staff are Preston Pearson, formerly with WFTC, Kinston, N. C., and Robert Lawrance, formerly with WKBZ, Muskegon, Mich., and the Shure Microphone Co.

Talbot Patrick, publisher of the *Goldsboro News-Argus*, is vice-president of the licensee corporation; V. G. Herring Jr., local building and loan executive, secretary-treasurer. The corporation has an authorized capital stock of 250 shares, of which Messrs. Hawkins and Patrick own 30 shares each, Kenneth Royal of Goldsboro, 60 shares, and Jonas Weiland, owner of WFTC, Kinston, N. C., 30 shares.

'Journalism on Air'

DESIGNED as a textbook for radio journalism courses, with laboratory and microphone exercises and bibliography, *Journalism on the Air*, written and compiled by Dowling Leatherwood, director of the Radio Workshop of Emory University, Atlanta, has been published by Burgess Publishing Co., Minneapolis [$1.75, mimeograph edition]. The volume, in addition to general discussions of radio technique, outlines salient details of the various treatments of radio news, using illustrations from actual news broadcasts.

SOME $200,000 will be spent by the Texas Pecan Industry, Waco, during the first year of a three-year national advertising program. Leche & Leche, Dallas, is agency for the drive. A marketing council will direct the campaign through the agency.

JOE W. ENGEL, president of the Chattanooga baseball club and for 20 years a scout for Clark Griffith, owner of the Washington baseball club, has applied to the FCC for a new 250-watt station on 1370 kc. in Chattanooga.

AS GOOD AS THEY LOOK

Blaw-Knox Vertical Radiators are clean cut in appearance and performance. They are in keeping with the high standards set by the broadcasting industry for other equipment.

Stations take pride in Blaw-Knox Radiators which are associated by the public with the best in broadcasting.

The self supporting type of Blaw-Knox Radiator has uniform taper and is recommended by radio engineers for either shunt or series excitation.

They give greater coverage with long life and low maintenance cost.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Bldg. · PITTSBURGH, PA.

. . . Blaw-Knox Directional Radio Beacons are used exclusively to guide all air transport service in the United States and Canada. What greater proof of efficiency in the broadest use of the term, can be desired?



BLAW-KNOX
VERTICAL
RADIATORS

Red Heart Blends Institutional and Spot Successfully

Dog Food Sales Lead Firm to Expand Radio Activities

FROM a modest test in the Chicago area to a 36-station NBC-Red network plus an expanding spot schedule, is the success story of Red Heart dogfood manufactured in Ottumwa, Ia., by the John P. Morrell Co. The network advertising is largely institutional, while the outstanding spot program is *Doggy Dan*, a novelty noontime spot featuring the barking dog. Unique among similar products, Red Heart is offered in three different diets and copy has been slanted to emphasize the need for varying the diet of dogs. The cans of Red Heart are usually sold in threes and all radio offers made by the firm are based on three labels.

First advertised on WGN, Chicago, the firm expanded to an NBC-Red network in 1933, featuring *Bob Becker* in informal chats about the care and training of dogs. The network show was then, and has continued to be, mainly educational and institutional, with copy directed accordingly. On Oct. 1 it will be expanded to 36 NBC-Red stations, Sundays, 3:45-4 p.m., and will continue as an institutional series.

Spots to Be Expanded

The network is being supplemented with spot on WMAQ, Chicago; WFAA, Dallas; WHAM, Rochester; WCCO, Minneapolis; WOR, Newark, and it is understood that the spot schedule will be considerably expanded this fall.

The six weekly, 10-minute noontime show on WMAQ, Chicago, is titled *Doggy Dan*. It features Harold Betts, who plays and sings romantic ballads designed for housewife appeal. The novelty of the show centers on the barking dog which is imitated by David Dole. Opening with dog barks that finally become articulate and sound the words "Red Heart", the show is fast in pace. Hundreds of letters have been received indicating the reactions of dogs in the home when they hear the dog barking in the radio loudspeaker. Dole imitations are used as lead-ins to the commercials. In response to the announcer, as to which dogfood he wants, Dole barks "Red Heart".

Offers that have been made on *Doggy Dan* include teaspoons with a dog handle, samples of dog biscuits, wall canopeners, and the Red Heart dog locket. A recent offer of the locket for three labels brought 2,250 requests, according to Frank Ferrin, radio director of Henri, Hurst & McDonald, Chicago agency handling the account. The celluloid locket is about an inch in diameter and is shaped like a heart.

Waterproof, the locket fastens to the dog's collar and is made with three sliding panels. It contains space for identification, inoculation listings, and pedigree. One side of the red locket reads "Please Treat Me Kindly", the reverse side carries the words, "Red Heart Locket Identifies Me Inside". A series of locket offers will be made on the spot programs this fall, but none will be made on the network program, according to the agency. It is understood that *Doggy Dan* will be transcribed and placed on other stations this fall.



DOGS all over the Midwest perk up their ears when they hear dog barks coming from their masters' loudspeakers. The radio dog bark opens *Doggy Dan*, a six-weekly noontime show on WMAQ, Chicago, for Red Heart dogfood. Holding a blow-up of the dog identification tag which is offered on the series is Durward Kirby, NBC announcer (left); next is David Dole, mimic of the barking dog and a member of the radio staff of Henri, Hurst & McDonald, Chicago agency handling the account. Marguerite Lyon, of the agency, grins about her well-received copy for *Doggy Dan*, and (right) is Frank Ferrin, radio director of the agency. At the piano is Harold Betts, romantic singer. In his left hand Mr. Kirby holds a waterproof dog locket premium.

MINNESOTA FANS
Enro led by WCCO in Baseball Promotion

FROM the little list of six towns which participated in the On-to-Nicollet Park baseball campaign of WCCO, Minneapolis, in 1934, 150 communities within a 300-mile radius are taking part in the baseball promotion and competing for cups to be offered at the end of the season this year.

The idea started when Mike Kelley, manager of the ball club, blamed baseball broadcasts for poor attendance in 1934. A civic group, anxious to aid both the broadcasts and the ball club, was formed by WCCO Manager Earl Gammons, and started the drive to bring fans from nearby towns.

Days are dedicated to visiting towns, including parades, bands, motorcycle escorts, free beer in hotels, free movies for local bandsmen. Most popular feature, beside the game itself, is a quarter-hour broadcast on WCCO. Fifteen members of the committee recently made a 700-mile tour of the region to build up interest. The number of visitors this year will reach 20,000. They receive gifts and in addition often bring gifts for players, broadcasters and others. A Knot Hole Gang has a 10-cent membership fee, entitling youngsters to a game a week, with 4,000 members.

Subs for Fulton Lewis jr.

WHEN Fulton Lewis jr., MBS commentator, left on a three-week vacation starting Aug. 26, a prominent national figure was scheduled to substitute for him in each nightly period. Included among the guest commentators are Paul V. McNutt, Norman Thomas, William Green, Senator Styles Bridges, Boake Carter, Secretary of War Harry Woodring, William R. Castle Jr., Secretary of Labor Frances Perkins, Senator Bennett Champ Clark and James E. Hook.

Australian Series

WHITAKER & NICHOLAS Pty. Ltd., Melbourne, Australia (Yeaston tablets) has announced through 3XY, Melbourne, details of an extensive competition, with radio as the nucleus. A weekly contest, based on a quiz idea, will utilize 3XY 3HA 3BA 3SH 3BO 3TR. The final winners will be decided at the end of January, 1940. Prizes totaling over $11,000 will be given. Space will be used in four newspapers, two radio magazines and several general magazines.

New INS Subscribers

NEW subscribers to INS news service during the last month include WOAI, San Antonio; KXYZ, Houston; KRMD, Shreveport; KFNF, Shenandoah, Ia.; WGAU, Athens, Ga.; WHBI, Newark; KTBC, Austin, Tex.

DuBois Again Is Named Broadcast Union Head

M. DUBOIS, of Holland, was re-elected president of the International Broadcasting Union (U.I.R.) at its recent annual summer meeting at St. Moritz, with Dr. K. von Boeckmann of Germany, Sir Cecil Graves of Great Britain, E. Nelky of Hungary and Dr. A. Raestad of Norway elected vice-presidents.

Representatives of the broadcasting organizations of 18 countries, the NBC and CBS networks of the United States and others attended. It was announced that a special report on methods of synchronization between transmitters and on the use of directional antennas, required under the Montreaux reallocation plan to go into effect next March, would be submitted next autumn by the technical committee.

It was also recommended that broadcasting stations should adopt as soon as possible the new 440-cycle frequency for the note A in the treble clef as the standard of pitch.

'Magic Dials'

ILLUSTRATED with photographs by Anton Bruehl, Lowell Thomas' new volume on broadcasting and the radio industry, *Magic Dials*, presents historical and descriptive material from the point of view of the layman [Lee Furman Inc., New York, $2]. One of the most attractive and illuminating radio books yet published, it contains explanations and illustrations, in black and white as well as color, covering everything from technical construction and operation to programming and production, in television as well as radio, based largely on observations of RCA-NBC operations.

BY LEGISLATIVE vote and Governor's order, State Highway 88 between Oklahoma City and Little Rock, Ark., has been officially named "The Lum 'n' Abner Highway".

FRAN STRIKER, author of *The Lone Ranger* series, on the recent 1,000th broadcast of the program estimated that he had written more than 4,000,000 words since Jan. 30, 1933. He also writes *The Green Hornet*.

HANDY ORDER FORM

BROADCASTING Publications, Inc.
870 National Press Bldg.
Washington, D. C.

Please send me your new 72-page volume, RULES & REGULATIONS AND STANDARDS APPLICABLE TO STANDARD BROADCAST STATIONS. Payment is enclosed.

☐ Send me single copy @ 60c.

☐ Send me.....copies @ 50c each.

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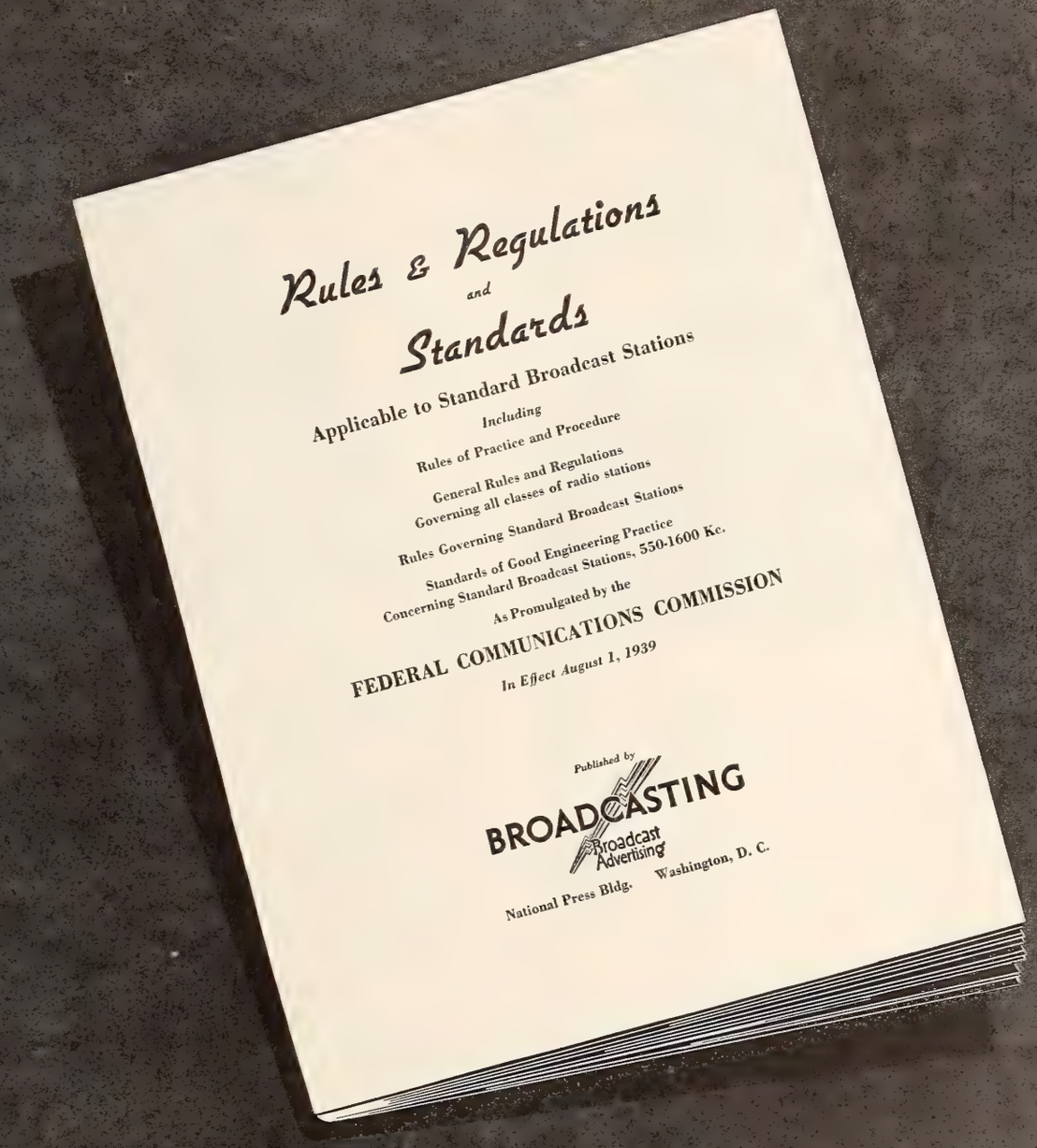
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City.....State.....

See opposite page for further information

In one volume... for the first time



In July BROADCASTING published and distributed 1500 copies of its free 15-page booklet embodying the newly promulgated FCC Rules Governing Standard Broadcast Stations. This supply is exhausted. BROADCASTING now releases, in a 72-page standard-size volume, complete Rules and Regulations and Standards applicable to Standard Broadcast Stations.

Price per Copy, 60¢ ☆ 2 or more Copies, 50¢ each ☆ **72 pages**

Which One is worth millions?



THEY look alike but one is the British Imperial State Crown, studded with rarest jewels. The other, a replica displayed at the British Pavilion, New York World's Fair, is a skillful copy of crystal and silver, but worth only a fraction of the original's value.

Quality, while not always apparent to superficial inspection, is bound to prove itself—in the realm of crowns or recordings. The following enlightening facts should interest everyone connected with radio advertising.



Radio recordings look much alike. Flat discs, 16″ in diameter, covered with fine grooves, they reveal little difference to the naked eye. But when *broadcast* the quality transcription stands out against mediocrity or inferiority. Broadcasting proves the skill and knowledge of the maker.

It is a scientific fact known to sound engineers that World vertical cut Wide Range electrical transcriptions are the most accurate and dependable form of recording for radio. Why?

The World process simply puts all of the life-like quality of speech or music into the recording. Many factors contribute to this superiority—technique, equipment, studios, "know-how"—but they come to a focus in the record.

Until the advent of World innovations, recordings were cut with a lateral movement or from side to side. A wax disc, shaved as smooth as possible, and revolved on a turntable, was cut with a recording stylus. Music or speech coming from the studio microphone made the stylus swing from side to side, violently or gently, depending upon the intensity of the sound wave. The etched wax disc was then coated with graphite in order to "take" the copper electro in the process of making a master from which to print records.

The resulting lateral record, as used for broadcasting, could not be reproduced without a constant audible hissing sound or needle scratch. Equalization or "muffling" of needle scratch was resorted to but this meant sacrifice of sibilance, frequency range and tone quality.

And to obtain maximum playing capacity as governed by disc size, grooves were run close together, and recording levels restricted so that the "undulating" stylus would not break through side walls into the next groove. Hence, more sacrifice of sibilance, frequency range and tone quality.

Then the famous Bell Laboratories, since the invention of the telephone pioneers in sound transmission, developed a revolutionary new method of recording known as the Western Electric vertical cut Wide Range system. A perfect recording was achieved, the result of such drastic changes as these: A smooth flowed wax pattern replaced the less sensitive shaved wax—an up-and-down or vertical etching gave full scope to the vibrations of the cutting stylus—pure gold, the most homo-



geneous pattern metal, displaced the coarser granular graphite—plastic, flexible disc material succeeded the brittle and coarser grained substances of the old methods.

True—in eye value the new records resembled the old, but the ear caught the difference. Radio stations hailed the new World transcriptions as the ultimate in high fidelity recording. Hundreds of stations voluntarily taxed themselves to install special reproducing equipment for the sole purpose of broadcasting World transcriptions.

To you, as an advertising or agency executive, all this means that your radio advertising can be made more effective by employing World quality—just as your visual advertising needs the finest typography and the best engravings. Certainly your investment in station time and talent, including your carefully chosen announcer, deserves the protection of quality sound transmission.

Test World recordings at any leading station or at a World office and note particularly the perfection of reproduced speech—*speech*, the part of the program that carries your sales message. Your message, the sole purpose of the program, is more vital, more distinct, more concise, more life-like in World recordings than in any others. The announcer is *out front*—not *'round behind*.

When your program is broadcast through World facilities, it is literally the finest quality on the air.

World Offices:

New York · Chicago · Hollywood · San Francisco · Washington

— ADVERTISERS' BLUE BOOK —

Advertisers planning spot campaigns will do well to consider the influence and popularity of World Program Service Stations. Enjoying exclusive local rights to the greatest repertory of music ever recorded for radio, these stations build programs in endless variety for national, regional or local advertisers.

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WMOB . . . . *Mobile*

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KOY . . . . *Phoenix*

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KELD . . . *El Dorado*
KARK . . . *Little Rock*
KUOA . . *Siloam Springs*

CALIFORNIA
KPMC . . . *Bakersfield*
KIEM . . . . *Eureka*
KGER . . . *Long Beach*
KHJ . . . *Los Angeles*
KLX . . . . *Oakland*
KGB . . . *San Diego*
KFRC . . *San Francisco*
KDB . . *Santa Barbara*
KSRO . . . *Santa Rosa*
KGDM . . . . *Stockton*
KHUB . . . *Watsonville*

COLORADO
KFEL . . . . *Denver*
KFXJ . . *Grand Junction*
KGHF . . . . *Pueblo*

CONNECTICUT
WTIC . . . . *Hartford*
WELI . . . *New Haven*

DIST. OF COLUMBIA
WJSV . . . *Washington*

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WRUF . . . *Gainesville*
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GEORGIA
WRDW . . . . *Augusta*
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WRBL . . . *Columbus*
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KIDO . . . . . *Boise*
KRLC . . . . *Lewiston*

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WGN . . . . *Chicago*
WDAN . . . . *Danville*
WJBL . . . . *Decatur*
WTAD . . . . *Quincy*
WCBS . . . *Springfield*

INDIANA
WTRC . . . . *Elkhart*
WGBF-WEOA . *Evansville*
WIRE . . *Indianapolis*
WLBC . . . . *Muncie*

IOWA
WMT . . *Cedar Rapids*
WOC . . . *Davenport*
KMA . . . *Shenandoah*

KANSAS
KFBI . . . . *Abilene*
KWBG . . . *Hutchinson*

KENTUCKY
WLAP . . . *Lexington*
WPAD . . . . *Paducah*

LOUISIANA
WJBO . . *Baton Rouge*

MAINE
WLBZ . . . . *Bangor*

MARYLAND
WBAL . . . *Baltimore*
WTBO . . *Cumberland*
WFMD . . . *Frederick*

MASSACHUSETTS
WCOP . . . . *Boston*
WEEI . . . . *Boston*
WTAG . . . *Worcester*

MICHIGAN
WHDF . . . . *Calumet*
WJR . . . . *Detroit*

MINNESOTA
KATE . . . *Albert Lea*
KVOX . . . *Moorhead*
KROC . . . *Rochester*
KSTP *St. Paul-Minneapolis*

MISSISSIPPI
WFOR . . . *Hattiesburg*
WAML . . . . *Laurel*
WSKB . . . . *McComb*
WQBC . . . *Vicksburg*

MISSOURI
KWOS . . *Jefferson City*
KMBC . . . *Kansas City*
KWK . . . . *St. Louis*

MONTANA
KGCX . . . *Wolf Point*

NEBRASKA
KFAB-KFOR . . *Lincoln*
KOIL . . . . *Omaha*

NEVADA
KOH . . . . . *Reno*

NEW MEXICO
KGGM . . *Albuquerque*
KICA . . . . *Clovis*
KVSF . . . . *Santa Fe*

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WOKO . . . . *Albany*
WGR-WKBW . . *Buffalo*
WESG . . . . *Elmira*
WOR . . *New York City* (Newark)
WINS . . *New York City*
WQXR . . *New York City*
WHAM . . . *Rochester*
WFBL . . . . *Syracuse*
WFAS . . *White Plains*

NORTH CAROLINA
WBIG . . . *Greensboro*
WEED . . *Rocky Mount*
WSTP . . . *Salisbury*

NORTH DAKOTA
KDLR . . . *Devil's Lake*
KRMC . . . *Jamestown*
KLPM . . . . *Minot*

OHIO
WJW . . . . *Akron*
WHBC . . . . *Canton*
WHK . . . *Cleveland*
WHKC . . . *Columbus*
WKBN . . . *Youngstown*

OKLAHOMA
KADA . . . . . *Ada*
KCRC . . . . . *Enid*
KBIX . . . *Muskogee*
KOMA . . *Oklahoma City*
KVOO . . . . *Tulsa*

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KFJI . . *Klamath Falls*
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WFBG . . . . *Altoona*
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WOPI . . . . *Bristol*
WDOD . . *Chattanooga*
WREC . . . *Memphis*
WLAC . . . *Nashville*

TEXAS
KGNC . . . . *Amarillo*
KRIC . . . *Beaumont*
KGKO . *Dallas-Ft. Worth*
WBAP . *Dallas-Ft. Worth*
KTRH . . . . *Houston*
KRLH . . . . *Midland*
KPDN . . . . *Pampa*
KPAC . . . *Port Arthur*
KTSA . . . *San Antonio*

UTAH
KDYL . . *Salt Lake City*

VERMONT
WCAX . . . *Burlington*

VIRGINIA
WSVA . . *Harrisonburg*
WRVA . . . *Richmond*
WDBJ . . . . *Roanoke*

WASHINGTON
KXRO . . . *Aberdeen*
KIRO . . . . *Seattle*
KMO . . . . *Tacoma*
KUJ. . . . *Walla Walla*

WEST VIRGINIA
WHIS . . . . *Bluefield*
WBLK . . . *Clarksburg*
WCHS . . . *Charleston*
WPAR . . . *Parkersburg*

WISCONSIN
WEAU . . . . *Eau Claire*
WHBY-WTAQ . *Green Bay*
WKBH . . . *La Crosse*
WIBA . . . . *Madison*
WISN . . . *Milwaukee*
WSAU . . . . *Wausau*

HAWAII
KHBC . . . . . *Hilo*
KGMB . . . *Honolulu*

CANADA

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CFAC . . . . *Calgary*
CJCA . . . *Edmonton*

BRITISH COLUMBIA
CKWX . . . *Vancouver*

MANITOBA
CFAR . . . *Flin Flon*
CJRC . . . *Winnipeg*

NEW BRUNSWICK
CKCW . . . . *Moncton*
CHSJ . . . *Saint John*

ONTARIO
CKPC . . . *Brantford*
CKOC . . . *Hamilton*
CKCA . . . . *Kenora*
CBO . . . . *Ottawa*
CKSO . . . . *Sudbury*
CKLW . . . . *Windsor*

QUEBEC
CKAC . . . *Montreal*
CKCV . . . . *Quebec*
CHLN . . *Three Rivers*

SASKATCHEWAN
CKBI . . *Prince Albert*
CJRM . . . . *Regina*
CJGX . . . . *Yorkton*

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AUSTRALIA
5 DN . . . *Adelaide*
4 BC . . . . *Brisbane*
3 KZ . . . *Melbourne*
2 GB . . . . *Sydney*

NEW ZEALAND
1 ZB . . . *Auckland*
2 ZB . . . *Wellington*
3 ZB . . . *Christchurch*
4 ZB . . . . *Dunedin*

MEXICO
XEW . . . *Mexico City*

SOUTH AFRICA
South African Broadcasting Corp.
Cape Town
Durban
Grahamstown
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PORTO RICO
Destileria Serralles Incorporated . *Ponce*

VENEZUELA
YV5RA-YV5RC . *Caracas*

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Business As Usual

BUSINESS as usual, but with an unprecedented bonus audience, is the immediate effect of the war situation. Radio is performing its most spectacular job in such professional fashion that even the Federal Government, particularly the White House and the embassies, are relying upon the news commentaries for first-hand information.

The incipient boom in national spot reported in this issue is not due to the international situation. But it is developing despite what ordinarily would be a period of uncertainty. Sponsors appear to be more than willing to step aside for the news broadcasts, realizing that the courtesy announcements are reaching added millions who are relying upon radio for war news.

It is too early, of course, to foretell with exactitude the effect on radio of an actual outbreak. If history means anything there should be an upsurge, particularly in the staple and commodity fields. Even though foodstuffs and other essentials might become premium-priced, the tendency hardly would be to cut down on promotion. On the contrary, institutional and good-will advertising would increase, and radio has become an anchor medium in those endeavors.

Any fear of undue Government interference with radio, should war come, is allayed by Federal officials, as reported elsewhere in these columns. The Government regards radio, properly used, as a decided asset because it, more than any other medium, can maintain morale. And censorship, while always a threat in time of stress, cannot be imposed as the law is now written.

Thus, from all sides, despite the grim European picture, the broadcasting industry appears to be cast in its most pretentious role. The job of the major networks in keeping the nation posted around the clock, running up a staggering overhead, is receiving its compensation through laudable advertiser cooperation, as well as encouragement from the soundest Government in a confused world—in a country which, happily, operates its radio and its business "by the American Plan".

A FEW SHORT weeks back, broadcasters by unanimous vote at their convention, called a showdown with ASCAP. It thumbed its nose at the NAB. A special convention has been called for Chicago Sept. 15 to meet the issue. As a matter of policy, principle and pride, the industry must follow through.

Who Won?

MIXED emotions prevail over the action of the U. S. Court of Appeals in the so-called WMEX-Yankee Network case, in which it slapped down the FCC on its theory that it can license new stations with abandon, irrespective of competition, and without interference from that tribunal.

There can be no question that the court intended and delivered a knockout punch on the FCC's pet philosophy, propounded in a number of pending cases. But in the light of the court's ponderous opinion, it is hard to conclude whether the industry wins or whether the FCC now is armed with new and broad powers which forebode more stringent regulation, delving more deeply into income, rates and programs.

It is plain that the court action will have the effect of stopping dead in its tracks any new station-licensing spree in which ruinous competition with existing stations would be entailed. The court recognizes the rights of existing stations to earn reasonable profits, and holds that the public interest requires not merely that a "maximum quantity of minimum quality service" shall be given.

The first impulse is to toss hat in air. But the court, in its exhaustive findings, apparently assigns to the FCC broader powers than it has ever exercised or even asked. It is doubtful whether the FCC will read from the opinion revolutionary powers, and immediately launch a campaign to ascertain the degree of competition existing in given areas. Rather it is expected the Commission will await possible new legislation, or perhaps findings by the Supreme Court in cases raising similar issues.

In these columns we have sharply criticized the FCC for what we construed as unwarranted snooping into fiscal affairs of the industry. But the court now in its zeal to check one type of unbridled regulation, by its interpretations, augments those powers. The FCC, in a supplemental pleading, essays to bring this to the Court's attention and actually enters a plea to sustain its position of "limited powers with respect to business activities and financial returns" of stations. It emphasizes its inconsistency with the American System of Broadcasting.

The opinion, striking as it does at fundamentals, will present an interesting problem for the FCC's new chairman, James Lawrence Fly. It opens possible new vistas in radio regulation, and eventually may have the effect of revising licensing procedure.

On the Record

THE RECORD-royalty grab has begun. The asking price is not one royalty, but tribute to each record manufacturer and to the "performing artists" through their own private little combine, having more than miniature ASCAP aspirations. Thus far only one company—RCA—has disclosed its demands. The futility of collecting an average of $167 per month from independent non-network stations for the right to use only Victor Company records is too ludicrous to pursue.

It's our guess, however, that the drive is premature, of questionable legal basis, and impossible to enforce. Stations do not have to use records. There are plenty of worthwhile transcriptions available, as reasonable or even cheaper in price than the quotation proposed by *one* manufacturer alone.

The record manufacturers may feel they have adequate reasons for their demands, both actual and implied. In the case of RCA, from where we sit, it seems it was more than ill-conceived. Their relations with broadcasters far transcend the fees they would collect from stations which can least afford to pay. RCA is in the broadcasting business and the equipment business. It is already aware of the unfavorable reactions within the industry.

But aside from the equities, it is by no means clear that the record manufacturers or the recording artists have the law on their side. The case on which RCA relies related only to the common law in New York State—not the Federal statutes. The litigation was on purported unfair competition in a case in which the station simulated studio performances with records, where there was conveyed the impression that the artist appeared in the flesh.

Competent lawyers hold that neither the record manufacturer nor the performing artist has a legal basis on which to demand compensation. It is possible, perhaps likely, that the appellate courts will repudiate the claim. Certainly there should be a test case.

Many stations—the red ink ones particularly—are in a quandary. Of course, the safe course would be to forget records of those companies which demand tribute. Unrestricted records (which do not carry the notation "not for broadcast use") and records of manufacturers not demanding tribute, certainly can be performed. Then, of course, there are the transcription-libraries—of high quality and available in increased numbers.

Because the RCA-Whiteman decision was founded on unfair competition, it seems to us that if stations seek to avoid that element, they will be in the clear. Some stations are resorting to the practice of announcing the name of the record manufacturer but not that of the artist, thereby violating no property right or introducing no unfair competition.

Because neither the recording artist nor the manufacturing company has an unquestioned claim to compensation, we feel all elements should seek a final adjudication in a case in which the issues are clearly raised. In the meantime it is only fair, in our view, that efforts to collect royalties be abandoned. This would not prejudice the rights of anyone. Moreover, since only the smaller stations would be hit, and since most of them show small profits, if any, the revenue involved hardly would be substantial for the "collectors."

We Pay Our Respects To —



JOHN HAROLD RYAN

IF THE DEGREE of "Oracle of the Adding Machine" or perhaps "Bachelor of the Burroughs" were added to professional nomenclature, John Harold Ryan would qualify magna cum laude, with an extra yard of gold braid.

For to Harold Ryan the adding machine is what a sextant is to the mariner, a slide-rule to the engineer. He attributes his success as a broadcaster and a business man to the revelations of the galloping digets, and he has taken many an industrial hurdle because of what the figures proved to him.

Formally, J. Harold Ryan is vice-president and treasurer of the Fort Industry Co., the West Virginia Broadcasting Corp. and the Monongahela Valley Broadcasting Co. Translated into call letters, this means he is active general manager of WSPD, Toledo, his home town, and supervising director of WWVA, Wheeling, W. Va.; WMMN, Fairmont, W. Va., and WLOK, Lima, O. In the industry he is the Ryan end of the Storer-Ryan interests, which control these stations, and also hold minority interests in WALR, Zanesville, and KIRO, Seattle. George B. Storer, president of the companies, is Harold Ryan's brother-in-law.

Because he is a practical broadcaster, rather than a impresario, Mr. Ryan recently was elected director for the Seventh District of the NAB, comprising Ohio and Kentucky. Last year he was president of the Ohio Broadcaster's Assn., one of the strongest of the State units.

On Sept. 8 genial, soft-spoken Harold Ryan enters his 55th year. The last dozen of those years he has spent as a station operator, though he probably had not planned it that way. The oil business was his primary interest, and the purchase of the first station by the Storer-Ryan group in 1927 was to promote and advertise the oil business, as a secondary operation. But the radio tail soon wagged the dog, as it often has done, and broadcasting became the major interest.

It was in 1925 that brother-in-law Storer returned from Cleveland with a new idea in marketing gas and oil. Service stations would be erected adjacent to railroad sidings, with gasoline purchased in tank car lots, and the savings thereby passed along to the consumer. In 1927 the Fort Industry Oil Co. was formed to expand these operations. Stations were maintained in Cleveland and Toledo. The owners, in seeking methods to promote their product, decided to use radio. The arrangements were started with the then local station, WTAL. Not long after they were consummated, the Storer-Ryan group owned the station.

So close was the gasoline tieup that the call letters of WTAL were changed to WSPD, connoting the trade name of their product "Speedene" gas. Radio looked good, and in 1928 WGHP was purchased in Detroit. After operating the latter for three years, it was sold to the King-Trendle interests in 1930, and they have been operating it as WXYZ with success, particularly in program innovations.

Against the backdrop of radio, the gas business lost its glamor. In 1931 the gas stations were sold, and the firm looked around for new radio fields to conquer. WWVA was purchased, and placed under the guiding genius of Mr. Ryan. In 1932 George Storer located at Detroit and built CKOK, which became CKLW, just across the river in Windsor, Ontario, but several years later disposed of it to Canadian interests. In 1935 WMMN was purchased, and in the fall of 1938, the FCC approved transfer of WBLY, now WLOK, to the Storer-Ryan group.

Harold Ryan is as much a part of Toledo as his station. As a youth he attended the old Central High School in that city, and then enrolled at Yale, from which he was graduated in 1908. A diligent student, he won the coveted Phi Beta Kappa key. His fraternity, Beta Theta Pi, became a major extra-curricular activity—an interest he has maintained. He was Ohio district chief of his fraternity for several years after graduation and now is treasurer of the Covington Trust Assn., Yale's alumni group of Beta Theta Pi. He has an unbroken string of attendance at the fraternity's national conventions, dating from 1907.

After graduation, Harold Ryan returned to Toledo to enter his father's business, the Arbuckle-Ryan Co., at that time manufacturers of agricultural equipment and railroad supplies. Upon his father's death he became treasurer, a position he retained until its dissolution in 1928. Following the war the lines in which the company was interested had nosedived, and active operations were ended in 1925. It was then he embarked in the gasoline business that proved a direct route to broadcasting with his brother-in-law.

In addition to his radio operations, Mr. Ryan is director and executive committee member of the Ohio Citizens Trust Co., a Toledo financial institution, and director of the Standard Tube Co., manufacturers of steel tubing in Detroit, of which Mr. Storer is president. His civic activities include membership in the Toledo Chamber of Commerce, the newly-organized Advertising Club of Toledo and the Rotary Club.

The Ryan hobbies are far from ordinary. His home in suburban Toledo, where he resides with his wife, the former Frances Storer, is a veritable treasury of rare first editions. Genealogy is his forte. He is now tracing descendants of the Capetian kings, who ruled France from the 10th century. He has ferreted out 8,000 descendants, with five centuries yet to go. A hiker of extraordinary ability, he can walk the legs off many a younger fellow. At school a chief source of relaxation was his mastery of bridge-whist. As a contract player today he has few peers around Toledo.

A remarkably keen man, combining exact memory with mathematical accuracy, keen insight and wise judgment, Mr. Ryan has endeared himself to his employes. Far from being straight-laced, he is congenial, interested in others, witty, and appreciates a good story.

Recently a group of WSPD salesmen were engaged in an "If-I-had-a-million" session. A staff veteran observed: "I would turn it over to Mr. Ryan and say, 'Here's a little something for you to play with'. It's the safest investment I know of." And Mr. Ryan probably would take it up with the oracle of his office—the adding machine.

Personal NOTES

JOHN M. DOLPH, for the last two years assistant general manager of the CBS Pacific Network, with headquarters in Hollywood, has resigned that post effective Sept. 1 to return to the advertising agency field. After a brief vacation he will announce his new affiliation. He has been in radio seven years and was producer of the *Fred Waring* show and *Sunday Evening Hour* for N. W. Ayer & Son. He later became Pacific Coast sales manager of CBS before assuming his present network office two years ago. Before coming into radio he had been with N. W. Ayer & Son as copy writer, assistant copy chief and manager of service.

FRANK S. LANE, veteran manager of WDOD, Chattanooga, has resigned to become director of the new WSPB, Sarasota, Fla., authorized for construction to a group of Chattanooga businessmen July 13 [BROADCASTING, July 15].

JOE SPADEA, station representative, was slightly injured in an auto accident at Gaffney, S. C., Aug. 18 when his car was forced off the road by a truck during a heavy rain and crashed into a wayside gas station. He suffered cuts and bruises but continued to Atlanta by rail.

CLIFFORD ATKINSON, formerly head of the commercial department of KWOC, Poplar Bluff, Mo., has been named head of sales at KWOS, Jefferson City, Mo. The new sales staff includes Bob Debo and Robert Coleman, former newspapermen.

HARRIS EMMERSON, formerly of the business office at WAPI, Birmingham, Ala., has joined the sales staff.

FENTON W. EARNSHAW, executive of Earnshaw Radio Productions, Los Angeles, after six months in Papeete, has returned to his California headquarters.

JAMES B. ROCK, assistant manager of Westinghouse's radio broadcast department under Walter Evans, on Aug. 12 married Miss Henrietta C. Thames, of Jacksonville, Fla., a graduate of the University of Florida. The ceremony took place at the Little Church Around the Corner, New York. They will make their home after Sept. 1 at 1015 Morton St., Baltimore.

JOHNNY CREWS, former manager of KHUB, Watsonville, Cal., has been named manager of KYOS, Merced, Cal. Marion Walker has been named manager of KHUB.

BOB CONVEY, president of KWK, St. Louis, on Aug. 3 became the father of a baby girl, Sharon Kay Convey.

HOWARD FOLEY, formerly of the sales staff of KTAT, Fort Worth, has joined the sales department of KGKO, Fort Worth.

FRED BUGG, formerly general manager of WTMC, Ocala, Fla., has been named general manager of the new WTSP, St. Petersburg, Fla., for which a construction permit has been granted by the FCC. WTSP will operate on 1370 kc. with 100 watts night and 250 watts day.

MAYNARD MARQUARDT, manager of WCFL, Chicago, has returned to his desk following a tonsillectomy.

M. H. (Pete) PETERSEN has resigned as general manager of KFNF, Shenandoah, Ia., and has not announced his future plans. Edward Heaton, of the KFNF sales staff, has also resigned and has announced no plans.

H. R. McLAUGHLIN, who recently resigned as manager of CJRC, Winnipeg, and CJRM, Regina, was presented with a sterling flask inscribed with the names of the station personnel at a recent farewell party.

A. B. SCHILLIN, vice-president and sales manager of WAAT, Jersey City, has been given a five-year contract renewal as of Aug. 1.

MAJ. EDWARD A. DAVIES, sales vice-president of WIP, Philadelphia, sailed Aug. 23 on the *Queen Mary* for France to participate in dedication Sept. 5 of a new war memorial at Verdun.

J. T. GRIFFIN, president of KTUL, Tulsa, and KOMA, Oklahoma City, has been designated to raise Oklahoma's $3,000 quota for the Franklin D. Roosevelt Hyde Park Library.

LEO RICKETTS, sales manager of KFBK, Sacramento, Cal., recently married Patti Yost, who for two years conducted *The Campus Reporter* on KFBK.

HAROLD C. BURKE, manager of WBAL, Baltimore, sailed Aug. 9 for a month's vacation in Europe. He is accompanied by his wife and two children, Marilyn and Terry.

KATHRYN M. DEMPSEY, daughter of Rep. and Mrs. John J. Dempsey, of New Mexico, and sister of William J. Dempsey, FCC general counsel, is to marry David McNeill on Sept. 14.

DAVID A. SYME, managing director of 3HA, Melbourne, affiliate of the Macquarie Network, following a recent emergency major operation, is recuperating on a voyage to Singapore and returns to Australia in early October.

SAMUEL R. ROSENBAUM, president of WFIL, Philadelphia, was honored by the Philadelphia Orchestra for direction of a campaign to keep alive the Robin Hood Dell Concerts. He was presented with an original Liszt manuscript and a cane made from wood of Independence Hall.

E. P. H. JAMES, sales promotion manager of NBC, will return to New York Sept. 12 following a trip to Los Angeles and vacation in Canada.

C. A. LOVEWELL, reported in the Aug. 15 BROADCASTING, as an employe of Yankee Network in connection with an application filed with the FCC for a new station in Brockton, Mass., is not now connected with any broadcasting station or network.

Bixby in Accident

TAMS BIXBY Jr., vice-president and manager of KBIX, Muskogee, Okla., and executive of the *Muskogee Phoenix & Times Democrat*, was painfully burned Aug. 17 when a speedboat in which he was cruising exploded, caught fire and sank on Lake Bemidji in Northern Minnesota. In the boat with him were his wife, two children, and five friends. Following the first blast, which seared all aboard, Mr. Bixby reached into the flaming cockpit for life preservers and his hands, face and upper body were badly burned. By throwing life preservers to several members of the party who could not swim, it was reported Mr. Bixby was instrumental in preventing loss of life.

Louise McKay

LOUISE McKAY, 24, member of the talent staff of WIBW, Topeka, died Aug. 14 from injuries suffered when struck by an automobile near Denver during her vacation. The funeral was in Topeka Aug. 17, and was attended by virtually the entire station staff. She was featured on the *Kansas Roundup* with her sister and brother who formed a trio known as the *Kaw Valley Ramblers*, on WIBW for the last six years.

Edward I. Wheeler

EDWARD I. WHEELER, 63, one-time editor of *Southern California Broadcaster* and well-known in radio circles, died Aug. 21, from injuries sustained when he was run down by an auto while alighting from a bus near his home in Glendale, Cal. He recently had been associated with the *Help Thy Neighbor* program on KHJ, Los Angeles. Surviving are his wife, three daughters, a brother and sister.

BEHIND the MIKE

OWEN VINSON, former program director of WLW, Cincinnati, and his wife, Pauline Hopkins, script writer, have joined Carl Wester & Co., Chicago program firm. Mr. Vinson will produce shows for the firm, while Miss Hopkins will be a staff writer, according to Mr. Wester. Miss Hopkins is the author of *Midstream*, heard on 40 NBC-Red network stations from Chicago, and wrote the MBS show titled *Mad Hatterfields* which was keyed from WLW for two years. Mr. Vinson recently resigned from WLW [BROADCASTING, Aug. 15].

WARREN SWEENEY, announcer at WJSV, CBS Washington key, since 1932 and before that with WRC and WMAL, has been named chief announcer of WJSV.

WALTER (Duke) WINDSOR, recently of KFOX, KGER Long Beach; KFWB, Hollywood; WTOL, Toledo, and WOOD-WASH, Grand Rapids, has joined KFDA, Amarillo, Tex.

ARTHUR RADKEY, of the WLW, Cincinnati, educational department, has been named instructor in continuity writing at Cincinnati U.'s Evening College. W. Ray Wilson, WLW writer-producer, is taking a 13-week leave to adapt for radio the motion picture "Gateway to Hollywood".

JACK McELOY, announcer of KTUL, Tulsa, recently married Nancy Hurd, KTUL singer also heard as Paula Durand.

AL CAMMAN, of NBC's New York press department, recently married Agnes Schubert.

THOMAS CAREY, of the NBC press department, has been shifted to the international division as night news editor.

GEORGE VOLGER, NBC Hollywood tour guide, takes a four-months leave-of-absence Sept. 13, to join the RCA television exhibit at the Golden Gate Fair, San Francisco.

HUGH BRUNDAGE, KHJ, Los Angeles announcer, has a feature role in the film, "Mr. Smith Goes to Washington", produced by Columbia.

LARRY ROBERTSON, announcer of KFBK, Sacramento, Cal., recently became the father of a baby boy. Mrs. Robertson is the former Frances Schaap, once secretary to Howard Lane, KFBK manager.

STANLEY LANTZ, announcer and musical director of WJBC, Bloomington, Ill., and Evelyn Cornelius, Bloomington nurse, have announced their engagement.

C. I. JONES, recently of Washington and Charlotte newspapers, has joined KTSM, El Paso, as merchandising manager.

GORDON KASPAR, musical director of WPTF, Raleigh, N. C., has written a new song, "Lonely Hours".

JACK CHASE, announcer of KSO-KRNT, Des Moines, and winner of the sectional *Gateway to Hollywood* contest, has been transferred to the new WNAX studios in Sioux City.

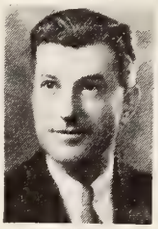
JAMES RANDOLPH, continuity writer of KSO-KRNT, Des Moines, is the father of a baby girl.

PAUL PARKER, of the promotion staff of KSO-KRNT, Des Moines, will enroll as a freshman at Dartmouth this fall.

ROLF KALTENBORN, CBS production man and son of H. V. Kaltenborn, is to marry Ruth Brine, woman reporter for CBS, Sept. 29 at "Point of View", the Kaltenborn residence at Stony Brook, L. I.

Shawd Heads WTOL

APPOINTMENT of Arch Shawd as executive vice president of WTOL, Toledo, was announced Aug. 22 by Frazier Reams, president. A native of Springfield, O., Mr. Shawd was formerly general manager of CKLW, Windsor-Detroit, and sales manager of WXYZ, Detroit. He has been in radio for eight years, serving in newspaper and advertising agency work prior to that time. Sterling Beeson Jr., continues as manager of WTOL, under Mr. Shawd.



Mr. Shawd

XEAW Names Hogan

HOMER HOGAN, former partner of First United Broadcasters, Chicago agency, has been named vice-president and national sales manager of XEAW, Reynosa, Mexico, which operates on 960 kc. with 100,000 watts. At one time city editor of the *Chicago Herald & Examiner*, Mr. Hogan was general manager of KYW, then in Chicago, from 1928-1934. Later he became Midwestern manager of Hearst Radio and joined First United Broadcasters in January, 1939. Mr. Hogan will be located in Chicago at 410 N. *Michigan Ave.*, phone Whitehall 4488. XEAW is located 15 miles south of McAllen, Texas, is owned and operated by Carr Collins, president of Crazy Water Crystals Co. and prominent Texas politician.

Meet the LADIES



MRS. CHRISTINA M. JACOBSON

AN ACTIVE business woman for the last 18 years (though she is now only 35), Mrs. Jacobson, owner of KVEC, San Luis Obispo, Cal., avers that she gets her biggest kick out of signing her letters "C. M. Jacobson" and receiving replies addressed to "Dear Mr. Jacobson". Besides operating KVEC, which she established a little more than two years ago, Mrs. Jacobson has owned and operated the Valley Electric Co., electrical dealers and service, for the last 12 years. She knows her watts and kilocycles better than most men, and can handle any and all phases of KVEC's operation.

MEL WISSMAN, script writer at WWJ, Detroit, for several years, has been appointed program director to succeed James Jewell, resigned. Mr. Jewell came to WWJ from WXYZ a little more than a year ago. He has not yet announced future plans.

CLAIR CHAMBERS, formerly sports and specialty announcer at CJRM, Regina, Sask., and CJRC, Winnipeg, on Sept. 1 joined the sales and production staff of CKSO, Sudbury, Ont.

HORACE BROWN, Canadian Broadcasting Corp. staff script writer has completed his book "Sky Theatre", now in the hands of the publishers.

ROBERT N. PERRY, program director of WORL, Boston, and Helen Russell Howorth, WORL production manager, were married Aug. 28. Mrs. Perry will continue her station duties.

TOM JACOBS, announcer of KTRH, Houston, is the father of a baby boy born Aug. 18.

JEAN TENNENT McGRAW, of the traffic department of WOAI, San Antonio, is to be married soon to Richard Meyer of that city.

PHIL KRAMER, heard on the *Grouch Club* over NBC, is slated to do the narration for a new Universal movie cartoon "Slap-Happy Valley".

JOSEPHINE RANSBURG has replaced Clarice Short as secretary to Arthur J. Kemp, Pacific Coast sales manager of CBS, San Francisco. Miss Short is to be married.

PAUL PIERCE, chief of the KNX continuity department, will play host to more than 80 members of the Sigma Delta Chi journalistic fraternity when they visit the CBS studios in Hollywood Sept. 5. The visitors will be conducted on a tour of the studios, after which they will hear a discussion "writing for radio" given by Mr. Pierce.

HOLLIS HULL, announcer at KWOS, Jefferson City, Mo., and Emma Sheffler, of Warsaw, Ill., were married in Warsaw Aug. 2.

ELLA OSWALD has joined KWOS, Jefferson City, Mo., as continuity writer and secretary to John Corrigan, program director.

JOHN GILLIS, of the merchandising department of WLS, Chicago, has returned to his desk after two weeks in a local hospital where he recovered from an automobile accident.

CY HARRICE, announcer of WLS, Chicago, suffered cuts about the face and a dislocated shoulder when his canoe upset while he was shooting rapids on a recent Canadian vacation.

JOHN TOBIN, KROW special events announcer and news commentator, has left the staff to become assistant manager of San Francisco's new Telenews Theater. He will edit newsreels and voice all local shots in addition to his executive duties.

ED DUTY, announcer on KJBS, San Francisco, has been transferred to KQW, San Jose, both stations being owned by Julius Brunton & Sons Co.

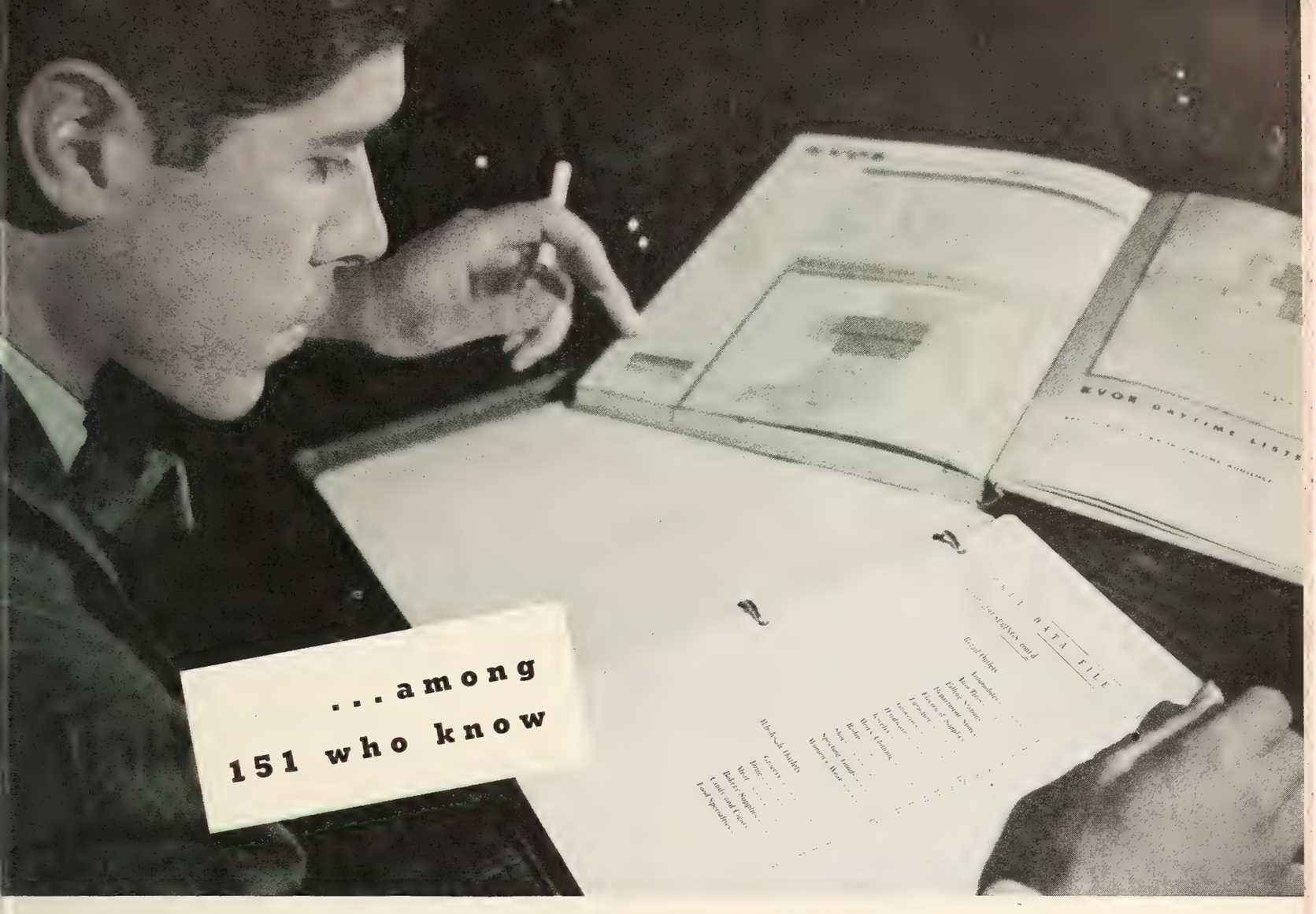
BILL BARLOW, formerly of the publicity department of the Kroger Grocery & Baking Co., Cincinnati, has joined WLW's publicity department to handle trade news.

ALBERT N. DENNIS, newspaper writer on labor topics, has joined the news staff of WJSV, Washington.

ED QUINN, announcer of KGNF, North Platte, Neb., has been named a Colonel in the Frontier Rangers of Nebraska as part of a rodeo promotion drive.

BILL DUNN, program director of WIBM, Jackson, Mich., has sold five songs to Davis & Schwegler, Los Angeles.

MYRON FOX has been named program director of KDYL, Salt Lake City, with George Snell named continuity director.



KVOR GETS TOP RANKING

● Southern Colorado knows KVOR as its home station. It has constantly mounting evidence of KVOR's standing as the number 1 entertainer, educator, informer and adviser to the area. But of greater importance to sponsors is the proof Colorado Springs merchants possess of the power of this station to interpret this standing into unmistakable terms of increased sales.

Local sponsors to the number of 151 have used KVOR's facilities to increase sales and service among the radio listeners of the Colorado Springs-Southern Colorado area in the first eight months of 1939. These are the men who know . . . the men whose fingers are constantly on the pulse of their market . . . the men who see at the end of each day how merchandise is moving and why.

These 151 have chosen KVOR to cultivate this well-above-average market for them. They will tell you, too, that they prefer to handle nationally known products that likewise have the backing of KVOR's effective and persuasive influence on the market both they and it serve.



COLORADO SPRINGS' modern shops and stores do an annual volume in excess of 46 larger U. S. cities. In its retail stores, each man, woman and child spends $449.62 a year against a nationwide average of $270.10.

KVOR *Colorado Springs*

CBS AFFILIATE ● 1000 WATTS ● FULL TIME

THE OKLAHOMA PUBLISHING CO. ● THE DAILY OKLAHOMAN ● OKLAHOMA CITY TIMES ● THE FARMER-STOCKMAN
WKY, OKLAHOMA CITY ● KLZ, DENVER (AFFILIATED MANAGEMENT) ● REPRESENTED BY THE KATZ AGENCY, INC.

CARL CANNON, formerly instructor on the NBC Radio City studio and television staff, has joined WSGN, Birmingham as publicity and promotion manager. With NBC for the past five years, Mr. Cannon was editor of *The Transmitter*, the network's house organ. He also served in the engineering, general service, news and special events departments.

BILL FIFIELD, writer of NBC-Chicago, married Miss Mercedes McCambridge, well-known NBC actress, Aug. 17.

MAX KARL, educational director of WCCO, went to Chicago Aug. 31 for a discussion of educational problems with Sterling Fisher, CBS educational director. Mr. Karl's review of "Journalism on the Air" by Dowling Leathergood will appear in the fall issue of *Journalism Quarterly*.

FRED DODGE, new production manager of WFIL, Philadelphia, has now been promoted to program director, with Alston Stevens becoming production manager.

DAVID H. HALPERN, former manager of the New Haven studios of WBRY, Waterbury, on Aug. 14 joined the sales department of Henry Souvaine, New York, where he will do agency contact work.

REGINALD HAMMERSTEIN, theatrical producer and member of the well-known Hammerstein theatrical dynasty, has joined the television department of NBC as a producer.

R. S. PETERSON, auditor of NBC-Chicago, is the father of a baby boy born Aug. 25.

FRANK WELTMER, KOY, Phoenix announcer, has taken on duties of commentator for *Women's Page of the Air*, originating at that station and broadcast daily over the Arizona network. Program is sponsored by Vinson Carter Electrical Co., Phoenix.

FRED DODGE, KFWB, Hollywood, accountant, and Jane Fisher, were married on Aug. 12. Mrs. Dodge is the sister of George Fisher, Hollywood commentator.

J. SOULARD JOHNSON, sales promotion director of KMOX, St. Louis, is teaching sales promotion at the City College of Law & Finance, St. Louis.

BILLY BALDWIN, KSO-KRNT, Des Moines, announcer, won a model airplane contest conducted by the *Des Moines Register & Tribune*.

ALICE PATTON (Mrs. W. Hatfield Smith), of the music staff of NBC-Chicago, is the mother of a baby girl born recently.

FRANK ORVIS, formerly with BBDO, New York, has joined the production department of WMCA, New York.

CHARLES McCARTHY, announcer of WHN, New York, on Aug. 29 married Diana Carlton, former network actress.

BOB GREER, lately of KRRV, Denison, Tex., and before that with WGN, Chicago, KARK, Little Rock, and WLW, Cincinnati, has joined the Texas State Network production staff.

RICHARD CRANS has been named head of the program department of WGNY, Newburgh, N. Y.

KEN WHITE, formerly of WAPO, Chattanooga, has joined WAYX, Waycross, Ga., as chief announcer and program director.

GENE STOUT, of the news staff of WIBG, Glenside, Pa., won the girls' singles championship in a recent Jenkintown tennis tournament.

MARY JANE WEHR, assistant program director of WHKC, Columbus, is tennis champion of the station and is considering taking up the sport professionally.

DICK MACK, J. Walter Thompson Co., Hollywood, has returned from a 30-day leave-of-absence to resume his writing assignment on the NBC-Red *Chase & Sanborn* program.



TAKING as their theme, "Practice what you preach," the KOY, Phoenix, staff found a novel way to celebrate the 35th birthday of Fred A. Palmer, manager. They deluged him with gifts of products advertised on the station. Mr. Palmer is at the extreme right, with Mrs. Palmer and daughter, Carol at his side, along with the staff donations.

ARTHUR SHANK, master-of-ceremonies on the *Pull Over Neighbor* program sponsored by Wilshire Oil Co., Los Angeles, has been signed as announcer for the new California Fruit Growers Exchange (Sunkist) program to be heard three times weekly on a quarter-hour release over CBS. Lord & Thomas is agency.

ROB THOMPSON, who adapted Sax Rohmer's *Fu Manchu* for radio, has been assigned the script work for the forthcoming Republic film "The Return of Fu Manchu".

HAL RAYNOR, Hollywood radio gag writer, has sold his skit, *Topsy & Eva*, to NBC for the Duncan Sisters. Vaudeville version of the satire, also authorized by Raynor, was done by the sister team in London some years ago. Raynor, in private life is the Rev. Henry Scott Rubel, Glendora, Cal. Episcopal minister. He will again write gags for Joe Penner on his new Ward Baking Co. series, which starts on NBC in fall.

FRED JESKE, "Timekeeper" of WSYR, Syracuse, and Florence Cummings, traffic manager, announced their engagement during a news broadcast transcribed for the occasion. The wedding is planned for Nov. 8.

ROSS EVANS, formerly announcer-scripter of WHN, New York, and WBAL, Baltimore, has been placed in charge of radio publicity for the United Council for Civilian Relief in China, headquartered at 1250 Sixth Ave., New York.

HENRY DUPRE, special events director of WWL, New Orleans, has been named a judge of the annual beauty pageant.

JAY FARAGHAN, of WTEL, Philadelphia, has again been filling in for KYW announcers on vacation.

LOIS HAMPTON resigned as a KYA, San Francisco, receptionist recently to accept a role in a radio serial from the Golden Gate Exposition.

JOSEPHINE AVIS, secretary to Manager Reiland Quinn, of KYA, San Francisco, will be married Sept. 11 to Willard Hinkley, San Francisco businessman.

CALVIN FREDERICK Jr., formerly of WNAD, Norman, Okla., has joined KOMA, Oklahoma City.

DON WILSON, announcer on the General Foods *Jack Benny* program (Jello), has been signed by Paramount Pictures for a broadcasting role in the picture "$1000 a Touchdown".

WILLIAM NORRIS, son of Kathleen and Charles Norris, the authors, has joined the NBC press department in New York.

GEORGE COMBS Jr., news commentator of WHN, New York, recently joined the new magazine, *People*, as one of its editors. He will continue his regular duties at WHN.

Big Fishermen

RADIO MEN accounted for two of the biggest fish catches of the season in Nova Scotia during August, according to official reports of the Government of Nova Scotia. James D. Shouse, vice-president and general manager of WLW, Cincinnati, on Aug. 10 boated a 495-pound white shark at Wedgeport, a rare catch, after it had partially devoured a big tuna already hooked by a nearby angler. William B. Lewis, program vice-president of CBS, fishing at Liverpool, on Aug. 17 caught a 467-pound tuna, which took him one hour and 40 minutes to land. Among the other big fishermen of the current season was Clifford M. Chafey, WEEU-WRAW, Reading, Pa., who caught an 80-pound white marlin off Ocean City, Md.

EDGAR BERGEN sailed from San Francisco Aug. 23, to begin his first vacation from the NBC Hollywood studios since December, 1936. Bergen is visiting Hawaii, and will be absent for a month. He missed the Aug. 27 Charlie McCarthy show, but will be piped in via shortwave for the Sept. 3 broadcast, missing the Sept. 10 broadcast and returning to Hollywood for the Sept. 17 program.

MRS. ROBERT SHERROD, wife of the Washington correspondent of *Time* Magazine, who as Betty Hudson was connected with various Washington stations as a commentator on fashion and shopping, on Aug. 20 became the mother of a 6 lb. son, her second, born in Washington's Columbia Hospital.

BUD RICE, formerly news editor of WNEW, New York, and recently with Muzak Corp., has returned to WNEW as an announcer.

FREDA CRAIG, night receptionist at KYA, San Francisco, recently resigned to take a position with a steamship company. She was succeeded by Janet Kistemann.

TOM DECKER, formerly of KHQ, Spokane, has joined KOIN, Portland. EARL GAMMONS, general manager of WCCO, Minneapolis, was host recently at a supper party for Paul Whiteman and his orchestra, playing the local Orpheum Treatre.

Federal Tennis Champ

C. ALPHONSO SMITH, acting chief of the FCC information section and a former national junior doubles tennis champion, on Aug. 27 won the Government tennis tournament, representing the championship among all the Federal employes in Washington.

Sam Henry Takes New Post at NAB

Will Aid in Launching of Radio Advertising Bureau

SAMUEL J. HENRY Jr., for the last four years sales promotion manager of World Broadcasting System, on Aug. 28 joined the NAB headquarters staff to undertake duties in connection with its launching of the Bureau of Radio Advertising, designed to promote sale of time.

The bureau, advocated by the Sales Managers unit of the NAB, is under the immediate supervisory charge of Paul F. Peter, research director, and Ed Kirby, public relations director. Mr. Henry will coordinate his operations with these department heads.

Arthur Stringer, Chicago publicist who last month joined the NAB as a member of Mr. Kirby's department to handle cooperative industry promotion, has initiated arrangements with the major networks for the campaign to acquaint listeners with program changes entailed by the return to Standard Time Sept. 24. Special network features, as well as programs of independent stations, will be planned for the week prior to the change, under Mr. Stringer's direction. Dealer tie-ins and other promotions also are contemplated.

Messrs. Kirby and Stringer on Aug. 24 met with program and promotion officials of the major networks in New York to discuss the preliminary plans. Among others, they conferred with W. B. Lewis, CBS program vice-president, Victor Ratner, CBS sales promotion manager, William S. Hedges, NBC stations vice-president, and T. C. Streibert, MBS-WOR vice-president, as well as promotion and program executives of the networks.

Clement for Lord

RESIGNATION of Edward J. Lord as manager of WLNH, Laconia, N. H., and appointment of Earle Clement, production man of WTAG, Worcester, Mass., as his successor, was announced Aug. 24. Mr. Lord, formerly with WEEI, WNAC and WBZ, Boston, in program capacities, retired from his managerial post after two years. He has not announced plans.

Gladstone Murray Returns

MAJ. W. E. GLADSTONE MURRAY, general manager of Canadian Broadcasting Corp., announced on his return from England, Aug. 17, on the *Dixie Clipper* a "new cooperation" between the Canadian and British Broadcasting Corporations. Because of the way CBC handled the Royal visit broadcasts, CBC will send more programs to Great Britain in future in exchange for a greater number of BBC programs designed for Canadian listeners. The CBC will not at present erect a shortwave transmitter to take care of these broadcasts, relying on present facilities.

A GROUP of attorneys, organized as Arlington Broadcasting Corp., has applied to the FCC for a new 250-watt station on 1420 kc. in Arlington, Va., just across the Potomac from Washington. Heading the group is Charles R. Fenwick, president, with 77 shares; with Edmund D. Campbell, vice-president, 1 share; James Gumm, secretary-treasurer, 50 shares; John Harland Pollard Jr., 11 shares; John W. Brabner-Smith, 11 shares.



THE 118-pound tarpon, whose fins J. Robert Lawton Jr. is holding, was caught by the engineer of WWL, New Orleans, off Grand Isle, La., winning him a gold button in a tarpon rodeo. Lawton caught the six largest fish. It took him 68 minutes to land the big one, his first.

Asks Operators' Change

MODIFICATION of FCC requirements for renewal of operators' licenses has been suggested to the FCC in a letter from Samuel R. Rosenbaum, president of WFIL, Philadelphia, and chairman of its Labor Committee. He held that the scope of the present knowledge requirements covered by the examination questions "is incompatible with the nature of the work demanded of the majority of present radio operators," and that the minimum experience specifications appeared too strict.

W. J. Gunther

W. J. GUNTHER, 34, for the last five years chief engineer of WJJD, Chicago, died Aug. 18 of a brain complication resulting from infected tonsils. Born in Davenport, Ia., Mr. Gunther in 1932 joined the old WJKS, now WIND, Gary, Ind., where he was associated with R. L. Atlass, now owner of WJJD-WIND. Known to his associates as "Windy", Mr. Gunther was well-liked in Chicago radio and was widely known among technicians in the industry. He is survived by his wife Essie, their small daughter, Judith, four brothers and his mother.

For Verse Titles

A SUMMER slump curative is *The Singing Cop* on WEEI, Boston. Every morning an original poem by Bill Elliott is read and a $5 daily prize is awarded for the best title, with a grand prize of $25 each week for the best set of five titles.

THE FCC recently denied a petition of WEBC, Duluth, to be permitted to use either of the following station identifications: "*This is WEBC, Duluth and Superior*" or "*This is WEBC with studios in Duluth and Superior.*" The station has its main studios in Duluth, which is across the bay at the Head of the Lakes from Superior, Wis. It is controlled largely by the publisher of the *Superior Telegram*, and the same company also operates WMFG, Hibbing, Minn., WHLB, Virginia, Minn., and WEAU, Eau Claire, Wis.

in the CONTROL ROOM

JOHN M. BALDWIN, chief engineer of KDYL, Salt Lake City, was in Camden, N. J., in mid-August, arranging for a demonstration of RCA's traveling television units under KDYL's auspices in Salt Lake.

RALPH SARGENT, of the technical staff of KLZ, Denver, on Aug. 12 married Miss Marjorie Paul.

CHARLES HENRY, KROW, Oakland, has received a citation from the commanding officer at Fort McKinley, P. I., for acting as relay operator, handling over 1,800 messages a month.

WILLIAM PITT has joined the engineering staff of WNAX, Yankton, S. D., as relief operator.

DAVE KORBACK, control operator of KSUN, Lowell, Ariz., is back at that station after being loaned for five weeks to a sister Arizona Network station KTUC, Tucson, for the vacation season.

JAMES BAXTER, Ralph Carleton Greene and James Bevington, graduates of Midland Television Inc., Kansas City radio school, have taken posts with WLOK, Lima, O.; WSAY, Rochester, N. Y., and KLZ, Denver, respectively.

T. R. DUNLOP, engineer of WJJD, Chicago, married Evelyn Williams Aug. 19. Mrs. Dunlop was formerly on the secretarial staff of WISN, Milwaukee.

ERNIE GRAHAM, engineer of WJJD, Chicago, is the father of a baby girl born recently.

RICHARD HAYSEL, of the CBS Hollywood engineering department, and Dolores Blitz, formerly of the network office staff in that city, were married Aug. 11 in Los Angeles.

AUGUST HIEBERT has resigned as chief engineer of KBND, Bend, Ore., to join KFAR, new station in Fairbanks, Alaska. He will aid Stan Bennett, also from KBND, in the transmitter installation. New chief engineer of KBND is Gene Lovejoy.

JAMES V. SIMS, recently of WJLS, Beckley, W. Va., has joined WBTH, Williamson, W. Va., as engineer-announcer.

FDR's Facsimile

WOR, Newark, effectively demonstrated the use of facsimile to President Roosevelt recently when its regular facsimile program was received each day on a special Finch facsimile receiver installed aboard the U. S. Cruiser *Tuscaloosa*, on which the Chief Executive was making a 10-day cruise in the North Atlantic. A complete copy of the daily news transmission, broadcast on WOR's regular 710 kc. channel from 2 to 4:30 a. m. (EDST), was placed before the President each morning by *Tuscaloosa* radio officers. WOR also has started a new schedule for Finch transmission on W2XUP, its ultra-high frequency station operating on 25.25 mc., broadcasting daily from 4 to 6 p. m. W2XJI, relaying regular MBS programs, also has been shifted to 25.30 mc. and currently operates 11:30 a. m.-3:45 p. m. (EDST).

"ONLY KSFO WAS THERE"...one of a series





HORROR IN THE DESERT...600 MILES AWAY—

...But KSFO GOT THAT STORY... ON-THE-SCENE

● Five hundred and fifty miles by automobile; twenty weary miles by hand-car...and KSFO's four-man crew had reached the Nevada wasteland where the streamliner "City of San Francisco" made tragic news last month.

● That's nearly as far as from New York to Toledo... but it was in KSFO's News Bureau service area, and Northern California had a vital interest in the tragedy.

● A makeshift telephone circuit was rigged at the scene and bulletins, statements and reports on interviews were flashed across the miles to KSFO and news-hungry Northern California. Transcriptions made as close to the wreck as power was available were flown to KSFO for still more complete coverage.

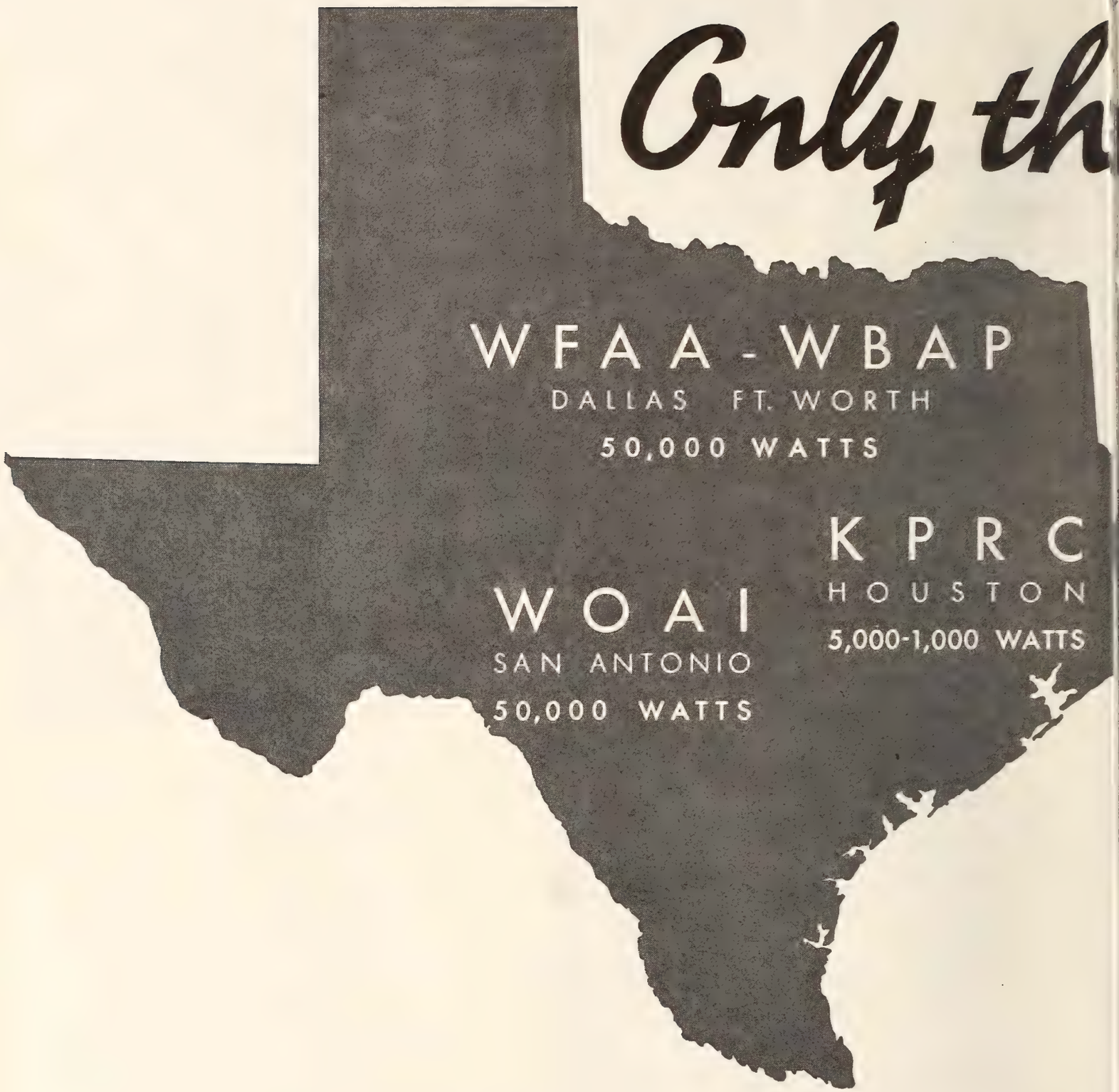
● KSFO...and only KSFO among all radio stations... was on the job. Such service to listeners, plus brilliant showmanship, Columbia's great programs and outstanding local features, keeps KSFO at the peak of popularity in Northern California.

KSFO 560 KC

PALACE HOTEL
SAN FRANCISCO

COLUMBIA BROADCASTING SYSTEM

REPRESENTED NATIONALLY BY FREE & PETERS, INC.



"It's the Q that counts"

THE TEXAS QUALITY NETWORK

EACH STATION AFFILIATED WITH THE NATIONAL BROADCASTING CO.

Ask for Texas Quality Ne

EDWARD PETRY & COMPANY, I

ε Quality Quartet has both...

Popularity and ***Power*** are still the passwords to radio success in the vast Texas market.

The stations of the Texas Quality Network are first in popularity in their immediate markets of Dallas, Ft. Worth, Houston and San Antonio. Consumer and dealer surveys prove it. Advertisers know it!

The rest of Texas—the other 600 incorporated towns and the rural areas—are served the same NBC, TQN and local productions heard in the 4 key markets. They are heard because TQN has power—105,000 watts—4 times the day power and 10 times the night power of all competing Texas network stations combined! This power sends TQN programs clear and strong to 97% of all Texas radio homes plus important parts of Oklahoma, Arkansas and Louisiana!

Power and ***Popularity***—the Texas Quality Network has both. And TQN is the only Texas network that does have both.

• • • WFAA-WBAP DALLAS FT. WORTH **KPRC** HOUSTON **WOAI** SAN ANTONIO

rk Standard Market Data Brochure

IC.– NATIONAL REPRESENTATIVES

Moody Music

WHEN C. L. Menser, head of Gardner Adv. Co., Chicago, and producer of *The Inside Story* on NBC-Blue network, wants mood music for his show he knows how to tell Roy Shields, NBC conductor. Descriptions include, "I've-got-to-get-her-out-of-here-music", "nail-biting music", "man-at-an-opera-and-his-corns-are-hurting-him music", "little-guy-with-a-six-foot-wife-and-he's-just-got-a-divorce-music". Mr. Menser worked with Mr. Shields for years while he was program director of NBC-Chicago, and Mr. Shields says the instructions are perfectly plain to him.

PLANS for a National Donut Week Oct. 9 to 14 are under way, being handled by Bert Nevins, 50 E. 42nd St., New York City, who has invited radio stations to contact him for suggested local tieups.

Guestitorial

A RADIO WORKSHOP

By GEORGE JENNINGS
Director, Central Radio Workshop
Chicago Public Schools

WHAT do you, Mr. Program Director, do with the 15 or 20 young men and women who almost daily crowd into your office with the plea, "I want to get into radio?" Do you run them through a routine audition, listening with half an ear to what they do on the mike and with the other to the latest story of the engineer? Do you listen to them only for appearances sake; for the sake of so-called good-will, and then when the hopeful has left the studio, have him sign a card? You know what happens to that card. It goes into a file along with several hundred, and in the case of large stations, several thousand others.

The Radio Council of the Chicago Public Schools faced a greater problem even than the program director of any station. Since it is a producing organization with which high school students and teachers are familiar there was almost a constant stream of young people going through the office asking, "why can't we broadcast?" And, most of them had talent.

In February of 1939 the Director of the Council, Harold W. Kent, arranged to set up a Central Radio Workshop, which would meet once a week for two hours in the Council studios. Notices were sent to every high school and to those boys and girls whose names were, like those of hundreds of others in every station in the country, on cards in our files.

The response was terrific. After the regular broadcasting schedule for the day was completed, the production staff listened to hundreds of boys and girls. For a week auditions were held. Of course, the mortality rate was high. Out of the several hundred boys and girls who answered the first call, approximately 75 were chosen for final auditions. From this group of 75, 30 were chosen as members of the Central Radio Workshop.

To keep 30 active boys and girls, most of them of superior intelligence and ability, busy and interested is a job. But it can be done. The microphone exerts a powerful influence over them. Included in the group were ten high school teachers who not only took part in rehearsals but who, in the control room, observed studio and voice techniques.

At first, much time was spent on such simple things as microphone position, fading in and fading out, crowd noises, ad libbing and other tricks of the radio actors technique. Remember, these boys and girls, for the most part had never been near a microphone.

After a month of evening meetings which sometimes ran as long as three hours, the Central Radio Workshop Group went into actual rehearsal on productions for the air, and since then has done an average of one on-the-air broadcast a month.

When there was not an actual production in rehearsal for broadcasting, the larger group was broken up into "casts" and given scripts on which to work. Transcriptions of these studio productions were made for criticism and evaluation.

At once the professional actor or producer will say, "But aren't you building up false hopes in these boys and girls? You know as well as we do that the radio field, from announcer to zither-player is overcrowded and competition is intense? We can't absorb these trained people."

Fundamentally, the workshop of the Radio Council, does not plan on training professional actors and actresses. Primarily, the Workshop is a source of talent for the "in-school" broadcasts of the Council; an experimental laboratory for the trying out of new scripts; and an observation post for high school teachers who want to organize similar workshops in their schools.

The Director of the Council and his staff desire to give the high school student an insight into the workings of radio . . . a medium which continues to play an ever increasing part in modern living . . . to the end that his use of that medium for enjoyment and cultural growth may be intelligent and provocative.

Does it work? Well, school closed June 23. At the workshop meeting preceding that date the question of continuing through the summer was discussed. Did the students clamor that it would be too hot? That they were tired? That they needed a vacation?

No, sir! They demanded that we meet with them twice a week, and that we do three half-hour shows instead of the usual once a month 15-minute spot. And we have!

"MONEY-BACK" Farm Advertising

When you spend a dollar for advertising, you want to get that dollar back . . . *and more too.*

WIBW consistently produces "money back" results. Advertiser X* reports an inquiry cost of a half-cent. Advertiser Y received in direct sales to the Station $1.00 for each 20c expended, and Z gets box tops for less than 3c.

Within the half-millivolt area of WIBW's new, modern transmitter, there are 1,231,890 radio homes . . . 5,173,928 ready-to-buy listeners.

Write for complete facts and figures that show why you too should get "*money back*" *results from WIBW.*

*Firm names are confidential, of course.



WIBW "The Voice of Kansas"
COLUMBIA'S OUTLET for KANSAS

BEN LUDY, *General Manager*
Represented by
CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago—Kansas City, Mo.—San Francisco

Business Firms Offer Basis for Bank's Programs

Quick Appreciation Accorded New Mexico Salute Series

By CHAS. C. ALSUP
Manager, KICA, Clovis, N. M.

BANK advertising has always presented a problem to our staff. Some time ago we hit on an idea that has definitely solved the problem, not only from the station's standpoint but for the Citizens Bank of Clovis.

Eighteen months ago we presented the *Builders of Clovis* idea to the president of the bank. No firm had ever taken time or expense to recognize firms and individuals responsible for the building of this community. Not every type of business could use the idea effectively but a bank could definitely profit by "good will".

The bank president was willing to give it a trial. Copy was prepared and three half-hours weekly contracted for by the bank. The first local firm used was a member of a national organization. Folders were printed with a greeting from the bank president on the front and a bank advertisement on the back. The day the program is aired, the firm saluted receives the program in the folder through the mail as a reminder that "today is the day".

Results were almost instantaneous. From the local store manager, district men and the New York office came letters of appreciation to the bank. At the end of six months the bank called for a renewal of the contract, this time for a 52-week period.

Brings New Accounts

Bank publications have carried much publicity on the program. Letters on file at the bank and station include letters from the heads of the nation's largest business firms to local personages.

Dozens of new accounts have come to the bank directly from results of the advertising. New firms coming into the city have selected the bank as a depository because they have been publicized through this program.

It has been well received by the listening public because here-to-fore they have never known the "inside" of the firms contributing to the city in which they live. Hundreds have congratulated the bank personnel.

The high school library has received copies of each program for reference data. A letter of appreciation and thanks to the bank from the school superintendent is on file with the bank. The programs have been used frequently by classes in the school.

Builders of Clovis is in process of being copyrighted but the idea is available for use of any station desiring same with permission.

AS THE three-millionth visitor to NBC's Radio City studios, Mary Jane Goodwin, of Greensboro, N. C., on Aug. 14 was awarded a round trip to Bermuda via Pan American *Clipper*, an RCA portable phonograph-radio combination, and specially conducted tours through the Rockefeller Center buildings in New York and the World's Fair. Miss Goodwin also participated in an NBC-Blue broadcast from the Rainbow Grill, where she was guest of honor at a dinner with radio celebrities.

UNIMPORTANT FACTS

ABOUT WFBR?

- Magnificent new studios!
- Accomodations for large studio audiences!
- Towers built in brackish water for greater efficiency!
- Winner of VARIETY showmanship award!
- Etc.--Etc.--Etc.--

UNIMPORTANT?--*well, relatively unimportant beside this*

ONE IMPORTANT FACT

ABOUT WFBR:

WFBR *gets results!*

That's why it carries more advertising than any other Maryland Station.

IN BALTIMORE THEY LISTEN TO— WFBR

National Representatives: EDWARD PETRY & CO. NEW YORK • CHICAGO SAN FRANCISCO DETROIT

MARYLAND'S PIONEER BROADCAST STATION
BASIC N.B.C. RED NETWORK



When you have something to say . . .



say it WHERE it counts . . .

● When you "SAY IT" to 399,540 radio homes in WMC's primary day territory, you're saying it to a receptive and "buy-able" audience. You're selling an audience who not only CAN listen, but one which WANTS to listen and wants to buy. This fact is proven by the sales successes of scores of products which have told their message over the Mid-South's pioneer radio station, WMC.

Say it where the selling is good... over WMC, a good station in a responsive market.

★

5,000 Watts Day
1,000 Watts Night

WMC Memphis

NBC RED NETWORK

Owned and Operated by

THE COMMERCIAL APPEAL

"The South's Greatest Newspaper"

NATIONAL REPRESENTATIVE: THE BRANHAM CO.

ALKA-SELTZER TAKES THE AIR

And Product Unknown in 1931 Now Is a Household Word, With Radio Paving the Way

By WALTER A. WADE
Wade Adv. Agency, Chicago

IN 1931 a product unknown and unsung; in 1939 a name known to everyone in the United States and in dozens of foreign countries. That, in a few words, is the history of Alka-Seltzer and its phenomenal rise to the sales position it indisputably holds today.



Mr. Wade

And beginning this fall Miles Laboratories Inc., of Elkhart, Ind., brings a new half-hour program to the networks starring the famous blind English pianist, Alec Templeton.

To build Alka-Seltzer sales during the last eight years, practically every medium—radio, magazines, newspapers, car cards, posters and movie shorts—has been used not only in the United States, but also in Canada, England, France and other countries as well. Since commercial programs are not allowed on English radio, Radio Luxembourg and Radio Normandie carry Alka-Seltzer broadcasts for English, French and Belgian listeners.

Upward With Radio

The upward trend of Alka-Seltzer sales parallels closely the gradual increase in advertising. In radio this increase has been from a single half-hour broadcast once each week on a single station to two full network broadcasts every week, coupled with spot transcriptions, news broadcasts and foreign language programs covering some 80 or more stations not connected with the networks used. The *National Barn Dance* on 73 stations of NBC-Blue has been developed into a national Saturday night institution.

Back in 1931, Alka-Seltzer's first radio venture was to sponsor a half-hour musical program on Sunday afternoons over WLS, Chicago, featuring *Songs of Home Sweet Home*. Free samples of Alka-Seltzer were offered as a listener check, and one program drew some 20,000 requests. After this test *Songs of Home Sweet Home* was moved to the basic Blue network. The following fall it was decided to present a 15-minute Sunday afternoon program called *The Hoosier Editor* on a coast-to-coast CBS network. Then, in January, 1933, Alka-Seltzer began to try the barn dance type of program. For 20 weeks only WLS, Chicago, was used. There it produced such good results that two other stations, WJR, Detroit, and KDKA, Pittsburgh, were added for the summer. In September, 1933, the program was enlarged to the NBC basic Blue, and from that time it has continued to expand.

While the *National Barn Dance* has enjoyed the longest uninterrupted run of all Alka-Seltzer programs, there have been others, notably Uncle Ezra's *Station E-Z-R-A*, broadcast three times weekly for four years on NBC Red. Spot broadcasting activities have included transcriptions of *Comedy Stars of Hollywood, Those O'Malleys, Thank You, Stusia* and *Comedy Stars of Broadway*; and currently running on 80 stations is a series of five-minute transcriptions alternating the *Hoosier Hot Shots* and the *Vass Family* from five to six times weekly on each station.

Now in the final stages of preparation is a new series of half-hour programs starring Alec Templeton, who will be featured with a specially selected vocal ensemble, a 15-piece string orchestra and guest stars. The first broadcast is set for Monday, Sept. 25, at 9:30 p. m. (EST). and will continue weekly at that time throughout the fall and winter on NBC-Red.

Even a Movie

Much of Alka-Seltzer's advertising success has been due to the good will it has created among retail druggists. Every effort has been expended to gain their willing cooperation, and Alka-Seltzer was one of the first to enforce an anti-price-cutting rule. In line with this policy of thoroughly merchandising all forms of Alka-Seltzer advertising to retail druggists, last fall the idea was conceived to use Alka-Seltzer's nationally famous radio talent as a vehicle to carry the complete merchandising story to retail druggists all over the country.

And so a half-hour motion picture was produced using the Alka-Seltzer radio talent as the entertainment part of the picture. Interspersed through the film between the entertainment are presented graphic examples of how Alka-Seltzer is helping produce sales for druggists through its various advertising media, how the distribution of 20,000,000 Dr. Miles Almanacs and 15,000,000 Dr. Miles Weather Calendars every year aids druggists' sales, and how the druggist himself may cooperate by using free display material in his own store. The film's premier showing last winter was received with great enthusiasm from the first group of 2,500 druggists assembled. Wherever it has been displayed it has gained such interest that it is now in demand by druggists associations all over the country.

Of the success of Alka-Seltzer advertising, and of Alka-Seltzer radio in particular, we can say: "There is no magic about the success of Alka-Seltzer. We had an uncommonly good product to sell to all the good common people in this country, so we used the radio to tell them about it. The product made good and so the advertising of Alka-Seltzer was successful."

Job Program Promoted

MONTHLY posters and weekly bulletins are being sent regularly to 4,000 industrial employes in the Cincinnati area by the local office of the Ohio State Employment Service to promote their series of weekly broadcasts on WSAI, Cincinnati. The posters, displayed on bulletin boards of every machine shop and factory in the area, list the speakers, who are leading industrialists, and the subjects of coming broadcasts.

A TIME BUYER REFLECTS

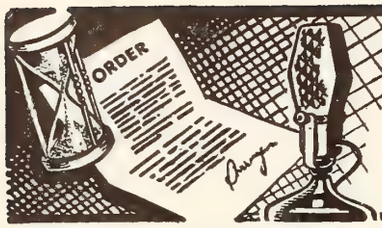
JACK W. LAEMMAR, time buying division, Blackett-Sample-Hummert Inc. Chicago. Included among this agency's Chicago radio accounts are General Mills, F. & F. Labs., Wander Co., Skelly Oil Co., Sears, Roebuck & Co., Procter & Gamble. In 1938 B-S-H was tops in agency radio billing with $12,493,933. It leads again in the first half of 1939.



"Whenever I get a free moment I spend it reading BROADCASTING because it's crammed full of the facts of radio. I have my personal copy delivered at home so I can go through it from cover to cover. One thing I always notice about BROADCASTING is its popularity with time-buyers. At the golf course or over luncheon, my radio friends and associates are always saying, 'I saw in BROADCASTING where . . .' or 'Did you read that swell article in BROADCASTING on . . .' As for the YEAR BOOK, it's never beyond my elbow."

★

BROADCASTING *Blankets* TIME-BUYERS



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KFRC, San Francisco

Charles R. Hires Co., Philadelphia (beverages), 7 *sa* weekly, thru O'Dea, Sheldon & Canaday Co., N. Y.
Healthaids Inc., New York (Serutan) 3 *sp* weekly, thru Austin & Spector, N. Y.
Vita-Par Corp., Newark (paint) 5 *sa* weekly, direct.
Langendorf United Bakeries, San Francisco (chain), 5 *sa* weekly, thru Leon Livingston Adv., San Francisco.
Lea & Perrins, Chicago (sauce), 2 *sa* weekly, thru Schwimmer & Scott, Chicago.
Mrs. W. G. Ballard, Los Angeles (religious, "I Am"), 7 *sp* weekly, thru Ted Dahl Adv., Los Angeles
Vita Seltzer Co., San Francisco, *sa* series, thru Cesana & Associates, San Francisco.
Calo Products, San Francisco (pet foods), weekly *sp*, thru Theo. Segall Adv., San Francisco.
Andrews Heater Co., Los Angeles (gas-wall heater), 15 *sa*, thru Gerth-Knollin Adv., Los Angeles.
Owl Drug Co., San Francisco (chain) 11 *sa*, thru MacWilkins & Cole, Seattle.
General Motors Corp., Detroit (motor cars) 10 *sa*, thru Campbell-Ewald Co., San Francisco.

Iowa Bcstg. System

Congress Cigar Co., Newark, weekly *sp*, thru Marschalk & Pratt, N. Y. (KSO).
Vick Chemical Co., New York, 4 daily *sa*, thru Morse International, N. Y. (WNAX).
Rex Research Corp., Toledo (Fly-Tox), 13 *sa*, thru Gordon Vlchek Co., Cleveland (KRNT, WMT).
Haskins Bros., Omaha (soap), daily *sp*, thru Buchanan-Thomas, Omaha.
Smith Bros., Poughkeepsie, N. Y. (proprietary), daily *sa*, thru J. D. Tarcher & Co., N. Y.
White Cross Co., Kansas City (anti-tobacco product), 6 *sa* weekly, direct (WNAX).
Pen-Jel Corp., Kansas City (pectin), 5 *sa* weekly, thru R. J. Potts & Co., Kansas City (WNAX).
Wincharger Corp., Sioux City, Ia., 3 *sa* weekly, thru E. H. Brown Adv. Agency, Chicago (WNAX).

WOR, Newark

R. B. Davis Sales Co., Hoboken, N. J. (baking powder), 5 *sp* weekly, thru Charles Dallas Reach Co., Newark.
Chas. B. Knox Gelatin Co., Johnstown, N. Y., 3 *sp* weekly, thru Kenyon & Eckhardt, N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 2 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.

KVOR, Colorado Springs

Union Pacific Railway, Los Angeles (menus), 3 *t* weekly, thru Caples Co., Los Angeles.
Skelly Oil Co., Kansas City, 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.

WOV, New York

Armstrong Racing Publications, New York, 40 *sa* weekly, direct.
Gem Packing Corp., New York (salad and cooking oil), 6 *sp* weekly, direct.

KFI, Los Angeles

Wilmington Transportation Co., Wilmington, Cal., (ship transport), 4 *sa* weekly thru Neisser-Meyerhoff, Los Angeles.
Charles E. Hires Co., Philadelphia (root beer), 5 *ta* weekly, thru O'Dea, Sheldon & Canaday, N. Y.
Larus & Bros. Co., Richmond (Domino cigarettes), 6 *sa* weekly, thru Warwick & Legler, N. Y.
LA Sausage Co., Los Angeles, 3 *sp* weekly, thru Darwin H. Clark, Adv. Agency, Los Angeles.
Helms Bakeries, Los Angeles, (chain), 3 *sp* weekly, thru Martin Allen, Adv. Agency, Los Angeles.

KSFO, San Francisco

Oxo Ltd., Boston, (boullion cubes), 5 *sa* weekly, thru Platt-Forbes, N.Y.
Kilpatrick Bakery, Oakland, 35 *sa* weekly, thru Emil Reinhardt, Oakland.
Peter Paul Inc., San Francisco (Mounds) 5 *ta* weekly, thru Emil Brisacher & Staff, San Franciso.
Flamingo Sales Co., Los Angeles (nail polish), 6 *sa* weekly, thru Buchanan & Co., Los Angeles.

KFBK, Sacramento, Calif.

Melvin Co., Pasadena, (Rasema) 3 *sa* weekly, thru Heintz Pickering & Co., Los Angeles.
National Funding Corp., Los Angeles (loans), 7 *sa* weekly, thru Smith & Bull, Los Angeles.
Industrial Training Corp., Chicago (school) 2 *t* weekly, thru James R. Lunke & Assoc., Chicago.
Dr. Phillips Canning Co., Orlando, Fla. (canned foods) weekly *sp*, thru Long Adv. Service, San Francisco.

KECA, Los Angeles

Coast Federal Savings & Loan Assn., Los Angeles, weekly *sp*, thru Robert F. Dennis agency., Los Angeles.
Kip Corp., Los Angeles (proprietary), *sa* series, thru Philip Meany Co., Los Angeles.

KMPC, Beverly Hills, Cal.

Union Pacific System, Omaha (rail), 5 *sa* weekly, thru Caples Co., Los Angeles.
Sears Roebuck & Co., Los Angeles (dept. store), 7 *sa* weekly, thru Mayers Co., Los Angeles

KYA, San Francisco

Townsend Plan, San Francisco (old age pensions) 3 *sp* weekly, thru Clem Whitaker Agency, San Francisco.

KFJZ, Fort Worth

Carter Medicine Co., New York, Spot Bestg. Corp., 260 *ta*, thru Street & Finney, N. Y.

WLW, Cincinnati

B. C. Remedy Co., Durham, N. C., 3 *sp* weekly, thru Harvey-Massengale Co., Atlanta.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), *sa* series, 26 weeks, thru Joseph Katz Co., Baltimore.
Ex-Lax Mfg. Co., Brooklyn (proprietary), *sa* series, 17 weeks, thru Joseph Katz Co., Baltimore.
Buick Motor Co., Flint, Mich., 11 *sa*, thru Arthur Kudner, N. Y.
Ludens Inc., Reading, Pa. (cough drops), 6 *sa* daily, thru J. M. Mathes, N. Y.
Thomas Leeming & Co., New York (Baume Bengue), 6 *sa* weekly, 26 weeks, thru William Esty & Co., N. Y.
Pacquin Labs., New York (cosmetics), 6 *sa* weekly, 13 weeks, thru William Esty & Co., N. Y.

KJBS, San Francisco

Southern Pacific Co., San Francisco (transportation), 24 *sa* weekly, thru Lord & Thomas, San Francisco.
Excelsior Chemical Co., San Francisco, 6 weekly *sa*, direct.
North American Accident Insurance Co., San Francisco, 5 *sp* weekly, direct.
MacFarlane's Candy Stores, San Francisco (chain), 6 *t*, thru Botsford, Constantine & Gardner, San Francisco.

KGNO, Dodge City, Kan.

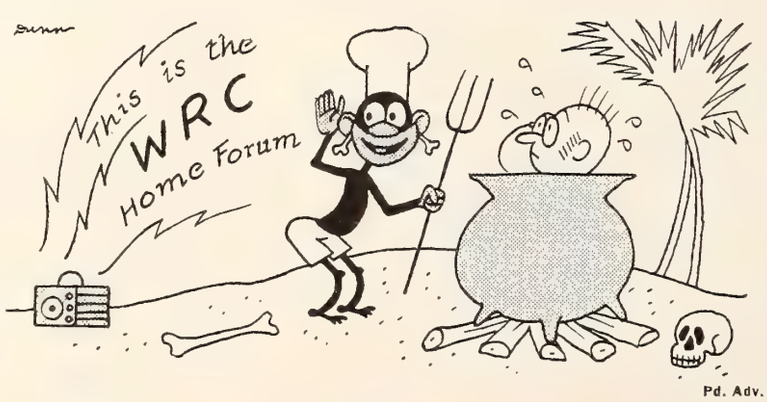
Skelly Oil Co., Kansas City, 130 *t*, 10 *ta*, thru Blackett-Sample-Hummert, Chicago.
Socony-Vacuum Oil Co., White Eagle Division, Kansas City (Tavern, Bug-A-Boo), 52 *sa*, direct.
Wincharger Corp., Sioux City, Ia., 104 *sa*, thru E. H. Brown Adv. Agency, Chicago.
Carter Medicine Co., New York, 260 *ta*, thru Street & Finney, N. Y.
Firestone Tire & Rubber Co., Wichita branch, weekly *t*, direct.

WNAC, Boston

Curtis Shoe Co., Marlboro, Mass., 52 *sa*, thru Harold Lewis Adv. Agency, Boston.
Bristol-Myers Co., New York (Minit-Rub), 468 *sa* (renewal), thru Young & Rubicam, N. Y.
LaTouraine Coffee Co., Boston, 39 *sa*, thru Ingalls-Miniter Co., Boston.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Geo. Washington tobacco), 78 *sa* (renewal), thru Wm. Esty & Co., N. Y.

WSAI, Cincinnati

Field Packing Company, Owensboro, Ky. (Burgoo), 3 *t* weekly, 13 weeks, thru Allen-Heaton-McDonald, Cincinnati.



Pd. Adv.

WFAA-WBAP, Dallas-Ft. Worth

Sears Roebuck Co., Chicago, 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
Skinner Mfg. Co., Omaha (Raisin-Bran), 7 *ta* weekly, thru Ferry-Hanly Co., Kansas City.
Purina Mills, St. Louis (Chick Chow), 3 *t* weekly, thru Gardner Adv. Co., St. Louis.
Coleman Lamp & Stove Co., Wichita, Kan. (floor furnaces), 12 *ta* weekly, thru Ferry-Hanly Co., Kansas City.
Bristol Myers Co., New York (Minit Rub), 6 *sa* weekly, thru Young & Rubicam, N. Y.
Plough Inc., Memphis (St. Joseph Aspirin; Mexican Heat Powder), 12 *ta* weekly, thru Lake-Spiro-Cohn, Memphis.
Interstate Cotton Oil Refining Co., Sherman, Texas (Mrs. Tucker's Shortening, Meadolake Margarine), 8 *sp* weekly, thru Crook Adv. Agency, Dallas.

WHP, Harrisburg, Pa.

Beaumont Labs., St. Louis (4-Way), 104 *sa*, thru H. W. Kastor & Sons, Chicago.
Grove Labs., St. Louis (Bromo-Quinine), 200 *sa*, thru Stack-Goble Adv. Agency, Chicago.
D. L. & W. Coal Co., New York, 26 *t*, thru Ruthrauff & Ryan, N. Y.
Vick Chemical Co., New York (proprietary), 156 *sa*, thru Morse International, N. Y.
Dr. Hess & Clark, Ashland, O. (poultry remedies), 26 *t*, thru N. W. Ayer & Son, Philadelphia.
Atlantic Refining Co., Philadelphia, 9 *sp* (football), thru N. W. Ayer & Son, Philadelphia.
Thomas Leeming & Co., New York (Baum Bengue), 130 *sa*, thru Wm. Esty & Co., N. Y.
Swift & Co., Chicago (frankfurters), 52 *sa*, thru J. Walter Thompson Co., Chicago.

KNX, Hollywood

American Prawn Co., Terminal Island, Cal. (fish), 2 *sp* weekly thru Dan B. Miner Co., Los Angeles.
Continental Baking Co., Los Angeles (Wonder bread), 8 *sa* weekly, thru Benton & Bowles, Los Angeles.
Coast Federal Savings & Loan Assn., Los Angeles, 6 *sp* weekly, thru Robert F. Dennis Adv. Agency, Los Angeles.
Franco-American Baking Co., Los Angeles (bread and rolls) 3 *sp* weekly (renewals), thru Heintz-Pickering & Co., Los Angeles.
Day and Night Water Heater Co., Monrovia, Cal., 7 *sa* weekly, thru Hixon, O'Donnell Adv., Los Angeles.
California Prune & Apricot Growers Assn., San Jose (Sunsweet Prunes), 6 *sp* weekly, thru Long Adv. Service, San Jose.
Wilmington Transportation Co., Avalon (Catalina Island), 8 *sa* weekly thru Neisser-Meyerhoff, Los Angeles.
Lewis & Aylesbury Co., Los Angeles, (food products), 6 *sp* weekly, thru Robert Smith Adv. Agency, Los Angeles.
Peter Paul Inc., San Francisco, (Mounds), 6 *sa* weekly, thru Emil Brisacher & Staff, San Francisco.

WIS, Columbia, S. C.

Vick Chemical Co., 10 *sa* weekly, thru Morse International, N. Y.
Gulf Oil Corp., Pittsburgh, 78 *sp*, thru local distributor, Eau Claire, S. C.
Colgate-Palmolive-Peet Co., 10 *ta* weekly, thru Benton & Bowles, N. Y.
Grove Laboratories, 100 *ta*, through Stack-Goble Adv. Agency., Chicago.
Double Cola Bottling Co., Columbia, S. C., 58 *sa*, direct.
Longines-Wittenaur Corp., 144 *sa*, thru Arthur Rosenberg, N. Y.

KOMA, Oklahoma City

Lea & Perrins, New York (sauce), 75 *sa*, thru Schwimmer & Scott, Chicago.
Lever Bros. Co., Cambridge (Rinso), 7 *sa*, thru Ruthrauff & Ryan, N. Y.

Radio Advertisers

WITH the announcement Aug. 15 of a new NBC policy that permits the sale of chain-break announcements by its managed and operated stations [see page 28], Griffith B. Thompson, KYW sales manager, announced that six firms had signed up for the new service. The first advertisers to sign were Hardwick & Magee, Grabosky Brothers, Amerada Cigars and Gaby Inc., all through the Harry Feigenbaum Adv. Agency; Breyer Ice Cream Co., through McKee & Albright; Freihofer Baking Co., through Richard A. Foley, F. G. Vogt & Sons, through the Clements Agency.

ASSOCIATED MUSIC PUBLISHERS, New York, reports the sale of its quarter-hour transcription series, *Some American Homes*, featuring Ida Bailey Allen, for thrice-weekly sponsorship by the following: Arkansas-Louisiana Gas Co. on KARK, Little Rock; Colonial Furniture Co. on WCLE, Cleveland; E. S. Kibbe Grocery Co. on WNBC, New Britain, Conn., and Poinsetta Dairy Products on WDAE, Tampa.

CHICAGO DAILY NEWS, Chicago, on Sept. 25 starts a six-weekly five-minute program designed for children on WMAQ, that city. Placed direct.

P. SCHLAMPPS & SON, Minneapolis (furriers), has started a daily half-hour morning show on WDGY, that city, for 52 weeks. Show is titled *Music in Furs*. Placed direct.

KIRSCH BEVERAGES of Brooklyn, on Aug. 26 started quarter-hour weekly program of UP news on WHN, New York, for a 52-week period. More stations may be added. Gussow-Kahn & Co., New York, is the agency.

GLOBE GRAIN & MILLING Co., Los Angeles (A-1 Biscuit Mix), out of radio for the past year, on Sept. 4 starts a five-weekly quarter-hour transcribed program, *Mary Foster—Editor's Daughter*, on KNX, Hollywood, and KSFO, San Francisco. Contracts are for 26 weeks. Dan B. Miner Co., Los Angeles, has the account.

DOWNTOWN Dollar Day Assn., Los Angeles, semi-annual users of spot and participation radio, to publicize Dollar Day, which is observed Sept. 9, through Hillman-Shane Adv. Agency, that city, on Sept. 7 starts for three days using an average of 130 announcements daily on 11 Southern California stations. KFI KNX KHJ WECA KIEV KRKD KMPC KFAC KFOX KMTR and KFWB. In addition, the association is using daily participation on KNX and KFI programs.

SUNNY SMILES Co., Philadelphia (food), that city, is sponsoring thrice-weekly the quarter-hour transcribed serial *Adventures of Sir Kinmore Kinik*, on WFIL. Series was produced by Witte Radio Productions, Los Angeles, and cut by Recordings Inc., Hollywood.

TURNER Bros., Bladen, Neb. (glass cloth), is using a short test campaign of 27 spot announcements on WHKC, Columbus, O. Buchanan-Thomas Adv. Co., Omaha, handles the account. Also testing spots on WHKC is National Refining Co., Cleveland, thru Hubbell Adv. Agency, Cleveland.

WOR, Newark, effective Sept. 10, will have sponsors for all of its 33 quarter-hour news broadcasts per week. Only sustainer is the 2-2:05 a. m. news period just prior to signoff. Sponsors are Fisher Baking Co., Mennen Co., Bosco Co., Bristol-Myers, Wheatena Corp., B. C. Remedy Co., Consolidated Cigar Co., Hoffman Beverage Co., Joseph Martinson coffee, Bond Stores, Manufacturers Trust Co., Gambarelli & Davitto.

Telephone Sponsor

LINCOLN TELEPHONE & Telegraph Co., Lincoln, Neb., is using 15-second station-break announcements on KFAB to promote night rates, testing over a 13-week period. Every Tuesday and Friday night, just before big-time programs at 7 o'clock, the 25-word announcement is carried, usually reading as follows: "In just 15 seconds it will be 7 o'clock, and the Lincoln Telephone & Telegraph Co.'s low night rates will be in effect.

VIM RADIO & Sporting Goods Stores, New York, and Fada of New York (radios), on Aug. 21 started a 26-week campaign of thrice-daily quarter-hour news programs on WMCA, New York. Programs are heard five days weekly at 7:30 a. m., 1:45 p. m. and 12 midnight. More stations may be added later. Sternfield-Godley, New York, is agency.

CANADIAN SHREDDED WHEAT Co., Niagara Falls, Ont., starts in October a dramatized spot announcement campaign for the new cereal, Cubs, in the Maritime Provinces. Cockfield Brown & Co., Toronto, handles the account.

PEOPLE'S CREDIT JEWELERS, Toronto, (chain stores) on Sept. 4 started daily newscasts on CKCL, Toronto; CHML, Hamilton, Ont.; CKCO, Ottawa. Sunday evening community sing songs start on Sept. 24 from local theatres on same stations. MacLaren Adv. Co. Ltd., Toronto, placed the account.

TUCKETT'S Ltd., Hamilton, Ont. (tobacco) on Sept. 1 starts a four times daily schedule of six announcements weekly for Wings cigarettes on all stations in Quebec Province. The campaign will be expanded to Ontario later. MacLaren Adv. Co., Toronto, handled the account.

IMPERIAL TOBACCO Co., Montreal, has renewed for five weeks the five-weekly transcriptions *Light Up & Listen Club* on 40 Canadian stations from coast to coast. Whitehall Broadcasting Ltd., Montreal, placed the account.

J. LYONS of Canada, Toronto (tea), starts a half-hour studio show Oct. 16 on CFRB, Toronto. Norris-Patterson, Toronto, placed the account.

ELMIRE GOLDTHWAITE, advertising director of Sherman, Clay & Co., (musical instruments, etc.) active radio advertisers in the San Francisco Bay area, recently won for the third successive time the major awards, cups and honorable mention in connection with the national music industry convention held in New York City.



ROMA MACARONI Co., San Francisco, is conducting a campaign on five Northern California stations (KROW, KHUB, KSRO, KTRB, KIEM), using a 15-minute participating program on the *Italian Hour* on KROW, Oakland, and announcements on the other stations. Account was placed through Gelsi Medeot Adv. Agency, San Francisco.

NEW ACCOUNTS signed by Texas State Network include International Shoe Co., St. Louis (Red Goose shoes) weekly quarter-hour for 39 weeks, and Lydia Pinkham Medicine Co., Lynn, Mass., three quarter-hours weekly for 52 weeks.

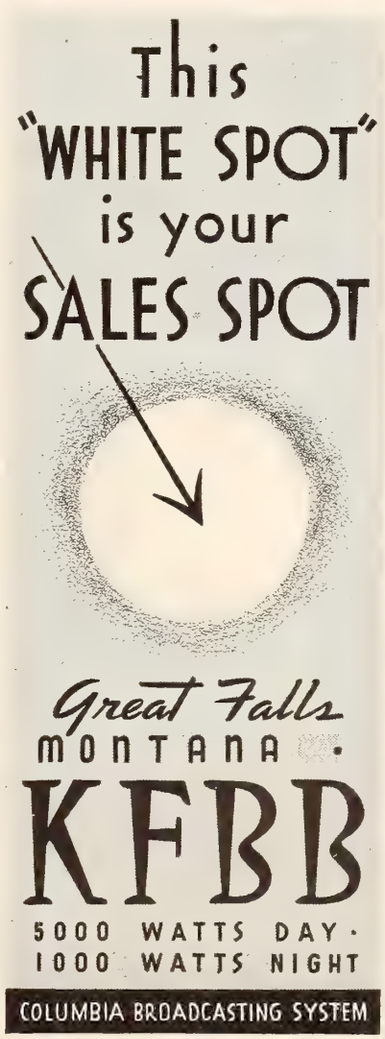
ZINSMASTER BAKING Co., Duluth, (Hol-Rye bread) has purchased six weeks participation in the combined *Housewives Protective League* and *Sunrise Salute* on KNX, Los Angeles, beginning Sept. 4. Allied Adv. Agencies, Los Angeles, serviced the account.

KAPPUS BAKERY Co., Racine, Wis., on Sept. 18 starts a 13-week series of comedy programs on WRJN, built around the blackface team of Karl Kumpel and Arnold Langman (Buck & Shot).

AIRCASTERS Inc., Detroit, has booked Jimmy Stevenson's sportscast over WJR six evenings weekly under the sponsorship of Brewing Corp. of America (Carling's Ale), Cleveland.

WINCHARGER Corp., Winnipeg (battery chargers) about Sept. 1 starts 26 spot announcements on CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont. Northern Broadcasting Co., Toronto, placed the account.

BROMO-SELTZER Ltd., Toronto, on Sept. 5 starts a half-hour studio program *Let's Disagree* on CFRB, Toronto, and in French on CKAC, Montreal. J. Walter Thompson Co., Toronto, placed the account.



New Horizon!

We are happy to announce that

WSPD

(NBC's Red and Blue Outlet in Toledo)

is now represented nationally by

THE KATZ AGENCY

This relationship, combining the facilities of one of America's oldest broadcasting stations with the services of one of the oldest agencies, promises new horizons for American advertisers in the rich Northwestern Ohio Territory.

WSPD

5000 Day | 1000 Night

Owned and operated by

THE FORT INDUSTRY CO.

Toledo, Ohio

WM. WRIGLEY Jr. Co., Chicago, on Aug. 29 started five weekly quarter-hour recordings of *Scattergood Baines*, Mon. thru Fri., 8:30-8:45 p. m., on WIND, Gary, Ind. The recordings are off the line discs of the serial heard daily on CBS. For the last two months, WIND has aired recordings of *Betty & Bob* and *Hymns of All Churches* on a similar basis. Neisser-Meyerhoff Inc., Chicago handled the Wrigley deal.

BEECHAMS PILLS Ltd., Toronto, about Sept. 1 starts two daily spot announcements five times weekly, on CKPR, Fort William, Ont.; CFCH, North Bay, Ont.; CKSO, Sudbury, Ont.; CKCL, Toronto; CFPL, London, Ont.; CFCF, Montreal; CHSJ, St. John, N. B.; CJCB, Sydney, N. S.; CJRC, Winnipeg; CJOR, Vancouver, A. J. Denne & Co., Toronto, placed the account.

BRUCE FLICK has been appointed advertising manager of Hawaiian Pineapple Co., San Francisco. He formerly was office manager and assistant treasurer of the firm. Kenneth Boucher, formerly advertising manager, has been placed in charge of merchandising.

PICK A PULLER!

Only pullers pay! You know that. But did you know that WAIR is unquestionably one of the most powerful pullers in the entire radio field? It's a fact!

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer



OLD HOME WEEK was the theme when Quaker Oats Co. signed to become a participating sponsor on Phil Cook's *Morning Almanac* on WABC, New York, starting Oct. 3, for the company sponsored Cook from 1930 to 1933 in a successful series of variety programs. Clinching the deal recently in New York are (l to r) Arthur Hull Hayes, WABC sales manager; Larry Holcomb, vice-president of Sherman K. Ellis Co., agency handling the account; Sherman K. Ellis, president of the agency, and Phil Cook.

MORE THAN 114 Jewel food stores in Chicago are cooperating with WLS, that city, in special store promotion for products advertised on *Feature Foods*, a daily morning WLS program. The tie-in from Sept. 13-16 will be directed by William R. Cline, WLS sales manager.

TAYLOR WASHING MACHINE Co., Chicago, has renewed *Hal Tate the Movie Tattler*, for 13 weeks on WJJD, Chicago. Tate is assisted by Rosemary Wayne, who discusses fashions. Agency is Charles Silver & Co., Chicago.

CHURCH PROGRAM
Presented in Disc Form for Third Season

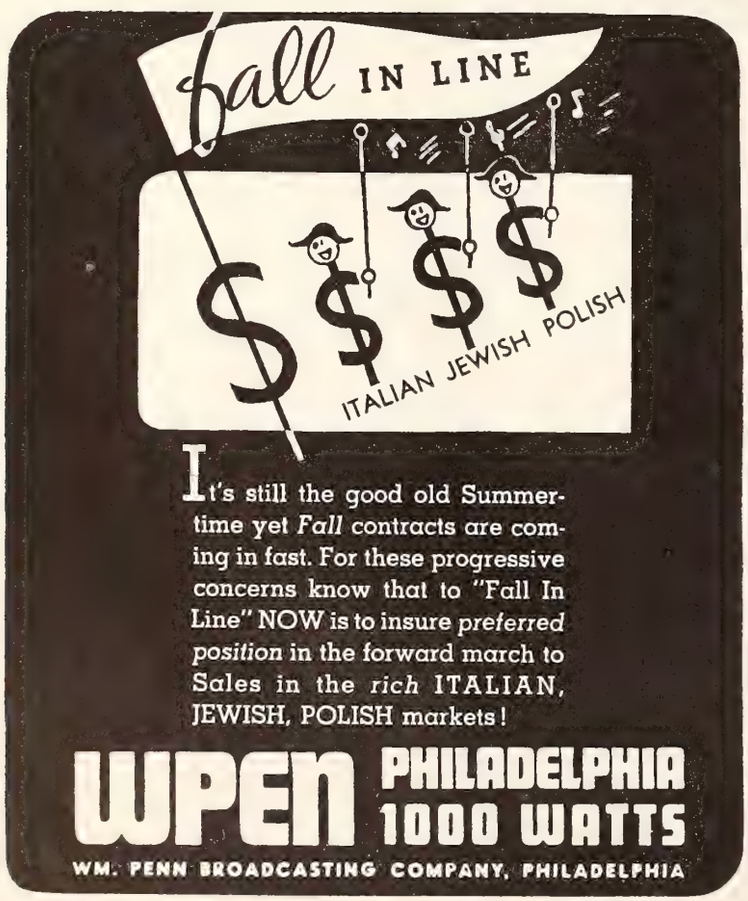
PRESENTED as a sustaining feature on 160 stations last year, with prospects for a larger number this season, the transcribed *Heralds of Destiny* represents a new departure in religious broadcasting. Dramatizing the adventure of missionaries, doctors, nurses and teachers, and containing such incidents as an eyewitness account of the bombing of Chungking, the series, now in its third season, is being presented under auspices of the national organizations of the Methodist church and the Northern Baptist Convention. Other denominations have been invited to participate.

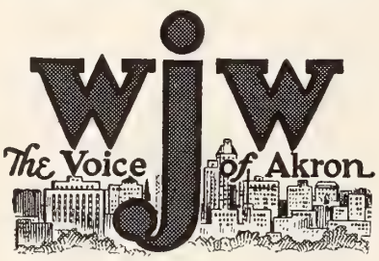
Employing Chicago network talent, the transcriptions are made by World Broadcasting System. The church organizations purchase the transcriptions and offer them free to stations as a sustaining series, budgeting money for radio activities and curtailing funds formerly used in other media. The programs are written and produced by Sam Bartlett, and released through the Louis G. Cowan Agency, Chicago.

M. LOWELL McELROY, Harvard graduate and former instructor there and at Michigan, who was until recently in charge of statistical and accounting for the Millers National Federation, Chicago, has been appointed chief of the Market Data Section of the Marketing Research Division, U. S. Dept. of Commerce, succeeding E. L. Loyd, resigned.

204 Spots in Day

WHBL, Sheboygan, Wis., reports the sale of 204 spot announcements during the recent Dollar Day, one spot announcement aired every four minutes throughout the day. The first time that radio had been used by local merchants to promote a Dollar Day, a marked increase in total sales volume and total attendance was noted, according to Ed Cunniff, WHBL manager. As a result of the advertising, Mr. Cunniff reports the sale of two 52-week periods, one a half-hour weekly series and the other a daily five-minute sports program.





A Market of 650,000 people!

EDYTHE FERN MELROSE
Manager

National Representatives

Headley - Reed Co.

British Plan Increase In Disc Programs Based On the American Scene

BRITISH Broadcasting Corp. is planning an increased schedule of American documentary programs for the coming year, responding to listener interest in last season's series of special programs dealing with the United States scene, Felix Green, head of BBC's New York office, announced upon his return Aug. 10 from a two-month business trip to London. Although definite plans have not yet been set, production on a series of half-hour transcriptions probably will start late in September, with a contemplated schedule of one or two broadcasts weekly starting in October.

British radio audiences have shown great interest in documentary programs about America, Mr. Green declared, and the new series will be broadcast during the fall and winter season in England. Last season the BBC shows dealt with WPA, G-men, the 4th of July and the U. S. Coast Guard ice patrol, in addition to a series of six special recital-commentaries of Negro music conducted by Mr. Green. American networks cooperated with BBC in producing the programs.

The BBC official also stated that shortwave broadcasts to England of American dance band music will be continued, along with talks by American officials and lighter entertainment programs.

Buttermilk's Regional

CONSOLIDATED PRODUCTS Co., Danville, Ill. (buttermilk), in mid-September will start a regional network show keyed from WDAN, Danville, to the Iowa Broadcasting System (KSO KRNT WMT) and KMA, Shenandoah. Program has not been chosen. Mace Adv. Agency, Peoria, is agency.

Golden Gate Fair Cut

RADIO division of the Golden Gate International Exposition dropped 35 employes from the payroll Aug. 19. Arthur E. Rowe, supervisor of radio, was to become an unpaid advisor Sept. 1, his position being taken by Frank Lyman, who in turn will be succeeded by Ray Lewis, of the Exposition's announcers staff. Those who received notice included Robert Colson, assistant supervisor under Rowe; the radio orchestra of Jack Joy; and several announcers, script writers and technicians. The cut, according to Managing Director Charles H. Strub, is a move back to normal after the summer peak in Fair operations.

Sky Mike

TO PROMOTE the *Microphone in the Sky* series broadcast from atop the Empire State Bldg., WHN, New York, has arranged with the observatory management to place folders describing the program in the building. Folders also are distributed at the Pennsylvania Hotel, Dreier Hotels, steamship lines, New York City conventions, and the program is plugged on cards in the Empire State ticket office and by guides on duty there.

ROGER PRYOR, orchestra leader and radio star, has been selected as emcee for the *Screen Guild Theatre* program, which returns to CBS Sept. 24, under the sponsorship of Gulf Oil Corp.



FREDERIC W. ZIV Advertising, Cincinnati, has announced that all transcribed programs produced by the firm henceforth will be cut by World Broadcasting System. According to John L. Sinn, vice-president of Ziv, four new shows have been produced in the WBS Chicago studios during the spring and summer, with additional production planned for winter. The transcribed shows include two additional weekly quarter-hour series of *Zing-O* and *Boners*, both radio games; *Dearest Mother*, daytime dramatic show offered as a sequel to *Secret Diary*, and *Seckatary Hawkins*, juvenile series dramatizing Robert Schulker's well-known fictional character. George B. Hart is in charge of production.

STANDARD RADIO announces the following new subscribers to its Standard Library Service: KVAN, Vancouver, Wash.; KWAL, Wallace, Ida.; KVAK, Atchison, Kan.; KOKO, La Junta, Col.; CFJC, Kamloops, B. C.

STANDARD RADIO has issued a brochure titled *A Yardstick* analyzing transcription services on a comparative basis. A supplement is included on Standard's new tax-free service, said to be the result of an 18-month preparation and provides for a basic library of 1,000 musical selections with monthly releases of 50 tax-free musical selections.

FIELDS BROS., Hollywood, on Sept. 1 was to release *My Prayer Was Answered*, a 52-time transcribed feature based on stories from newspaper files.

HOLLYWOOD RECORDERS, Hollywood, has started cutting a series of 78 five-minute transcribed programs, *The Odd & Unusual*.

WITTE RADIO PRODUCTIONS, Los Angeles, has started to produce a new 39-episode, quarter-hour series, *Killers of the Sea*, written by Frederick H. Wagner, Hollywood. Series is an elaboration of the film by that title recently produced by Grand National Pictures. Recordings Inc., Hollywood, is cutting the discs.

MOSES SMITH, for the last five years music critic of the *Boston Transcript*, has been named director of the classical division of the artists and repertoire department of Columbia Recording Corp., CBS subsidiary. Mr. Smith will headquarter at the recording division offices of the company in New York.

JAMES H. HUNTER, noted consulting engineer on plastics and electrochemistry, and previously associated with RCA Mfg. Co., has been appointed vice-president in charge of production of the Columbia Recording Corp., Bridgeport, Conn. Mr. Hunter will supervise all production of Columbia, Brunswick and Vocalion records.

Grombach Sues

GROMBACH Productions Inc., New York program production firm, filed suit for damages in the New York Supreme Court Aug. 24 against Fred Waring, orchestra leader, Grove Laboratories, Stack-Goble Adv. Agency, and Mr. Waring's manager, John O'Connor, for alleged improper use of a program idea offered by the Grombach firm. The production firm based its suit on material used on Waring's show for Grove's Bromo-Quinine last season, alleging it had offered Waring and his sponsor a program idea which was not accepted at the time of offer, but which Waring later used and continued to use despite protests from the firm that it had sold a show built around the idea to another client. Grombach productions applied to the court for an order directing examination of the defendants.

From South Seas

NBC will broadcast accounts of the scientific findings of the forthcoming National Geographic-Virginia University expedition to South Pacific Islands, with Jon M. Larson, NBC field engineer, accompanying the expedition with special radio equipment and functioning as a one-man broadcasting staff during the trip. The group, headed by Prof. Wilbur A. Nelson, Virginia U. geologist, expects to leave San Francisco Sept. 19 aboard the U. S. Coast Guard cutter *Hamilton*.

RCA Sets Up Defense In Harms Recording Suit

RCA MFG. Co., on Aug. 21 filed an answer in the New York Federal Court to the test suit filed against them by Harms Inc., music publishers, to determine whether the compulsory license clause of the national copyright law gives the manufacturer of a phonograph record the right to make a special arrangement of a copyright number.

Harms, seeking an injunction and an accounting of profits and damages, claims that its recorded piano and vocal version of "Rendezvous Time in Paree" had been recorded in an orchestral arrangement by RCA without permission from Harms, the copyright owner. Reason for the suit is the desire of music publishers to collect additional royalties from records used commercially, either on the air or in coin machines.

RCA, in its answer, set up three defenses: (1) Under the copyright law, if a recording has once been made, others automatically are allowed to record it upon payment of the usual 2c per record; (2) There was a fair use; (3) Even though RCA-Victor had made an orchestral arrangement, it has been the custom in the past for orchestras to make special arrangements and record them without obtaining express permission from the copyright owner. This constitutes acquiescence.

CHESTER H. MILLER on Sept. 1 rejoins Grombach Productions Inc. in charge of production. He was with Grombach prior to 1936 and before that with Jean V. Grombach at the Judson Radio Program Corp.



Things are going UP in
SHREVEPORT

Pardon us if we continue to talk about the building activity in Shreveport. The point we want to stress is that if everybody is working sales are bound to be good. And they are here in Shreveport. Building construction, bank clearings, and sales continue to mount. That's why so many aggressive advertisers are getting such outstanding results from their radio advertising over

A SHREVEPORT TIMES STATION
1,000 WATTS **KTBS** NBC
SHREVEPORT LOUISIANA
Represented by THE BRANHAM CO.

ENTHUSIASM for SALE!
NBC
KANS
WICHITA, KANSAS

Out Here In Chicago

- *A soliloquy that may turn to such thoughts as WGES, WSBC, WCBD, Chicago, and WEMP, Milwaukee.*

BOYS IN BACK ROOM: Looking over titles of popular tunes of the day, thought comes that they must have been written particularly for the tavern slot-machine record-player. E.g., "Beer Barrel Polka", "Hot Pretzels", "Do You Think A Little Drink Will Do Us Any Harm?". From standpoint of words and title, not what you would call good radio music. Last-mentioned, by the way, absolutely poison around here.

* * * *



MATTER OF RECORD: Much praiseful comment on excellent quality of store-interview transcriptions made by WGES for certain big soapmaker. How do we do it? Bought the best, made it better. Ed Jacker, Chief Engineer, might tell you how if you asked him.

* * * *

LOGIC: Fifty-thousand watter in agricultural state adds up wattages of all other stations in state and finds the total less than its own. But there aren't as many listeners in the whole state as in the primary area of WSBC!

* * * *

Lots of watts may be okay, but lots of listeners are better.

* * * *

NEW CITIZENS: Headline from Chicago paper: "Aliens Rushing To Gain Benefit of Citizenship". Thus rewarding efforts of WCBD, WGES, WSBC in distribution of D.A.R. citizenship manuals in fifteen languages. With fresh reasons daily to be grateful for American citizenship, demand for manuals has risen sharply. Thousands have been distributed in recent months.



* * * *

NEW: Since our last appearance in these pages, WEMP increased its service to full time, day and night, on 250 watts. Likewise WSBC's night-time power now matches day, at 250. Better service for listener and advertiser both, in both Milwaukee and Chicago!

* * * *

NOTICE: To advertisers considering the Milwaukee market: survey conducted by National Advertisers' Marketing Research indicates that 83.4% of Milwaukee listeners tune regularly to WEMP. Results are commensurate. Rates are reasonable! More than ever, Milwaukee's best publicity buy is WEMP!

Diane T. Dyer

All in the Mail

THE MAIL of Henry Dupree, special events announcer of WWL, New Orleans, has included, he says, in the past year: Three marriage proposals; all sorts of threatening letters; 13 goldfish; 2 turtles; 32 fish (quite dead); 1 goat; 1 colored baby; 1 alligator; 1 grass snake; 2 rabbits; threats for breach-of-promise suit; 1 request from a dying woman to make a special event broadcast of her funeral.

WTAG
WORCESTER, MASS.
Station loyalty which measures 58.88% of the Worcester Listening Audience places WTAG first in results.
NBC BASIC RED NETWORK
YANKEE NETWORK
EDWARD PETRY & CO., Inc.
National Representative

Agencies

SANDY BARNETT, J. Walter Thompson Co. agency producer, and George Wells, writer, have returned to Hollywood and are preparing scripts for the coming fall series of the *Lux Radio Theater* which returns to CBS network Sept. 11 with Cecil B. DeMille in the role of producer. Assisting Wells with the script will be Harry Kerr. Louis Silvers will return as musical director and Charles Forsyth will handle sound effects.

BENNETT BATES, copy executive with Lennen & Mitchell, New York, for the last five years, has joined the New York office of Lord & Thomas. Formerly with Ruthrauff & Ryan and Charles Austin Bates, he also spent two years in European advertising with headquarters in Paris.

J. P. MANDEL & Co., Los Angeles, has opened offices at 307 W. 8th St., that city. Radio will be included in plans.

REISS ADVERTISING, New York, moved into the RCA Bldg., Rockefeller Center, in August, doubling its office space.

OLIN FINNEY, formerly of Street & Finney, New York, and for a decade head of his own agency in Detroit, has joined Faraon Jay Moss Inc., Hollywood, as vice-president. Jimmie Johnson, formerly with Gardner Adv. Co., St. Louis, has been named art director.

SEYMOUR A. KRAMER, formerly of Lester Harrison Associates, and Glicksman Adv. Agency, and head of his own agency in New York, has joined Vredenburgh-Kennedy Co., New York, in an executive capacity.

Fitzgerald Named

EDWARD J. FITZGERALD, former director of the NAB Bureau of Copyrights and more recently associated with WLW - WSAI, Cincinnati, has joined Erwin, Wasey & Co., New York, as radio director. Mr. Fitzgerald succeeds Jack Adams, who recently joined the Texas State Network as vice-president and assistant to Elliott Roosevelt, TSN president.



Mr. Fitzgerald

P. G. PARKER, vice-president in charge of organization of Blackett-Sample-Hummert, Chicago, has resigned and has announced no future plans. Maurice Bent, formerly of the Continental Bank, Chicago, has been named a vice-president. No announcement of his exact duties has been made.

BURT COCHRAN, for 14 years an executive of McCann-Erickson on the Pacific Coast and in Chicago, has joined the New York office of J. Stirling Getchell as assistant to vice-president J. V. Tarleton, in charge of contact operations.

SAUL BETENS, formerly account executive with the Artwil Co., New York agency, has formed Betens Adv. Agency at 545 Fifth Ave., New York, specializing in apparel accounts.

WILLIAM KARVER, formerly of J. Stirling Getchell, New York, has started his own agency, the Karver Personnel Service, at 476 Fifth Ave., specializing in general advertising and publicity, including radio and television. Telephone is Murray Hill 3-9420.

J. C. CRANMER, for the last two years assistant general sales manager of Canada Dry Ginger Ale, New York, and previously account executive of N. W. Ayer & Son and J. M. Mathes, New York, has joined the staff of Donahue & Coe, New York, to specialize in sales promotion and merchandising.

JULES NATHAN, formerly of Young & Rubicam, New York, has been appointed marketing director of Franklin Bruck Adv. Corp., New York.

CHANDLER S. WOOLEY, formerly of BBDO and Charles A. Long Jr. Inc., Philadelphia, has joined Morgan Reichner & Co., New York, as account executive.

FRANK J. KEEGAN, formerly of KLRA, Little Rock, Ark., has joined the radio department of Albert Evans & LeMay Adv Agency, Fort Worth.

AGENCY Appointments

ELLAY STORES, New York, (Peoples' and Eagle credit clothing chain), to Weill & Wilkins, New York, for 13-week test campaign starting Sept. 26 of ten-minute transcriptions five times weekly on WNEW, New York. If test is successful, more stations will be added, WOR, Newark, probably the first. Associated Music Publishers cut the discs.

DOUGHNUT Corp. of America, New York, to Grey Adv. Agency, New York. Spot radio, quarter and half-hour programs are being considered to start about Oct 1 through local bakers.

JACOB FORST PACKING Co., Kingston, N. Y. (meat products), to Frank Best & Co., New York. Spot radio planned for late fall.

PEPSI-COLA Co., Long Island City, N. Y., to Newell-Emmett, New York. No plans made as yet.

DANEBEER Corp., New York, distributor for Tuborg Breweries, Copenhagen, to Grant & Wadsworth & Casmir, New York. Radio is under consideration.

ADAM HAT (Canada) Ltd., Toronto, to McLaren Adv. Co., Toronto. Plans local Canadian sportscasts in addition to NBC Canadian outlets, CBL, Toronto; CFCF, Montreal, for American sportcasts.

MENTHOLATUM Co., Wilmington, Del., to Dillard Jacobs Agency, Atlanta, for entire account.

RITE-RITE MFG. Co., to Sorenson & Co., Chicago.

A. COLLINS STEWART Co., Boston (Claranol skin treatment) to Harry M. Frost Adv. Agency, Boston. Radio is planned.

MICHIGAN STATE Apple Commission, Bangor, Mich., to Brooke, Smith & French, Detroit. Radio is planned.

ORANGE CRUSH Co., Chicago, to Sherman K. Ellis & Co., Chicago.

JACOB FORST PACKING Co., Kingston, N. Y., to Frank Best & Co., New York. No radio planned.

DURKEE FAMOUS FOODS, San Francisco to Emil Reinhardt Adv. Agency, Oakland, for Northern California.

NELSON PACKING Co., San Francisco (Dinette shoestring potatoes) to Emil Brisacher & Staff, San Francisco.

SUCHOLIN Inc., Perth Amboy, N. J. (cream deodorant), to Lewis & Tokar, Newark. Radio planned after preliminary test campaign in newspapers.

HONOR BRAND Frosted Foods Corp., Indianapolis, to Calkins & Holden, N .Y. Reorganization planned since acquisition of Honor Brand by Stokely Bros. & Co., but at present operating with small advertising budget including no radio.

CENTRAL LABORATORIES, Stamford, Conn. (proprietaries), to Eastern Adv. Agency, N. Y. No radio plans at present.

BISCEGLIA BROS. WINE Corp., New York, to J. M. Korn & Co., N. Y. Local radio planned.

BURRY BISCUIT Corp., Elizabeth, N. J., to Cowan & Dengler, N. Y. Local radio planned.

RUMFORD CHEMICAL WORKS, Rumford, R. I., to H. B. Humphrey Co., Boston.

ALKA BROMO Corp., Los Angeles (Alka Bromo), to Milton Weinberg Adv. Co., Los Angeles. Radio campaign being planned.

SENTINEL CHEMICAL Co., Hollywood (insecticides), Southern Cal. division, to Hillman-Shane Adv. Agency, Los Angeles.

ORANGE CRUSH Co., Chicago, to Sherman K. Ellis & Co., that city. No radio plans for the present.

LOUIS H. FROHMAN, former executive vice-president of Wales Adv. Co., New York, has joined H. B. LeQuatte, New York.

GEORGE DURHAM, formerly time buyer of Morse International, New York, has joined the radio department of H. W. Kastor & Sons, Chicago.

ROBERT JENNINGS, radio director of H. W. Kastor & Sons Adv. Co., Chicago, and Betty Winkler, Chicago radio actress who recently appeared on *Knickerbocker Playhouse* series, were married Aug. 23. They spent their honeymoon in Bermuda.

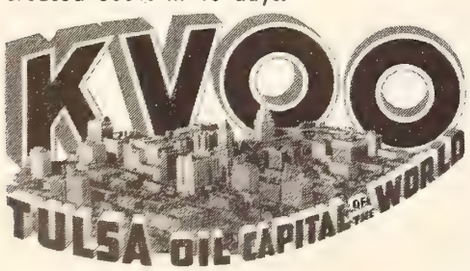
500% INCREASE



on 1 announcement daily for 45 days over KVOO

A Tulsa laundry decided to advertise its downtown pick-up station over KVOO. The first 100 word announcement brought results. Pick-up business increased 500% in 45 days.

Tulsa, Oil Capital of the World, is the center of a 75-mile radius containing 40% of Oklahoma's population furnishing 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales! Cover Oklahoma's greatest market with KVOO. 25,000 watts. Both N.B.C. Networks. Edward Petry and Company, national representatives.



WHOM

Full-time foreign-language programs in New York—Italian, German, Polish and Yiddish.

JOSEPH LANG, Mgr.



5,000,000 POTENTIAL AUDIENCE



SMILES dominated this group when Sam Hayes, veteran West Coast newscaster was complimented on the start of his five-weekly quarter-hour commentary series on 6 NBC-Pacific Red Stations, Aug. 14, under sponsorship of Sperry Flour Co. John Swallow, NBC western division program director, Hollywood, receives the phone call from the Sperry office in San Francisco. Contract is for 52 weeks and this group, closely associated with the series, includes (l to r), Memory Roberts, commercial copy writer of Westco Adv. Agency, San Francisco, servicing the account; Sam Hayes, newscaster; John Swallow, and Gene Grant, NBC San Francisco account executive, all of whom seem well pleased.

Reps

HEADLEY-REED Co., newly-organized representative firm, has opened its Chicago office at 180 N. Michigan Ave.; phone, Franklin 4686. Dwight Reed is in charge of the Chicago office [BROADCASTING, Aug. 15].

INTERNATIONAL RADIO SALES announces the exclusive national representation of WING, Dayton, O.; WSUN, St. Petersburg, Fla.; WKBB, Dubuque, Ia.

BURN-SMITH Co., national representative firm, announces its appointment as national representative of WFDF, Flint, Mich.

WHDH, Boston, has appointed Joseph Hershey McGillvra as its national representative.

JOHN H. PERRY ASSOCIATES, New York, has been appointed national representative of the new KFDA, Amarillo, Tex., partly owned by J. Lindsay and Gilmore Nunn. The firm already represents the Nunn-owned stations, WLAP, Lexington, Ky., and WCMI, Ashland, Ky.

FORJOE & Co., New York, recently was named national representative by WLBC, Muncie, Ind., and WCOU, Lewiston, Me. The firm also represents WCBD, WGES and WSBC, Chicago; KFRO, Longview, Tex.; KPAB, Laredo, Tex. and WEMP, Milwaukee.

WHN, New York, has opened a Chicago office under the direction of Hal Makelim, formerly with WIRE, Indianapolis; KITE, Kansas City; WIND, Gary, Ind. The new office is located at 360 N. Michigan Ave.; phone, Randolph 5254.

OKLAHOMA NETWORK has appointed Burn-Smith Co. its national representative, effective immediately, and also has reduced its rates to $310 per evening hour and $162.50 per daytime hour. Stations in the network are KTOK, Oklahoma City; KOME, Tulsa; KBIX, Muskogee; KCRC, Enid; KGFF, Shawnee; KADA, Ada.

RADIO ADVERTISING Corp., national representatves, announces the exclusive representation of WKBN, Youngstown, O.

KARM, Fresno, Cal., has appointed Weed & Co. as national representatives, effective immediately.

WILLIAM B. FABER, formerly of *Printers Ink*, has joined the New York office of Headley-Reed Co., recently-formed station representative firm, and John H. Wrath has joined the Chicago office.

MRS. AILEEN KNOLL has joined the secretarial staff of the Howard H. Wilson Co., Chicago.

General Mills Research

DONALD D. DAVIS, president of General Mills, has created a market analysis department to study problems related to buying habits, distribution peculiarities, merchandising and advertising coverage. The new department will be under the management of A. W. Wilbor, for several years in the advertising department of General Mills, in charge of research.

AAAA Regionals

PACIFIC COUNCIL of the American Association of Advertising Agencies will hold its 1939 convention Oct. 26-27 at the Hotel Del Monte, Del Monte, Cal., under the chairmanship of August J. Bruhn of McCann-Erickson, Los Angeles, chairman of the Pacific Council. Other officers and governors of the Council assisting Mr. Bruhn include: W. H. Horsley, Pacific National Adv. Agency; Dan B. Miner, Dan B. Miner Co.; David M. Botsford, Botsford, Constantine & Gardner; Fred T. Weeks, Brewer-Weeks Co.; Terrell T. McCarty, The McCarty Co.; Don Belding, Lord & Thomas; Fred W. Meyer, Dan B. Miner Co.; Philip J. Meany, Philip J. Meany Co., and H. A. Stebbins, Erwin, Wasey & Co. of the Pacific Coast. Two other regional mid-year meetings of the AAAA, one for agencies in the Central States in Chicago, the other for the Eastern Seaboard in New York, will be held at approximately the same time, details to be announced soon.

New Advertising Checking Firm

SURETY ADV. BUREAU has been formed with offices at 280 Madison Ave., New York, as a service for checking advertising claims, copy and label declarations of manufacturers, particularly those affected by recent Federal Trade Commission legislation. Milton M. Rockmore, formerly of Farichild Publications and Lester Harrison Associates, is managing director in charge of advertising and sales promotion, while other members of the staff include A. D. Gellis, chemist; Harry Levine, former president of the American Association of Textile Technologists; Clarence Hornung, authority on design, packaging and trademarks; Frederick Korff of the American Society of Mechanical Engineers, and Francis Finkelhor, legal consultant.

Radio Coverage Letters

RADIO Coverage Reports, 7 W. 44th St., New York City, reports an increase in orders for *Radio Coverage Letters* which it prepares for stations desiring a uniform and comprehensive statement of the value of their coverage to advertisers. Among the stations which have recently placed orders for *Radio Coverage Letters*, according to Edgar Felix, director, are WCBA-WSAN, Allentown, Pa.; WOKO and WABY, Albany; WSYR, Syracuse; WDBJ, Roanoke; WCAX, Burlington, Vt.

INDEX SERVICE, 280 Madison Ave., New York City, has been organized to supply research personnel for all kinds of surveys, including radio and consumer checkups.

CFCF
MONTREAL
first
IN
CANADA'S
RICHEST
MARKET

Montreal, the Fifth largest city in North America, votes CFCF the most listened-to radio station in this rich market. CFCF's renewals of National and Local accounts are the testimonials that really count.

CFCF Can Build Sales For You

CFCF and Short Wave CFCX
owned and operated by
CANADIAN MARCONI COMPANY

Representatives:
CANADA
All Canada Radio Facilities
U. S. A.
Weed & Company

NBC Affiliate

What Station—

Offers ALL of the Ten Basic Types of Radio Merchandising recommended in the recently released CBS study of individual station merchandising cooperation?

Why It's WNOX 1010 KC CBS
5000 W Day 1000 W Night
KNOXVILLE, TENNESSEE
Scripps-Howard Radio, Inc.
Representative
THE BRANHAM CO.



We supply:
Script
AFRA Cast
As many pressings as needed
(Recorded at WOR)

Specializing in
RECORDED
SPOT Announcements
for
LOCAL Advertisers*
☆
Walter Patrick Kelly
RKO Bldg. Radio City
New York
Circle 5-5780

CFCF
dominates a
BI-LINGUAL
AUDIENCE
of over
1,000,000

Studio Notes

JACK WILLIAMS, program director of KOY, Phoenix, recently interviewed Jesse L. Lasky, master-of-ceremonies of the *Gateway to Hollywood* show. The plane on which Lasky was flying stopped for servicing and Williams conducted the interview and arranged a presentation of the key to the city by Mayor Walter J. Thalheimer. The interview was recorded and later used in place of the regular *Theater Time* program sponsored by Publix-Rickard-Nase theaters.

STUDIOS were established at the Iowa State Fair by KSO-KRNT, Des Moines. Hillbilly news and sport programs, along with special events, were broadcast.

KVOE, Santa Ana, Cal., was awarded two citizenship medals by the Veterans of Foreign Wars in mid-August. Medals were presented to Ernest L. Spencer, manager of KVOE, and Wallace S. Wiggins, secretary and program director, for the station's cooperation. During the ceremonies, the VFW obligation service was held, one of the rare occasions when this service has been conducted publicly. The occasion marked the third time KVOE has been thus honored.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

Excellent Time Now Available

6:15 to 6:30 P.M. Monday thru Saturday between Sportscast and Edwin C. Hill.

Write or wire for further details.

The Population of WDRC's Primary Area is 1,548,109.

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives

PAUL H. RAYMER COMPANY

Musical Pipe

FOUR electricians recently were charting a long-buried gas pipe line on Seattle's University of Washington campus. They hooked one of their gadgets — a detectometer — to one end of the pipe, and an operator donned earphones and listened for the buzz indicating the pipe was directly underneath. The operator suddenly straightened and shouted, "Hey, the pipe's going musical!" The other three listened—and definitely, the pipe was full of swing music. Then the gas-pipe announced, "This is KJR, Seattle."

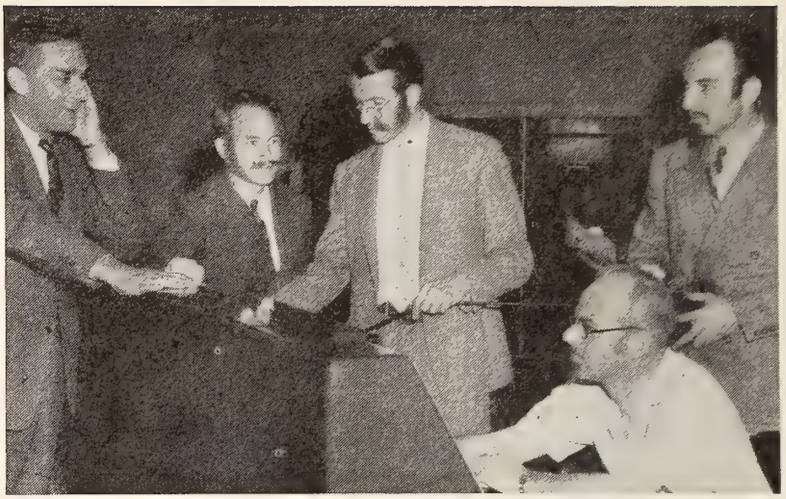
ALL MONTANA stations were hooked up for the appreciation dinner tendered Aug. 22 to Senator Burton K. Wheeler, chairman of the Senate Interstate Commerce Committee in charge of radio. The dinner was held in Helena and the broadcast lasted an hour.

WWL, New Orleans, sponsored a flight to Chicago and return on Chicago & Southern Air Lines for the winner of the title "Miss New Orleans of 1939". With Henry Dupree of WWL, the winner was to participate in broadcasts on WBBM, Chicago; KMOX, St. Louis; WREC, Memphis; WJBX, Jackson, Miss.

EVERY time the call letters are announced, KYW, Philadelphia, gives the time. The signals are not offered for sale, though sponsored signals in specified periods will continue. The station opens at 6:30 a. m. now, a half-hour earlier, with a rural program taking the time.

DURING fair week, WCBS, Springfield, Ill., handled 75 remote pickups. Main sponsors were International Harvester Co. and Beckmann & Gerety midway. A shortwave radio installed in the cockpit of their record-breaking plane permitted the Moody Brothers to give hourly reports to WCBS listeners during their 343-hour flight.

THE first meeting of the Old-Timers Baseball Club of WCAU, Philadelphia, was held Aug. 22 at Shibe Park. Members, ranging from 80 to 92 years, were guests at the Phillies-Reds game and were provided with transportation.



FUGITIVE from barber shops were technicians at KNX, Hollywood, who grew spinach for the annual Pioneer Day celebration of nearby Redondo Beach to aid in creating authentic Gold Rush background. Disporters of whiskers are (l to r) Les Bowman, CBS Pacific chief engineer; Lloye Roe, Lawrence Weston, Ben Harter, John Reinwald.

WQAM, Miami, Fla., claims a scoop on the discovery of two missing girls, one of whom was killed by an abductor in August. WQAM also claims it was first to broadcast a description of the missing persons and abductor, along with an appeal to the children and abductor by the two mothers. An exclusive interview with the surviving girl and the inquest were included in WQAM's coverage.

KGNO, Dodge City, Kan., is operating from a new home in the Globe Bldg., where modern studio and control facilities have been installed. The main studio is 20x30 feet, with sloping walls and ceiling. The control room is the same size, and includes raised turntables operated from a standing position.

WICC, Bridgeport, paid tribute in mid-August to the 80th anniversary of the Bridgeport City Savings Bank. The bank president spoke, several depositors were interviewed, and a drama was produced.

DAILY broadcasts from the training camp of the Pittsburgh Pirates football team were broadcast over WOMT, Manitowoc, Wisc., by Fred Hessler, under sponsorship of the Two Rivers Community Club. Arrangements were made by Walter Lahey, of the WOMT sales staff.

KTSM, El Paso, on Aug. 20-21 observed its tenth anniversary and invited listeners to visit the studios and join in festivities. Various phases of the broadcast business were demonstrated. Theme was "You've heard us for ten years, now come up and see us."

WWL, New Orleans, has created a department of talks, headed by Announcer Don Lewis. A program series by the new department provides twice-weekly insights into business and industrial institutions. A *Summer Theatre of the Air* series is heard weekly, with adaptations of famous plays.

WHILE flames licked at the ties of a logging road, Ted Cooke, of the production department of KOIN, Portland, Ore., drove into a forest fire zone to cover the blaze. He was accompanied by Announcer Duncan Macleod.

SAN FRANCISCO civic leaders and jurists appear as guest speakers on the recently launched KYA program, *California Safety Council*. They discuss highway safety for both motorists and pedestrians.

KOY, Phoenix, will recreate all games played by the State champion Phoenix softball team at the national tournament in Chicago.

CBS, Hollywood, has now under construction a new portrait gallery to house the network's photographic department. The unit will be built in the penthouse on top of the CBS studios and will replace the one formerly in use at the Music Box Theater. Construction is expected to be finished Oct. 1.

SOME 10,000 attended the annual KLZ picnic, held in mid-August. Only publicity given the affair was on the station. A special show and other events featured the day.

WHBL, Sheboygan, Wis., will maintain a booth and air a series of remotes from the Sheboygan County Fair, Sept. 1-4. The fair bought 59 spot announcements prior to the opening and a full hour of locally sponsored broadcasts will originate from the fair grounds daily, according to Ed Cunniff, WHBL manager.

KFXM, San Bernardino, Cal., is credited by forest rangers with having been instrumental in preventing major fires this season in the San Bernardino range, despite greater fire hazards. Frequent repetition of the slogan "Help Prevent Forest Fires" is heard on KFXM through the season.

A LIBRARY of bulletins on farm subjects has been established by WNAX, Yankton, S. D., with Charles Worcester, farm service director, cooperating with farm bureaus in the project. Requests for bulletins are made to WNAX.

Requests Average Over 300 PER WEEK From WFBL "MUSICAL CLOCK"

Cash in on this Low-Cost, Live-Talent Show

This program, which has built-up an exceptionally enthusiastic listener-interest, is *well-established!*

Cash in on the WFBL "Musical Clock" program — and crash into Syracuse's CENTRAL NEW YORK MARKET! We'll be glad to tell you about the few choice spots on this program that are available at present.

It's sure to bring you *immediate* returns (as present sponsors will readily testify)—because it's a fast-moving show on the air from 7 to 9 A.M. daily which provides sparkling entertainment.

Get full details, rate, time open, TODAY! Write — or wire — WFBL at Syracuse—or get in touch with our national representatives — Free & Peters, Inc., *at once!*

ONONDAGA RADIO BROADCASTING CORP.

Syracuse, New York

MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

National Representatives, Free & Peters, Inc.

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

MBS and NBC on Sept. 4 will broadcast the Thompson Trophy Air Race at the Cleveland Municipal Airport and the Gold Cup Regatta on the Detroit River. Tom Manning, of WTAM, Cleveland, will cover the air race for NBC, and an announcer from WWJ, Detroit, will give the results of the motorboat races. MBS will broadcast two preview programs Sept. 2 and 3 from the air races, with Fred Joyner and Guy Wallace describing the events, while Joe Gentile and Gordon Castle will broadcast MBS programs from the boat races.

A TROPHY 24 inches high will be given by WHO, Des Moines, to the major league baseball player voted the most popular among radio followers of Bill Brown, WHO sports editor. Listeners must send a Wheaties box top with name of choice. The player also will receive a scroll containing names of listener-voters.

WLEU, Erie, Pa., recently held its annual picnic for orphans of the Erie community at Water Works Park, located on a peninsula in Lake Erie, furnishing water transportation across the bay from the mainland to the Park, along with refreshments and entertainment, and arranging for participation by the local firemen, policemen, Coast Guard and Red Cross.

DESIGN marked by simplicity will dominate the new front of the studios of WIS, Columbia, S. C. The 50-foot facing will have the glass bricks flooded from behind with green lighting, and the letters will be in neon tubing 20 feet high, matching the roof letters which can be seen for miles. The sales office, program department and personnel are being increased.

SPECIAL-EVENTS men of KFRC, San Francisco, interviewed the first train-load of survivors of the ill-fated streamliner *City of San Francisco* on their arrival at the Oakland Terminal. News Editor Al Hunter and Announcer Mark Goodson handled the assignment, which included the taking of recorded stories from more than a dozen passengers. Twice during the day the accounts were rebroadcast over Don Lee Network.

WQXR, New York, is starting a new musical series featuring Grace Castagnetta, well-known concert pianist, and Hendrik Willem van Loon, historian and author, who will furnish commentaries on the music played by Miss Castagnetta. Music for the half-hour series will include standard classical compositions as well as examples of the folk songs included in several books written jointly by Miss Castagnetta and Mr. van Loon.

CKCL, Toronto, is providing Transradio news bulletins written in chalk on big bulletin boards at the exhibit of the Canadian Lastex Ltd., Montreal, at the Canadian National Exhibition at Toronto, Aug. 25-Sept. 9.

RELIGION and radio join hands to carry a message to inmates of the Tennessee State Prison, the services being broadcast from the Knox County jail by WNOX, Knoxville, each Sunday morning. Other prisons are picking up the program.

MBS from Aug. 17 to 28 broadcast portions of the annual Bayreuth and Salzburg Music Festivals via shortwave from Germany.

SONGS by popular composers of the United States are featured on the new six-week CBS-Canadian Broadcasting Corp. exchange series, *Make Mine Music*, which started Aug. 25 and is heard Fridays, 9-9:30 p. m. (EDST) on CBS in this country. Percy Pasternak, a CBC music director, conducts the orchestra.

WHKC, Columbus, dressed its fairground studio staff in plaid shirts and pith helmets during the Ohio State Fair. The staff was headed by Production Manager Bob French.

WMAQ, Chicago, is retaining its 5:30-6 a. m. period (CST) recently vacated by Oliver Farm Equipment Co. which used the period during the last six months for a seasonal sales campaign. Listener interest in the early period was evidenced by numerous letters and the new sustaining program will feature farm news, livestocks receipts and weather conditions.

WLS, Chicago, on Sept. 2 airs its *Barn Dance* from the Indiana State Fair and features Governor C. M. Townsend who will present his trophy to the State's winner in the Tri-state tall corn contest. In addition to the governors' trophies, WLS is awarding 12 cash prizes in Wisconsin, Illinois and Indiana.

WNEW, New York, has placed all members of its 13-piece house band on eight weeks notice and is organizing smaller musical units which can be sold more easily to sponsors than the former large unit. Already set up is a swing quintet, under the direction of Merle Pitt, musical director of the station, and other units are being planned.

KTKC, Visalia, Cal., celebrated acquisition of a power boost and fulltime operation by presenting a 12-hour program jamboree Aug. 25, featuring guests from other Don Lee stations.

PLANS for immediate work on new acoustical treatment for studios of KDKA, Pittsburgh, have been announced by Manager Sherman Gregory. Studio A will have a larger organ chamber, new shutters and new air-conditioning outlets. Perforated panels and rock wool will give sound absorption, with Joseph Arnone, NBC engineer, in charge of the work. The studio will be redecorated in brown and tan pastels. The B studio will be decorated in green shades.

Dept. Store Radio

(*Continued from page 40*)

this audience and tell 'em the baseball scores and comment on the fight and give the time and tell them not to be afraid of all the women in department stores and then concentrate on our low-priced overalls and shoes and shirts. We'll have money left from our $300 to help balance our women's program.

We might want to sell oriental rugs . . . and fine china . . . and expensive radios . . . and imported apparel . . . so we do things up right with an evening concert (it could still be recorded) on the best station in town with a very aristocratic announcer (preferably with an accent) talking about quality and prestige and service and satisfaction.

The department store should establish it's own radio production department. The production allowances from five or six programs will total an amount sufficient to maintain a small staff to properly develop and present your radio advertising. Programs built for the department store will sell the store in general as well as the specific merchandise they are concentrating on. The institutional advertising, the good-will, is thrown in, with the stores name before the public. It is not the primary program consideration as in most programs that department stores have sponsored in the past.

Successful radio programs for department stores simply require a sensible understanding of people, merchandise and showmanship. Blend this with new ideas, hard work, and far less money than is spent in the papers and you'll sell more by way of radio.

THE new WGKV, Charleston, W. Va., recently signed with United Press to receive full news service.

TO INSURE YOUR REACHING THE INNER

CALIFORNIA MARKET

SPECIFY

McCLATCHY STATIONS

The Paul H. Raymer Company
Representative
New York Chicago San Francisco



"You say this product is being advertised over CKAC now? You'd better double my order!"

CKAC, Montreal "Canada's Busiest Station"—affiliated with CBS

"We operate this Station for a Community of 600,000 People."

Says EDGAR BILL
Pres. & Gen. Mgr. WMBD

"We visualize—not just the city of Peoria—but all of Central Illinois. It's a BIG community, and we've built a big station to serve it."



. . and that's the TRUTH!

Don't let the Atlas fool you. It says Peoria has well over ONE hundred thousand people—but WMBD concerns itself with all the families within 60 miles . . . which means over *SIX hundred thousand people.* That's Peoriarea—the compact, concentrated community served by WMBD—the rich, responsive market you reach at low cost with this ONE radio station.

A 50-50 balance between rural and industrial population makes this the ideal spot to test any radio program reliably and at low cost.

NATIONAL REPRESENTATIVES

Free and Peters, Inc.

TEST SPOT of the MIDDLEWEST

THE HEART OF ILLINOIS

MEMBER CBS NETWORK

WMBD

PEORIA, ILLINOIS

Purely PROGRAMS

A FOUR-WEEKLY 15-minute series billing their announcers has been launched over KFI-KECA, Los Angeles. Monday, the program *World Hunters* offering a $10 cash prize to listeners and featuring staff announcer Bill Stulla is heard. Tuesday offers Lou Withers in *Riddles in Sports* featuring Lou Withers and Jim Gibson. Wednesday's show is titled *Put That in Your Pipe & Smoke It* and is announced by Herb Allen. Thursday's broadcast features Beatrice Benaderet assisted by staff announcer Wilson Edwards and is titled *What Do You Know?* Programs are being presented for the audience that listens to the late evening hours but prefers educational programs to dance music. All programs aired at 9:30 p.m. (PST).

* * *

"Smile-A-While"

COUNTIES of four Midwestern states are saluted during the early morning *Smile-A-While* series on WLS, Chicago. Field men of the *Prairie Farmer* are interviewed about their work in individual counties. The history, industry and people of each county are described on the series. Tourist parks, picnic grounds and road conditions of the counties are also described.

* * *

Around the Fairs

COUNTY fairs take the spotlight in a new daily series on WLS, Chicago, titled *County Fair Reporter*. Jack Stillwill produces the show and Chuck Stafford does the reporting. Blue ribbon winners and news along the Midway are featured.

Dobyns in Europe

WITH C. Merwin Dobyns, owner and general manager of KGER, Long Beach, Cal., enjoying an extended visit to the principal countries of Europe, a new program featuring news coming directly from him is being broadcast over the station. Dobyns' versions of European conditions, war threats, political trends and foreign radio and television news, reach the station by Transatlantic airmail in three days and are released every Thursday and Saturday. Programs are prepared for broadcasting by Lee Wynne, acting Los Angles, manager, and produced by Paul Masterson.

* * *

Fun for the Kiddies

WLW, Cincinnati, is broadcasting one of the few early-morning programs on the air, titled *Happy Hal*. The program stars Happy Hal O'Halloran and features riddles, songs for children and "tidy-up time" during which O'Halloran marches the children around their rooms to pick up papers, clothing and toys. A helpful slogan for the week is also given. With O'Halloran doing all the talking and singing, the program is heard Mondays through Fridays, 7:45-8 a. m.

* * *

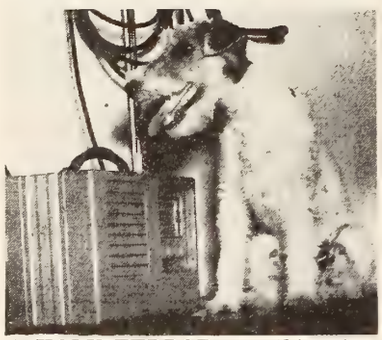
Eased by Bottle

KOY, Phoenix, has solved the problem of putting "Inquiring Reporter" subjects at ease in a novel fashion. O. S. Stapley Co., (hardware), sponsor of the show, allows announcers to carry a supply of soft drinks on the broadcast. Before an interview is started, the announcer hands the prospective subject a soft drink and they drink as they chat. At the end of the interview, the subject is given a package of six bottles of soft drink to take home.

* * *

Neighbors Cultivated

NEIGHBORING communities are cultivated by WHMA, Anniston, Ala., in its *Salutes to the Cities*, a weekly quarter-hour program. News from the towns is excerpted from weekly newspapers and the salute is announced as being made possible by the newspaper. The station's radio column and one day's program scheduled are published in return.



A HOLY TERROR was this wire-haired terrier, Pop Junior, during temporary confinement in a Minneapolis dog hospital. Recalling that the terrier's owner, Manager Edward Hoffman of WMIN, probably had plenty of radio diversion for his pet, the hospital manager deposited a portable set in Pop Junior's booth. Sure enough, the dulcet strains from WMIN stopped his barking. Pop Junior was presented to Manager Hoffman by Arthur Scharfeld, Washington attorney, who is a terrier fancier.

* * *

Particular Music

WIBC, Indianapolis, has started a new show *For You Only*, a 30-minute program including music played especially for the members of different professions and trades. Frank Van Auken, continuity writer, interviews representative members of a profession each week, discovering the type music most enjoyed by the group. Without mentioning names, specific people are referred to, and their favorite selections played. The weekly strip opened with a show dedicated to the nurses of Indianapolis and vicinity.

* * *

Quirks of the Law

EXPLAINING peculiar twists in the laws of various communities of the United States, Malcolm Easterlin (Lawyer Q) is conducting the new weekly half-hour, *There Is a Law Against It*, based on oddities in the law, on WHN, New York. Lawyer's Q's explanations follow short dramatizations on the program, heard Wednesdays, 9-9:30 p. m.

* * *

Voice of the Editor

A NEW program on WNAX, Yankton, S. D., titled *Your Home Town Editor*, presents editorials from midwestern newspapers. Only editorials covering local and regional problems are used. Credit lines, of course, are given.

Sentenced to Tune

TRAFFIC violations are dropping off in Fremont County, Iowa, as a result of *Sunday Drivers* series on NBC-Red network. Every traffic offender gets a letter from the local highway committee advising him to tune in the program and a check-up follows on Monday, according to Ralph Lovelady, head of the committee.

Tune Quiz

ON ITS *Marathon Melodies*, Ohio Oil Co. has started a tune quiz, with participants involved in a mythical city-to-city race. Contestants are supplied with miniature autos in which to progress from city to city, depending on accuracy of answers. They are asked to identify a musical statement comprising two songs played by the orchestra. Two variants are used, one called Musical Maids in which the names of girls prevail, the other Musical Cities. The program is heard on an NBC-Blue hookup. Cash prizes are awarded.

* * *

Brides in Miami

BRIDES are featured on the *Matrimonial Market Basket* sponsored on WQAM, Miami, by Table Supply Stores of Florida. Leslie Harris, conductor, brings three recent brides to the microphone each Saturday morning at a Table Supply Store. They are asked how they met their husbands, were they able to cook before the proposal, and similar questions, along with favorite recipes. Each bride gets a $5 basket of groceries. Names are chosen at random from the city marriage register.

* * *

News at Ease

DISTINCTIVE among news programs is the way Fred Henry and Clete Roberts handle their informal *Let's Sit Down and Talk Over the News* on KMTR, Hollywood, each midnight. Sponsor is the downtown Newsreel Theatre, which offers many unusual exploitation tie-ins, including screen trailers in members of the same theatre chain. Henry and Roberts broadcast from comfortable chairs with news files and maps at their elbow and the program lasts a half-hour.

* * *

Charm of All Sorts

CHARM SCHOOL, a new sustaining program over the Arizona Network, originating at KOY Phoenix, is conducted by George Costley, psychologist and doctor of philosophy. The program, a service feature directed at the feminine listeners, offers a complete course in actual and practical methods of developing physical, mental and spiritual charm. In addition to the daily discussions, listeners are offered free personal charm tests.

* * *

Amateurs Sell Real Estate

REAL ESTATE is effectively sold by radio in Richmond, Va., by Jones & Robins, promoting its Westham development on WRTD. Titled *Youthtime*, the broadcasts offer weekly prizes to amateur performers, as well as a letter writing contest. Applicants for places on the program register at the WRTD studios.

YOU CAN'T TAKE IT FROM UZ (KY.)!

Uz (Ky.) is a real town, all right, but it's not included in what you buy when you buy WAVE! . . . When you buy WAVE, you're paying for the *Louisville Trading Area*—containing 200% more income-tax payers than all the rest of the State combined! You're not getting the back hills and hollows, but you *are* getting Kentucky's *best* sales opportunities—at less cost. May we prove it?

National Representatives
FREE & PETERS, INC.

LOUISVILLE'S WAVE
INCORPORATED
1000 WATTS . . 940 K.C. . N.B.C.



KFPY—Spokane
KGIR—Butte
KPFA—Helena
KRSC—Seattle
KXL—Portland

Five favorite stations available with a single contract.

An Aviation Angle

CALLED *The Quiz Lab* and featuring "Mr. Test Pilot" new show on KOWH, Omaha, is a half-hour question and answer type with an aviation motif woven into the copy. It is presented Friday evenings at the Orpheum and broadcast by electrical transcription on KOWH Sunday afternoons. "Mr. Test Pilot" reads questions from the stage and sets a value upon them. Co-pilot announcers in the crowd with portable mikes give people in the audience the chance to answer the questions. Those answering correctly get the amount set on their question in silver dollars. Those answering incorrectly receive two passes to the Orpheum and a quart of Harding ice cream. This same award is made for all questions sent in by KOWH listeners and used on the show. Both theatre and radio programs are sponsored by Harding Ice Cream Co. Promotional campaign built around the two shows includes spot radio, newspaper display, window cards, theatre screen ads and lobby displays, and news publicity releases.

* * *

Building Developments

NEW TYPE of real estate promotional campaign is being sponsored on KOY, Phoenix, by a local firm. Daily programs are remoted from Womack Heights, currently the biggest building development in Arizona. Quarter-hour broadcasts feature interviews with carpenters, workmen and others, together with descriptions of work in progress. Ground breaking ceremonies for the development was featured on the inaugural program.

* * *

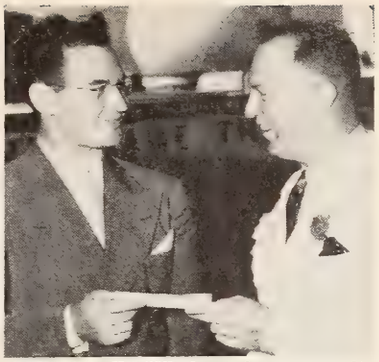
Music of the Future

EXPLORING music patterns of the future, *Electronic Orchestra* returned on NBC-Red as a Sunday afternoon half-hour Aug. 27, 3 to 3:30 p. m. (EDST). The orchestra, a 12-piece dance band developed by Tom Adrian Cracraft and composed of instruments producing tones through electrical amplification, has drawn much attention since its NBC debut May 25. Andre Monici continues to conduct during the new series.

* * *

Pollen Count

HAY-FEVER may be a curse to millions, but it's just a program idea to WHB, Kansas City, which announces each noon the sneeze-inducing properties of the prevailing atmosphere.



ONE OF FOUR best letters written in the weekly Letters Home contest of Westinghouse E. & M. Co., at its World's Fair exhibit, was the work of Lloyd Dodds (left), WCOL announcer and instructor at Ohio State U. The letter won Dodds and his father, Gilbert F. Dodds, Associated Press columnist, cash prizes. Ray Perkins (right), presents check to Dodds, during program on NBC-Blue.

* * *

Their Own Voices

SWEETEST word of all is your own, WJBC, Bloomington, Ill., figures and it carries out the theory by transcribing interviews in the 200-odd Happy Hour grocery stores in Central Illinois. Each person interviewed gets samples of product featured in the week's advertising. Young folk can hear themselves talk on the *Parade of Youth* program, heard daily under local Dr. Pepper sponsorship.

* * *

Personality for Women

HIGHLIGHTING solutions to problems facing the average woman in her daily tasks, Mrs. Allie Lowe Miles has started a new daily half-hour on WMCA, New York, built around news and personalities of special interest to modern women. Guest speakers are presented periodically, and special sessions are devoted to personality development, under Mrs. Miles direction.

* * *

Problems of Youth

TRIALS and tribulations of young people in America who are striving to "get ahead" are the subject of *The Trail Blazers of 1940*, new quarter-hour weekly program to start Sept. 6 on MBS. Richard Dages and Lily Sauberman are featured on the program, which is produced in conjunction with the American Automobile Assn. and its affiliated clubs.

Local Civics

INTEREST in civic problems in Tucson, Ariz., is aroused by KVOA's *Know Your Government* series, consisting of informal interviews with city department heads. Local high school students are to be guided in their autumn political campaign to elect students to honorary offices in the municipal government.

* * *

Cast of Drama Students

AMATEUR actors from the local Junior League are featured on WBBM, Chicago, in a Saturday noontime series called *Signals to Health*. The actors have been studying dramatics under WBBM producers during the last six months. The program is given under auspices of local and State health organizations.

* * *

Sears' Old-Timers

DIGGING into its files, Sears Roebuck & Co. found letters from Texas rural residents who had been customers for decades. The letters formed the basis for customer interviews on the *Grandma Travels* series heard on Texas State Network. Managers of TSN stations locate the customers in rural areas and arrange for the interviews.

* * *

Places You've Missed

VISITS to the little-known places of interest around New York City are the feature of the weekly program *What You Don't See, on* WCNW, Brooklyn, during which Clive Davis, conductor of the program, tells the historical background of the various locales with a realistic use of sound effects.

Savants from San Francisco

WORLD authorities on medicine, geology, astronomy, physics and other topics are presented on KGO, San Francisco, in a program *Meet the Scientist*, originating on Treasure Island. The savants take part in a roundtable covering their particular fields, with two laymen asking questions.

* * *

Battle of the Choirs

A CHOIR contest is staged on WOAI, San Antonio, each Sunday for choirs outside of San Antonio. Liberty Mills, San Antonio, is sponsor. Groups are limited to 15 voices and to church music. Two choirs are heard each program for 24 weeks. A grand prize will be awarded.

* * *

Birth of a Name

HOW some of the oddest-named localities in Kentucky acquired their nomenclature is explained by WHAS, Louisville, in its *Tales o' Troublesome* from the Kentucky U. studios.

There's a yearly spending income of

$750,182,000

reached by that selling station in

WICHITA

KFH That SELLING STATION FOR KANSAS

Call Edward Petry & Co.

HIGHLIGHTS

on the Map of Canadian Radio

- CKCK REGINA, SASK.
- CHAB MOOSE JAW, SASK.
- CJOC LETHBRIDGE, ALTA.
- CFAC CALGARY, ALTA.
- CJCA EDMONTON, ALTA.
- CJAT TRAIL, B. C.

All basic C.B.C. stations which means the cream of the network commercials.

Representatives

U. S. A.—WEED & CO.

Canada: ALL CANADA RADIO FACILITIES, LTD.

URGENT MEMO RE INCREASE IN AUDIENCE AND RATE

WNEW NEW YORK

With the largest listening audience in its history—an audience far surpassing any other New York non-network stations* and the fact that WNEW's programs have become increasingly popular in this area, WNEW announces an increase in rate** of approximately 22% effective September 15, 1939.

BUT THERE IS STILL TIME TO GET IN ON THE OLD RATE. All contracts placed with starting date prior to September 15 will be honored at the old lower rates.

*These facts based on latest Hooper-Holmes and other surveys.

**See rate card No. 19

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY

5000 WATTS BY DAY—1000 WATTS BY NIGHT

1250 KILOCYCLES

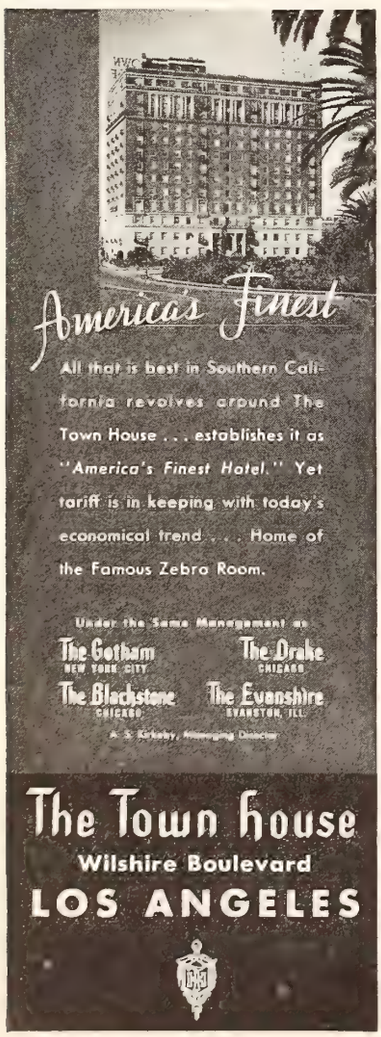
Radio AND Education

UNIVERSITY Broadcasting Council, Chicago, will represent Northwestern U. and De Paul U. after Oct. 1, according to reliable sources. Chicago U. is expected to withdraw formally soon from active participation in the Council. The Council was established in 1935 with Allen Miller, prominent in educational radio activities, as its director. Most widely known of its shows is the *Round Table* which started on WMAQ, Chicago, in 1931, went on the basic NBC-Red network in 1933, and was expanded coast-to-coast in 1936. The *Round Table* production has been taken over by Chicago U. It and *The Human Adventure*, a new series on CBS, are under the direction of William Benton, vice-president of Chicago U. and formerly of Benton & Bowles, New York agency. Among other network shows developed and aired under the direction of Mr. Miller are *Men of Destiny*, *World Neighbors*, *Titans of Science*, all on MBS; *Of Men & Books*, *Bull Session*, on CBS; *Science in the News*, *Roving Professor* on NBC.

PARKER WHEATLEY, formerly of the University Broadcasting Council, Chicago, has been named radio director and radio instructor of Northwestern U.

CONSERVATION activitiy in the United States is dramatized in *What Price America*, starting Sept. 2 on CBS, Saturdays, 1:30-2 p. m., in collaboration with the U. S. Department of Interior.

STATE SCHOOL authorities of Texas have officially adopted CBS' *American School of the Air* for classroom use, according to Sterling Fisher, CBS director of education, who recently returned from a nationwide tour.



SECOND YEAR of courses in radio broadcasting at College of the City of New York will start Sept. 18, under the direction Seymour N. Siegel, program director of WNYC, New York's municipal station. Course for beginners will stress the theories of radio broadcasting with practice in programming, operations, publicity, audience measurement and promotion. Guest lecturers will include: Isaac Brimberg, WNYC chief engineer; Felix Greene, BBC representative in United States; Julius Seebach, director of program operation of WOR, Newark; John S. Hayes, WOR assistant production manager; Dr. Frank Stanton, manager of CBS research division; Victor M. Ratner, CBS director of sales promotion, and Jo Ransom, radio editor of the *Brooklyn Eagle*. Second course for students who have already taken Course I will teach all phases of program production, under the direction of Dorothy N. Davids, director of radio at Brooklyn Institute of Arts and Sciences. Guest lecturers will be Philip Cohen, production director, radio division of United States Office of Education; Walter Pierson, CBS director of sound effects, and Mort Lewis, NBC writer and producer of *If I Had the Chance* program.

BOOKLET reviewing the educational broadcasts carried by the station during the 1938-39 school year has been published by WCCO, Minneapolis, for distribution to more than 1,200 state legislators and executives, Twin City officials, heads of local civic and social groups, school principals, the FCC, NAB and members of the Minnesota Congressional delegation.

WHEN the Alameda, Cal., *School of the Air* launches its autumn broadcasts it will again use scripts from KSFO, CBS outlet in San Francisco. The scripts are from KSFO's *Salute to Industry* produced by Walter Guild. Alameda uses the scripts as the basis for a weekly feature *Industrial Geography*, with 600 Northern California schools tuning in the broadcast. Upwards of 200,000 school children are reached with this program, according to school surveys.

WLS, Chicago, announces that its five-weekly quarter-hour series *School Time* will return to the air Sept. 11. The programs were used in 3,000 schools last year according to a WLS educational survey. The series is under the direction of Mrs. Harriet Hester, WLS educational director, and it features dramatic programs of science, history and current events. The half-hour series titled *Know Your Schools*, aired last year on WLS, will be replaced this fall by *The Adams Family*, a serial drama revolving around the educational facilities in two rural communities.

STUDENTS of the Max Reinhardt organization in Hollywood are making weekly inspection trips to the CBS sound department headed by Al Span. Idea is for students to watch Span work and learn from him the newest developments in sound-technique. First demonstration was viewed by 25 students.



EDUCATIONAL director for CBS Pacific network is Frances Farmer Wilder, filling a new post created by Donald W. Thornburgh, CBS West Coast vice-president, to make network educational programs more effective on the Coast. She will be associated with the division of public affairs and special events headed by Fox Case.

SCRIPTS of 14 favorite plays in CBS' experimental theater have been published in a new volume, *Columbia Workshop Plays* [Whittlesey House, $2.75]. The book, edited by Douglas Coulter, CBS producer, includes the eight plays being revived during the summer season in the Columbia Workshop Festival. CBS also has published independently the script of another Columbia Workshop production, the "verse brochure" originally presented April 24, "Seems Radio Is Here to Stay". The paper-bound volume, printed in two colors, contains illustrations by Rudolph Charles Von Ripper.

CBS on Aug. 23 presented a special one-hour radio adaptation of "The Lost Colony", Paul Green's play depicting settlement of English colonists on Roanoke Island, N. C., in 1587 and the birth of Virginia Dare, first white child born in America. The broadcast originated from the Waterside Theater at Manteo, Roanoke Island, where the show, now a permanent summer attraction in its third season, plays five nights a week.

CBS series titled *Of Men & Books* will feature Prof. John T. Frederick, of Northwestern U., on its program beginnning Sept. 3. During the summer, the show has been conducted by T. V. Smith, U. S. Congressman-at-Large from Illinois and professor at Chicago U.

GOLDSBORO **WGBR** NORTH CAROLINA

100 Watts Unlimited 1370 Kc.

LOCATED IN THE HEART

of the

BRIGHT LEAF TOBACCO BELT

where

$32,500,000 IS PAID

annually at this time of the year to tobacco growers within 26 miles of transmitter location.

Scouts Run Blue

THIRTY-TWO Eagle Scouts, from a summer camp at Ten Mile River, N. Y., on Aug. 22 moved into Radio City and took over operation of the NBC-Blue network for a seven-hour period, from noon to 7 p.m., superintending functions of executive offices, program department, production division, audition section and other divisions of the Blue organization. In addition to actually handling network commercial programs, the group wrote, produced, directed and announced their own program. Some Blue affiliates handled the stunt locally.

ROUND-TABLE discussions on the proceedings of the third biennial session of the Institute of Human Relations, held Aug. 28 through Sept. 1 at Williamstown, Mass., were broadcast daily on NBC-Red by delegates to the session with Dr. Frank Kingdon, president of the University of Newark, conducting. Dr. Franklin Dunham, NBC educational director, arranged the programs for the Institute, which is conducted under the auspices of the National Conference of Christians and Jews.

CHICAGO Radio Council, under the direction of Harold Kent, announces the following programs scheduled for the first school semester: *Makers of Chicago*, *Your Science Story Teller*, *Jimmie Evan's Prep Sports Review*, *High School Hour*, on WLS; *Let's Tell a Story*, *I Will*, *Student Chorus*, *Science Reporter*, *That's News to Me*, on WJJD; *Hour of the Magic Boots*, *Pieces of Eight*, *Open Sesame*, on WAAF. The quarter-hour weekly programs are designed for school children from kindergarten through grade nine.

AVERAGE of 1,200 letters is received weekly by the Chicago U.-CBS series titled *The Human Adventure*, according to Sherman Dryer, radio director of Chicago U. The Tuesday evening dramatic program is aired on 76 CBS stations including CKAC, Montreal, and CFRB, Toronto.

MORE than 75 county institutes in four Midwestern States have requested demonstration of classroom use of radio, according to Mrs. Harriet Hester, educational director of WLS, Chicago. Transcriptions of *WLS School Time* will be used at 15 of the institutes between Sept. 1 and Oct. 26, according to Mrs. Hester.

ILLINOIS Farm Sports Festival to be held at Illinois U. Sept. 1-2 will be aired in part on WLS, Chicago. Judges of the folk music will be Harold Safford, WLS program director; Harriet Hester, WLS educational director; Patsy Montana and Guy Colby, of the *WLS Barn Dance* cast.

TEMPLE U. will offer the first Philadelphia course in radio this autumn, with Thomas B. Smith, program director of WPEN, as teacher in one of the university's "hobby courses". Last year Mr. Smith taught radio technique at West Chester Teachers College and he will continue this course along with his Temple work.

From the Substratosphere

FOR his projected substratosphere flight across the Atlantic, Howard Hughes, noted sportsman-aviator, has been granted permission by the FCC to operate a 100-watt transmitter on 4797.5, 6425, 12862.5 and 17310 kc. aboard his plane, NX-19904, using the call letters, KHBRC. The license for the special installation was granted on a 30-day basis, since the proposed flight is planned for some time in September. MBS and CBS plan to pick up the plane's broadcasts.

Appellate Court Powers Disputed

FCC Again Questions Right To Command Performance

CONTROVERSY between the FCC and the U. S. Court of Appeals for the District of Columbia over the authority of the court to entertain appeals from FCC decisions and to command the FCC to perform specific acts, reached a new high Aug. 19 when the Commission again questioned the court's jurisdiction.

In the much litigated *Courier Post* case, involving the application of the newspaper for a new local station in Hannibal, Mo., the FCC contended the court authorized it to hold a further hearing in the case when such a request had not been made. It asked the court to issue its final judgment in order that the Commission might make appeal to the Supreme Court for review of the proceedings, unless the court should decide to reconsider and dismiss the *Courier Post* petition to mandamus the Commission to grant it a license.

FCC's Position

The FCC said no act or statement made by it could possibly be interpreted as a request for permission to hold a further hearing on the application. It added that in order to make its position clear it has no intention of requesting advance consent from the court for a hearing until the validity of the court's rule regarding procurement of such consent "has been upheld by the Supreme Court of the United States". In this respect it pointed out that it already has raised the issue in a petition before the Supreme Court in the so-called Pottsville case involving competitive applications for a new station in Pottsville, Pa., and proposed to seek a review of it in the Heitmeyer case for a new station in Cheyenne.

The FCC contended further that it "is impossible to give an intelligent meaning to the court's order" pertaining to the rehearing. It contended the requirement that the FCC must obtain the advance consent of the court before it can hold a further hearing has no basis in any statute governing the powers and jurisdiction of the court and that to so hold "is a clear instance of judicial legislation".

ORTH BELL, heard as *Uncle Jonathan* on a thrice-weekly CBS feature, was honored Aug. 16 at special "Uncle Jonathan Day" ceremonies at the New York World's Fair.



Court Holds Economic Interest Vital

(*Continued from page 22*)

mission's responsibility in the licensing of new stations is accepted at its face value, the Commission not only in licensing new stations but in passing upon renewals, "must give consideration to the effect which the operation of one station will have or is having upon the ability of other existing licensees to operate their stations in the public interest."

As an extreme example, it said that if two out of four stations in a given city earned a high return by virtue of desirable advertising, while one earned only a small return and the fourth made no profit, the Commission would have the duty, upon complaint of the fourth station, to refuse to renew the applications of one or both of the stations earning the greatest profit.

It argued further that under the opnion "the greater the ability of an applicant for license for a new station or for the renewal of a license to attract advertising clients of existing stations, the more likelihood that the Commission would be under a duty to deny this application."

FCC Challenges Court

Contending the court had overlooked the underlying principle of the American System of Broadcasting, the FCC said the intent of Congress under this principle was that the success or failure of a station from a financial standpoint is directly dependent upon the quality of the service rendered to the listening public, for whose benefit stations are licensed. It is because competition among stations for advertising means competition for listeners, which in turn, means rivalry to improve programs, that any restriction upon competition for advertising imposed by the Commission would "result in a poorer type of service being rendered to the public." A new station in a community could not take away the clients of an existing licensee without at the same time rendering a very superior service, it pointed out.

Line of Demarcation

Declaring that the FCC has never considered these competitive factors within the orbit of its jurisdiction in passing upon applications, the Commission said it was still of the opinion that under the statute no such jurisdiction may be exercised by the Commission and that the court's Yankee Network ruling therefore had no statutory basis.

Arguing that it is impossible to draw a line marking off the field in which stations should be permitted to compete for listeners and clients and fix the point beyond which such competition will not be permitted, the Commission said it is impossible on the one hand to accept the American system of broadcasting which "postulates free competition" and on the other hand to recognize a responsibility in the Commission for protecting an existing station from destruction through competition.

Justice Miller, in the exhaustive opinion, brought out that eight stations were licensed in Boston in 1936 when WMEX applied for a change in frequency from 1500 kc. with 100 watts night and 250 watts day, unlimited time, to 1470 kc. with 5,000 watts unlimited time, using a directional antenna. The FCC granted the application without hearing after which Yankee and other stations protested. After hearing and oral arguments, the FCC in 1938 granted the WMEX application, and petitions for rehearing were filed by the protestants and denied. Yankee then appealed from the Commission's decision.

Eliminates FCC Contentions

Reciting that the Commission challenged the court's power to hear the appeal on the ground that none is contemplated by the Act from a decision granting an application on behalf of an existing licensee claiming to be economically affected, Justice Miller added that on oral argument the FCC expanded this contention to include "any possible grievance or affectation of interest, electrical, economical or otherwise," although in the present case only the economic interest is involved. Because the Commission has "strenuously urged that we consider the problem", the opinion continued, "a thorough analysis of its argument in the present case will conduce to a final determination of this important question."

The court first eliminated the FCC contention that other advertising media might raise the competitive issue. It said there is nothing in the Act to suggest that it should be extended beyond radio broadcasting. After pointing out that the Commission conceded existing licensees may actually be aggrieved in granting new applications, [which the FCC repudiated in its Aug. 24 brief] the court held the Communications Act does "definitely recognize the rights of license holders in express terms no less than seven times." It said the granting of a license by the Com-

KFEQ

ST. JOSEPH, MO.

"The Midwest Market Station"

$175,000 PER DAY

365 DAYS A YEAR!

Is paid to livestock producers by St. Joseph livestock interests . . . KFEQ delivers this profitable market . . . write or wire for time availabilities and rates.

680 K. C. 2500 Watts

National Representatives

HEADLEY-REED CO.

New York Chicago

Detroit Atlanta

Faithfully serving listeners in the Greater New Haven and Eastern Connecticut markets is

WELI

which on September 4, 1939 in its rapid march of success *moves* from the classification of a part time station to

Full-Time

(It's your move next)

City Broadcasting Co.

NEW HAVEN, CONN.

122 Orange St. James Milne, Mgr.

mission "creates a highly valuable property right which, while limited in character, nevertheless provides the basis upon which large investments of capital are made and large commercial enterprises are conducted. If it is the purpose of the Act to secure the use of the channels of radio communication by private licensees under a competitive system, those licensees must be protected in that way, not merely from unlicensed stations and unlicensed operators but from improper activity of licensed stations and operators and from arbitrary action by the Commission itself in the exercise of its regulatory power."

Entitled to an Appeal

The court held the Commission is authorized to regulate and to discipline existing licensees, to modify their licenses and to determine upon the basis of their respective performances, whether their licenses shall be renewed. But, it added, if the Commission decides their applications for modification or renewal adversely, "such licensees are entitled to appeal. A radio operator whose license had been suspended is entitled to appeal from the Commission's decision."

Holding it was the intention of Congress to protect the rights and equities of licensees against arbitrary action of the Commission, the court said there would be no value in a right to use a designated frequency or in equities relating thereto — which would justify the great financial outlay involved in station construction and operation —if the licensees were not protected from destructive competition.

"Equities and rights do not exist in a vacuum but in relation to the total situation of which they are a part. The Commission has control of that situation by virtue of its power to grant or deny licenses. But the power is not absolute."

The court said that in granting licenses the Commission is required to act "as public convenience, interest or necessity requires", but this criterion is not to be interpreted as setting up a standard so indefinite as to confer an unlimited power.

Referring to the opinion of Justice Groner in the Jenny Wren case, involving WREN, Lawrence, Kan., the court said that in this ruling it was held the Act recognizes the preservation of the earning capacity and conservation of the financial resources of the individual broadcasting station as a matter of national concern, "for the reason that the property employed must be permitted to earn a reasonable return or the system will break down; thus indicating, as it seems to me, an identical or reciprocal interest between the owner and the public in which it is the right of either to see that competition between stations is not carried to the point of destruction."

The court brought out that the Commission had denied the applicability of this view and called its attention to the fact that the Communications Act specifies a different method of regulation for common carriers engaged in communication by radio than for radio broadcasters; that broadcast licensees are expressly exempted from the classification of common carriers, and that such a licensee "has unregulated discretion to determine the rates necessary to insure the profitable operation of his station in the area served."

Rate Fixing

The court pointed out it had said that the radio business is impressed with a public interest and that Congress, in establishing the standard of public interest "evidently had in mind that broadcasting should be of a public character rather than a mere adjunct of a particular business." Rate fixing, the court added, is only one of many regulatory procedures. The fact that it is specified for carriers and not for broadcasters "is by no means conclusive." In both the ICC and FCC Acts other forms of regulation are specified, which are closely similar; as for example, the power of the appropriate commission in each case to require adequate facilities, the court stated. "The powers of regulation possessed by the FCC over broadcasters are comprehensive and inclusive; and judicial review of its actions is highly important just as it is in the case of the ICC . . . .

"In some respects the powers delegated by Congress for the regulation of broadcasters are even more drastic than those possessed by the ICC over railroad carriers; notably the power of the FCC to issue licenses for short periods, and to require, each time, a full showing of financial and other qualifications, as a condition of renewal. Such a regulation applied to the railroads of the United States would probably soon disrupt them.

"Congress had power to provide safeguards against destructive economic injury to existing licensees and did so in both Acts, in order to secure a similar legislative purpose in each. In the case of the railroads Congress waited until the condition of many of them was desperate. The Commission argues that the Transportation Act and the recent Emergency Railroad Transportation Act were intended 'to administer oxygen to critical patients.' But in the case of radio broadcasters the intent of Congress was to anticipate and prevent desperate, chaotic conditions. The latter form of statesmanship is equally as commendable as the former, and may serve better the interests of the people. In both instances the privilege of free enterprise was curtailed."

Dealing with the Commission's contention that one of the chief concerns of Congress was to guard against monopolies and to preserve competition, the court said it is difficult to understand how this result could be achieved "by deliberately or carelessly licensing so many new competing stations as to destroy already existing ones, and possibly the newly-created ones as well."

"While it is true that it was the intention of Congress to preserve competition in broadcasting, and while it is true that such intention was written into Section 314 of the Communications Act, it certainly does not follow therefrom that Congress intended the Commission to grant or deny an application in any case, other than in the interest of the public. Just as a monopoly—which may result from the action of the Commission in licensing too few stations—may be detrimental to the public interest, so may destructive competition, effected by the granting of too many licenses. The test is not whether there is a monopoly, on the one hand, or an overabundance of competition, on the other, but whether the granting or denying of the application will best serve the interest of the public."

Minimum Service

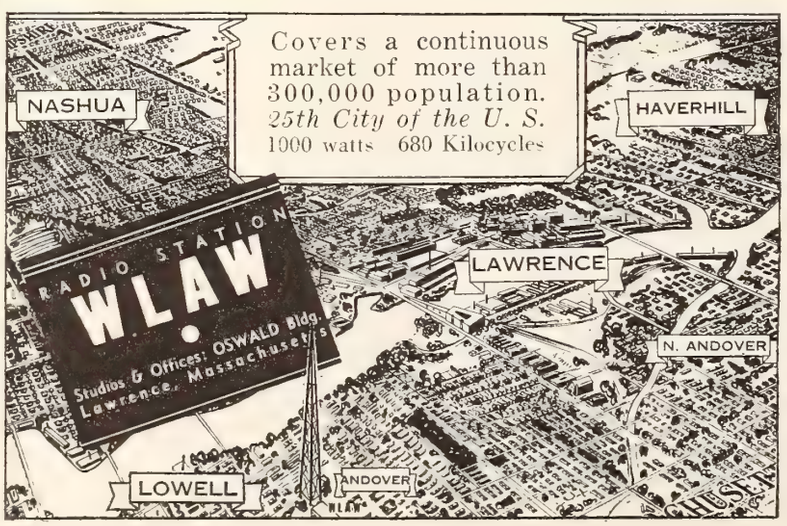
The court said that while the Commission was largely occupied in its earlier years with finding qualified licensees and controlling electrical interference, now a new problem has developed which is just as important as electrical interference and which the Commission must meet and solve. "The rapidly increasing number of stations and the resulting competition for advertising as well as program 'talent' has just as dangerous possibilities as electrical interference. The public interest requires not merely that a maximum quantity of minimum quality service shall be given. If competition is permitted to develop to that extent, then 'the larger and more effective use of radio in the public interest' cannot be achieved.

"The method of uncontrolled competition argued for by the Commission in the present case is in fact one way of creating monopolies. If it were allowed to go on unrestrained, according to its theory of non-reviewable arbitrary power, none but a financial monopoly could safely exist and operate in the radio broadcasting field. The Commission justifies its action in the present case, and justifies its contention in theory, by assuming that if a chain, operating several broadcasting stations, or a company which owns both newspapers and broadcasting stations, is able to carry one of them financially, even though the latter station is not able to support itself, then the latter cannot protest against de-

Auspicious Debut

FIRST night the new WTMC, Ocala, Fla., was on the air it demonstrated its function as a public servant. About 10 p.m. opening day a call came from local police that a negro couple who had stolen several hundred dollars in a neighboring town were headed for Ocala, and WTMC immediately broadcast a description of the pair. The flash was heard by a county highway patrolman, and within 15 minutes he sighted the fugitive car, made the arrest and recovered $416 and a watch hidden in the upholstery of the car.





structive competition. The result of this policy might well be to destroy or frighten from the radio broadcasting industry any independent station attempting to operate on its own resources; and to leave in the field only monopolies which were sufficiently supported financially to withstand the destructive competition which might result from arbitrary, careless action upon the part of the Commission in the granting of new station licenses.

"It was undoubtedly with just such considerations of possible arbitrary administrative action in mind that Congress provided for judicial review under the Communications Act on behalf of any person aggrieved or whose interests are adversely affected, as it likewise did under the Transportation Act. In each instance the remedy is statutory in character, and in each instance designed to protect rights and equities also deriving from statutes in derogation of the common law."

Basis of Appeal

In meeting what it described as the "next important question", whether Yankee Network had assigned sufficient reasons of appeal to give the court jurisdiction, Justice Miller said that the reasons cited failed to present an issue as to whether the anticipated competition would necessarily result in such a severe loss of operating revenue as to impair the service rendered by Yankee Network. He held it fell far short of the reasons presented in the Sanders case in which the court reversed the Commission. Then he added that in no event should the statement in the Yankee case be regarded "as a model for the future" but that since one of the reasons "does at least suggest the issue" the court could consider it as sufficient solely for the purposes of the appeal.

Concluding that it was unable to accept the appellant's contention that the Commission's findings were abitrary and capricious, the court said the record as a whole revealed a substantial basis both for the Commission's findings and for its determination. As a consequence, it announced dismissal of the appeal.

Buying Control of KABR

ACQUISITION of a total of 89.9% of the stock in KABR, Aberdeen, S. D., is sought by H. C. Jewett Jr., wholesale grocer, in an application filed Aug. 29 with the FCC. Mr. Jewett already holds 44.6% of the stock in the station, a regional outlet on 1390 kc. In satisfaction of obligations held by him in the amount of $67,600, he proposes to acquire 43.5% additional.

Thoughts at the Fair

HEADS of foreign government pavilions at the New York World's Fair tell Americans and the people of their own countries how their national exhibits are being received by Fair visitors on a new series started Aug. 24 by WNYC, New York municipal station, and shortwaved to foreign listeners by W1XAL, Boston.



WITH two sharks as souvenirs, Skipper Leo Downs, captain of the good ship *Treasure Chest*, returned from a Florida fishing vacation to resume one of the South's oldest programs on WIS, Columbia, S. C. Skipper is the oldest WIS staff member and also handles sales. Here is the Skipper (rear) with his son, Jack, and the sharks.

FCC Bar Wins Praise For Rules Cooperation

EXPRESSING appreciation for the cooperation of the Federal Communications Bar Association in connection with revision of the FCC rules of practice and procedure, William J. Dempsey, FCC general counsel, in a recent letter to Frank Roberson, president of the bar group, brought out that most of the changes suggested and recommended by the bar committee were adopted by the FCC. Mr. Dempsey made reference to the work of the bar committee headed by Mr. Roberson and comprising Arthur W. Scharfeld and Donald Beelar.

In his letter of reply, Mr. Roberson asserted that the rules as amended will be more helpful to the Commission and to the Bar. He added he knew of no better example of the "good results" that can be obtained when "such fine cooperation obtains as was manifested in the many conferences between you and members of your staff with our representatives."

Better Worse

KARL CONNER, staff violinist of WOWO, Fort Wayne, Ind., couldn't seem to get in the groove in interpreting the hoedown music heard on the NBC-Blue origination, *Hoosier Hop*. He was told his music was too good —it lacked the homey touch. So he laid aside his $300 fiddle and picked up an old family heirloom, a Guarnarius valued at $1,000, which he had never played because the instrument was slightly longer than his other violins and threw him off key. But now, with a $1,000 violin in one hand and a $200 bow in the other, he saws out genuine hoedown and to all effects plays better, though he really is playing worse.

Equipment

SEEKING FCC authority to install new equipment and change transmitter sites in new applications just filed are WARD, Brooklyn, proposing to move to 583 Meserole St., Brooklyn; WIOD, Miami, seeking 5 kw. full-time with transmitter at Northside of 79th St., Causeway, Miami; KFEQ, St. Joseph, Mo., seeking 5 kw. full-time with transmitter 5¼ miles northeast of St. Joseph.

INSTALLATION of the two new 483-foot Blaw-Knox towers and the new antenna system of WTIC, Hartford, is nearing completion under the direction of Clayton Randall, WTIC chief engineer. The new system will be ready for tests in early September. Jansky & Bailey, Washington consulting engineers, acted as consultants on the job.

NEWSFAX (Canada) Ltd., 140 King St. West, Toronto, with the *Toronto Globe & Mail*, is demonstrating the Hogan facsimile transmitter and receiver at the Canadian National Exhibition, Toronto, Aug. 25-Sept. 9. Because of Canadian Broadcasting Corp. regulations, the demonstration is via telephone lines from the exhibition grounds to the newspaper office.

CBS has announced the sale of the old KNX transmitter site to Charles Chaplin Film Productions in Hollywood. It is believed the Chaplin studios will use the site for exterior sets in photographing their next production, "The Dictator". Following several months' successful operation of the new Torrance, Cal., transmitter, the old KNX equipment was sold to a Colombia, South America, broadcaster.

CKSO, Sudbury, Ont., is installing a 325-foot radiator, supplied by the Canadian Marconi Co., Montreal. The new radiator is the tallest in Northern Ontario, according to W. J. Woodill, CKSO manager.

CHNS, Halifax, has erected a new Blaw-Knox radiator 250-feet high at Bedford, 10 miles outside Halifax. The tower stands on the highest ground in region, its top light being 404 feet above sealevel. The new radiator replaces the one blown down earlier this year.

FIRST shipment of equipment for the new transmitter of KDKA, Pittsburgh, was made Aug. 21 from the Westinghouse plant in Baltimore. Construction is well under way and equipment will be installed as soon as received.

WICA, Ashtabula, O., has purchased a new 442-1 Western Electric transmitter to put into operation about Sept. 15 when the station begins operation under its 500-watt daytime grant.

WWNC
ASHEVILLE, N. C.
Full Time CBS Affiliate
1,000 Watts
ADVERTISERS
Big Opportunity!
Asheville and Western Carolina—the Quality Market of the Southeast—now enters its resort season of *doubled population . . .* and *doubled business.* Sell over WWNC—the area's ONLY radio station.

Joseph to Blaw-Knox



Mr. Joseph

BLAW - KNOX Co., Pittsburgh, has appointed Lawrence E. Joseph as executive officer in charge of its Blaw-Knox Division. Mr. Joseph succeeds R. F. McCloskey Sr., vice-president, placed in charge of development of new products for the entire corporation. Mr. Joseph formerly was manager of the National Automatic Tool Company, Richmond, Ind., and before that vice-president of Liggett Spring & Axle Co., and consulting engineer.

RCA MFG. Co. announces sale of a 1-G 1 kw. transmitter to KVOD, Denver; 100-G 100-watt transmitter and associated equipment to WKIN, Kingston, N. Y.; 250-G 250-watt transmitter and equipment to WMAM, Marinette, Wis.

SCOTT HELT, chief transmitter engineer of WIS, Columbia, S. C., has suggested to Doolittle & Falknor a new type of expander fitting, now being made as standard equipment. It is an expander fitting for an inner conductor for concentric lines and cables.

MEMBERSHIP of the Australian Broadcasting Commission, which regulates radio in that country and like the CBC also operates a non-commercial chain of stations parallel to a commercial system, has been increased from five to seven in a move to reform Federal operation.

IN SALT LAKE CITY
—more local advertisers use KDYL than any other station. Yet KDYL's local rate is as high as that of any other local station.
It's *results* — not cost — that count!
5,000 WATTS daytime 1,000 WATTS night
KDYL
The Popular Station
SALT LAKE CITY
NBC RED NETWORK
Representative: John Blair & Co.

Radio Wire & Television Plans Further Expansion

RADIO WIRE & TELEVISION Corp., New York, company recently formed from a merger of the holdings of Wire Broadcasting, Wholsale Radio and their subsidiaries [BROADCASTING, Aug. 1], has moved its offices to two floors at 250 West 57th St. New telephone number is Circle 5-7600. New offices include a theatre for sound motion pictures, engineering laboratories and studios.

The company, which has already established units for the distribution of "wired entertainment" in Pennsylvania, Indiana, Illinois, Michigan and Minnesota, has announced the formation of a sixth subsidiary—Wire Broadcasting of Ohio—to operate in Columbus for hotels and large apartment houses. According to Reiss Adv., New York, agency handling the account, the company plans further expansion of its units and personnel.

CBC, Private Stations Agree on Net Policies

PRIVATE stations and the Canadian Broadcasting Corp. reached an amicable settlement of their subsidiary network problems at a meeting held Aug. 29 in Toronto. Approval of the CBC board of governors is necessary, according to Dr. Augustin Frigon, assistant general manager, and Harry Sedgwick, president of the Canadian Assn. of Broadcasters and representing CFRB, Toronto. Details of the settlement were not released pending board approval but those attending asserted they were satisfied that problems had been cooperatively solved. The policy goes into effect Sept. 24, Mr. Frigon stated.

Others attending were Arthur Evans, secretary-treasurer CAB, Toronto; Gordon Love, CFCN, Calgary, president Western Canadian Assn. of Broadcasters; H. R. Carson, CFAC, Calgary; Charles Campbell, CJRC, Winnipeg; Joseph Sedgwick, solicitor, CAB, Toronto. From the CBC, Dr. Frigon; E. A. Weir, commercial manager, Toronto; W. E. Powell, assistant commercial manager, Toronto; H. N. Stovin, station relations supervisor, Toronto.

Rider Tours for RCA

JOHN F. RIDER, author, publisher and lecturer on radio servicing, has been retained by RCA Mfg. Co. to personally conduct a nationwide series of meetings for service engineers and technicians in some 35 cities during the fall months, according to L. W. Teegarden, manager of RCA Tube and Parts Division. Each meeting will be under joint sponsorship of RCA Mfg. Co. and RCA parts distributors in the various cities. The tentative schedule includes Boston, New York, Philadelphia, Buffalo, Cleveland, Detroit, Chicago, Davenport, Minneapolis, Omaha, Denver, Spokane, Seattle, Portland, San Francisco, Los Angeles, San Diego, Fort Worth, San Antonio, Houston, Dallas, Oklahoma City, Kansas City, St. Louis, Pittsburgh, Cincinnati, Indianapolis, Louisville, Memphis, New Orleans, Atlanta, Richmond, Washington, Baltimore, Albany, Worcester, Springfield, Mass., Hartford, Providence and Newark, N. J.

Television News Notes

Canadian Demonstration

CANADA'S first television demonstration is being given daily at the Canadian National Exhibition at Toronto by RCA Victor Co., Toronto, Aug. 25-Sept. 9. A television camera and studio have been erected in the National Industries Bldg. In an adjoining reception room is a battery of five RCA TRK-12 receivers, with 9 x 12 inch viewing screens to pick up the subjects televised in the studio. Because the Canadian Broadcasting Corp. regulations do not allow anyone to transmit television broadcasts in Canada., the demonstration is done by wire, and the audience is told this. The audience is also told the reasons why television will not be available for some time in Canada, because of this CBC policy, and the fact that the CBC will do all television broadcasting in the Dominion. H. S. Walker, RCA western Canadian representative for transmitting equipment, is in charge of the demonstration, and W. B. Morrison of the Montreal RCA office is chief television engineer, assisted by Engineers Fisher and Humberstone of Montreal. In conjunction with the *Toronto Daily Star*, RCA Victor is putting on a demonstration of facsimile news. Because the CBC will not allow a private broadcaster to use facsimile transmission, this demonstration is also wired. A miniature edition of the *Toronto Star* is transmitted for demonstration purposes daily.

* * *

Televised on Film

A NEWS EVENT using film made particularly for its transmitter, was broadcast by Don Lee's W6XAO in televising the Catalina aquaplane race during August, J. Glen Turner, Don Lee cinematographer, registered the race on 16 mm. during the broadcast. Rushed through the laboratories, the telecast was launched coincident with the newsreel releases. Sam Pierce, radio announcer at the race, acted as television commentator.

* * *

KDKA Television at Fair

KDKA, Pittsburgh, set up the RCA-NBC traveling television show at the Alleghany County Fair, Aug. 29-Sept. 4. Frequent demonstrations were planned every day.

ask

HEADLEY-REED CO.

about

KRIC

Beaumont, Texas

They Know FACTS

Shopping Service

TELE-SALES, a new system of merchandising devised by the American Television Corp., New York, to enable customers to shop by television, is now being presented daily to the public at Bloomingdale's Department Store, New York. These telecasts dramatizing store merchandise differ from the ordinary television show in that they project a specially prepared motion picture, which is first run through and "scanned" by the television camera and then conducted by cable through the receiving device to "kinet" screens distributed throughout the store.

According to American Television Corp., a merchant can repeat the messages of any national advertisers by using these special films, and he "can add the greetings, advice, services and influence of prominent visitors, demonstrators and other public figures by simply introducing them to customer audiences throughout his store via Tele-Sales."

* * *

Form Talent Firm

RADIANT PRODUCTIONS, an organization specializing in the preparation of television programs and building programs for individual talent, has been formed by Jacques Green, musician, and Jack Kappes, formerly of McCann-Erickson, New York, with offices in the Paramount Bldg., New York. Representing Andrew Geller Shoe Co., New York, the organization has started its first series of weekly telecasts on W2XBS, television station of NBC. Telecasts dealing with the advertising of women's shoes are presented each Wednesday following the discussion of happenings on Broadway by George Ross, columnist for the *New York World-Telegram.*

* * *

Air Corps Maneuvers

NBC on Aug. 25 televised Army Air Corps maneuvers at Mitchell Field, L. I., during an hour program on W2XBS, using the NBC mobile television unit. Using both cameras of the unit, under supervision of Capt. Kerwin Malone, of the Air Corps, and A. Burke Crotty, producer in charge, the telecast included pickups of takeoffs, landings and full formation flying. Although NBC previously has televised airplane flights, this was the first visual coverage of complete aerial maneuvers on a large scale.

* * *

Entrance Fee, 10 Cents

WLS, Chicago, announces that 32,000 people spent a dime apiece to see its RCA television exhibit at the recent Illinois State Fair. Open from 10 a. m. through 10 p. m., the exhibit was thronged throughout the day. The exhibit will also be used at the Indiana State Fair, Indianapolis, Sept. 2-7.

* * *

Big League Game

NBC added another television first to its record Aug. 26 when W2XBS carried the first visual broadcast of a big league baseball game, a double-header between the Cincinnati Reds and Brooklyn Dodgers, at Ebbetts Field. Red Barber, baseball announcer for WOR, Newark, participated.



ADDICTS of the Barrel House Brodie cult to the number of 3,000 enjoyed a picnic recently as guests of WBCM, Bay City, Mich. Brodie (Engineer Alva Bissonette) enlisted Harry Heilmann (left), Michigan Network sports announcer and former Detroit baseball star, as guest of honor and presented him with a picnic suitcase on behalf of WBCM. Products of Heilmann's sponsors, Pfeiffer Brewing, Mobilgas and General Mills were included in the suitcase contents. Brodie's *Morning Patrol* program is heard daily, 6:30-7:30 a. m. Listeners receive membership cards.

Javal to England

IAN C. JAVAL, commercial director of Baird Television Corp., sailed for England Aug. 16 on the Normandie and will return in the autumn. The large screen television theatre at 1600 Broadway is in charge of British engineers.



Those who make an art of living depend on this world famed hotel as the very embodiment of gracious service, true refinement and dignified hospitality.

Under the Same Management as
The Gotham NEW YORK CITY
The Drake CHICAGO
The Evanshire EVANSTON, ILL.
The Town House LOS ANGELES
A. S. Kirkeby, Managing Director

The Blackstone
MICHIGAN AVENUE · CHICAGO

War Spurs Autumn Spots

(*Continued on page 11*)

fewer quarter-hour disc shows, as predicted in BROADCASTING July 1, has come about. There is also a noticeable increase in the purchase of news and sports programs, as then predicted. More than 50 Chicago accounts will use extended spot schedules this fall with the programs set to start after the time change or in early October.

Among them is Beaumont Laboratories, St. Louis (Four-Way cold tablets), which last year used minute announcements and 15-minute programs on a total of 40 stations, and is expected to return this fall with a similar list. Campbell Cereal Co., Minneapolis (Malt-O-Meal), used a recorded strip show on 16 stations last September and will return with a similar list this fall. Studebaker Corp., South Bend, Ind., which used thrice weekly quarter-hour discs on 74 stations for its spring and summer campaign is understood to be returning this fall.

Other Big Spot News

Other prominent Chicago spot users will include Alka-Seltzer, Pinex, Dr. Caldwell's Syrup of Pepsin, Foley & Co., Brown & Williamson, Skelly Oil Co., Wander Co., Quaker Oats, Ralston-Purina, Swift & Co. (All-Sweet margarine), Little Crow Milling Co. (Coco-Wheats), Beatrice Creamery, Lea & Perrins, Wurlitzer, Mantle Lamp Co., Olson Rug Co., Household Magazine, Union Biscuit Co., Rival Packing Co. (dogfood), John P. Morrell Co. (dogfood), Northwestern Yeast Co., Household Finance Co., Industrial Training Institute, Hemphill Diesel Schools, Pure Oil Co., Oshkosh Overall Co., Williamson Candy Co., International Harvester Co., Procter & Gamble Co. (Oxydol, Dreft, Lava), Stokely Bros. & Co., and numerous beer accounts.

General Mills is sponsoring professional football and may renew some of the spot radio dropped in the spring for its Corn-Kix. Sears, Roebuck & Co., which used the *Grandma Travels* series on 24 stations last fall, is expected to return with a similar list.

Spot Increases 25%

Nutrina Mills will use a recorded strip show on an undetermined number of stations. Other spot users will be Karith Chemical Co. (cleaner) and Candid Eye Magazine. Grove Laboratories (Bromo-Quinine) will curtail its spot radio this fall due to an extensive network show. The firm on Oct. 2 starts *Sherlock Holmes* on 52 NBC-Blue stations, Mon., 7-7:30 p. m., and is using an half-hour recorded version of the show on WOR, Newark, on Wednesday evenings. A six weekly 15-minute participation in *Make Believe Ballroom* on WNEW, New York, has also been purchased.

NBC-Chicago estimates that its spot and network billings will be up this fall 25% over last fall. Important fall network shows handled in Chicago include: Miles Laboratories Inc. (Alka-Seltzer), using *Alec Templeton Time* on 52 NBC-Red stations beginning Sept. 25; Purity Bakeries Corp., starting *Smiling Ed McConnell* on 18 CBS stations on Oct. 16; Procter & Gamble (Teel), using *Prof. Quiz* on 53 CBS stations starting Sept. 8; Lewis-Howe Medicine Co. (Tums), which is using *Horace Heidt* on 56 NBC-Red stations; and the Grove Laboratories account mentioned above.

Seek 710 in Houston

ANOTHER applicant for the 710 kc. frequency, now a clear channel assigned to WOR, Newark, appeared Aug. 29 with the filing of an application by Port Broadcasting Co. for a new fulltime 5,000-watt outlet on that channel in Houston, Tex. Recently KIRO, Seattle, now operating on an experimental basis on 710 kc., applied for 5,000-watts fulltime on that channel, while WTCN, Minneapolis, applied for 10,000 watts on 710 kc. Port Broadcasting Co. is headed by R. E. Willson, president of KABC, San Antonio, with A. Earl Cullum Jr., Dallas consulting engineer, as treasurer, and P. M. Davis, of San Antonio, as third party. Each would hold 33⅓% of the stock. The same group has applied for a new local outlet in Dallas on 1370 kc., the channel recently relinquished by KFJZ, Fort Worth.

Nebraska Mills Series

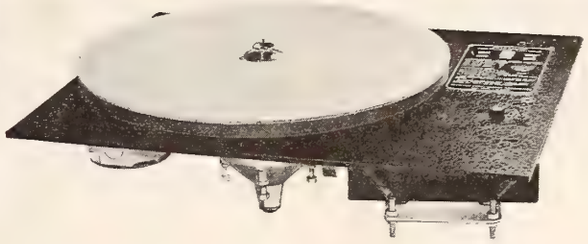
NEBRASKA Consolidated Mills, Omaha (Mother's Best flour), has started a five weekly quarter-hour live series titled *Songs for Mother* on KMA WMT KRNT WNAX KMMJ. The program is keyed from WMT to KMA and KRNT. WNAX and KMMJ produce their own shows of the same title. The Earl Allen Co., Omaha, is the agency handling the account.

Boake Carter on Discs

SERIES of daily news commentary on transcriptions, recently announced by Boake Carter as his reentry into the radio field, will start Sept. 10 on WCAU and WIP, Philadelphia, and WMCA, New York. Programs, which are of a "syndicated column" type, will be heard Mondays through Fridays, from 6:30 to 6:45 p. m. (EDST). It is understood that a sponsor has been lined up by WMCA for the series, but details were unavailable as BROADCASTING went to press.

WRNX
5000 WATTS
DAYS
Coming events cast their shadows..
No change in programming or policy. Better service to Metropolitan New York including its 6,982,635 foreign citizens.
Now operating 1000 WATTS DAY AND NIGHT WBNX NEW YORK
The Station that Speaks Your Language

Here's a Turntable Worthy of Today's Quality Reproducers



Fairchild Unit 227 Transcription Turntable

The best reproducer in the world won't give you perfect record playing and split-second timing unless your turntable is *absolutely accurate*. Fairchild offers its Unit 227 as the most accurate turntable made.

With Fairchild Unit 227 you can:

1. Change simply from 78 RPM to 33 RPM. You merely shift the push rod on the turntable's center snaft.
2. Play either vertical or lateral cut records up to 16 inches in diameter.
3. Mount various types of reproducers on the panel or on the enclosure in which the turntable itself is mounted.
4. Easily flush mount turntable in a cabinet or desk for permanent studio installations.

Equipment assembled on a 17-inch by 21-inch aluminum panel ¼ inch thick finished in black crackle lacquer. A 1/50 H.P.—1800 RPM synchronous motor drives the turntable through a 2-speed adhesion drive. Turntable made of seasoned cast iron, *dynamically balanced*. Weight 16 pounds. For "wow" free performance gears and worms are ground to an accuracy of less than two parts in ten thousandths of an inch. Equipped with quiet 110-120-volt 60-cycle motor. Floating motor assembly isolates motor vibration from turntable.

Send today for descriptive literature

"...it had to satisfy Fairchild first"

FAIRCHILD
Sound Equipment Division
AERIAL CAMERA CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

James A. Shaw Is Named As New CFCF Manager

JAMES A. SHAW, since 1931 with CFCF, Montreal, on Aug. 28 was appointed manager of that station, succeeding Victor F. Neilsen, who has resigned to become general manager of the James Richardson & Sons stations in western Canada—CJRC, Winnipeg, and CJRM, Regina. The appointment was announced by Reginald M. Brophy, general manager of the Canadian Marconi Co., operator of the station, and former station relations manager. Mr. Shaw entered radio as an announcer and later was made program director of CFCF. He is a graduate of Montreal schools and during the war was a member of the Seige Artillery. He has long been identified with Canadian Theatre movements.



Mr. Shaw

IRNA Eyes Dempsey for Post

(*Continued from page 13*)

laws and a plan of operation to be considered at a future general meeting.

The proposal to be presented to the IRNA convention will encompass suggested by-laws for the establishment of the permanent organization together with a scale of proposed dues with which it could defray its expenses. IRNA has been a component of the NAB, drawing from the trade association funds to cover its ordinary expenses.

When IRNA was originally organized for the negotiation of contracts with the American Federation of Musicians, affiliated stations were assessed to pay the costs. Many independent owners of network affiliated stations felt they must have their own organization to negotiate with the networks on contractual matters, particularly compensation provisions and program policies. Elimination of "free rider" network spot announcements and of network chain break announcements by advertisers, for which stations do not receive compensation, are among the major problems, along with clearance of copyrighted music at the source.

It is felt by some broadcasters that only through a separate organization can this work be carried on successfully. While collaborating with the NAB on broad industry problems, the view is advanced that IRNA, with propriety, cannot use NAB funds, since networks themselves are heavy contributors to the national trade association.

Because IRNA has not yet been permanently established and because setting up an organization with dues-paying members must be voted on at the convention, it was indicated that the conversations with Mr. Dempsey were of a preliminary nature. Mr. Dempsey's selection, if he should be found receptive, unquestionably would prove popular, since he has established an excellent reputation during his incumbency as FCC general counsel and in his supervisory handling of the FCC's network-monopoly inquiry.

Thought has been given in a preliminary way to an IRNA budget of between $30,000 and $40,000 per year to carry on the projected work. The work of the executive would primarily be that of negotiation and bargaining with the major networks. The preliminary suggestion advanced in connection with assessment of dues among IRNA members was that of payment to the organization of 10% of the amounts now paid to the NAB, while non-members of NAB might pay the equivalent of 25%. Some 360 stations affiliated with the major networks have been invited to the Chicago convention.

The IRNA Committee

Members of the IRNA committee handling the reorganization, in addition to Chairman Rosenbaum and Mr. Church, are H. K. Carpenter, WHK; Walter J. Damm, WTMJ; John A. Kennedy, WCHS; Paul Morency, WTIC, and John Shepard 3d., Yankee Network.

The committee, prior to the Chicago convention, will send to all affiliates the proposed by-laws and organization suggestions. A permanent slate of officers also would be elected. Mr. Rosenbaum was reelected chairman at the Atlantic City meeting, to serve until reorganization is effected.

Mr. Dempsey is credited with many reforms in FCC procedure since he assumed the general counselship last October, succeeding Hampson Gary. He joined the Commission in October, 1937, as legal advisor to Chairman Frank R. McNinch, who at that time assumed the FCC's helm. He left a post as assistant general counsel of the Federal Power Commission, which Mr. McNinch had headed, to join the FCC.

Despite his youth, Mr. Dempsey has had some seven years experience as a Government attorney and is highly regarded in Federal legal circles. He was named special counsel for the Network-Monopoly Inquiry which began last fall and continued through April. While his background in Government legal work had been in the power field, he quickly assimilated a knowledge of radio and communications and promptly recommended changes in FCC procedure which have tended to expedite handling of cases and eliminate legal practices which long had been subjected to criticism.

APPLICATION was made Aug. 28 in the New York Supreme Court by Lee Linder for examination before trial of Phillips Carlin, NBC director of sustaining programs, in connection with the $25,000 suit brought by Linder against NBC. Plaintiff claims breach of contract whereby NBC agreed to pay him for an idea submitted in January, 1938, and later used, according to Linder, on the *Hall of Fame* program on NBC.



Associated Oil Reaches Agreement With NBC on Pacific Coast Football

WHAT threatened to be an open break between Tidewater Associated Oil Co., Associated Division, and Western Division of NBC, due to differences of opinion as to football broadcasts, has been patched and NBC again will broadcast the games this season, sponsored by Associated, according to Harold Deal, advertising director of the oil company in San Francisco.

Some weeks ago Don E. Gilman, NBC Pacific vice-president, had said NBC would not carry Associated games this season, because the oil firm insisted the network tie up its facilities for the broadcasting of games which in many cases were of no consequence in other territories served.

The oil company, Mr. Gilman had stated, would ask the network to tie up either the Red or the Blue to broadcast a game from a remote section, which might be heard on only one or two stations. The other network stations would then be compelled to fill with other programs, which would be costly either to the NBC owned stations or their affiliates.

According to Mr. Deal these matters have been satisfactorily ironed out and NBC will air the games, along with stations of the other two nets—CBS and Mutual, as well as a score or more independents.

The schedule is being now prepared, according to Mr. Deal, and contracts have been sent networks and stations. It was understood Associated would spend approximately the same amount as last year, reputedly $250,000.

Associated is using time signals on KHBC, Hilo, Hawaii. Lord & Thomas, San Francisco, is agency.

Football Plans

(*Continued from page 14*)

22; Brooklyn at Ebbets Field, N. Y., Oct. 29; Detroit at Detroit, Nov. 5; Chicago at Polo Grounds, Nov. 12; Pittsburgh at Polo Grounds, Nov. 19; Brooklyn at Polo Grounds, Nov. 26, and Washington at Polo Grounds, Dec. 3.

WHN, New York, starts its broadcasts of the 10-game Brooklyn Dodgers schedule Sept. 14, also under sponsorship of General Mills. The Dodgers schedule follows:

Pittsburgh at Brooklyn, Sept. 14; Cleveland at Brooklyn, Sept. 20; Philadelphia at Philadelphia, Oct. 1; Washington at Washington, Oct. 8; Philadelphia at Brooklyn, Oct. 22; New York at Brooklyn, Oct. 29; Pittsburgh at Pittsburgh, Nov. 5; Washington at Brooklyn, Nov. 12; Green Bay at Brooklyn, Nov. 19, and New York at New York, Nov. 26.

Announcing Cleveland Rams games this fall, under General Mills sponsorship, will be Bob Kelly and Franklin Lewis. Games were sponsored in previous years by Standard Oil of Ohio.

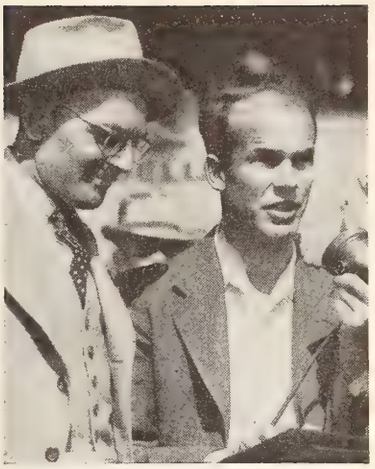
Wadhams Oil Co. enters its 11th consecutive year of football broadcasts on WTMJ, covering Wisconsin U. and Green Bay Packers games. Russ Winnie and Bob Heiss will announce. Harry Stuhldreher, Wisconsin coach, will be sponsored on three weekly WTMJ football talks.

Ford Dealers Assn. of Kansas City will sponsor nine college football games this fall on KMBC, Kansas City. McCann - Erickson, Chicago, placed the business.

WHBQ, Memphis, will cover 55 college and high school games, with the local Coca Cola bottling company as sponsor. Bob Alburty and Bert Ferguson will announce. Electric scoreboards are being erected at stadiums and the sponsor will give other scores from sound trucks. Ferguson also will give nightly grid commentaries.

Congress Cigar Co., New York, will present Ed Thorgersen in a Mutual network football commentary on 22 stations. The series runs from Sept. 30 to Dec. 2.

Cities Service Co., New York (gas, oil), on Sept. 29 again presents Grantland Rice's football talks for ten weeks on the *Cities Service Concert* program, heard on NBC-Red Fridays 8-9 p.m. Lord & Thomas, New York, is agency.



TWENTY sponsors participated in broadcasts of KSRO, Santa Rosa, Cal., from the Sonoma County Fair. Coverage was by (l to r) Wilt Gunzendorfer, manager, and Gil Laing, special events chief.

Folger on Coast

J. A. FOLGER & Co., San Francisco, (coffee) previous user of radio time over 20 Pacific Coast stations, starts *Today's Best Buys*, five-minute live show thrice-weekly for 14 weeks beginning Sept. 11, on KERN KGHL KMJ KFOX KMED KLX KOY KROY KDYL KGB KQW KSRO KHQ KWG KIDO KIT KMO KHSL KVCV. On Sept. 30 the firm begins a series of 15-minute live shows titled *Tonight's Best Buys* on KOIN and KSFO. The new station alignment will not affect the present KNX program. Raymond R. Morgan Co., Los Angeles, serviced the account.

CBS on Sept. 4 will add six more periods available for sponsorship to Phil Cook's *Morning Almanac* program now heard daily from 7 to 7::45 a. m. on WABC, New York. New period will be Mondays through Saturdays, from 8:15 to 8:30 a. m.

In WSAI WE'RE ALL GRINNING

EVERYBODY in WSAI is smiling. No wonder: In Cincinnati, changes have recently come thick and fast. Every change has operated as a boost. And WSAI has wound up with:

NBC-RED AND BLUE

96 MORE NETWORK QUARTER HOURS. MORE LOCAL AND NATIONAL SPOT THAN ANY OTHER LOCAL NETWORK STATION!

FOR SPONSORS the new situation is ideal. With so many fine network and local shows, WSAI's audiences are sure to be tremendous. AND there are just enough availabilities to give you the advantages of fine shows before and after yours!

WSAI "Cincinnati's Own Station" Represented by International Radio Sales
New York - Chicago - Los Angeles - San Francisco

RCA Postpones Fee on Records To December 1

Suit Advocated as Industry Attacks Tribute Plan

(*Continued from page 15*)

petition and perhaps no property right affected.

At the NAB-manufacturer conference, NAB presented its views largely through Neville Miller, NAB president, who was flanked by a committee of seven. RCA, Columbia and Decca each were represented by two or more executives and attorneys.

It was emphatically stated that under the proposed RCA license, licensed stations would be "saved harmless" from any other claims made in connection with performance rights, such as by the artists and the American Federation of Musicians. The NAB position was that if the record manufacturers or the artists claim to have licensing rights those rights should be established in a clear cut test case rather than in a common law proceeding applicable only to the jurisdiction in which it was tried and then in an extreme case.

Smaller Stations Hit

It was pointed out further that the smaller stations would be the hardest hit, since network affiliates have full schedules of sustaining service available to them and could entirely forego use of records. Thus, the RCA proposal would strike at stations least able to pay. It was estimated the average small station would be called upon, under the proposed RCA schedule, to pay approximately $167 per month. That would be exclusive of license fees which might be requested by Decca, Columbia and probably other recording companies.

At the New York meeting, NAB representatives in addition to President Miller were John Elmer, WCBM, Baltimore; John Shepard 3d, Yankee Network; Alexander Dannenbaum Jr., WDAS, Philadelphia; Walter Damm, WTMJ, Milwaukee; Clair McCollough, WGAL, Lancaster; William S. Pote, WMEX, Boston; Roger W. Clipp, WFIL, Philadelphia. Edwin M. Spence, NAB secretary-treasurer, and Andrew W. Bennett, NAB counsel, also were present.

At the sessions RCA was represented, among others, by its counsel, David Mackay and Lawrence Morris, while CBS had present W. A. Wallerstein, president, Ralph C. Colin, general counsel, and Sydney M. Kaye, Mr. Colin's partner, and NAB special counsel on the ASCAP proposition. Decca was represented by Jack Kapp, president, and Milton Diamond, general manager. Both the CBS and Decca positions were that they were studying the whole situation and would announce their procedure later.

It is reported Decca has in mind a revolutionary variation from the flat license fee plan and is inclined toward a method under which an exclusive station will be designed in each locality. Its idea is to place a "talent cost" on its records, to be paid by the advertiser and shared with the station, according to these reports.

Throughout the discussion broadcasters sought to emphasize the weakness of the record company position on license fee demands based on the inferior court ruling applicable only to specific jurisdiction. For example, it was pointed out that both North Carolina and South Carolina Legislatures, at their last sessions, enacted laws prohibiting performing rights payments to record manufacturers or performing artists. These steps were taken in anticipation of developments. Legislation of a similar nature might well be enacted by other States, it was pointed out.

Typical of the reaction of independent station operators to the RCA proposal was a letter Aug. 19 from Raymond B. Bottom, president of WGH, New Port News, and a local newspaper publisher.

Writing directly to RCA Mfg. Co., he said the licensing arrangement would work a hardship upon small stations and would "set back the industry as a whole in a way that will reflect no credit upon you or upon your judgment on factors affecting the operating end of the small stations." He said the move would tend still further "to establish a monopoly controlled by the dominant interests in the industry, by the chains and larger stations.

Pointing out that 240 stations last year operated at a loss, based on FCC figures, Major Bottom said this group comprises 35% of the commercial stations. With the additional operating costs imposed by the record policy, he said it may be anticipated that many stations would be added to this "red ink group" so that the non-profit making stations might equal 50% or more of the total.

"Your action, thus," Major Bottom continued, "cannot but be harmful to the industry as a whole. Perhaps in the end it would be harmful to you, too, because you sell to the industry essential equipment and accessories other than records. If the ability of 50% of all stations to buy this equipment is lessened by any reason or cause, certainly you suffer, too, in the residual effects."

Major Bottom continued that the RCA action will force a large group of stations to some other alternative and that in his case it would be impossible to go along. Declaring that WGH would do its best to get along without use of Victor records, he said "we will have to explain to our listeners our inability to use them.

"The condition in which the industry finds itself by reason of the inhibitions and coercions incident to the reproduction of recorded musical material is harmful in the extreme. A healthful industry in which elements may operate at a fair profit is best for everybody, equally as much for the manufacturers of equipment as for the operating elements themselves, equally as much for advertisers and for listeners as for the industry itself.

"Your recent action does not contribute to that healthful condition. In the present state of development of the industry and with the present available revenue from advertisers the majority of all stations cannot stand any additions to operating overhead. You have seized upon your ability to impose monopolistic conditions in order to add to your own revenues. I do not believe that such a seizure has ever brought anything but ill will for the wielder of the power. Nobody reacts favorably to coercive, to profiteering, to arbitrary action."

Waring's Stand

Mr. Waring, in his letter to RCA, said the artist has the right to resist unlawful raids upon his property, to restrain unfair competitive acts and to repel "pirates of every variety". Declaring that RCA had never brought a single suit to protect the artist from unauthorized broadcast of its records, Mr. Waring said the company had always taken the position that it had "no power to do so".

"You now walk in blandly and

RADIO AIDS RECORD INDUSTRY

'Fortune' Gives Treatise on Disc Business, Reviewing Growth and Problems

RADIO is awarded credit as an important factor in the rejuvenation of the phonograph record industry in an article published in the September issue of *Fortune*.

Coming at a time when broadcasters are confronted with license fee demands from record manufacturers, the article was prepared prior to this provocative development and made no reference to it. Primary credit for the revival of disc popularity is given to the slot machine phonograph but radio also is credited with the vastly increased consumption of records by individuals.

"Radio assisted by familiarizing everybody with big names and styles of playing enough to make them want to buy discs made by the same talent," the article stated.

More Symphonies

The "juke-boxes" and the individual customers for light music buy 88% or 90% of all records but account for only 70% of dollar sales, the article brings out. The third group responsible for the other 30% of the money were described as "music lovers". In 1916 there were 30 symphony orchestras in America as against nearly 300 now.

"The growth began before radio, but radio deserves much credit for what seems like an amazing change in American cultural standards, and records also aided as they in turn are helped immensely."

The Victor Record Society founded in 1937 by Tom Joyce, RCA Mfg. Co. vice-president and advertising director, had a "particularly salubrious affect" in promoting record sales. Although the *Fortune* article does not bring it out, much of the Society's promotion was through commercial radio time.

The *Fortune* article traces the genesis and development of the record industry from the days of Edison to the present and "from fat to lean and half way back again." The article declares that for its current boom the record industry primarily can thank "juke-boxes, light-and-heavy-music lovers, and technology."

The article estimated that during the first quarter of this century Americans spent more than $2,000,000,000 for records and phonographs, but in the late '20s sales began to slump so swiftly that in 1932 and 1933 with record sales down to 10,000,000 annually, many manufacturers felt the industry was suffering a "final collapse" and would die within another year. From this low spot sales gradually increased until 1938 when production went up to 33,000,000 with 1939 production expected to exceed 50,000,000 records.

Record production is concentrated in the "big three" — RCA Victor, Columbia and Decca. These are the three manufacturers currently involved in the station licensing plan the article continues, RCA already having announced its proposed license contract to become effective Oct. 1. CBS last year purchased American Record Co. for $700,000 and has changed its name to Columbia Recording Corp. Victor is in first place in record sales with Decca second, though "a revised Columbia is threatening to overtake it," *Fortune* states.

The article estimated there are some 200,000 slot machine phonographs in use which will use an estimated 30,000,000 discs in 1939.

In 1938, according to *Fortune*, U. S. volume was about 33,000,000 records, representing retail sales of some $18,000,000 and manufacturers' gross of over $9,000,000. If 1939 rate of acceleration continues, the figure may be 60,000,000 records selling to the public for about $35,000,000.

Contrasting the "megaphone" days of Caruso with the present electrical recording technique, the article states that quality and fidelity of reproduction have increased from a range of 350 to 3000 cycles to 30 to 10,000 cycles.



IN HIS DAD'S footsteps trods Bunny Boy Lochman, son of KMBC's baseball announcer, Walt Lochman. Bunny broadcast during a Kansas City game last year and returned to his dad's side this summer by popular demand.

supererogate to yourselves the labors of these artists. Today you plan to license the use of records for broadcasting and later you will no doubt extend your efforts into further fields. You would have these records played indiscriminately when you will, how you will, and as often as you will. You say you will pay the artist something, but whether you will, or how much, if anything, is to depend on your own regal whim. The artist is not consulted.

"Whatever rights you may have can in no way be used so as to constitute unfair competition with the artist. We question your right to issue licenses; we protest against your assumption of this right; and we will legally resist your efforts in this direction."

Maurice J. Speiser, NAPA general counsel, in a letter to broadcasters, emphasized that NAPA had never authorized any record manufacturer to license records embodying the renditions of its members for broadcasting or any other commercial use. Use of these records without a license obtained from NAPA, he said, "will be entirely at your own risk. Any invasion of our rights, or the rights of our artist members, will be dealt with to the highest extent of the law."

Mr. Speiser claimed the artist has a common law property right in his renditions and interpretations which cannot be violated without his consent; that he has a legal right to be free from unfair competition and that the unorthodox use of phonograph records in broadcasting is a violation of these rights. Reference was made to the Waring-WDAS case in Philadelphia, the Waring-WMFD case in North Carolina, and the Whiteman-WNEW case.

NAPA in the light of the new actions, apparently is seeking to align law firms in various States to represent it. While the organization has been in existence for several years, it has never made appreciable headway. By retaining lawyers in various jurisdictions, it is presumed that it is seeking to mould an organization along the lines of ASCAP, which operates through branch law offices on a large scale.

Canadians Plan to Reduce Recordings; Delay Asked in 10% Election Charge

By JAMES MONTAGNES

IN VIEW of a possible charge for the use of phonograph records, Canadian broadcasters have decided to minimize the use of such records and if possible to replace them entirely with transcriptions. The action was taken at an emergency meeting Aug. 17 of the eastern section of the Canadian Broadcasters Assn. at Montreal.

The meeting was called to discuss a letter circulated among Canadian broadcasters by the Decca Co., regarding possibility that company may charge for the use of the records. The meeting also was called to discuss the Canadian Broadcasting Corp.'s subsidiary network policy [BROADCASTING, July 15] and the subsequent regulation that the CBC would charge 10% commission on network programs obtained for the private stations, which can now be handled only through CBC [see page 74].

Canadian broadcasters must work out their own problem on recordings, it is understood, although they are in close touch with the NAB. Because of different copyright laws, in the United States and Canada, the two broadcasters' organizations cannot work as one on any music problems.

That the meeting was deemed of great importance to Canadian broadcasters is shown by the attendance of most Ontario and Quebec broadcasters. Neither the CAB nor the CBC are discussing the meeting and its possible results in detail, leaving the final results to be obtained from further meetings to tell the story. The CBC was represented at the last minute by Horace Stovin, station relations director, whose Canada-wide tour to discuss the new CBC network policy was cut short after he visited Vancouver and the convention of western broadcasters there in early August.

Attending the emergency meeting which was presided over by Harry Sedgwick, CFRB, Toronto, president of the CAB, were Paul Lepage, CKCV, Quebec; Alex Dupont and M. Farren, CKCH, Hull, Que.; James Annand, CFRC, Kingston, Ont.; E. T. Sandell, CKTB, St. Catherines, Ont.; Dr. G. M. Geldert, CKCO, Ottawa; P. Elliott and V. Nielsen, CFCF, Montreal; G. A. Lavoie, CJBR, Rimouski, Que.; J. E. Campeau, CKLW, Windsor, Ont.; L. F. Knight, CFLC, Prescott, Ont.; L. W. Bewick, CHSJ, St. John, N. B.; J. N. Thivierge, CHRC, Quebec; F. M. Squires, CJCS, Stratford, Ont.; Phil Lalonde, CKAC, Montreal; Dr. Chas. Houde, CHNC, New Carlisle, Que.; M. Lefebvre, CHLP, Montreal; Guy Herbert, All-Canada Radio Facilities Ltd., Toronto, representing CKOC, Hamilton, CJKL, Kirkland Lake, CKGB, Timmins, CFCH, North Bay, Ont.; Don Copeland, Dominion Broadcasting Co., Toronto; Vic George, Whitehall Broadcasting Ltd., Montreal; Joseph H. McGillvra, New York; Bill Wright, Toronto office, and Lovell Mickells, Montreal office, Joseph H. McGillvra; Arthur Evans, secretary-treasurer, CAB, Toronto; Joseph Sedgwick, solicitor, CAB, Toronto.

Steelmaker Honors

THE Musical Steelmakers and the entire cast of WGN and the Mutual *It's Wheeling Steel* program will be honored Sept. 12 by the City of Wheeling. The day has been declared Wheeling Steelmakers Day by the city council and a parade is planned, along with a park celebration. Employes of Wheeling Steel plants will attend the celebration.

WSKB, McComb, Miss., Makes Its Formal Debut

WSKB, McComb, Miss., has begun operation as a daytime station on 1200 kilocycles under the managership of George Blumenstock and technical supervision of Robert Louis Sanders. According to an announcement by Mr. Blumenstock, WSKB utilizes a staff of 15. It has purchased full U.P. teletype service and WBS transcription library. Five acoustically treated studios are housed in the McColgan Hotel. Its transmitter building is brick and stucco, of modern design.

1,000,000 HOUSEWIVES ARE GRATEFUL . . . and we can prove it!

"KEEP FIT TO MUSIC, WITH WALLACE" . . . now available, running nationally in 41 key markets.

It's been on the air continuously for the last 2½ years building an audience of loyal followers.

We have plenty of proof!

For particulars phone, write or wire:

RAY LINTON

Personal Representative

360 N. Michigan Ave. • Chicago • Franklin 1008

Newsmen Abroad Retain Sponsors

Kaltenborn and Baukhage Are Heard From Crisis Scenes

WHILE to many network advertisers radio's thorough and immediate coverage of the happenings in Europe during the past ten days has meant last-minute cancellations of programs for special broadcasts or interruptions for bulletins, for two sponsors the August crisis has produced larger and more interested audiences.

For H. V. Kaltenborn, whose twice-weekly periods of comments on the news on CBS are sponsored by Pure Oil Co., and H. R. Baukhage, whose political observations form part of the Palmer Bros. *Four Star News* programs on NBC on Sundays, both carried out their commercial commitments from Europe.

Came the Crisis!

Neither advertiser, of course, foresaw the coming of the crisis in arranging his program. Pure Oil, however, had arranged with Kaltenborn in advance for him to broadcast from Europe during his planned visit, so the fact that his trip coincided with the war scare was merely a lucky break that gave his broadcasts added news interest without disturbing his schedule. Chief change in his plans was that he spent more time in London, from which he broadcast daily summaries of developments for CBS listeners, and less time on the continent than he had expected. His most notable continental venture was a ten-hour flight over Germany. As BROADCASTING went to press Kaltenborn was expected to follow his original plan of leaving England aboard the *Clipper* Aug. 30, arriving in New York next day.

Baukhage's European junket, however, came as a complete surprise both to himself and his sponsor. On Aug. 20 he made his first appearance on the program's initial broadcast from Washington, according to schedule, and left immediately afterwards for a week's vacation from his duties as NBC's Washington commentator. On Monday he was abruptly summoned back to Washington, arriving in the studio just 50 seconds before he went on the air for a two-way discussion of the Russo-German non-aggression pact with William Hillman, INS correspondent in London. On Thursday, Aug. 24, Baukhage found himself on the *Dixie Clipper* Europe-bound to join NBC's European staff for the duration of the crisis, and the following Sunday, Aug. 27, his part in the Palmer program came from Basle, Switzerland. Baukhage, who received a part of his education in Europe and who served as an AP correspondent abroad before joining NBC five years ago as Washington commentator on the *Farm & Home Hour*, will remain in Europe indefinitely and will continue to do his weekly sponsored program from whatever city he is located on Sundays, in addition to his assignment as a roving reporter for NBC.

Pure Oil Co. series, *Kaltenborn Edits the News*, is handled by Leo Burnett Co., Chicago. Palmer Bros. Co. program, which advertises the sponsor's mattresses, is placed by Tucker Wayne & Co., Atlanta.

New Call Letters and Log of International Broadcasting Stations Of the United States

(Revised by FCC as of Sept. 1, 1939)

Call Letters	Licensee and Location	Frequencies in Kilocycles	Power in Watts
WCBI[1]	Chicago Federation of Labor *Transmitter:* York Township, Ill.	6080, 11830, 17780	500
*W2XE[2]	Columbia Broadcasting System *Transmitter:* Near Wayne, N. J.	6120, 6170, 9650 11830, 15270, 17830, 21570	10,000
WLWU[3]	The Crosley Corp. *Transmitter:* Mason, O.	6060, 9950, 11870 15270, 17760, 21650	10,000 CP50,000
WGEA[4]	General Electric Co. *Transmitter:* S. Schenectady, N. Y.	9550, 15330, 21500	25,000
WGEU[4]	General Electric Co. *Transmitter:* S. Schenectady, N. Y.	6190, 9530, 21590	100,000
KGEI[4]	General Electric Co. *Transmitter:* San Francisco, Cal.	6190, 9530, 15330	20,000
WDJM[5]	Isle of Dreams Broadcasting Corp. *Transmitter:* Miami, Fla.	6040	5,000
WRCA[6]	National Broadcasting Co. *Transmitter:* Bound Brook, N. J.	9670, 21630	35,000
WNBI[7]	National Broadcasting Co. *Transmitter:* Bound Brook, N. J.	6100, 17780	35,000
WCAB[8]	WCAU Broadcasting Co. *Transmitter:* Newtown Square, Pa.	6060, 9590, 15270 21520, 25725	10,000
WBOS[9]	Westinghouse E. & M. Co. *Transmitter:* Millis, Mass.	9570	10,000
WPIT[10]	Westinghouse E. & M. Co. *Transmitter:* Saxonburg, Pa.	6140, 9570, 11870 15210, 17780, 21540	40,000
WSLA	World Wide Broadcasting Corp. *Transmitter:* Boston, Mass.	6040, 11730, 11790 15130, 15250, 21460	20,000
WSLR	World Wide Broadcasting Corp. *Transmitter:* Boston, Mass.	11730, 15130, 25600	20,000

[1] Also licensee of WCFL, Chicago.
[2] Also licensee of WABC, New York City.
[3] Also licensee of WLW and WSAI, Cincinnati.
[4] Also owner of WGY, Schenectady, and KGO, San Francisco.
[5] Also licensee of WIOD, Miami.
[6] Also licensee of WJZ, New York City.
[7] Also licensee of WJZ, New York City.
[8] Also licensee of WCAU, Philadelphia.
[9] Also owner of WBZ-WBZA, Boston-Springfield.
[10] Also owner of KDKA, Pittsburgh.
CP—Construction permit only.

* New call not yet assigned.

Radio During Crisis

(Continued from page 18)

about five minutes each, it is easy to see that the total will be no small sum.

Following the Czech crisis last September, NBC reported that its refunds to advertisers had amounted to $26,000 and CBS that its refunds had exceeded $20,000. With each network devoting something like five hours a day to covering the present crisis, last year's rebate figures will easily be greatly exceeded this year.

What the total cost of covering the current situation will be to the networks, is anybody's guess. Referring again to that of last fall, NBC estimated its total expenses at $72,000, CBS at $95,000 and MBS at $3,000, all figures bound to be surpassed this year if they are not already.

Feeding Other Stations

NBC on Aug. 24 fed the plea for peace broadcast by Pope Pius XII to three independent stations in New York—WHN, WMCA and WNYC—and WOR-MBS had arranged to feed the Daladier broadcast on Aug. 25 to WLTH, Brooklyn, until the change in time made this impossible, but these two instances are the only two obeservances of the formerly common practice of the networks making their special features available to non-network stations. All such stations in New York, however, have been reporting and commenting on the crisis in considerable detail. WMCA has put its news department on 24-hour duty and broadcasts frequent roundups of world news and commentaries by Johannes Steel. WNEW, on the air all night with recorded music, broadcasts INS bulletins around the clock.

WNYC, municipally owned station, condenses each hour's news into a three to five-minute program, broadcast on the hour, in addition to its four regular quarter-hour news periods. This station also presents an interpretative summary of the news each evening, broadcast by members of the research staff of the Foreign Policy Association. George Hamilton Combs Jr., commentator at WHN, is staying at the station from sign-on to sign-off, to summarize and analyze the news for his listeners. WHOM, in addition to its regular news commentary periods in six languages, has started a daily series by Peter Yolles, managing editor of the Polish newspaper, *Nowy Swiat*, dealing especially with the crisis. Dr. Bernhard Kamnitzer, former finance minister of Danzig, Norman Thomas and other name speakers are featured in a nightly series on the situation on WEVD, in addition to the daily broadcasts of Bryce Oliver, station's regular commentator.

Notables Speak on Networks

Among notables invited to speak before the microphones of the respective networks during the crisis were:

NBC: Edouard Herriott, ex-Premier of France (Paris); Jacques Keyser, vice-president, Socialist Party (Paris); Lord Maugham, Lord High Commissioner, British House of Lords (London); Alfred Duff-Cooper, former British War Minster (London); Winston Churchill, former British First Lord of Admiralty (London); Anthony Eden, former British Foreign Secretary (London); Pierre Flandin, former Premier of France (Paris); Hugh Gibson, former U. S. Ambassador to Belgium (London, Paris, Brussels); King Leopold of Belgium (Brussels); Queen Geraldine of Albania (Paris); Count Jersi Potocki, Polish Ambassador to U. S. (Washington); Earl Browder, Secretary of Communist Party (New York); Pope Pius XII (Vatican City).

CBS: Pope Pius XII (Vatican City); Lord Halifax, British Foreign Secretary (London); Premier Daladier of France (Paris); Lord Snell, Opposition Leader, House of Lords (London); Sir Archibald Sinclair, British Liberal Leader (London); Maj. R. Ernest Dupuy, U. S. Army (New York); Dr. James T. Shotwell, Columbia University (New York); Rev. Robert I. Gannon, president, Fordham University (New York); H. G. Wells, author (London).

MBS: Pope Pius XII (Vatican City); Lord Halifax, British Foreign Secretary (London); Premier Daladier of France (Paris); Capt. Eddie Rickenbacker, World War ace (New York); Prince Felix of Luxembourg (New York).

Sets in Buses

BUSES of the Joplin Service Co. have been equipped by WMBH, Joplin, Mo., with radio sets fixed-tuned to WMBH and all day long patrons of the transit system hear its programs. Some 10,000 persons a day patronize the buses, spending an average of 40 minutes in them. At least half are on the way to the shopping district.

Shortwaves in Polish

POLISH was added Aug. 29 to the crisis news broadcasts in foreign languages over CBS shortwave stations W2XE and WCAB. The special announcer on Polish programs is Jan Drottojowski. With the addition of Polish, seven languages are now used on these foreign broadcasts — German, French, Italian, Spanish, Portuguese and English. Fourteen foreign speaking announcers are at CBS shortwave microphones during the emergency. W2XE, Wayne, N. J., is beamed continuously to Europe and WCAB, Philadelphia, to South America.

WSLA, international shortwave station operated at Boston by World Wide Broadcasting Corp., and formerly known as W1XAL, has applied to the FCC for authority to move its transmitter to Hatherly Beach, near Scituate, Mass.

BELLINGHAM CASE HEARD BY PORTER

HIGHLIGHTED by allegations of political activity and "a definite editorial policy" on the part of KVOS, Bellingham, Wash., and its owner, Rogan Jones, George B. Porter, FCC assistant general counsel, presided over the 8-day hearing in Bellingham, Aug. 16-24 on the applications of KVOS for a regular license and Bellingham Broadcasting Co. for the facilities of that station.

Climaxing a bitter community fight which has been waging for several years, marked recently by the denial of the application for broadcasting facilities by the *Bellingham Herald*, the proceedings were characterized by accusations of political activity, misplacement and disappearance of funds secured through public subscription, favoritism in alloting time for political broadcasts, and incitement of labor troubles.

Cases Consolidated

At the start of the proceeding, Mr. Porter consolidated for the purpose of hearing the application of Bellingham Broadcasting Co. for a 100-250 watt station on 1200 kc. with that of KVOS, operating with 100 watts on that frequency, for a regular license renewal. L. C. Herndon, inspector in charge of the FCC office in Seattle, accompanied Mr. Porter at the hearing. Frank W. Bixby and Joseph Pemberton acted as counsel for KVOS, with Tim Healy and Robert M. Sherwood representing Bellingham Broadcasting Co. At conclusion of the hearing after a night session Aug. 24, Examiner Porter gave counsel 20 days to prepare suggested findings before the FCC considers the matter.

Knox Gelatin on WGN

CHAS. B. KNOX Gelatin Co., Johnstown, N. Y., on Aug. 21 started a six-week campaign on WGN, Chicago, using three station-break announcements weekly, three weekly participations on June Baker's home management program, and a quarter-hour musical program Sunday evenings. The company also sponsors Bob Elson's sports review thrice weekly on WGN. Kenyon & Eckhardt, New York, is the agency.

HEARING on the application of WHA, University of Wisconsin station at Madison, for 50 kw. on the 670 kc. clear channel now assigned to WMAQ, Chicago, has been set for Nov. 10 by the FCC [see story on page 30].

Committee Call Urges Convention Attendance

AN URGENT CALL to all stations to send duly qualified delegates to the special NAB convention in Chicago Sept. 15 for approval of the campaign against ASCAP was sounded Aug. 30 by the NAB Copyright Negotiating Committee.

Bearing the signatures of seven committee members, the appeal emphasized the urgency of the problem and the necessity of action on the plan [see page 13]. It recounted the history of the recent negotiations with ASCAP and the rebuff received from the Society in declining to appoint a committee to negotiate with broadcasters on drafting of a new contract to succeed those now in force and which expire at the end of next year. Mention was made also of the recent statement by Gene Buck, ASCAP president, in an address in Los Angeles, that broadcasters would be expected to pay costs incurred by ASCAP in defense of legal actions brought against it in state copyright litigation.

The letter bore the signatures of NAB President Neville Miller, NBC President Lenox R. Lohr, CBS Executive Vice-President Edward Klauber, Samuel R. Rosenbaum, president of WFIL, John Elmer, president of WCBM, John Shepard, 3rd, Yankee Network, Walter J. Damm, WTMJ.

Survives Snatchers

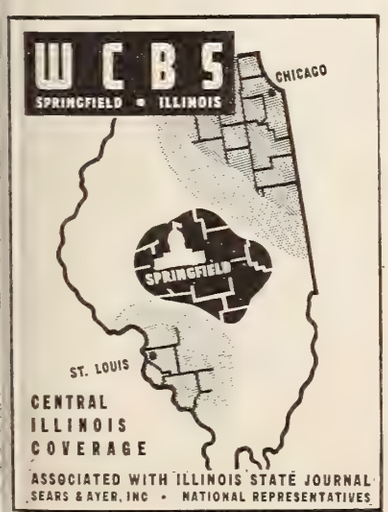
CREW of WBAP, Fort Worth, is surrounded by convicts during rehearsal of *Thirty Minutes Behind Prison Walls* at the State Penitentiary. Recently J. E. Maersch, engineer, left his watch on a table in the prison studio for several hours. When he returned, he found this note beside it: "This must be your first trip here."

FCC Motions Sept. 8

THE FCC announced Aug. 29 that the next meeting of its Motions Docket would be held Sept. 8. Hearing of the Motions Docket was suspended during the month of August. In announcing assignments to individual commissioners for September, the Commission designated Commissioner Paul A. Walker to routine broadcast matters.

CALL letters of WCAU's shortwave station WCAI (formerly W3XAU) have been changed again to WCAB because the sound of "WCAI" when pronounced in certain foreign languages is too like that of "WCAE," letters already assigned to the Pittsburgh station.

THE Federal Trade Commission has ordered James Heddon's Sons, Dowagiac, Mich., to cease alleged misrepresentations about the construction of its improved Heddon Pal and other fishing rods.





European Crisis Will Not Upset Broadcast Band

Government Likely to Keep Hands Off in Early Days

(*Continued from Page 11*)

however, the view prevails that prevention of "unneutral" acts can be left largely to the judgment of station managements. Moreover, the fact that a substantial number of radio executives are reserve officers in various branches of the military services, is looked upon favorably since it will foster quick handling of affairs in stations so manned.

The official view is that there is little reason for any greater interference with radio operations generally than with newspapers. Because of the vastly increased number of news broadcasts, direct from the theatre of operations abroad, Government officials themselves, as well as the citizenry by and large, are relying upon radio reports for first-hand information.

President's Broad Powers

Anxiety in some quarters over possible use of the broad powers possessed by the President to commandeer communications in time of national emergency is almost entirely dispelled in Government quarters. Under Section 606 of the Communications Act the President is given broadest possible powers, under which he can suspend or amend all existing regulations governing communications to preserve the neutrality of this country, but responsible officials discount the possibility of any drastic moves. Even if this country should become directly involved in the conflict, which is not believed imminent, it still is felt that radio by the American plan of private operation will be preserved.

The effect of war upon broadcasting as a business is problematical. Obviously, war news will take priority over the air and already has taken precedence over commercial schedules. On the other hand, the increased audience momentum around the clock unquestionably will open new avenues for program sponsorship by virtue of tremendously increased listening.

National advertisers probably would be inclined to alter their sales themes, depending upon the international situation. Greater emphasis might be placed upon institutional and prestige-building programs rather than direct selling because in times of international stress demand for consumer goods usually exceeds the supply. That was the experience during the last war when staple foodstuffs were at a premium and brand-name advertising as a consequence became of secondary importance. At the same time, accounts generally found business soaring and were in a position to maintain or even expand their promotional activities.

Curbs against foreign language programs are seen as possible, if hostilities reach major proportions. In the communications field, it is regarded as a certainty that all code communications will be barred to avoid espionage or "unneutral" activities. With "plain English" to be required on communications, it also is entirely possible that station licensees might be prevailed upon to avoid use of foreign language programs to any great extent, if that course is deemed necessary .

In one high Government quarter, it was stated that because radio today is such an intimate part of the nation's social and economic fabric, the Government would hesitate to upset the existing order. Only stations found guilty of committing overt acts (a development considered highly unlikely) would be subjected to drastic penalties such as revocation of licenses.

No Real Precedent

Because there were no broadcast stations during the World War and few privately-owned communication stations of any character, there is no precedent the Government can follow. Amateur stations were sealed at that time, along with the foreign-owned transoceanic stations, which were commandeered by this country. Many of the American radio "hams" went into the military radio services.

Today, however, there exists a huge communications system, privately owned, covering such services as broadcasting, transoceanic communication, aviation, police, and numerous other operations. It is felt that all these basic structures will be maintained because they have become an essential part of the nation's daily life.

Government surveillance and supervision of these operations would be primarily in the transoceanic field where lurks greatest danger in espionage activities. The Army-Navy Joint Board, collaborating with the State Department, will probably be the high command in handling matters of this nature.

In addition to the military and diplomatic departments, the Federal Bureau of Investigation figures prominently in checking espionage activities, and as a consequence will be in the high councils in connection with communications. The FCC also presumably would be called upon to participate in these activities and unquestionably would intensify its monitoring of all communications to suppress unneutral acts.

To allay any doubt as to the Government's intentions, one important official advised BROADCASTING:

"Broadcasters have nothing to fear. There is no intention whatever to take over broadcast station operations or the operations of any established commercial services. There is no doubt that a greater degree of supervision will be exercised during the period of war and that the President, under the broad powers of Section 606 of the Communications Act, may give various Government agencies added responsibilities for enforcement. But there is no idea of curtailing the commercial operations of broadcast stations."

Short Wave Work

It was pointed out that the communications problem presents somewhat different aspects. For example, frequencies in the band from 4,000 to 25,000 kc., which have international range with low power, must be guarded scrupulously. While foreign vessels, coming into U. S. ports, presumably will have their transmitters sealed to prevent "unneutral" acts, it would be difficult to locate ten-watt "blooper" sets secreted in a drawer in a passenger cabin, which could be used to communicate with belligerents. Thus, international shipping will present a "terriffic job". Unquestionably, radio inspection activities now maintained by branch offices of the FCC would be expanded considerably, and perhaps taken over by or worked in conjunction with other governmental agencies.

It was emphasized that before any restrictions would be placed upon broadcast operations generally, there would have to be provocation. Should espionage activities be discovered in connection with any communications operations, these unquestionably would lead to stringent protective measures. Because broadcast stations operating in the standard band are limited in their coverage more or less to the continent, little danger exists from their use for illicit communication to belligerents. Moreover, the value of these frequencies for the maintenance of neutrality, or even in actual war, is limited, except for domestic propaganda purposes which can be carried on acceptably under normal conditions, with their present private operators.

Officials reiterated what they had stated last year during the Munich crisis — that entertainment, news and the usual broadcast fare would be a desirable respite from war news and at the same time would keep the people at their radios for official emergency proclamations and instructions.

For the guidance of the industry, it was pointed out that as a neutral this country is at peace. Therefore, war measures would not have to be invoked except for concentration on methods of maintaining absolute neutrality. The Government, as a protective measure, might send out instructions to all stations putting them on notice against possible unneutral acts. It is possible, too, that a policy would be established as to how best to maintain neutrality.

No Jamming Here

Because the North American continent is isolated from the European theatre of operations, there is little danger of jamming of broadcast transmission in this country through setting up of transmitters on their broadcast frequencies. Only use of tremendous power, perhaps exceeding a million watts on the broadcast frequencies, could cause such blasting from abroad.

On international channels, however, this is possible. Combatant nations unquestionably would try to jam one another's operations. And in continental Europe, where dozens of nations share the same broadcast bands, jamming already has been reported in the effort to blast belligerent transmitters from the air and make their propaganda reports unintelligible. Radio ministries are known to have considered use of ultra-shortwaves for news broadcasts, since their coverage is limited and would not be as susceptible to outside interference.

WAR EMERGENCY–POWERS OF PRESIDENT

BROAD DISCRETIONARY powers are vested in the President under Section 606 (c) of the Communications Act of 1934 in the event of war or emergency. Significantly, while (a) and (b) portions of that section [see BROADCASTING, *1939 Yearbook*] relate to wars in which the United States may be engaged, (c) relates to any war and covers moves that may be taken to preserve the neutrality of this country. The President may shut down or take over any and all radio stations under the powers conferred upon him by (c) but (d) provides for just compensation to be ascertained by the President. The text of Section 606 (c) follows:

> (c) Upon proclamation by the President that there exists war or a threat of war or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States, the President may suspend or amend, for such time as he may see fit, the rules and regulations applicable to any or all stations within the jurisdiction of the United States as prescribed by the Commission, and may cause the closing of any station for radio communication and the removal therefrom of its apparatus and equipment, or he may authorize the use or control of any such station and/or its apparatus and equipment by any department of the Government under such regulations as he may prescribe, upon just compensation to the owners.

Named Murrow's Aide

TENSION in Europe and the increasing schedule of relays from the networks' representatives there led CBS on Aug. 22 to appoint Eric Sevareid, city editor of the *Paris Herald*, as assistant to Edward R. Murrow, director of the network's European staff. He will work out of London. Although only 29, Mr. Sevareid, a graduate of the University of Minnesota, was for three years with the *Minneapolis Journal* before he went abroad in 1936 to study at the London School of Economics.

'Magic Key' Discontinues Sept. 18

RCA MFG. Co., Camden, will discontinue *Magic Key of RCA* following the broadcast of Sept. 18. Program, for several years broadcast Sunday afternoons on NBC's Blue network, was scheduled to be dropped in the late spring, but instead was shifted to a Monday evening hour, 9-10, on the same network. No future plans for radio advertising have been announced, although in the spring it was stated that a different type of program, with a direct sales appeal in contrast to the *Magic Key's* purely institutional nature, might be substituted. Program was placed direct.

SECOND in the series of prizefights to be sponsored this fall on NBC-Blue by Adam Hats will be the Sept. 7 bout between Tony Galento and Lou Nova at Municipal Stadium in Philadelphia. Sam Taub and Bill Stern will cover the event.

An Open Letter Of THANKS

To The Fourth Estate!

The National Broadcasting Company takes this opportunity, publicly, to express sincere thanks to The Associated Press, International News Service and the United Press ... to the American press generally ... and particularly to those foreign correspondents whose brilliant eye-witness descriptions and on-the-spot summaries, broadcast over NBC's coast-to-coast Networks have kept their fellow countrymen accurately informed about the rapidly shifting crisis overseas.

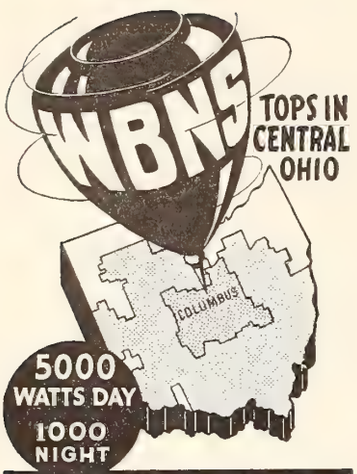
With each succeeding day, the press of America has added fresh laurels to the already high standards of journalism in the United States through its impartial, accurate and swift coverage of events abroad.

By broadcasting news bulletins, interviews with key statesmen, speeches of government leaders, and interpretive comments by newspaper correspondents, both from at home and abroad, NBC has sought to maintain the highest tradition of the American System of Broadcasting.

LR Lohr

President
National Broadcasting Co Inc

August 31, 1939



War Chest for ASCAP Fight

(*Continued from Page 13*)

gram clearance at the source. There has been no final, public commitment of the latter from the networks, though they have stated they will go along with any "united front" industry plan.

Meanwhile, except for a Pacific Coast blast by ASCAP President Gene Buck, declaring ASCAP was ready for the NAB "war", the battle of press releases of a fortnight ago has stopped. No further conversations with ASCAP officials have been held since the "snub" of Aug. 3, when only ASCAP general manager John G. Paine showed up for a conference with the NAB negotiating committee, saying he had nothing to offer. ASCAP obviously is waiting for the outcome of the special convention, before making another move.

Consideration of the code compliance provisions, while dwarfed somewhat by the music problems, nevertheless will evoke lively debate at the convention. Many stations are not satisfied with the rigid requirements, under which they would voluntarily agree to reject many types of accounts. But the fact that the code was adopted by the Atlantic City convention by an overwhelming six-to-one vote, even though a substantial number of delegates did not vote, places the industry on record in its favor.

Code Compliance

The convention authorized the incoming board to devise compliance and enforcement methods, perhaps as knotty a problem as drafting the code itself. Several plans have been advanced to the executive committee, but flaws were found in each. The board will be called upon at the Sept. 13 meeting to evolve the final proposal to be submitted to the membership. It is expected that a "compliance director", who would become the repository for complaints, will be authorized, with an office at NAB headquarters in Washington. In whatever machinery is set up, the board of directors unquestionably will be the appellate board.

A proposed plan under which district directors might serve as "regional" officers for enforcement was found faulty in that active broadcasters would be in the position of sitting in judgment over competitors. The original penalty idea of warning, then public notice, and finally expulsion from NAB membership for wilful code infractions, has not been altered, though it may be by the board prior to the convention.

Invitations for the convention were sent Aug. 25 to the entire roster of some 750 stations licensed, or authorized, by the NAB. The NAB membership totals about 420. Code as well as copyright apply to all stations alike, and the industry-wide call was decided upon for that reason.

The opening gavel will be at 10 a. m. at the Palmer House, centrally located hostelry which was selected in lieu of the suburban Edgewater Beach, which had been designated at the time of the special convention call. The notice recited that the convention was for the purpose of considering "the various problems arising out of the performance of music by broadcasters", which is sufficiently broad to cover the phonograph record matter, along with AFM, and "to consider the subject of the NAB Code of Ethics".

Group Meetings Panned

Independent Radio Network Affiliates has called a convention of its members at the Palmer House for Sept. 14 at which time plans for the establishment of a permanent organization will be considered. [see page 13].

National Independent Broadcasters, embattled over the phonograph record licensing proposals, has scheduled a meeting on Sept. 14 at the Palmer House. Called by Lloyd C. Thomas and Harold A. Lafount, executives of NIB, the group may consider further plans for setting up a more or less permanent organization.

John Elmer, last industry president of the NAB and representative of independent stations by virtue of his operation of the local WCBM in Baltimore, is expected to lead the debate on the independent viewpoint both apropos copyright and the phonograph record situation. Mr. Elmer, in the ASCAP and recorder negotiations, served notice he proposed to tell the whole story in unvarnished terms to the convention.

Mark Ethridge, prime mover in both IRNA and the NAB reorganization and temporary president of NAB prior to Mr. Miller's assumption of office last year, will attend the convention. Absent from the Atlantic City meeting because of illness, Mr. Ethridge unquestionably will participate significantly in the deliberations.

Practically the entire NAB headquarters staff, headed by President Miller, was in New York from Aug. 22 through Aug. 24 for the series of meetings. Executive committee members present for the copyright, code and phonograph record discussions were John Elmer, WCBM, Baltimore; Herb Hollister, KANS, Wichita; John A. Kennedy, WCHS, Charleston; Paul W. Morency, WTIC, Hartford, and Harry C. Wilder, WSYR, Syracuse. The sixth member, Edwin W. Craig, WSM, Nashville, was unable to attend.

The Copyright Negotiating Committee, on the scene for the deliberations, included NBC President Lenox R. Lohr; CBS Executive Vice-President Edward Klauber; Samuel R. Rosenbaum, WFIL; President Miller and Mr. Elmer. John Shepard 3d, Yankee Network president, representing regional stations, and Walter J. Damm, WTMJ managing director, on behalf of local stations, also took part in the discussions with the executive committee.

ATTENDANCE at Chicago's Eighth Street Theatre for the *WLS National Barn Dance* passed the 800,000 mark Aug. 26, the total during the seven years WLS has aired the show publicly. Maintaining its popularity through the years, the *Barn Dance* played to a packed house Aug. 26 and 500 persons were turned away.



BY GOLLY!-WDAY SAID THIS STUFF WAS LUX-YURY-US!

Imagine a million better-than-average farm people, living in one of the nation's richest sections, served by ONE chain station!

Imagine that, and you have visualized WDAY's audience in the great Red River Valley!

These million people buy the merchandise that's advertised over WDAY because it's the only merchandise they hear about! Wouldn't you like that kind of an "exclusive"? Let us give you ALL the facts!

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

CHNS

THE KEY STATION OF THE MARITIMES

Is as much a part of Halifax as the Citadel Hill.

Located as it is in the Capitol City, it commands the largest near at hand audience in the Maritimes.

ASK JOE WEED
350 Madison Ave.
New York

The NAB • LANG-WORTH *Plan*

for Permanent Copyright Independence

In considering any course of action it is well for Radio to heed the sound advice of "Teddy" Roosevelt:

"Keep your eyes on the stars but remember to keep your feet on the ground".

THE NAB-Lang-Worth Plan is an essential ingredient in the campaign to free radio station operators from the fetters that bind them to the dictates of a monopolistic Copyright Pool.

It was created through the joint efforts of the NAB Bureau of Copyrights and Lang-Worth Feature Programs Inc.

The modus operandi is simple but positive. The field of benefit unlimited. The Plan seeks permanent Copyright Independence through the creation of an abundance of "Tax-Free" music.

Being mindful of the warning, ". . . . but remember to keep your feet on the ground", the Plan divorces theory and speculation in favor of the one method that can guarantee immediate and continuous benefit to every radio station, large or small—*"Tax-Free" music in Transcription form.*

The exploitation of non-ASCAP music is vital to any plan designed to create Radio's own music. Music has value only if used. It is economically and artistically impossible for the average station to aggressively promote Radio's own music with live orchestras *alone.*

Transcriptions are therefore vital to any campaign that demands universal promotion of new music for success, because Transcriptions *are the only universally* usable form of music.

Five years research and production in the non-ASCAP field gives Lang-Worth an unique knowledge and experience shared by no other organization in the world. How Lang-Worth is meeting the specifications set forth in the contract entered into between the NAB Bureau of Copyrights and Lang-Worth as indorsed by the NAB Board of Directors, is fully described in the brochure mailed all broadcasters.

It merits your serious consideration.

LANG-WORTH FEATURE PROGRAMS INC.

420 Madison Avenue New York, N. Y.

WFBG

ALTOONA PENN.

Offers the ONLY complete coverage of the Altoona trading area.

Your message to our large, loyal audience assures greater distribution and increased sales.

INS FULL SERVICE
World Broadcasting System

Munroe Succeeds Witten

PAUL MUNROE, formerly radio director of Lambert & Feasley, New York, has joined Buchanan & Co., New York, as radio director, succeeding Louis A. Witten, who has resigned.

F. A. RICHTER & Co., Brooklyn (proprietaries), on Oct. 1 will start a campaign of 10 to 30 spot announcements weekly in several major markets west to the Mississippi. Station list has not been set, according to H. W. Kastor & Sons, New York, the agency in charge.

Late Personal Notes

FRANK NEUWIRTH, formerly on the advertising staff of the *New York World-Telegram*, and previously advertising director of Wallach's Stores, New York, and copy chief of R. H. Macy & Co., New York, has formed an advertising agency, Frank Neuwirth Adv., at 250 Park Avenue, New York. Telephone is Plaza 5-5320.

RICHARD BUCKLEY, salesman of John Blair & Co., New York, on Aug. 26 became the father of his second child, a girl, born at Lawrence Hospital, Bronxville, N. Y.

HUGH BEVILLE, NBC chief statistician, on Sept. 1 will marry Miss Eleanor Parkhurst Hudson.

JOHN CHURCHILL, chief statistician of CBS, on Aug. 28 married Miss Sophie Boiter at her home in Toronto.

SAMUEL A. HARNED and Frank J. Mahoney, of the New York office of BBDO, and Kenneth W. Ellis, of the Minneapolis office, were elected vice-presidents of the agency at a recent meeting of the BBDO board of directors.

SHELTON YOUNG, who resigned two years ago because of illness, has rejoined the sales department of WJSV, Washington.

ANNE SPENCE, daughter of Edwin M. Spence, NAB secretary-treasurer, and for the last year and a half a member of the NAB secretarial staff, on Aug. 21 became secretary to John H. Barron, Washington consulting engineer with offices in the Earle Bldg., Washington.

J. FRANCIS HARRIS, formerly Tokyo manager of RCA Communications, has been named an RCA vice-president, as of Sept. 1, and upon his return to Takyo after a brief visit in the United States will be in charge of Japan, Manchukuo and China territory. He will headquarter in Tokyo but the Shangai office, hitherto independent, will come under his supervision.

GEORGE CLARK CHANDLER president and general manager of CJOR, Vancouver, B. C., on Aug. 1 married Marie Louise Ellingboe of that city.

BOND P. GEDDES, executive vice president and general manager of the Radio Manufacturers Association, has been elected a member of the board of directors of the American Trade Association Executives, and will serve until 1941. Neville Miller, Edward M. Kirby and Edwin M. Spence of NAB have recently been elected to membership in ATAE.

LEAH FORD, formerly assistant to Lloyd Dennis, program director of WJSV, Washington, has resigned to become the secretary of Commissioner J. Hayden Alldredge, of the Interstate Commerce Commission.

ED BOWERS has resigned from the Chicago office of MBS to open his own radio service organization at 36 N. Michigan Ave.

JACK KNELL, announcer of WEEI Boston, who gained nationwide recognition for his coverage of the Squalus submarine disaster, has been transferred to the New York CBS announcing Staff.

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An Organization of
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Dedicated to the
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Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

HERBERT LEE BLYE
RADIO CONSTRUCTION ENGINEER
THIRTEEN YEARS EXPERIENCE
LIMA OHIO

They Never Miss...
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Wanted—Salesmanager to invest in 250 watt station in fast developing Southern market. Box A493, BROADCASTING.

Radio Salesman who is looking for permanent connection wtih progressive station. Write WDWS Champaign, Illinois. References and experience requested.

Situations Wanted

Continuity Writer—University graduate, major in English. Experienced in both continuity and dialogue. Thomas Flynn, 204 Morgan, Collingswood, N. J.

Production Man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A480, BROADCASTING.

Commercial Operator, radiophone first, telegraph second, available, experienced at KDKA, WLW, licensed since 1924, good references. Irving Davis, 5050 Grayton, Detroit, Mich.

Attention Station Owners: Station manager with real organizing and re-organizing ability accustomed bringing tough ones out of red, offers; higher grosses, real programming, result getting promotions, and profitable merchandising plans, along with efficient management. Sober, industrious, ambitious, personable, forty, married, employed. Box A483, BROADCASTING.

Station Manager. Complete knowledge all phases of radio station operation. Experienced salesman and announcer. At present successfully managing 100 watt station. Desires change to station near New York City or agency connection therein. Address Box A484, BROADCASTING.

Salesman—Billing $50,000 yearly in small city, desires change: qualified for salesmanager or station manager. Box A485, BROADCASTING.

Situations Wanted (Cont'd.)

Sports Announcer—Handle play-by-play a sports; sport commentary, recording: Box A486, BROADCASTING.

Position as manager of local or regiona station. 14 years in radio. Highest recom mendations. Now employed. Thoroughl experienced in sales, programming, an production. Prefer salary & commissio Box A487, BROADCASTING.

Instructor-Announcer—Teach voice, speech radio arts, commercial announcing, pro gramming, dramatics. References. Bo A488, BROADCASTING.

Announcer actor, single man, news na rator and studio utility experience. wi go anywhere. References, recording. Box A489, BROADCASTING.

Certified Public Accountant: 15 years ex perience. Investigations. Taxes. Maste of Laws. Seeks permanent or temporar position. Box A491, BROADCASTING.

Attention Station Executives—To increas business, is that your problem? If s my 12 years successful sales record i metropolitan areas will interest you. Rea sonable salary or drawing account. Ag 34. References. Box A492, BROADCASTING

Experienced Station Manager with ou standing sales record—understands pro grams and production—knows what takes to bring tough ones out of re Address Box A493, BROADCASTING.

For Sale—Equipment

Model M Presto Recorder with 4 A cu ting heads, dynamic mic. external speak er. Perfect condition. Reasonable. Bo A482, BROADCASTING.

Wanted to Buy

Used vertical heads with turntables, mus be in good shape. Box A481, BROADCAST ING.

Wanted used Collins, Western Electric o RCA 250 watt transmitter. Please notif Box A490, BROADCASTING.

Network Accounts

All time EDST unless otherwise indicated.

New Business

ENERAL FOODS Corp., New York Jell-o), on Oct. 8 resumes *Jack Benly*, on NBC Red, Sun., 7-7:30 p. m. EST). Agency: Young & Rubicam, . Y.

ENERAL FOODS Corp., New York Swansdown Cake Flour-Calumet aking Powder), on Oct. 9 starts *My on & I* on 60 CBS stations, Mon. hru Fri., 2:45-3 p. m. (EST). Agency: Young & Rubicam, N. Y.

OLGATE-PALMOLIVE-PEET Co., ersey City, N. Y. (Cue dentifrice), n Oct. 21 resumes *Gangbusters* on 9 CBS stations, Sat., 8-8:30 p. m. EST). Agency: Benton & Bowles, . Y.

ENERAL FOODS Corp., New York Grape Nuts), on Oct. 6 resumes *ate Smith Hour* on CBS Fri., 8-9 EST). Agency: Young & Rubicam, . Y.

ENERAL FOODS Corp., New York Calumet Baking Powder, Swansdown ake Flour, Diamond Crystal Salt), n Oct. 9 resumes Kate Smith's *Noonay Chats* on 63 CBS stations, Mon. hru Fri., 12-12:15 p. m. (EST). gency: Young & Rubicam, N. Y.

EPSODENT Co., Chicago, (toothaste), on Sept. 26 resumes *Bob Hope* n 55 NBC-Red stations, Tues., 10-0:30 p. m. (EST). Agency: Lord & homas, Chicago.

TANDARD BRANDS, New York Royal Desserts), on Oct. 5 starts *hose We Love* on 51 NBC-Red staons, Thurs., 8:30-9 p. m. (EST). gency: J. Walter Thompson Co., . Y.

OLGATE-PALMOLIVE-PEET Co., ersey City (Cashmere Bouquet) on ct. 7 starts *Wayne King* on 49 CBS tations, Sat., 8:30-9 p. m. (EST). gency: Benton & Bowles, Chicago.

HESEBROUGH MFG. Co., New ork (vaseline products), on Nov. 1 esumes *Dr. Christian* on 59 CBS tations, Wed., 10-10:30 p. m. (EST). gency: McCann-Erickson, N. Y.

ORDON BAKING Co., Detroit (Silercup Bread), on Oct. 2 starts *One the Finest* on 3 NBC-Blue stations WJZ, WWJ, WENR or WLS), lon. and Thurs., 7:30-8 p. m. (EST). gency: Young & Rubicam, N. Y.

ECKER PRODUCTS Corp., New ork (Hecker H-O cereal), on Oct. for 52 weeks starts *Woman's Magane of the Air* on 9 NBC Pacific Coast tations, Tues., and Thurs., 3:45-4 m. (PST) Agency: Erwin, Wasey Co., N. Y.

IDEWATER ASSOCIATED OIL o., Los Angeles, sponsors 16 football ames on NBC-Pacific network this ll. Agency: Lord & Thomas, San rancisco.

C. JOHNSON & SON, Brantford, nt. (floor wax) on Sept. 5 starts *ibber McGee & Molly* on Canadian roadcasting Corp. national network, cept Quebec. Agency: Needham, ouis & Brorby, Chicago.

KFRU

●

COLUMBIA, MISSOURI

A kilowatt of power on 630 kc. daytime with 500 watts at night.

A Sales Message over KFRU Covers the Heart of Missouri

●

End of Daylight Saving

DAYLIGHT Saving Time ends Sept. 24, with networks and stations preparing for the usual revision of schedules to conform to the shift. CBS on Aug. 27 started to hold open until 2 a. m. (EDST) WABC, New York, and basic stations in the East, West, Southwest and Coast. The policy continues until the change to Standard Time.

STANDARD BRANDS, Toronto (Maxwell House coffee) on Sept. 7 starts *Good News* on 24 stations of the Canadian Broadcasting Corp. Maritime, Ontario and Prairie networks. After Oct. 1, CBA and CBK will be added. Agency: Baker Adv. Agency, Toronto.

INTERNATIONAL SILVER Co., Meriden, Conn. (silverware), on October 8 resumes *Silver Theater* on 50 CBS stations. Sunday 7-7:30 p.m. Agency: Young & Rubicam, N. Y.

LEVER BROTHERS Co., Cambridge, Mass. (Rinso), on Sept. 19 resumes *Big Town* on 61 CBS stations. Tuesday 11:30-12 p.m. Agency: Ruthrauff & Ryan, N. Y.

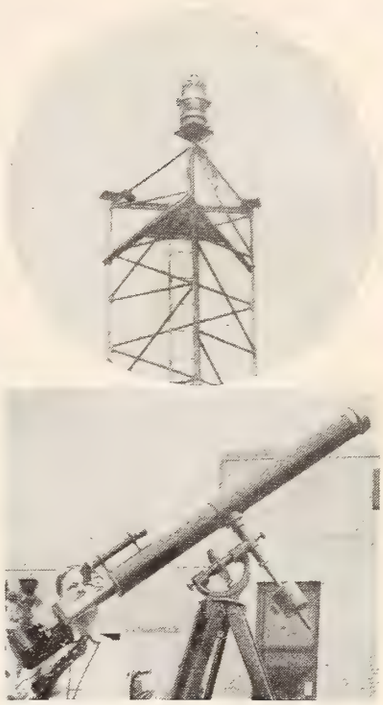
QUAKER OATS Co. of Canada, Peterborough, Ont., on Oct. 2 starts NBC *Quaker Variety Half-Hour* on Canadian Broadcasting Corp.'s national network, except Quebec, Mon., 8-8:30 p. m. Agency: Lord & Thomas of Canada, Toronto.

TILLAMOOK County Creamery Assn., Portland, Ore., on Sept. 21 starts studio program on 6 NBC-Pacific Red stations, 9:30-9:45 a. m. (PST). On Sept. 28 and for 13 weeks thereafter, shifts 10-10:15 a. m. Agency: Botsford, Constantine and Gardner. Portland.

STEPHANO BROTHERS, Philadelphia (Marvel cigarettes), has contracted a thrice-weekly sportscast series over CBS Pacific Network starting on Sept. 26. Starts sportscast on CBS-Pacific, Tues., Thurs., Sat., 7:45-8:00 p. m. (PST) over KNX KSFO KARM KOIN KIRO KVI KFPY. Agency: Aitken-Kynett Co., Philadelphia.

GENERAL MILLS, Minneapolis (Gold Medal flour), on Oct. 9 starts *Caroline's Golden Store* on 12 CBS stations, Mon. thru Fri., 5:15-5:30 p. m. (EST). The firm has purchased a half-hour on CBS and will fill the remaining period with a show not yet selected. Agency: Blackett-Sample-Hummert, Chicago.

WANDER Co., Chicago (Ovaltine), on Sept. 25 starts *Carters of Elm Street* on 10 NBC-Red stations, Mon. thru Fri., 12-12:15 p. m. (EST), and *Orphan Annie* on 16 NBC-Red stations plus WGN, Chicago, Mon. thru Fri., 5:45-6 p. m. Agency: Blackett-Sample-Hummert, Chicago.



TELESCOPE plus ingenuity were required to get this picture of the top of KDKA's 710-foot antenna, near Pittsburgh. Byron McGill (at telescope), sales promotion manager, used this 4-inch telescope with 250-power magnification, and fitted a camera to the eyepiece with a bracket. A small 10-power telescope atop the big one served as finder. It was equipped with crosshairs for the job. Camera was a 9 x 12 cm. Voightlander with ground-class back and film pack adapter. It was focused at infinity with diaphragm wide open and exposure was 1/40th of a second on film with daylight Weston value of 96.

CORN PRODUCTS SALES Co., New York (Kre-Mel chocolate syrup), on Oct. 9 starts *Society Girl* on 35 CBS stations, Mon. thru Fri., 3:15-3:30 p. m. (EST). Agency: Hellwig-Miller Co., N. Y.

GROVE LABORATORIES, St. Louis (Bromo-Quinine), on Oct. 2 starts *Sherlock Holmes* on 47 NBC-Blue stations, Mon., 8-8:30 p. m. (EST). Agency: Stack-Goble Adv., Chicago.

MUSTEROLE Co., Cleveland (Musterole-Zemo), on Oct. 13 resumes *Carson Robinson & His Buckaroos* on 53 NB-Blue stations, Fri., 8:30-9 p. m. (EST) Agency: Erwin Wasey & Co., N. Y.

OHIO OIL Co., Findlay, Ohio, on Sept. 1 starts *Melody Marathon* on 5 NBC-Blue stations, Fri., 10:30-11 p. m. Agency: Byer & Bowman Adv. Co., Columbus.

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., on Sept. 25 resumes *Voice of Experience* on 60 MBS stations, Mon., Wed., Fri., 1:45-2 p.m. (EST). Agency: Erwin, Wasey & Co., N. Y.

STANDARD BRANDS, New York (Fleischmann Foil Yeast), on Oct. 2 starts *I Love a Mystery* on 51 NBC-Red stations, Mon. thru Fri., 7:15-7:30 p.m. (EST). Agency: J. Walter Thompson Co., N. Y.

Renewal Accounts

BI-SO-DOL Co., New York (proprietary), on Sept. 25 for 52 weeks renews *John's Other Wife* on 38 NBC-Red stations, Thurs., Fri., 10:15-10:30 a. m. Agency: Blackett-Sample-Hummert, N. Y.

A. S. BOYLE Co., New York (Old English Floor Wax), on Sept. 25 for 52 weeks renews *John's Other Wife* on 38 NB-Red stations, Mon., Tues., Wed., 10:15-10:30 a. m. Agency: Blackett-Sample-Hummert, N. Y.

ANACIN Co., Jersey City (headache tablets), on Sept. 25 renews *Just Plain Bill* on 33 NBC-Red stations, Mon., Tues., & Wed., 10:30-10:45 a.m. Agency: Blackett-Sample-Hummert, N. Y.

KOLNYOS Co., New Haven (toothpaste), on Sept. 25 renews *Just Plain Bill* on 33 NBC-Red stations, Thurs., Fri., 10:30-10:45 a. m. Agency: Blackett-Sample-Hummert, N. Y.

CHAS. GULDEN Co., New York (mustard), on Oct. 4 renews *Gulden Serenaders* on 5 NBC-Blue stations, Wed. and Fri., 6:30-6:45 p. m. (EST). Agency: Chas. W. Hoyt Co., N. Y.

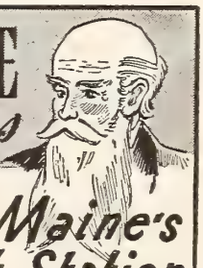
INTERNATIONAL SILVER Co., Meriden, Conn., on Oct. 8 renews *Silver Theatre* on 43 CBS stations, Sun., 6-6:30 p. m. Agency: Young & Rubicam, N. Y.

(*Continued on page 89*)

WBAL

means business in Baltimore

SAGE Sayings



about Maine's Oldest Station

There Are ONE MILLION REASONS Why YOU SHOULD ADVERTISE ON WABI DURING THE SUMMER MONTHS.

Maine's population increases by one million during the summer. Summer real estate owned by non-residents is valued at $110,000,000. In 1938 non-residents spent $2,000,000 in improving and building summer property.

Bangor, Maine

WABI

COLUMBIA BROADCASTING SYSTEM

Rep: Gene Furgason & Co.

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

AUGUST 12 TO AUGUST 30, INCLUSIVE

Decisions . . .

AUGUST 14

MISCELLANEOUS — WTAR, Norfolk, Va., granted extension temp. auth. 5 kw N; First Baptist Church, Pontiac, Mich., granted auth. transmit religious programs to CKLW.

AUGUST 15

MISCELLANEOUS — WOIM Ames, Ia., granted CP move trans., studio, new equip.; KCRJ, Jerone, Ariz., granted CP move trans., studio, change antenna; KGHF, Pueblo, Col., granted CP move trans., new radiator; WCHS, Charleston, W. Va., granted mod. CP re trans.; WEDC, Chicago, granted mod. CP change equip.; WINH, Dayton, O., granted license move trans., new equip., increase power etc.

AUGUST 16

MISCELLANEOUS — Dismissed without prejudice applic. CP change freq., increase power; WDGY, Minneapolis, granted extension temp. auth. operate evenings.

AUGUST 17

MISCELLANEOUS — WBNY, Buffalo, granted late appearance in applic. mod. license and WSVS renewal; KTAT, Fort Worth, granted auth. change call letters to KFJZ on surrender of KFJZ license and assumption of control by Ruth G. Roosevelt; WCBD, Chicago, granted motion dismissal without prejudice applic. increase hours, etc.

AUGUST 18

KPLT, Paris, Tex.—Granted mod. license operate 100-250 w unl.

AUGUST 19

WAAF, Chicago—Granted temp. auth. 5-6 a. m. to 9-23-39.

KOME, Tulsa—Granted mod. license to 100-250 w unl., 1310 kc.

AUGUST 21

WHDF, Calumet, Mich.; NEW, Copper Co. Bcstg. Co., Hancock, Mich.—WHDF granted mod. license to fulltime and renewal; Copper Co. Bcstg. Co. denied CP 1370 kc 100-250 w unl.

NEW, Suffolk Bcstg. Corp., Suffolk, Va. —Granted CO 1420 kc 100-250 w.

WHMA, Anniston, Ala.—Granted mod. license to unl., 100 w.

AUGUST 22

MISCELLANEOUS — WBNY, Buffalo, granted temp. auth. unl. time; WARD, Brooklyn, granted mod. CP re trans. site; KAND, Corsicana, Tex., denied auth. new equip., 250 w D, and granted auth. operate 100 w unl.

AUGUST 23

MISCELLANEOUS—WLW, Cincinnati, granted CP change trans.; KFDA, Amarillo, Tex., granted license new station; KVAK, Atchison, Kan., granted license new station; WCNC, Elizabeth City, N. C., granted mod. CP trans., studio, radiator; KXOX, Sweetwater, Tex., granted mod. CP change equip. new station; W3XO, Washington, granted temp. auth. test frequency modulation equipment.

AUGUST 24

MISCELLANEOUS — KOIN, Portland, Ore., granted motion dismiss without prejudice applic. mod. license to 5 kw N & D.

AUGUST 26

MISCELLANEOUS—KLCN, Blytheville, Ark., continued hearing re renewal to 10-20-39; WJBW, New Orleans, continued renewal hearing to 9-25-39; NEW, Lackawanna Bcstg. Co., Scranton, Pa., granted auth. take depositions; KOB, Albuquerque, N. M., granted extension temp. auth. unl. 1180 kc 10 kw; KEX, Portland, Ore., granted temp. auth. remain silent.

AUGUST 28

MISCELLANEOUS — WGAN, Portland, Me., granted motion dismiss without prejudice applic. change freq., power; WMBI, Chicago, granted motion dismiss without prejudice applic. change to unl.; KMAC, San Antonio, granted petition to accept written appearance re applic. CP move trans., change freq., power.

AUGUST 29

MISCELLANEOUS—KRSC, Seattle, NEW, Vincennes Newspapers Inc., Vincennes, Ind., NEW, Yuba City Bcstrs., Marysville, Cal., NEW, Thumb Bcstg. Co., Brown City, Mich., oral argument set for 9-28-39; WHA, Madison, Wis., granted continuance hearing applic. WMAQ facilities to 11-10-39.

AUGUST 30

MISCELLANEOUS — WBBM, Chicago, KFAB, Lincoln, Neb., granted extension temp. auth. simultaneous operation; KTHS, Hot Springs, Ark., KGTM, Wilson, N. C., granted temp. auth. operate unl. during crisis; WGAL, Lancaster, Pa., granted dismissal without prejudice applic., change assignment.

Applications . . .

AUGUST 15

NEW, Puerto Rico Adv. Co., San Juan, P. R.—CP 1500 kc 250 w unl.

WHEB, Portsmouth, N. H.—CP new trans., antenna, increase to 1 kw.

NEW, Bamberger Bcstg. Service, New York—CP television.

WSPD, Toledo—CP increase to 5 kw N & D.

WCKY, Covington, Ky.—License increase power, etc.

KOME, Tulsa—Mod. license to unl., amended to change name from Harry Schwartz to Oil Capitol Sales Corp.

KONO, San Antonio—Mod. license to 250 w unl.

NEW, Joe W. Engel, Chattanooga—CP 1370 kc 250 w unl.

NEW, Knoxville Bcstg. Co., Knoxville, Tenn.—CP 1210 kc 250 w unl.

NEW, Ralph M. Lambeth, Greensboro, N. C.—CP 1370 kc 250 w unl.

WMFD, Wilmington, N. C.—Mod. CP increase power, etc., re antenna, trans. sites.

WLBL, Stevens Point, Wis.—Vol. assignment license to State of Wisconsin, Dept. of Agriculture.

KARM, Fresno, Cal.—CP new trans., change 1310 kc 100 w to 1430 kc 1 kw.

KOIN, Portland, Ore.—CP directional N, increase to 5 kw N & D.

AUGUST 16

WPRP, Ponce, P. R.—Mod. license to 250 w unl.

WMAL, Washington—CP new trans., antenna, increase to 5 kw.

WJAC, Johnstown, Pa.; WMPC, Lapeer, Mich.; WRAK, Williamsport, Pa.; WBTM, Danville, Va.; WWSW, Pittsburgh; WROL, Knoxville; KALB, Alexandria, La.; WJBY, Gadsden, Ala.; WJHL, Johnson City, Tenn.; KRIC, Beaumont, Tex.; KFVS, Cape Girardeau, Mo.; WRJN, Racine, Wis.; KOBH, Rapid City, S. D.—Mod. licenses to 250 w N & D.

WAPI, Birmingham—CP change freq., power, amended re trans. site.

AUGUST 19

WLLH, Lowell, Mass.; WMAX, Springfield, Mass.; WOMI, Owensboro, Ky.; WHLS, Port Huron, Mich.; WCMI, Ashland, Ky.; WGRM, Grenada, Miss.; WHBU, Anderson, Ind.—Mod. licenses to 250 w N & D.

WKIN, Ulster, Twp., New York—Mod. CP re trans., antenna, studio.

WARD, Brooklyn — Mod. CP change equip., etc., to move locally.

WMGA, Moultrie, Ga.—Mod. CP new station re antenna, trans., studios.

WOPI, Bristol, Tenn.—Mod. CP new trans., antenna, increase to 100-250 w, further asking 250 w N & D.

WOLS, Florence, S. C.—CP increase 100 to 250 w.

WIOD-WMBF, Miami—CP new trans., directional, increase 1 to 5 kw.

KFEQ, St. Joseph, Mo.—CP new trans., antenna, increase to 5 kw unl.

KVOS, Bellingham, Wash.—CP increase to 250 w.

NEW, May Dept. Stores Co., Los Angeles —CP television.

AUGUST 22

NEW, WHEC Inc., New York—CP high-freq. 1 kw.

WSLA, Boston—CP change trans. site.

WLTH, Brooklyn—CP move trans.

WCOU, Lewiston, Me.—License for new equip., increase power.

King-Trendle Bcstg. Corp., Detroit—Extension auth. transmit programs to Canada.

WGBR, Goldsboro, N. C.—License new station.

KFYO, Lubbock, Tex.—CP new trans., antenna, change 1310 kc 100-250 w to 500 w 1kw, move trans.

WJPR, Greenville, Miss.—Mod. CP re antenna, trans., studio sites.

KTUL, Tulsa—Mod. license to 5 kw N & D, directional N.

KANS, Wichita—CP increase to 250 w.

NEW, Independent Merchants Bcstg. Co., Minneapolis—CP 1300 kc 1 kw unl. directional.

WCLS, Joliet, Ill.—Mod. CP increase power etc., to unl.

WIRE, Indianapolis—Mod. license to 5 kw N & D, change antenna.

MBS, Chicago—Extension auth. transmit programs to Canada.

KWAL, Wallace, Id.—Mod. CP re equip., studio site.

WJTN, Jamestown, N. Y.; WJBK, Detroit; WFTC, Kinston, N. C.; WGL, Fort Wayne; KRMC, Jamestown, N. D.; KAST, Astoria, Ore.—Mod. licenses to 250 w N & D.

AUGUST 24

WSLR, Boston—CP change trans. site.

NEW, E. W. WILLIAMS, Corbin, Ky.—CP 1500 kc 100 w unl.

WMAN, Mansfield, O.—Mod. CP re antenna, studio, trans. sites.

KRGV, Weslaco, Tex.—Mod. license 1260 to 630 kc.

NEW, V. O. Stamps, Dallas—CP 1370 kc 250 w unl., asks former KFJZ facilities.

KGKY, Scottsbluff, Neb.—Vol. assign. license to Hilliard Co., a partnership.

Mikes Alight

ILLUMINATED signs for microphones of WFIL, Philadelphia, were put into operation in late August. Plates are the customary crescent shape, two-faced, and are illuminated with four tiny flash light bulbs using less than a watt. They are AC or battery powered and can be seen 250 feet. Frank Becker, WFIL chief engineer, carried out the idea, an inspiration of Manager Roger W. Clipp. The model cost $25, but reproductions are expected to cost just half this much.



WSYR, Syracuse, introduced its new 100-watt mobile unit at the Eastern Amateur Golf Tournament in August. Equipped with a Temco transmitter, gasoline engine, generator and receiving equipment, the unit operates under the call letters WFYA. It was designed and built by WSYR's chief engineer, George Armand Belle Isle, and transmitter engineer Don Gilmore. Facilities for a 36-foot collapsible vertical radiator as well as a three-cornered horizontal setup have been provided. Special catwalk above roof offers announcers an excellent vantage point.

AUGUST 25

NEW, Bamberger Bcstg. Service, New York—CP freq. modulation.

WIBG, Glenside, Pa.—License new trans. antenna.

WADC, Akron—CP increase to 5 kw N & D, move studio, trans.

NEW, Chilton Radio Corp., Dallas—CP 1370 kc to 250 w unl., asks KFJZ facilities.

WTMC, Ocala, Fla.—Vol. assign. license to Ocala Bcstg. Co.

KSAM, Huntsville, Tex. — License increase power.

WSKB, McComb, Miss. — License new station.

KCKN, Kansas City—License new trans.

KSLM, Salem, Ore.—Mod. license to 500 w 1 kw D.

WIBM, Jackson, Mich.; WHBC, Canton, O.; KNOW, Austin, Tex.; KTEM, Temple, Tex.; WKAT, Miami Beach, Fla.—Mod. licenses to 250 w N & D.

AUGUST 29

WWRL, Woodside, N. Y.—Mod. license to 250 w N & D.

WRC, Washington—CP 5 kw N & D amended to directional N.

WPRO, Providence—Mod. CP new equip. increase power for directional antenna, kw N & D.

WGNY, Newburgh, N. Y.—Vol. assign. license to Courier Pub. Corp.

WSAY, Rochester—Mod. license to 25 w N & D.

WBTH, Williamson, W. Va.—CP change to 250 w unl.

WJIM, Lansing, Mich.; WJW, Akron—Mod. licenses to 250 w N & D.

KFJZ, Fort Worth—CP new trans., increase 1 to 5 kw.

WJPR, Greenville, Mass.—Mod. CP move antenna etc., amended re studio site.

KWBD, Plainview, Tex.—Mod. CP new station to ask approval antenna, studio sites.

NEW, Port Bcstg. Co., Houston—CP 710 kc 5 kw unl., directional.

KRBA, Lufkin, Tex.—License increase power.

WFBM, Indianapolis—Mod. license to 5 kw N & D directional N, amended to change name to WFBM Inc.

WOC, Davenport, Ia.; WDAN, Danville, Ill.—Mod. licenses to 250 w N & D.

WTMV, E. St. Louis—Auth. transfer control to Wm. H. West Jr.

WBBM, Chicago—CP change trans.

KABR, Aberdeen, S. D.—Auth. transfer control to H. C. Jewett Jr.

NEW, L & M Bcstg. Co., Ottumwa, Ia. —CP 1210 kc 250 w unl.

KMO, Tacoma, Wash.—Vol. assign. license to Carl E. Haymond.

KGDM, Stockton, Cal.—Mod. license to 1530 kc 1 kw unl.

KADB, Long Beach, Cal.—CP new equip.

AUGUST 30

NEW, WDRC Inc., Meriden, Conn.—CP television 1 kw.

WHKC, Columbus; WHK, WCLE, Cleveland—Vol. assignment licenses to United Bcstg. Co.

WPAD, Paducah, Ky.; KOVC, Valley City, N. D.; KGFW, Kearney, Neb.; KCRJ, Jerome, Ariz.—Mod. licenses to 250 w N & D.

WBIG, Greensboro, N. C.—Mod. CP increase power etc., further asking increase to 5 kw N & D, directional N.

NEW, George F. Meyer, Medford, Wis.—CP 1310 kc 250 w D.

KTKC, Visalia,, Cal.—License new trans. change freq., directional antenna N.

Radio Bibliography

DONALD W. RILEY, of the Speech Department of Ohio State University has compiled an annotated radio bibliography in three parts, covering material on radio speech, drama and general production appearing in books and magazines. It was compiled for use by students in OSU radio courses.

RONALD J. ROCKWELL, chief engineer of WLW, Cincinnati, on Aug. 29 was issued Patent No. 2,171,04[illegible] by the U. S. Patent Office, covering "circuits for more nearly perfect sound reproduction."

PROF. EDWIN H. ARMSTRONG, inventor of the Armstrong frequency modulation system, on Aug. 15 was issued Patent No. 2,169,212 by the U. S. Patent Office. The patent covers a frequency modulation transmitting system.

Network Accounts

(*Continued from page 87*)

TEXAS Co., New York (gasoline), on Sept. 13 renews *Texaco Star Theatre* on 88 CBS stations, Wed., 9-10 p. m. Agency: Buchanan & Co., N. Y.

CHRYSLER Corp., Detroit (motor cars), on Sept. 14 renews *Major Bowes Amateur Hour* on 77 CBS stations, Thurs., 9-10 p. m. Agency: Ruthrauff & Ryan, N. Y.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on Sept. 30 renews *National Barn Dance* on 83 NBC-Blue stations, Sat. 9-10 p. m. Agency: Wade Adv. Co., Chicago.

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), on Sept. 25 renews *Bachelor's Children* on 18 CBS stations, Mon. thru Fri., 9:45-10 a. m. (EST). Agency: Roche, Williams & Cunnyngham, Chicago.

LIGGETT & MYERS Co., New York (Chesterfields), on Sept. 27 renews *Paul Whiteman* on 92 CBS stations, Wed., 8:30-9 p. m. (EST). Agency: Newell-Emmett Co., N. Y.

MARS Inc., Chicago (Milky Way candy), on Aug. 28 renewed *Doctor I. Q.* on 32 NBC-Red stations, Mon. 9-9:30 p. m. Agency: Grant Adv., Chicago.

QUAKER OATS Co., Chicago (Puffed Wheat and Rice), on Oct. 7 renews *Dick Tracy* on 60 NBC-Red stations, Sat., 7-7:30 p. m. Agency: Sherman K. Ellis & Co., Chicago.

G. WASHINGTON COFFEE Co., Morris Plains, N. J., on Sept. 23 renews *Uncle Jim's Question Bee* on 7 NBC-Blue stations, Sat., 7:30-8 p. m. Agency: Cecil & Presbrey, N. Y.

ANDREW JERGENS Co., Cincinnati (Jergens lotion), on Oct. 1 renews Walter Winchell on *Jergens Journal* on 64 NBC-Blue stations, Sun., 9:30-9:45 p. m. (EST). Agency: Lennen & Mitchell, N. Y.

CALIFORNIA FRUIT Growers Exchange, Los Angeles (Sunkist products), on Nov. 6 starts *Sunkist Presents Hedda Hopper's Hollywood* on 28 CBS stations, Mon., Wed., and Fri., 6:15-6:30 p.m. (EST). Agency: Lord & Thomas, Los Angeles.

RELIABLE FLOUR Co., Boston on Aug. 22 renews participation in *Gretchen McMullen Hour* on 18 Yankee stations. Agency: Bennett, Snow & Walther, Boston.

CAMPANA SALES Co., Batavia, Ill. (Dreskin, Coolies, Italian Balm, D.D.D.), on Sept. 1 renews *First Nighter* on 50 CBS stations, Fri., 9:30-10 p.m. Agency: Aubrey, Moore & Wallace, Chicago.

"The Crystal Specialists Since 1925"

SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

Approved by FCC
Two for $75.00
$40 Each

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

Buick's Sept. Spots

BUICK MOTOR Co., Flint, Mich., from Sept. 18 to 23 will sponsor daily spot announcements for its new models on a large number of stations throughout the country. Total list could not be learned, though about 91 stations, the number used in last year's similar campaign, will probably be used. Arthur Kudner, Detroit, is agency.

RIO GRANDE OIL Co., Los Angeles, on Sept. 26 renews *Calling All Cars* on three Columbia California Network stations (KNX KSFO KARM), Tues., 7:00-7:30 p.m. (PST). Agency: Hixson, O'Donnell Adv., Los Angeles.

Network Changes

EUCLID CANDY Co., San Francisco (candy bars), on Sept. 26 shifts *Ballot Box* on CBS-Pacific Network from 7:15-7:30 p. m. to 7:30-7:45 p. m. (PST). Agency: Sidney Garfinkel, San Francisco.

DUNN & McCARTHY Co., Auburn, N. Y. (Enna Jettick shoes), on Aug. 27 added 3 NBC-Red stations to *Enna Jettick Melodies* and on Sept. 24 adds WGKV, Charleston, making a total of 90 NBC-Red, Sun., 5-5:15 p. m. Agency: Marschalk & Pratt, N. Y.

PHILIP MORRIS & Co., New York (cigarettes), on Sept. 25 adds CKLW, Detroit, to *Breezing Along* making a total of 4 MBS stations, Mon., 8-8:30 p. m. (EST). Agency: Biow Co., N. Y.

WILSHIRE OIL Co., Los Angeles, on Aug. 15 shifted *Pull Over Neighbor* on 3 CBS California stations from Thurs. 8-8:30 p.m. to Tues., 7:30-8 p.m. (PST).

R. J. REYNOLDS Co., Winston-Salem, N. C., on Sept. 26 renews *Camel Caravan* (Bob Crosby orch.) on 87 CBS stations, Tues., 9:30-10 p. m. (EST); on Sept. 25 renews *Blondie* on 90 CBS stations, Mon., 7:30-8 p. m.; on Oct. 7 renewed *Camel Caravan* (Benny Goodman orch.) on 80 NBC-Red stations, Sat., 10-10:30 p. m. Agency: Wm. Esty & Co., N. Y.

EMERSON RADIO & Phonograph Co., New York, on Sept. 2 adds 5 MBS stations and 15 Don Lee stations to Elliott Roosevelt's *America Looks Ahead* making a total of 46 MBS stations, Tues., Thurs., and Sat., 7:15-7:30 p.m. Agency: Grady & Wagner, N. Y.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Sept. 29 shifts *Horace Heidt & His Musical Knights* on 78 NBC-Red stations, from Mon., 9:30-10 p. m. to Fri., 9:30-10 p. m. (EST). Agency: Stack-Goble Adv. Agency, Chicago.

ANDREW JERGENS Co., Cincinnati (Woodbury soap and cosmetics) on Oct. 1 shifts *Hollywood Playhouse* from 46 NBC-Blue stations, Sun., 9-9:30 p. m. to 56 NBC-Blue, Wed., 8-8:30 p. m. (EST). Agency: Lennen & Mitchell, N. Y.

GENERAL FOODS Corp., New York (La France, Satina), on Oct. 9 shifts *Joyce Jordan, Girl Interne* on 40 CBS stations, from Mon., Wed., Fri., 12-12:15 p. m. to Mon. thru Fri., 3-3:15 p. m. (EST). Agency: Young & Rubicam, N. Y.

ANDREW JERGENS Co., Cincinnati (Woodbury soap), on Oct. 1 shifts *The Parker Family* from CBS to 63 NBC-Blue stations, Sun., 9:15-9:30 p. m. (EST). Agency: Lennen & Mitchell, N. Y.

PHILIP MORRIS & Co., New York (cigarettes), on Oct. 6 shifts *Perfect Crime* on 29 CBS stations, Fri., from 8:30-9 p. m. to 9-9:30 p. m. (EST).

GENE FURGASON Co., jointly with William G. Rambeau Co., has been named to represent KQV and WJAS, Pittsburgh, and WHJB, Harrisburg, Pa.

Mantis Dismantles

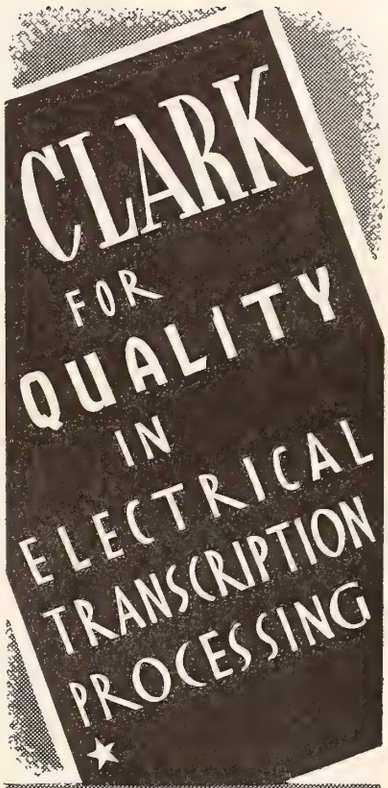
A PRAYING mantis on Aug. 14 visited the WLW transmitter at Mason, O., throwing the station off the air four minutes. Transmitter attendants saw a flash and heard a thunderous roar as the praying mantis shorted one of the 12,000-volt filter condensers, the energy potential of which is 220 microfarads.

New KVAK on the Air

WITH W. H. REITZ as manager and chief engineer, the new KVAK, Atchison, Kan., 100 watts day on 1420 kc., is now on a regular schedule, having begun operating July 28. L. V. Butcher, formerly with St. Joseph, Salina and Abilene stations, is program director. Dave Hamlin, formerly with KSKN, Kansas City, Kan., and Lyle Robinette, formerly with KITE, Kansas City, are announcers. A. F. Williamson, former chief instructor in transmitters at First National Television, and Charles Wiesmann, formerly with KITE, are engineers. The station, owned by Carl Latenser, music and appliance dealer, is equipped with Collins studio and amplifier equipment, a Commercial Radio Equipment Co. transmitter, General Radio monitor and a 150-foot Wincharger tower.

McILHENRY Co., Avery Island, La. (sauce), on Oct. 1 starts four weekly minute discs on KFI, Los Angeles, and KSFO, San Francisco. John H. Dunham Co., Chicago, is agency.





SINCE the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a *Clark* client. If you are interested in quality transcription processing we are at your service.



CLARK
PHONOGRAPH
RECORD CO.
Newark, N.J.
216 HIGH ST.
Humboldt 2-0880

WSAI, Cincinnati, is conducting one of the most extensive station promotion campaigns in its history, according to Dewey H. Long, manager. At the Pure Food Show WSAI has erected a glass-enclosed, air-conditioned studio, from which the station originates, from 11 a.m. to 8 p.m., all programs but its large "live-talent" musicals. Daily since Aug. 22, and continuing until Sept. 4, WSAI broadcast all its important studio shows scheduled during the nine-hour period.

In the studio are microphones, control panels, sound equipment and turntables. An added feature is a public address system. Roger Baker and Dick Bray, WSAI sportscasters, have broadcast from ticker in the Food Show studio each of the Reds games since Aug. 22. Marsha Wheeler, home economist, has conducted her six-weekly *WSAI Wonder Kitchen* program, daily except Sundays from the studio. She not only explains her methods for finding and testing recipes, but reveals the various ways of preparing a recipe for broadcast and tells how to broadcast a radio cooking school.

Try It Yourself, a broadcast especially arranged for the Pure Food Show, has been heard daily with Clair Shadwell, WSAI program director, conducting. With a mobile unit packed into the rear of a new Crosley automobile, Shadwell and an engineer drive through the Food Show grounds with Shadwell calling "I want an announcer". When sufficient numbers gather, Shadwell presents several persons with scripts of food commercials and then each is given an opportunity to read them over the air. Listeners vote for their favorite "new" announcer.

Food Show Specials, sponsored by several of the exhibitors and designed to direct the attention of Food Show visitors to certain booths, are broadcast regularly over WSAI. Two of the sponsors are using radio for the first time, Richard A. Ruppert, WSAI promotion manager, stated, and within 48 hours all available time was sold.

A special broadcast by Marsha Wheeler is aired in conjunction with a cooking school at the show conducted by Mary Belle Burnett for the *Cincinnati Times-Star*.

* * *

Discs at the Fair

GRAB-BAG merchandising stunt that drew a big crowd was that of WOC, Davenport, held recently at the Mississippi Valley Fair. Slips of paper giving facts about radio, for instance, the total number of sets in Iowa, were mixed up in a large box. Then slips of paper good for a free voice recording were mixed in. Winners had their voices recorded at WOC's display booth in the Industrial Arts Bldg. of the fair. Idea was conceived by Neff Wells Jr., head of WOC merchandising. The station aired a series of remotes from the fairgrounds, including a number of horse races and Bill Voss' man-on-street series for Ken-L-Ration.

* * *

Bugs With Jitters

FOR STATION promotion, KOY, Arizona, presents Mexican jumping beans to Easterners. Fred Palmer, manager, is making the presentations. Each bean will be lettered with either "KOY" or "AN", the latter representing Arizona Network.

Merchandising & Promotion

Fair Enough—Radiator Plug—Not a Big Shot—Slogan—All About Manners—The 80s

WLS Promotion

WLS, Chicago, has announced a new merchandising policy which includes daily announcements during the week prior to the airing of the sponsored program. A five-minute daily morning series has started, titled *WLS Program Review*, and a running synopsis of each sponsored program will be aired on this show. The plan includes publicity stories and pictures in the radio section of *Prairie-Farmer*, with which WLS is associated. Further, publicity releases are to be sent to 110 newspapers in four Midwestern States. Letters to wholesalers and retailers are also included, as is publicity in *Stand By*, WLS house organ.

* * *

Ranger Safety

OVER 22,000 members have joined the Lone Ranger Safety Club of KTAR, Phoenix, Ariz., and Arizona Broadcasting Co. stations, with Holsum Bakery as sponsor. The club promotes an understanding of safety requirements in a high-speed world. Hooked up in the series are KVOA, Tucson, KMJB, Globe, KCRJ, Jerome. Holsum has just renewed for a year its *Lone Ranger* contract.

* * *

WCCO Antenna Signs

TWO 12 x 42 foot signs have been ordered by WCCO, Minneapolis, to be placed on the highway a half-mile each side of its new 652-foot radiator. Signs will be lettered in consolite, visible at night. Construction of the antenna is to be completed Oct. 1.

Talent at the Plant

TO DEVELOP the "family" relationship that is an important part of its business policy, Geo. A. Hormel & Co., Austin, Minn., is taking the cast of its sponsored thrice-weekly show, *It Happened in Hollywood*, on a week's trip from the West Coast to company headquarters in Austin. During the week the show will be broadcast from three different cities along the route—St. Louis, Sept. 4; Chicago, Sept. 6, and Austin, Sept. 8. At the plant in Austin the troupe will meet Hormel employes and perform in a special auditorium built for the broadcast.

* * *

Printed Promotion

KGKO, Fort Worth, is using a column of display to advertise its daily programs in the morning and evening editions of the *Fort Worth Star-Telegram*. The morning paper's ad carries hour-by-hour programs listings and data from 6:00 a.m. to 4:15 p.m. and the evening editions carry a column containing KGKO's schedule from 4:15 p.m. to midnight. Ads are spotted on radio and amusements page.

* * *

WGAR Aids Needy Pupils

PROMOTION for needy children and their apparel requirements was the theme of a three-hour campaign Aug. 23 by WGAR, Cleveland, in advance of the school season. The idea was originated by Manager John F. Patt. The entire WGAR staff, along with local entertainers and sports celebrities, took part. Eight operators were required to handle calls from donors.



HERE'S the first of thousands of store windows to be tied in with NAB's *Curtain Raiser*, the fall promotion beginning on Sept. 24. George W. Cook, independent Washington radio merchant, offered his store window as a laboratory to test the reaction of street traffic to various poster copy. Stations throughout the country are securing similar tieins with radio, electrical appliance and department stores and with the local utility. Ed Kirby, NAB public relations director, and Arthur Stringer, who recently joined the NAB promotion staff, supervise the campaign.

Hero in Phoenix

KOY, Phoenix, Ariz., officials staged as a promotional stunt a contest to elect Phoenix's leading citizen during August. Their plans were sidetracked by Boy Scout election of 14-year-old Billy Gill to that honor. Instead of award being presented to a banker or civic leader, studio authorities made the presentation to the lad. Billy recently drew national attention by throwing switch to cut off current when a Phoenix woman came into contact with electrical wire. He called fire department pulmotor squad and rendered first aid.

* * *

For Four Slogans

TO OBTAIN a station slogan, WBTH, Williamson, W. Va., is offering a daily 30-minute program for four weeks to promote slogan prizes consisting of four free trips to the New York Fair. Entry blanks are obtained from merchants participating in the program and are deposited with these merchants, where WBTH representatives pick them up. Merchants are given window streamers and cards, and full-page ads are run in a local newspaper.

* * *

Tucson Prizes

FOR bottletops, wrappers and cartons of products advertised on the *Treasure Island* participating program of KVOA, Tucson, Ariz., a weekly $5 bill is awarded and monthly winner gets a free round-trip to the San Francisco Fair. Consolation prizes are included. So far two winners have been sent to the fair, says KVOA, and summer sponsors are pleased.

* * *

'Town Meeting's' Fifth

PROMOTION packet containing a full-page broadside of a series of 15 laudatory editorials appearing from January through April in the *Birmingham* (Ala.) *Age-Herald* and reprints of 30 letters from representative listeners is being distributed by NBC for *America's Town Meeting of the Air*, which starts its fifth season on NBC-Blue Oct. 5 at 9:30 p.m. (EST).

* * *

Manners From Bab-O

B. T. BABBITT Co., New York, from Sept. 11 through Sept. 23 will offer listeners to the NBC-Red program *David Harum* a 96-page booklet titled "101 Common Mistakes in Etiquette — And How to Avoid Them" by Emily Post, in return for 25 cents and one green label from a can of Bab-O. Blackett-Sample-Hummert, New York, handles the account.

* * *

Foresight in the 80's

ADORNING the cover of the CBS Program Book for August is a drawing made in 1882, showing street car passengers listening to music, news, drama and philosophy with the prediction that by 1952 this would be possible. "As predictions go," says CBS, "this wasn't very far off. 6,250,000 automobiles in the United States, now carry music, news, drama and philosophy with them as they ride—by radio!"

* * *

New WLW Study

WLW, Cincinnati, has announced completion of a new seven-market survey conducted by Ross-Federal. Markets covered are Anderson, Ind., Huntington, W. Va., Ironton, Ohio & Ashland, Ky., Marion, Ind. Marion, Portsmouth and Zanesville, Ohio.

Business SPEAKS for ITSELF

At day's end on July 31, the Nation's Station was six weeks ahead of last year's schedule on placing of Fall and Winter business. We take this opportunity to thank, and welcome the newcomers as well as those who have renewed, again and again, their sales efforts over WLW.

It is a generally accepted fact that the *volume* of business carried on any station is strongly indicative of its general—and specific—effectiveness. It follows then that our present schedule, the largest in the history of the Nation's Station, is conspicuous proof of the dominance of WLW as a selling force.

If you, however, would like to augment this amazing record of confidence with unbiased, undramatized FACTS concerning WLW'S coverage and popularity among listeners, we invite you to write in, or call, for the story of WLW—based on the statistical data recently revealed in our 140,000 Call Coincidental Survey, conducted by the Ross Federal Research Corporation and the Alberta Burke Research Company, in 13 markets. Also, our more recently completed Ross Federal Survey in 7 additional markets, the Analysis of which will soon be released. Direct your request to Transamerican Broadcasting & Television Corporation, New York, or

WLW

The Nation's Station

●

See the Crosley Building at the New York World's Fair

MORE THAN 100 QUARTER-HOURS OF NEW SHOWS!

35 NEW WLW CONTRACTS for which WLW WILL ORIGINATE 3 NEW NETWORK PROGRAMS, and 14 FOR LOCAL AUDIENCES.

A volume of business not usually contracted for until after the first week in September!

FUNCTIONAL DESIGN OF RCA 2-STUDIO SPEECH INPUT ASSEMBLY

Steps up Efficiency!



The RCA 78-B-1 Rack Assembly, a sturdily constructed unit, contains an RCA 41-C pre-amplifier, a 40-D program amplifier, a 94-D 17-watt monitoring and audition amplifier, and two 33-A double jack strips. Meter indicates plate currents of all tubes in program channel. Trim is satin finished chromium.

This fine unit also provides you with amazing flexibility in location and new operating convenience—at moderate cost.

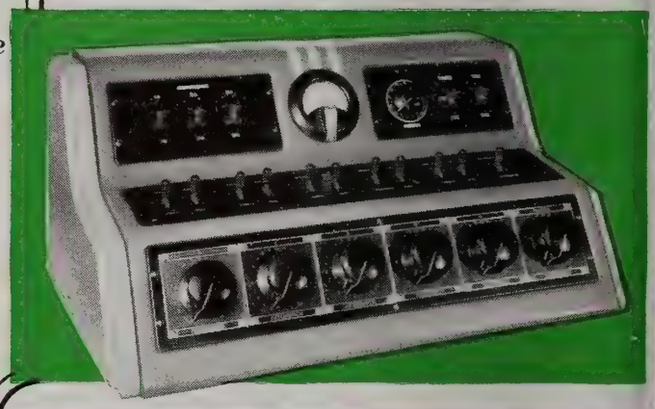
RCA Type 78-B-1 Speech Input equipment is excellent for use in the usual control room for two studios. A factory assembled grouping of RCA de luxe panels, it consists of three units — a cabinet rack containing amplifiers and jacks . . . control console with sloping front containing all mixing and switching controls . . . and a small relay power supply for wall mounting.

With this equipment you not only get the finest in mechanical construction and transmission fidelity — but because of its functional design, it provides unusual efficiency in application, flexibility in location and convenience in operation. Full details will be supplied on request.

Use RCA Radio Tubes in your station—for finer performance

The RCA 78-B-1 Console

Has switches for connecting pre-amplifier inputs to microphones in either of two studios and for connecting the outputs of the mixers to the broadcast or audition channels. Also has mixers for turntables and remote lines. A master mixer is included. The V. I. meter is illuminated and may be set for "peak" or r.m.s. readings.



RCA Broadcast Equipment

RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America

New York: 1270 Sixth Avenue • Chicago: 589 E. Illinois Street • Atlanta: 530 Citizens & Southern Bank Building
Dallas: Santa Fe Building • San Francisco: 170 Ninth Street • Hollywood: 1016 N. Sycamore Avenue

PRINTED IN U.S.A.

BROADCASTING

Broadcast Advertising

Vol. 17 • No. 6

SEPTEMBER 15, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



"Premiums" FOR KLZ SPONSORS



IN THE INTEREST OF PUBLIC HEALTH, KLZ conducts a daily early morning exercise period, airs dozens of health education programs in cooperation with the state medical society and department of health.



ACCENT ON YOUTH is made by KLZ with special program material. Youth, in turn, is regularly given its chance before KLZ microphones. KLZ enthusiastically cooperates with Denver public schools.

★ ★ ★

PUBLIC AFFAIRS are discussed frequently over KLZ's air. Below; Colorado's Governor Ralph L. Carr. Police, federal and state officials vigorously praise the service and cooperation of KLZ.



● For every fifteen minutes a sponsor buys over KLZ he gets ten additional minutes of showmanly service for which he is never billed. This premium for sponsors comes as the result of a scintilating array of sustaining features, both CBS- and KLZ-originating . . . programs that reflect the high quality, interest and appeal of the most costly sponsored program.

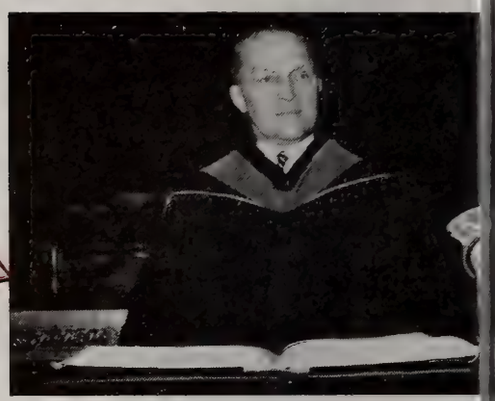
KLZ could not operate without its revenue-producing programs. Neither could it fulfill its obligation to serve the public interest, convenience and necessity of the Denver-Rocky Mountan area to the fullest without the community service features that have stamped it the Number One station of the market.

Sponsors would not want it any other way, either. For interest in KLZ built up by its special events broadcasts, its community exploitation activity, its ahead-of-the-wire news dissemination and its endless contribution to the cultural, religious and civic life has been positively and definitely linked with well above average results for advertisers in the Rocky Mountain area.

This premium for sponsors is off-the-rate-card. But it is as much a part of KLZ as its transmitter, its radiator or its studios. It is another reason why the Rocky Mountain area turns instinctively to KLZ to entertain, to inform or to sell.



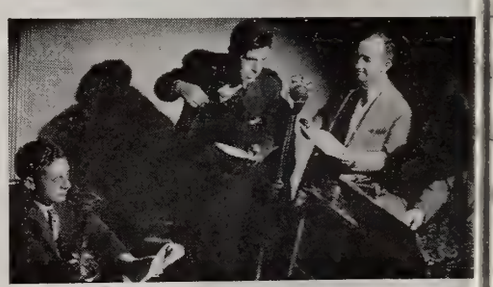
ALWAYS AT THE SCENE of significant and newsworthy events in the Denver region, KLZ's mobile unit here broadcasts from summit of Mt. Evans (14,259 ft.) at opening of world's highest motor highway.



CHURCHES AND RELIGIOUS GROUPS receive the generous cooperation of KLZ. From Denver's great churches the regular pastors, all members of the Denver Ministerial Alliance, broadcast their Sunday services.



KLZ ELECTION COVERAGE has been so well organized that its tabulations outstrip all other media for speed and accuracy. This is characteristic of the many thorough-going extra services KLZ renders.



KLZ DRAMATIC GROUPS have long supplied this region with outstanding and original productions. Talented staff writers and production men together with able microphone performers make top radio drama.

KLZ *Denver*

CBS AFFILIATE ++ 560 KILOCYCLES

UNDER MANAGEMENT AFFILIATED WITH THE OKLAHOMA PUBLISHING COMPANY ++ PUBLISHER OF THE DAILY OKLAHOMAN, THE TIMES AND THE FARMER-STOCKMAN ++ OWNER AND OPERATOR OF STATIONS WKY, OKLAHOMA CITY, AND KVOR, COLORADO SPRINGS ++ REPRESENTED BY THE KATZ AGENCY, INC.

You Get the BIG Haul with a Net . . . .



Courtesy General Seafoods Corporation

BY the same token, it takes a network to get volume in New England. The 18 stations of the Colonial Network, operating in charted areas teeming with trade, give sponsors the advantages resulting from loyal, local station listenership, and the friendly acceptance this insures the year round.

These outlets exert potent influence in wide circles of buying activity. United they comprise one of the richest and most responsive markets in America.

Colonial Network's 18 stations provide intensive local and comprehensive regional sales contacts. This is the most effective low-cost combination for selling New England.

WAAB	Boston	WLBZ	Bangor
WEAN	Providence	WFEA	Manchester
WICC	Bridgeport, New Haven	WLLH	Lowell, Lawrence
WTHT	Hartford	WNBH	New Bedford
WNLC	New London	WATR	Waterbury
WSAR	Fall River	WLNH	Laconia
WSPR	Springfield	WRDO	Augusta
WHAI	Greenfield	WCOU	Lewiston, Auburn
WBRK	Pittsfield	WSYP	Rutland

EDWARD PETRY & CO., INC.
National Sales Representative

The COLONIAL NETWORK
21 BROOKLINE AVE. BOSTON, MASS.

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

THE RICHEST STATE

IN

THE RICHEST COUNTRY

IN

THE WORLD

●

NOW COVERED BY

THE NEW YORK BROADCASTING SYSTEM

Opened September 11, 1939

MEMBER STATIONS

Albany	WABY	New York	WINS*
Auburn	WMBO	Rochester	WSAY
Buffalo	WGR-WKBW	Syracuse	WSYR
Jamestown	WJTN	Utica	WIBX

*The advertiser has the option of using any independent New York station for origination.

All inquiries should be addressed to:

CARL CALMAN, General Manager

20 East 57th Street, New York, N. Y.

Phone: PLaza 8-3355



● Almost . . . for amid the magic gadgets which help WBBM experts shape a WBBM production is the unseen presence of the cash register . . . symbol of WBBM's credo that WBBM-produced programs must not only entertain—*they must sell their sponsors' products.*

And WBBM's programs *do* sell. How well? Take a look at a few samples . . . a few of the many successful programs conceived, developed, and produced by WBBM.

THIS WBBM PROGRAM SELLS OIL AND GASOLINE. Half-hour dramatization of current events. Sponsor has just renewed for third time, says, "Never before have we done any advertising in this market to compare with this program in actual results."

THIS WBBM PROGRAM SELLS AUTOMOBILES. 45-minute Sunday music and variety show. Sponsor's product jumped from sixth to fourth place in Cook County one month after program started, has shown increases each month averaging 150% over corresponding months of 1938!

THIS WBBM PROGRAM SELLS SOAP. Audience participation show. New idea—WBBM's, of course. In six weeks got 10,000 new retail outlets for product in Chicago area. Proved so successful advertiser has doubled radio time on WBBM with two more WBBM-built programs.

THIS WBBM PROGRAM SELLS FURNITURE. Another audience participation program. Sponsor started six years ago, gives this WBBM-built show major credit in growth of business to twenty-two times original size.

THIS WBBM PROGRAM SELLS SEVEN PRODUCTS IN 25 MARKETS. Serial drama. WBBM produced sustaining for six months, confident of appeal. When finally sold, program moved one product so well it is now used by advertiser to sell *seven* different products in 25 markets.

These programs, making sales for these advertisers day after day, are typical of what WBBM-built programs can do for *you,* because WBBM's program department has the *skill* of tailor-making programs to fit products, and then of making those programs *reach audiences,* and *sell merchandise.*

Cash in on the experience of Chicago's leading advertisers. Before you buy *any* program, consult the station with the largest string of *audience* and *sales* successes in the middle-west . . . WBBM.

Represented nationally by RADIO SALES: New York • Los Angeles Chicago • Detroit • San Francisco Charlotte, N. C. • St. Louis

WBBM

50,000 WATTS

CHICAGO'S CBS STATION

We were afraid they'd be spoiled — but we LET 'EM EAT CAKE!



When a great big beautiful thirty pound cake arrived for the members of the WTIC Playhouse, we almost held out on them. So *much* all at once might go to their heads.

We didn't — they loved it — and now they're swinging into their eighth continuous year. With over 800 performances behind them fan mail has piled up past the 60,000 mark. And this with never a plug for fan mail nor an offer of any kind.

If you ever baked a thirty-pound cake — or even thought about it — you'll know the New England housewife who baked this one thought a great deal of the Players and WTIC.

This is just one of many, many instances that show what a friendly audience WTIC offers any advertiser. 50,000 Watts means it's a *big* one.

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

- IN LISTENER POPULARITY BY 2 TO 1 IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT ADVERTISERS

WTIC

50,000 WATTS · HARTFORD, CONN.

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation
Member NBC Red Network and Yankee Network
Representatives: Weed & Company
New York Chicago Detroit San Francisco

Whether It Is Base Ball or Foot Ball, the Detroit Sports Audience Listens to WWJ



and E. L. "Ty" Tyson, WWJ's own nationally known sports announcer and commentator. The 1939 season will be the 13th that WWJ has broadcast the Tigers' base ball games; the 15th that it has broadcast the U. of M. foot ball games.

Foot Ball Survey:

On November 12, 1938, the Ross Federal Research Corporation conducted a survey during the University of Michigan - Northwestern foot ball game. The findings were:

57% Listening to WWJ
26% Listening to WJR
12% All Other Stations
5% No information

Such great preference leaves no doubt about WWJ's coverage of the sports audience in Detroit.

Here's startling information for radio advertisers interested in sports broadcasts: Exhaustive studies of listening habits of the Detroit radio audience, conducted by the Wayne University Broadcasting Guild show that *WWJ's play-by-play base ball broadcast has a rating of 61%*! The same studies show that *WWJ's Sport Review*, broadcast nightly at 6 P. M. commands *53% of the listening audience!* Another survey conducted during the foot ball season of 1938 showed that *57% of all the listeners were tuned to WWJ!*

WWJ

National Representatives
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New York : Chicago
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"Tidings from Thermopylae!"

What with all the accent these days on programs and talent, lots of people are prone to overlook the invaluable services of the boys who buy the time that the talent fills. . . . For that, after all, is the first *and most important* part of radio advertising.

Time-buying is a delicate art, requiring far more skill and knowledge than is needed in buying almost any other type of merchandise. And it's a job in which the best men are the most grateful for really constructive help.

To our minds, one of the most important functions that any radio-station representative can perform, is to help simplify the time-buyer's job —to be a clearing-house of information on all the ever-changing conditions which affect the intelligent purchase of time . . . This is a function to which we have set ourselves. With fourteen *good men* and six *efficient offices* all over the Nation, we can easily be your scouts, your reporters, your loyal "eyes and ears" for the whole field of radio.

What sort of a problem is bothering *you, now?*

Exclusive Representatives:

WGR-WKBW	Buffalo
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WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse

Southeast

WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ	Roanoke

Southwest

KGKO	Ft. Worth-Dallas
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BROADCASTING
and
Broadcast Advertising

Vol. 17. No. 6 WASHINGTON, D. C., SEPTEMBER 15, 1939 $3.00 A YEAR—15c A COPY

NAB Creates $1,500,000 Music Project

By SOL TAISHOFF

Opens War on ASCAP by Approving Plan for Industry to Own Corporation Providing Independent Music

BY UNANIMOUSLY approving a $1,500,000 fund to establish its own supply of music, an embattled broadcasting industry Sept. 15 officially declared war on the American Society of Composers, Authors & Publishers, virtual monopoly of the music industry. Action came at the special convention of the NAB at the Palmer House, Chicago, when some 250 broadcasters by voice vote authorized establishment of a new corporation in which broadcasters would hold all of the stock.

An all-inclusive plan whereby the industry—NAB members and non-members alike—will pledge to the corporation a fund made up of 50% of their payments to ASCAP in 1937, was approved. Probably to be known as Broadcast Music Inc., the new corporation would create an independent and competitive supply of music, both in sheet form and transcribed, as well as acquire existing publishing houses, encourage independent composers and develop public domain sources while existing transcription companies foster tax-free music.

There were 290 registrants at the convention [see pages 81 and 85 for full list].

Devised by Kaye

The ambitious project adopted was based upon the plan devised by Sydney M. Kaye, New York attorney retained by NAB last month, in collaboration with the NAB Copyright Committee and as revised by the NAB board in pre-convention sessions. Because the stock issue must be registered with the Securities & Exchange Commission, actual setting up of the corporation and issuance of stock subscriptions will not commence for about a month.

The plan envisages retention of executive personnel from the music publishing field. Neville Miller, NAB president, who engineered the campaign, will serve as its president in the interim. Everett E. Revercomb, NAB auditor, temporarily will serve as secretary and treasurer until a paid executive is employed.

Other directors of the corporation, authorized in the resolution adopted unanimously by the convention, will be Walter Damm, representing newspaper-owned stations; John Elmer, representing independent stations; Edward Klauber, representing CBS; Lenox R. Lohr, for NBC; Samuel R. Rosenbaum, for Independent Radio Network Affiliates, and John Shepard 3d, for regional broadcasting stations.

The resolution, presented to the convention by George W. Norton Jr., president of WAVE, Louisville, and a member of the board, outlined the purpose of the plan. It brought out that an adequate music supply is essential to the industry and that efforts of the NAB Negotiating Committee since last May to bargain with ASCAP on a fair basis had proved futile. Since ASCAP had refused to indicate its demands and since threat had been made to exact concessions in advance, the resolution stated it was concluded that the NAB should form the separate corporation as a means of introducing competition in radio and of assuring an ade-

(*Continued on Page 84*)

Board Orders Code Effective Oct. 1

Appoints Committee to Enforce Voluntary Restrictions

THE RECENTLY adopted NAB code [BROADCASTING, July 15] will become effective Oct. 1, it was announced by the board of directors of NAB following an all-day session at the Palmer House, Chicago, Sept. 13. The board instructed Neville Miller, NAB President, to appoint a committee fully empowered to interpret and enforce the code throughout the industry. The complete resolution read:

Resolved that the Code of the NAB adopted by the 17th Annual Convention of the Association become fully effective Oct. 1, 1939, except as it may apply to existing commercial contracts which shall be respected for their duration but provided they do not run for more than one year from Oct. 1, 1939.

The Code Compliance Committee shall immediately make itself available to resolve doubts of broadcasters as to whether proposed new business conforms or can be made to conform to the Code.

New business, competitive with existing accounts, may be accepted with the same length of commercial copy as is permitted to the existing accounts.

Edgar L. Bill, president of WMBD, Peoria, was named chairman of the code compliance committee. Ed Kirby, NAB public relations director, will serve as committee secretary. Other members include members of the group which drafted the self-regulation code last summer. They are Lenox R. Lohr, NBC president; Edward Klauber, CBS executive vice-president; T. C. Streibert, WOR-MBS vice-president; Walter J. Damm, WTMJ, Milwaukee; Ed Craney, KGIR, Butte; Karl C. Wyler, KTSM, El Paso; Samuel R. Rosenbaum, WFIL, Philadelphia. Two additional members will be named later by President Miller in lieu of Paul W. Morency, WTIC, Hartford, and Herb Hollister, KANS, Wichita, who served on the original code group, but who, as members of the NAB board, cannot qualify. The board itself will sit as a sort of "court of appeals" over the code compliance committee.



CODE COMPLIANCE responsibilities will come under the direction of Edgar L. Bill, president of WMBD, Peoria, and a leader in the self-regulation movement. Mr. Bill was designated by the NAB Board as chairman of the Committee on Audience Relations, which will supervise handling of code complaints. Secretary of the Committee will be Ed Kirby, NAB public relations director.

Children's programs, controversial public issues, educational broadcasting, news, religious broadcasts and length of commercial copy all are regulated under the code. Restricted is such advertising as spiritous or "hard" liquor; products the sale of which constitutes a violation of law; fortune-telling, mind-reading, etc.; schools offering questionable or untrue promises of employment to induce enrollment; matrimonial agencies; offers of "homework" by any but responsible firms; dopesters, tipster and race track publications; all forms of speculative finance; cures and products claiming to cure; advertising statements or claims known to be false or deceptive; continuity describing, repellently, any functions or symptomatic results of disturbances, or relief granted such disturbances through use of any product; unfair attacks on others; misleading statements or comparisons of price or value.

"The code is more than an expression of radio policy," said Mr. Miller. "It is an outstanding example of voluntary industry self-regulation, conceived and executed in the public interest."

Attended by all 23 members of the board, the session was devoted to code discussion throughout the morning. In the afternoon copyright problems held the floor, with the board in consultation with Sydney M. Kaye, special copyright counsel and coordinator, and Stuart Sprague, who has been retained to assist him.

WNEW Licensed For RCA Records

Pays $300 a Month Fee for Victor, Bluebird Discs

FIRST application of the right of a manufacturer of phonograph records to control the use of his records in broadcasting occurred Sept. 6, when RCA Mfg. Co. issued a license covering such use of Victor and Bluebird records to WNEW, New York, which accepted the license. Action followed serving of the station with the injunctions against broadcasting these makes of records without permission which Justice Leibell of the Federal Court in New York had granted to RCA [BROADCASTING, July 15, Aug. 1].

Decca Serves Notice

Also on Sept. 6, Decca Records served WNEW with a notice requesting the station to discontinue the broadcasting of any Decca discs on that date, under threat of legal action if the station rejected the request. In accordance with this edict, WNEW immediately withdrew all Decca records from its collection for use on programs of recorded music. Decca has taken no further steps against other broadcasters as yet. And although Jack Kapp, president of Decca, on Aug. 10 advised all stations that his company was preparing a licensing agreement [BROADCASTING, Aug. 15], this has not yet been issued. Neither has RCA proffered its license to any broadcasters other than WNEW, having agreed to a request from the NAB to withhold such action until Dec. 1 [BROADCASTING, Sept. 1].

As a Class A station under the terms of the RCA license, published in full in the Aug. 15 BROADCASTING, WNEW will pay RCA a monthly fee of $300 for the privilege of broadcasting Victor and Bluebird records on its *Make Believe Ballroom* and *Milkman's Matinee* programs, consisting almost entirely of phonograph records and taking up some nine hours a day of the station's 24-hour broadcasting schedule. National Assn. of Performing Artists, which on Aug. 19 notified RCA that NAPA would "legally resist" all RCA efforts to enforce its licensing proposal, has taken no steps.

Advertised Brands Week

TO HELP promote Nationally Advertised Brands Week, Sept. 15-25, the three networks are presenting special broadcasts featuring details of the drug industry. NBC on Sept. 17 will present *Health and Beauty, Inc.*, contrasting the modern drug store of today with apothecary shops of olden times. Robert L. Swayne, editor of *Drug Topics*, will discuss the industry on CBS Sept. 19, and on Sept. 22 Dave Driscoll and Al Josephy will devote the *Welcome Neighbor* program on MBS to the industry.

Fourth Fight Broadcast

ADAM HATS, New York (chain stores), on Sept. 25 will sponsor the fourth in the series of 1939-40 boxing matches on NBC-Blue when Sam Taub and Bill Stern describe the 15-round return bout for the world's light heavyweight championship between titleholder Bill Conn and former champion, Melio Bettina.

Blue Affiliates and NBC Sales Chiefs Discuss Problems at Chicago Session

VANGUARD of the NAB convention, approximately 70 representatives of the NBC Blue network, including NBC executives and station managers, in their first joint get-together met at the Palmer House in Chicago Sept. 12 in a one-day session to discuss Blue Network problems and progress.

Headed by Niles Trammell, executive vice-president, the NBC delegation included Frank M. Russell, vice-president; Don E. Gilman, vice-president; William S. Hedges, vice-president; Sidney N. Strotz, manager, Central Division; Keith Kiggins, director, Blue Network; Ken R. Dyke, director of sales promotion; John H. Norton Jr., Blue Network station relations; E. P. H. James, sales promotion manager; Harry C. Kopf, Central Division sales manager; Ken Carpenter, Central Division Blue network sales manager; Robert Saudek, New York sales; A. A. Schechter, special events manager.

Station Representation

The station representation included John A. Holman, WBZ-WBZA; John Shepard 3d, for WEAN and WICC; Samuel R. Rosenbaum and Roger Clipp, WFIL; Kenneth H. Berkeley, WMAL; Harry C. Wilder, WSYR; William Fay, WHAM; C. R. Thompson, WEBR; Sherman D. Gregory, KDKA; H. K. Carpenter, WHK; George W. Trendle and H. Allen Campbell, WXYZ; W. C. Swartley, WOWO; Burridge D. Butler and Glenn Snyder, WLS; Robert T. Convey, KWK; Luther Hill, WMT; C. T. Hagman, WTCN; Gardner Cowles, KSO; Vernon H. Smith, WREN; Campbell Arnoux, WRTD; Harold E. Smith, WABY; George F. Bissell, WMFF; Charles Denny, WJTN; Harold F. Gross, WJIM; Roy Radner, WIBM; Dan E. Jayne, WELL; Howard M. Loeb, WFDF; Earl E. May, KMA; C. W. Corkhill, KSCJ; Henry P. Johnston, WSGN; Lambdin Kay, WAGA; Charles P. Manship, WJBO; Harold V. Hough, KTOK and WBAP; John I. Prosser, KTHS; C. B. Locke, KFDM; William D. Pyle, KVOD; Harrison Holliway, KECA; Thomas E. Sharp, KFSD; Birt F. Fisher, KJR; W. Cary Jennings, KEX; Loren L. Watson, WBAL; Dewey H. Long and Dick Ruppert, WSAI.

Covering Europe

The morning meeting was highlighted by special features and departmental analyses of Blue network activity; the afternoon, by roundtable discussions of sales, promotion, programs and merchandising.

In a surprise shortwave broadcast from three European capitals, directly following Mr. Trammell's welcoming talk, NBC European correspondents described behind-the-scenes activity in covering the continent. Talking with Abe Schechter, special events director, stationed at the Palmer House, Fred Bate in London explained his method of keeping NBC listeners posted on the British Empire. From Paris, Paul Archinard described pickup points in the French capital. Max Jordan in Basle, Switzerland, discussed Swiss mobilization and broadcast wire problems.

A comic motion picture titled "Blue Horizons", satirizing NBC Blue executives, station managers and sponsors, enlivened the morning meeting.

In a series of short addresses, Mr. Hedges traced the history and growth of the Blue Network from its inception in 1926; Mr. Strotz, formerly program director of the Central Division, discussed its programming; Ken Dyke developed its sales story.

Numerous network and station problems were aired in the afternoon, with a number of station executive programming suggestions retained for further consideration by John F. Royal, vice-president in charge of programs. Station executives pledged cooperation in merchandising network commercials as aggressively as local commercials. Unanimously adopting a resolution by Harry C. Wilder, the group agreed to hold similar meetings at six-month intervals. Closing the day, Dewey H. Long and Dick Ruppert, WSAI, made a presentation of the merchandising activities of their station.



THESE NBC chieftains headed the first get-together of NBC Blue Network officials and station managers held Sept. 12 at the Palmer House, Chicago. Seated (l to r) are Sidney Strotz, manager, Central Division, Chicago; Don Gilman, vice-president in charge of Western Division, Hollywood; Niles Trammell, executive vice-president, New York; William S. Hedges, vice-president in charge of station relations, New York. Standing (l to r) Keith Kiggins, director, Blue Network; Frank M. Russell, vice-president in charge of NBC's Washington office.

Coast Dramatic Series May Become Nationwide

SUSSMAN, WORMSER & Co., San Francisco (S&W food products), on Sept. 27 will shift its time for *I Want a Divorce*, West Coast dramatic series, from Fridays to Wednesdays on eight CBS Pacific Coast stations, with reports heard that the show may start Oct. 8 on a national basis on NBC-Red under cooperative sponsorship of the Food & Beverage Broadcasters Assn.

The NBC broadcast, to originate from Hollywood, would be heard Sundays, 3-3:30 p. m. (EST), with rebroadcast at 4 p. m., while S&W sponsorship would be for Wednesdays, 7 to 7:15 p. m. (PST), on the Pacific Coast stations, in addition to 9 others from Salt Lake City west, with an Australian broadcast continuing as a separate unit. The S&W firm has sponsored the program on the Pacific Coast for the last two years and will continue sponsorship on CBS.

The cooperative group mentioned as sponsor of the NBC series includes Seeman Bros., New York; Sprague Warner, Chicago; Lee & Cady, Detroit; Martin L. Hall Co., Boston; General Grocer Co., St. Louis and Morey Mercantile Co., Denver. The group is reported to have signed for 39 weeks with no cancellation coverage, with an option for an additional 13 weeks evening time during summer months. Although NBC states that negotiations have not been completed, it has said that if the plan goes through, the participating companies would sponsor it in their individual sections of the country. Emil Brisacher & Staff, San Francisco, is in charge of the national broadcast, although sponsors' individual agencies prepare territorial commercials and participate in commissions.

Affiliates' Time Plan

PROPOSALS advanced by NBC officials whereby additional time might be made available to basic Blue outlets were construed as inadequate by basic Blue owners at a meeting held Sept. 13. It was decided that Samuel R. Rosenbaum, president of WFIL, Philadelphia, should confer with Mr. Trammell in the hope of procuring relaxation of affiliation agreements to permit more open time. Blue outlets originally suggested that every other hour around the clock be optioned to NBC in lieu of the existing arrangement in order that other schedules might be accommodated. The majority of the basic Blue outlets also are affiliates of MBS.

National Tea's *Musico*

NATIONAL TEA Co., Chicago, on Sept. 22 starts *Musico*, half-hour weekly musical quiz show, on WGN, Chicago. The show has been tested on WROK, Rockford, Ill., during the last two months and may soon be expanded to other stations. It is understood that Kroger Baking and Grocery Co., Cincinnati, will sponsor the show in markets where National Tea has no distribution. H. W. Kastor & Sons Adv. Co., Chicago, handles the account.

Voluntary Plan for War News Is Adopted

Normal Schedules Form Basis of Method

WITH ASSURANCES from the White House itself that there is no intention of molesting broadcasting, barring possible extreme provocation, the broadcasting industry has voluntarily adopted methods of handling war news coverage which appear to have won general approbation.

Although it is handling its first war assignment, the industry, under the leadership of the networks and the NAB, has assumed the responsibility of handling news broadcasts of the crisis through full cooperation with the Federal authorities. Rules adopted by the three major networks, at meetings in New York during the week of Sept. 5, were presented Sept. 11 to the special FCC committee headed by Chairman James Lawrence Fly so as to keep the FCC informed of industry action. Providing generally for a return to normal schedules, the rules are sufficiently broad to permit adequate coverage of developments abroad with every safeguard invoked to avoid the spread of misinformation or the provocation of undue excitement.

May Hear Further Discussions

Following the meeting at the FCC Sept. 11, attended by officials of the three networks, NAB President Neville Miller and the FCC committee comprising Chairman Fly, Thad H. Brown, and T. A. M. Craven, it was announced that further informal discussions will be held with the FCC as conditions warrant. The FCC members were unanimous in the view that the industry, by and large, had rendered "an important public service in broadcasting news and comment on war conditions."

The broadcasters' committee did not seek FCC approval or disapproval of the procedure it had adopted in war coverage but simply sought to keep the FCC informed fully on developments. Any other course, it was felt, might be interpreted as inviting censorship.

WMCA Case Serves Notice

Citation of WMCA, New York, by the FCC on Sept. 12 to show cause why its license should not be revoked for intercepting secret British and German code communications, was the first punitive step taken by the FCC growing out of the crisis [see page 14]. Alleging violation of the Communications Act itself, the FCC served notice that it will take forceful and drastic action against stations which transgress either the law or the neutrality proclamations issued by President Roosevelt at the outbreak of hostilities.



TO KEEP POSTED on broadcasting's war coverage, members of the FCC committee designated to appraise this work met Sept. 11 with an industry committee which advised it of policies voluntarily invoked to prevent "unneutral" broadcasts or the spread of belligerent propaganda. Seated, left to right, are Thad H. Brown, Chairman James Lawrence Fly and T. A. M. Craven, FCC committee members. Standing (l to r) Alfred J. McCosker, chairman of board of MBS and president of WOR; Edward Klauber, CBS executive vice-president; Niles Trammell, NBC executive vice-president; Neville Miller, NAB president. Also present were F. M. Russell, NBC Washington vice-president; Harry C. Butcher, CBS Washington vice-president; and William B. Dolph, general manager of WOL, and MBS Washington representative, all of whom joined in discussions.

Stephen T. Early, secretary to the President, on Sept. 12 said he was particularly impressed by the action of the major networks in adopting a war news policy. He pointed out that the action came entirely from the broadcasters and was not "prompted" by any suggestion from the Government. Simultaneously, Mr. Early made a second statement within a week disclaiming any intention of Government censorship of radio.

Alluding to a statement by Senator Borah (R-Ida.), that "constant suggestions about censorship of the press, of the radio and shutting off debate" had been made, Mr. Early asserted these reports of censorship were "bogey men". While he did not mention the Idaho Senator by name, Mr. Early reiterated that the Government "wants no censorship of the press or of radio and would like very much if a parity could be established between them in the collection and dissemination of news and in the discrimination of news."

He added that the two news disseminating agencies — radio and press—should operate in conformance with the proclamations of United States neutrality. He said not only does the Government not desire censorship but there had been no increasing suggestions of such censorship coming from the Government.

No Censorship in Sight

After calling at the office of Mr. Early Sept. 12, Harry C. Butcher, Washington vice-president of CBS, said he had telephoned Senator Borah inviting him to discuss neutrality over that network. The Senator, he asserted, told him he had received a similar invitation from NBC.

"This shows that there is no censorship and that radio is functioning as normal," Mr. Butcher asserted. "This country has imposed no censorship and we don't think there is going to be any."

The war coverage arrangement, agreed to by the major networks and concurred in by President Miller, maintains a competitive element among the networks. It grew out of conferences in New York attended by the heads of the major networks. It was concluded that schedules should be disrupted as little as possible, in contrast to the first days of the European conflict, when commercial commitments

(*Continued on Page 76*)

Text of Major Networks' War Coverage Agreement . . .

Following is the full text of the arrangement reached by CBS, NBC and MBS on war broadcasts, made public Sept. 11 by NAB President Neville Miller:

EVERY effort consistent with the news itself is to be made to avoid horror, suspense and undue excitement. Particular effort will be made to avoid suspense in cases where the information causing the suspense is of no particular use to the listener. For example, news of air raid alarms should not be broadcast until we actually learn whether or not there has been an air raid. Also, we will avoid descriptions of hypothetical horrors which have not actually occurred, such as discussing the things that might go on if another ship were to be torpedoed. In all broadcasts about the plight of refugees, the number of killed and wounded, and so on, we will use our best news judgment and try to avoid undue shock to the radio audience, without taking upon ourselves an unjustifiable responsibility for concealing how bad the war really is.

Broadcasters will make every effort to be temperate, responsible, and mature in selecting the manner in which they make the facts of war and its attendant circumstances known to the audience.

Broadcasters will, at all times, try to distinguish between fact, official statement, news obtained from responsible official or unofficial sources, rumor, and matter taken from or contained in the foreign press or other publications, so that, by reporting and identifying these sources, we can help the radio audience as much as possible to evaluate the news brought to it.

The radio audience should be clearly informed that the news from many sources, whether it be press bulletins or direct broadcasts, is censored and must be appraised in the light of this censorship.

Broadcasts from Europe

Broadcasters will designate, if they choose, broadcasts of news and news analysis, either or both, from Europe at such intervals as they individually deem to be desirable. It is advisable that these broadcasts be by Americans as far as possible, and that each individual broadcaster instruct the persons he employs, either permanently or temporarily, in the general principles set forth here. Insofar as European broadcasts contain news analysis, they are to conform to the definition of news analysis hereinafter set forth.

Speeches by foreigners from abroad, public proclamations and statements and like matter are to be handled by each individual broadcaster in such manner as he deems best to serve his audience, but it is essential that fairness to all belligerents be maintained and that this phase of the operations be carried out in such a way that the American audience shall be as completely and fairly informed as possible.

Broadcasters recognize that, if they do not handle the war with complete responsibility toward the American people, and if they deviate from these principles, they run the risk of involving all other broadcasters in the consequences of their acts. The operation of these principles should include at all times a strong responsibility toward the industry as a whole.

If broadcasts become available from scenes of battle, bombed areas, air-raid shelters, refugee camps and so on, broadcasters will not deprive the audience of the ability of radio to give them first-hand information, but will use taste and judgment to prevent such broadcasts from being unduly harrowing.

Propaganda from Europe

If broadcasters put on propaganda disseminated by radio stations or the press of European countries or distributed by these countries in any other manner, each will be guided by his own news judgment and endeavor to label precisely the source of the material, and to do this sufficiently often so that no reasonably careful listener is likely to be misled, and he will also be governed by the same rules of fairness in presenting all sides, though not necessarily in the same broadcast, nor need this judgment be a quantitative one. In this connection, it is re-

(*Continued on Page 83*)

New Organization Begun at Chicago By Independents

Directors Named with Lafount President, Thomas Secretary

ACTING for further unity within the broadcast station field, the National Committee of Independent Broadcasters, meeting in Chicago Sept. 14, voted to reorganize as National Independent Broadcasters Inc. and affiliate with NAB, subject to the approval of that body.

With this action NIB follows the lead of the Clear Channel Group and Independent Radio Network Affiliates in enlisting under the Association banner.

The new NIBI will be set up as a non-profit organization whose membership will include independently owned and operated radio stations not regularly affiliated with a major network, defined as NBC, CBS and MBS, plus such other stations as are approved by the board of directors of NIBI.

Lafount Named President

Officers elected were H. A. Lafount, WOV, New York, president; Edward A. Allen, WLVA, Lynchburg, Va., vice president, and Lloyd Thomas, KGFW, Kearney, Neb., secretary-treasurer. Mr. Thomas' office will be headquarters for the time being. The 17 district directors elected are:

Districts 1, Stanley Schultz, WLAW, Lawrence, Mass.; 2, Harold A. Lafount, WOV, New York; 3, Frank Smith Jr., WWSW, Pittsburgh; 4, Edward Allen, WLVA, Lynchburg, Va.; 5, Maurice Coleman, WATL, Atlanta; 6, Jack Draughon, WSIX, Nashville; 7, Jack R. Howard, WCPO, Cincinnati; 8, James Hopkins, WJBK, Detroit; 9, Ralph Atlass, WJJD, Chicago; 10, Edgar Shutz, WIL, St. Louis; 11, Gregory Gentling, KROC, Rochester, Minn.; 12, K. Pyle, KFBI, Abilene Kans.; 13, James R. Curtis, KFRO, Longview, Tex.; 14, Frank Hurt, KFXD, Nampa, Idaho; 15, Arthur Westlund, KRE, Berkeley, Cal.; 16, Leo Tyson. KMPC. Los Angeles; 17, Tom Symons, KXL, Portland, Ore.

Membership to NIBI will not be limited to NAB stations, but all board directors and officers are required to belong to the NAB. They will be elected annually at NIBI district meetings.

The reorganization embodies dues to be paid by each NIBI station monthly based on annual income after agency commission is deducted. Stations with annual incomes under $20,000 will pay $3 per month; from $20,000 to $30,000, $4 per month; from $30,000 to $50,000, $5 per month; from $50,000 to $75,000, $7.50 per month; from $75,000 to $100,000, $10 per month; $100,000 and over, $15 per month.

Reorganization sentiment appeared during the morning session of the NIB meeting, which was attended by about 60 independent broadcasters, many attracted by a letter mailed to each independent station manager Aug. 29 by Mr. Lafount emphasizing the need of unified plans. Near the conclusion of the morning period Mr. Lafount appointed a committee of seven to draw up recommendations for the formation and operation of the NIBI. Their suggestions were carried before the afternoon session, and adopted with minor changes, section by section.

The committee, headed by Mr. Thomas, included Edward A. Allen, WLVA, Lynchburg, Va., Deitrich, Dirks, KTRI, Sioux City, Iowa, Edgar Shutz, WIL, St. Louis, Arthur Westlund, KRE, Berkeley, Cal., E. A. Alburty, WHBQ, Memphis, Frank E. Hurt, KFXD, Nampa, Idaho.

Purposes of NIBI

The purposes of the proposed NIBI, according to Mr. Thomas, are not to represent any individual station unless specifically requested to do so, but rather to function on behalf of the entire membership or groups of members. It intends to work in closest harmony with NAB and to attract non-NAB stations within the Association.

The basic duties of the NIBI were described as (1) legal representation with counsel to be retained on behalf of the group, (2) copyright assistance, (3) assisting stations in transcription and record problems, (4) public relations work, (5) preparation and dissemination of reports on NIBI activities.

NIBI dues will be utilized in the performance of these activities, plus others that may be added. A nominal salary to be determined by the board of directors will be paid to the secretary-treasurer.

Following completion of its reorganization plans a committee of three members of the NAB Board of Directors appointed at the Atlantic City Convention by Neville Miller, NAB president, will consider its request to affiliate with NAB and report to the complete board for final action. The committee is composed of John Elmer, WCBM, Baltimore, Gene Dyer, WGES, Chicago and John A. Kennedy, WBLK, Clarksburg, W. Va.

NAB Sales Managers Reorganize Group And Hear Plans for Advertising Bureau

REORGANIZATION of the NAB Sales Managers' Committee was voted in Chicago Sept. 14. Craig Lawrence, of the Iowa Broadcasting System, retiring chariman of the committee, discussed plans for the coming year and introduced Sam Henry, of the NAB Bureau of Radio Advertising, who outlined the bureau's proposed work.

It was agreed by committee members that the NAB executive board be asked for mileage expenses thus giving the Sales Managers' Committee equal status with other NAB committees. Under the rules of procedure, Neville Miller, NAB president, will be asked by Mr. Lawrence to appoint a new chairman who in turn will appoint the members of the Sales Managers' Committee for the coming year. Some districts complained that they had not been well represented in the present committee and a list of possible appointees was drawn up.

Department Store Study

Mr. Henry, who was recently appointed to the NAB Bureau [BROADCASTING, Sept. 1], told of the studies being conducted in the fields of local and national advertising. The study of the use of radio by department stores has been completed, he said, and will soon be issued to stations at 10c per copy. More than 200 stations have written the bureau for copies of the various studies, he added.

He analyzed the sale of local time in campaigns soon to be conducted by the air transport, life insurance and drug industries. An informal bulletin service will soon be started to help stations sell local time, Mr. Henry said. The complete report of Dr. Herman Hettinger, radio advertising analyst of Pennsylvania U., which was discussed at the recent NAB Convention in Atlantic City, will soon be published by the NAB, according to Mr. Henry. The report is an analysis of station sales set-up.

Ed Kirby, of the NAB, told the committee of the NAB's work in explaining radio advertising to various national consumer research groups. The U. S. Department of Agriculture is presently investigating consumer groups who have been outspoken against radio advertising and advertising in general, he said. He outlined plans for selling the values of radio advertising to social clubs and various women's organizations.

The problem of various companies who insist that local distributors use their funds exclusively for newspaper advertising was discussed by the committee. The NAB Bureau of Advertising is also contacting those advertisers who have insisted on "free offers" privileges on the air, it was disclosed. In the majority of cases these advertisers spend money for newspaper advertising, the committee was told by the NAB representatives. Exorbitant merchandising schemes that some advertising agencies are insisting on, and the problem of too many free announcements were discussed.

In addition to Mr. Lawrence, Mr. Kirby and Mr. Henry, those attending the meeting included C. C. Caley, WMBD; Frank Bishop, KFEL; W. R. Cline, WLS; E. Y. Flanigan, WSPD; Les Johnson, WHBF; Charles Atterbery, KCKN; Arthur Bright, KFBY; Leonard Reinsch, WHIO.

P & G Buys Wester Show

PROCTER & GAMBLE Co., Cincinnati, has bought a five time a week serial program titled *The Right to Happiness*, produced by Carl Wester Agency, which is reported to start on NBC-Blue Oct. 16 in the 11:15 a.m. period now occupied by *Vic & Sade* for Crisco.



Kansas City Star

"Don't bother me now, Ed—DiMaggio is up with the bases loaded!"

MPPA Test Suit Planned by NBC

Thesaurus Subscribers May Continue to Use Service

A TEST suit to clarify the relation between music publishers, recording companies and broadcasters will be started shortly between NBC and one of the publishers represented by Harry Fox, former manager of the Music Publishers Protective Assn., an agent for most MPPA publishers in handling recording rights.

Announcement of the suit was made by NBC Sept. 15 following seven days of negotiations between Mr. Fox and A. L. Ashby, general counsel of NBC. Until the suit has been settled, subscribers to NBC Thesaurus library service may "continue playing Thesaurus selections on sustaining or sponsored programs as heretofore".

The dispute between NBC and MPPA is based on section 1e of the Copyright Act, the section on compulsory licensing which says after a publisher gives permission to record a number to one record manufacturer, he must give it to all such manufacturers at a price not to exceed 2c a side. NBC is questioning the right of a publisher to charge more than the stipulated 2c, a trifling sum in comparison with the present charges by transcribers.

Rescinds Warning

When no agreement had been reached in the two months following the expiration of NBC's contract with MPPA on June 30, Mr. Fox on Sept. 8 notified all Thesaurus subscribers that to continue to play those transcriptions which contained numbers belonging to a publisher would lay the stations open to infringement suits. On Sept. 14, following the agreement to hold a test suit, Mr. Fox wired all such stations rescinding his letter.

Details of the suit have not yet been decided. NBC can record a number without permission and be sued by the publisher as was done in the Harms vs. RCA case currently in the courts, or NBC may start action for a declaratory judgment to get a decision on the point of law.

NBC contends only a few hundred selections actually are affected, it was stated, since NBC Transcription Service still has individual contracts with many of the publishing houses covering their selections.

NBC Has Been Protesting

It was asserted that for the last five years, NBC transcription officials have protested the MPPA recording fee charges, challenging their legality, but that upon insistance of the licensors, an adjudication had been postponed. With the growth of library services, substantial sums now are involved in these payments, amounting to approximately $60,000 in the case of *Thesaurus*.

Because of MPPA's close affiliation with ASCAP, some significance was attached to the fact that the summary notice to stations came on the eve of the special NAB convention on copyright in Chicago.

IRNA Forms Permanent Setup Operating Under NAB Banner

Budget of $20,000 Voted; Board of Directors Named With Rosenbaum Reelected Chairman

ESTABLISHMENT of Independent Radio Network Affiliates as a permanent organization, functioning in harmony with NAB, was effected Sept. 14 at a special meeting in Chicago, Samuel R. Rosenbaum, WFIL, Philadelphia, was reelected chairman for a one-year term. Paul W. Morency, WTIC, Hartford, was elected vice-chairman. The executive committee comprises Mr. Rosenbaum; Mark Ethridge, WHAS, Louisville; L. B. Wilson, WCKY, Cincinnati; Walter J. Damm, WTMJ, Milwaukee; John Shepard 3d, Yankee Network.

A budget of $20,000 for the first year was agreed to by the convention, after adopting bylaws setting up the permanent organization. Provision also was made for the retention of paid personnel, but this was left to the discretion of the new board of directors of 15 men. It is expected counsel will be retained to confer with the major networks in connection with fundamental questions growing out of affiliation contracts. As dues, stations will pay a sum equal to their highest quarter-hour rate for the first year.

Elected directors for three-year terms were Mr. Rosenbaum; Mr. Ethridge; Mr. Wilson; Edwin W. Craig, WSM, Nashville; H. K. Carpenter, WHK-WCLE, Cleveland. Elected for two-year terms were Mr. Morency; Mr. Damm; Mr. Shepard; C. W. Myers, KOIN-KALE, Portland; John A. Kennedy, WCHS, Charleston, W. Va. Elected for one-year terms were I. R. Lounsberry, WGR-WKBW, Buffalo; Edgar L. Bill, WMBD, Peoria; E. B. Craney, KGIR, Butte, Mont.; George W. Norton Jr., WAVE, Louisville; Gene O'Fallon, KFEL, Denver.

Dempsey Declines Tender

William J. Dempsey, FCC general counsel, who had been approached by IRNA leaders in connection with his possible retention as paid executive of the group, on Sept. 13 advised Arthur B. Church, president of KMBC, Kansas City, of his inability to consider any proposal, even if proferred [BROADCASTING, Sept. 1]. The general radio regulatory situation, complicated by war conditions, it is understood, prompted Mr. Dempsey's decision.

Approximately 125 broadcasters, representing 150 stations attended the IRNA convention, which had been preceded the night before by a meeting of key network broadcasters. While it was decided to set up a permanent organization, it was emphasized that the group will work with NAB. The bylaws specify that membership of IRNA shall consist only of active members of the NAB.

Brought in by its reorganization committee headed by Chairman Rosenbaum, the bylaws were adopted after considerable debate and several amendments. Provision is made for retention of a secretary-treasurer as the paid executive officer, but there is no present immediate intention of filling that post, it was indicated. The board also is authorized to retain other employes, counsel and agents of the association and fix salaries.

The bylaws state that the objects of IRNA shall be to foster radio under the American System, and, "to foster, encourage and promote harmonious and practical relationships with the national networks with which members are affiliated." In this connection, mooted problems of station compensation from the networks, optioned time arrangements, station break announcements and kindred questions apparently are embraced.

The bylaws prescribe there shall be a board of 15 members, six of whom shall represent and be elected by the stations affiliated with CBS; three to represent and be elected by stations affiliated with MBS, and six to represent and be elected by stations affiliated with NBC. Should any additional network be given recognition, three directors would be elected to represent its affiliates. Directors will serve for staggered terms of one to three years, with each group divided into three term-classes, so that one third of the entire board will serve a year; the second group two years, and the final third for three years.

The chairman and vice-chairman of the board will be elected by a majority vote of the board members, from the board membership, for one-year terms. The secretary-treasurer likewise will be elected by the board, which will prescribe his term of service, duties and compensation, and enter into an employment contract. While the board would hire other executive personnel, the bylaws prescribe that the secretary - treasurer, subject to board approval, shall hire clerical assistance.

An executive committee composed of five directors, four of whom shall be elected from and by the board, also is provided. The chairman of the board will serve as chairman of this committee, consisting of two affiliates of CBS, two of NBC and one of MBS. Standing committees will be named by the chairman, subject to board approval.

The executive office, the bylaws provided, "shall be located at such place as the board of directors shall from time to time designate."

Lindy Breaks Silence

COMBINED hookups of the national networks on Sept. 15 carried the first public declaration made either through radio or the press in eight years by Col. Charles A. Lindbergh. The famous flier, who completed his volunteer Army service that day, spoke from Washington on the war situation. The broadcast was originally arranged by Fulton Lewis jr., MBS commentator and a friend of the flier's, as an MBS exclusive feature, but it was decided to feed it to all the networks.

New Contract Covering Pacific Coast Is Negotiated by AFRA and Networks

A REGIONAL code for the West Coast, covering all network programs originating in Hollywood, Los Angeles and San Francisco and available only to stations located within the 11 western States, was signed Sept. 14 in New York by Lawrence Lowman, CBS vice-president in charge of operations; Mark Woods, NBC vice-president and treasurer, and Emily Holt, executive secretary of the American Federation of Radio Artists.

Code, which goes into effect Sept. 17 and runs until Feb. 12, 1941, is supplementary to the AFRA commercial code of fair practices signed by the networks and AFRA last winter [BROADCASTING, Feb. 15], which also expires Feb. 12, 1941.

Salary Provisions

Salary scale called for by the new code is approximately 60% of the scale for national network programs in all classifications. Actors will be paid $10 for a quarter-hour program, $12.50 for a half-hour show, $17.50 for a full hour, with rehearsals at $3 an hour. Dramatized commercials are priced at $7.50 if on a 15-minute show, $10 for a 30-minute program and $12.50 for an hour broadcast.

Singers are classed by number of voices appearing together. Soloists get $20 for 15 minutes, $25 for 30 minutes, $30 for 45 minutes, $35 for an hour, with rehearsals at $3.50 per hour. Groups of two to four voices are scaled at, per singer, $15 for 15 minutes, $17.50 for 30 minutes, $20 for 45 minutes, $22.50 for an hour, with rehearsals at $3 per hour. Five to eight voices, per voice, are paid $12 for 15 minutes, $14 for 30 minutes, $16 for 45 minutes, $18 for an hour with $2.50 per rehearsal hour. Nine or more voices each get $9 for 15 minutes, $10 for 30 minutes, $11 for 45 minutes and $12 for 60 minutes, with $2 for each hour of rehearsal.

Signature voices are $7.50 per program, or $37.50 per week when used on strip shows. Extras or supernumeraries receive $7.50 per performance, including four hours rehearsal.

Announcer's scale runs: 15 minutes, $8.50; 30 minutes, $12.50; 60 minutes, $17.50, with $3 an hour for rehearsal. If actor is under contract, rates are subject to discount as follows: 5% for three quarter-hour shows weekly; 10% for four and 15% for five. Regular scale is paid for announcers and actors acting as news commentators, etc. on 15-minute programs. News programs of five to ten minutes in length are priced at $10 each for the first five, $6 for the second five and $4 for all over ten broadcast weekly.

A special scale for sports announcers prices a college or professional football game at $50 for the announcer and $20 for the commentator; for high school games these fees are reduced to $15 and $6. Boxing and wrestling matches, hockey games and other contests carry the same scale as professional or collegiate football.

On Sept. 14 AFRA also concluded negotiations with CBS for a contract covering its Hollywood key station, KNX, and the contract was forwarded to Chicago to be signed by D. W. Thornburgh, vice-president in charge of CBS Pacific Coast operations, who was in Chicago for the NAB convention.

Annual meeting of the union's New York local will be held Sept. 28, at which time the AFRA scale for artists working on transcribed programs is expected to be the chief topic of discussion. Scale is said to be completed, but AFRA officials have refused to discuss it. General impression, however, is that it will match the scale for national network programs, both commercial and sustaining.

IRNA's Objectives Fixed in Platform

AT ITS SPECIAL meeting Sept. 15, Independent Radio Network Affiliates adopted a platform covering its objectives. Regarding network commercial practices, it concluded:

1. Eliminate all network advertising announcements known as "trailer announcements" preceding the opening identification of the sponsored program and following the closing identification.

2. Networks and affiliates to limit commercial copy in quarter-hour, half-hour and one-hour sponsored programs to conform with the NAB code; and where the purchaser of a half-hour or longer is permitted to divide the time into periods such as quarter-hour or longer for separate sponsored programs, the total commercial copy shall be limited to that allowed for the entire time purchased unless contracted and paid at the rates of the shorter period.

3. Networks to provide station-breaks of at least 20 seconds between all separate program units where sustaining or sponsored, specifically including consecutive sponsored programs of an advertiser whether or not time is purchased for programs singly or in bulk.

4. IRNA members to limit to 30 words time-signal and other commercial announcements between network sponsored programs, as soon as networks comply with the foregoing provisions.

5. IRNA members not to broadcast spot announcements competitive to sponsored products of adjacent network programs.

6. Networks to furnish name of sponsoring product and description of program before asking stations to make definite time commitment.

Network Responsibility

Under the heading Miscellaneous Network Practices, IRNA prescribed that the networks must assume responsibility for program content. Further, it stated that in broadcasting publicity on network programs the networks are to eliminate announcements not affecting practically all stations; that they give affiliates due credit on all public events broadcast.

The affiliates asked that networks eliminate so-called sustaining programs giving free advertising. Mention was made particularly of motion pictures, phonograph records, office buildings, hotels and other enterprises operated for profit.

IRNA asked that networks not require affiliates to broadcast transcriptions of network programs other than at affiliates' national spot rates, except recordings made by affiliates off network lines at the time the affiliate is broadcasting a local program.

On copyright, IRNA pledged itself to the "per program" or "per use" basis with the principle of "clearance at the source" to hold on both network and sponsored transcription programs.

WMCA Denies FCC's Charge It Intercepted Code Messages

Informs Commission That Claims of Utilizing British and German Orders Were False

RADIO'S delicate role in the international situation was reemphasized Sept. 12 when the FCC issued a "show cause" order demanding that WMCA, New York, reply to information in its possession to the effect that WMCA had "caused the interception of secret radio communications sent by the Governments of Germany and Great Britain, respectively, containing orders to the naval or military forces of said Governments to govern the movement of said forces in time of war and thereafter caused the said messages to be decoded and broadcast over the facilities of Station WMCA, all without authority of the respective senders of said communications."

To this charge Knickerbocker Broadcasting Co. Inc., operating WMCA, through its vice-president and counsel, William Weisman, entered an immediate and sweeping denial on Sept. 14, one day before the FCC's deadline date for reply. At the same time, Donald Flamm, president and general manager of WMCA, denied the charge which, if substantiated, might render his station subject to revocation of license for violation of Section 605 of the Communications Act relating to unauthorized publication of communications.

May Come Up Sept. 19

The reply is now in the hands of all of the Commissioners, along with FCC evidence and WMCA exhibits designed to show the source of WMCA war broadcasts. The next meeting of the full Commission takes place Tuesday, Sept. 19, when the case presumably will be considered and adjudged.

The charge followed publication by WMCA of advertisements in *Radio Daily* and *Variety* headed "Scoop" and reproducing articles by George Ross in the *New York World-Telegram* and Ben Gross in the *New York Mirror* calling attention to British and German admiralty secret shortwave messages which allegedly were first broadcast over WMCA. Such an action, it was stated, would contravene the law stipulating that "no person not being authorized by the sender shall intercept any communication and divulge or publish the existence, contents, substance, purport, effect or meaning of such intercepted communication."

Mr. Ross in the *World-Telegram* was quoted as having written, "WMCA flashed the British Admiralty orders and the secret German naval orders before these became public knowledge. And the story of these exclusives is this: Several weeks ago the station hired an expert on naval code, who stationed himself near the shortwave receiver of a local morning newspaper. As secret orders from shore to ship were flashed from England and Germany, he quickly decoded them and rushed his findings to the microphones."

This statement was labeled as false by Mr. Flamm, who declared that all of WMCA's news is and has been derived from the wires of the International News Service and from the *New York Herald-Tribune* and *New York Mirror*, with which it has tieups. WMCA neither employs a code expert nor has ever broadcast a decoded report, he said. With reference to the particular broadcast under scrutiny, the story is said to have come from newspaper sources which published it next morning.

"We wish to emphasize," said Mr. Flamm, "that WMCA has committed no violation of any regulation, and that its broadcasting of news was done only through accredited and responsible newsgathering agencies." This statement is in effect the basis of Mr. Weisman's affidavit filed with the FCC.

Mr. Flamm asserted that WMCA actually broadcast no such bulletin as the FCC charge and his advertisement described. He said the use of the newspaper clippings was a promotional stunt executed by the WMCA advertising department and designed to show WMCA's alertness in handling war news.

(*Continued on Page 90*)

FCC Order to Show Cause in WMCA Case

WHEREAS, the Government of the United States has agreed with certain other governments, including Germany and Great Britain, to take all the measures possible, compatible with the system of telecommunications used, with a view to insuring the secrecy of international correspondence; and

WHEREAS, in order to insure the secrecy of international radio communications, the United States Government has agreed with other governments, including Germany and Great Britain, to take the necessary measures to prohibit and prevent (a) the unauthorized interception of radio communications not intended for the general use of the public; and (b) the divulging of the contents or of the mere existence, the publication or any use whatever, without authorization, of such radio communications; and

WHEREAS, Section 605 of the Communications Act of 1934 provides that no person not being authorized by the sender shall intercept any communication and divulge or publish the existence, contents, substance, purport, effect, or meaning of such intercepted communication to any person, and further provides that no person having received such intercepted communication or having become acquainted with the contents, substance, purport, effect, or meaning of the same or any part thereof, knowing that such information was so obtained, shall divulge or publish the existence, contents, substance, purport, effect, or meaning of the same or any part thereof, or use the same or any information therein contained for his own benefit or for the benefit of another not entitled thereto; and

WHEREAS, the FCC has been directed by Congress to execute and enforce the provisions of the Communications Act of 1934, as amended; and

WHEREAS, the FCC has information in its possession tending to establish that the Knickerbocker Broadcasting Co., Inc., licensee of Station WMCA, New York, New York, caused the interception of secret radio communications sent by the governments of Germany and Great Britain, respectively, containing orders to the naval or military forces of said governments to govern the movement of said forces in time of war, and thereafter caused the said messages to be decoded and broadcast over the facilities of Station WMCA, all without authority of the respective senders of said communications, and

WHEREAS, during the period of tense international relations the public interest, convenience and necessity required strict observance by licensees of radiobroadcast stations in this country of all provisions of international undertakings and Federal legislation relating to the secrecy of international communications;

NOW, THEREFORE, IT IS ORDERED that the Knickerbocker Broadcasting Co. Inc., at or before 11 a.m. Sept. 15, 1939, file a written statement under oath in the office of the Secretary of the Commission, Washington, D. C., which shall set forth all facts and circumstances pertaining to said alleged interception and broadcasting and shall show cause why the FCC should not, pursuant to Section 312(a) of the Communications Act of 1934, as amended, revoke the license for said Station WMCA for violation of and failure to observe the provisions of the Communications Act of 1934 as amended, constituting conduct by said licensee contrary to the public interest. By order of the Commission.

T. J. SLOWIE, *Secretary.*

Text of WMCA Denial of FCC Charge

WILLIAM WEISMAN, being duly sworn, deposes and says: 1. I am Vice-President of Knickerbocker Broadcasting Company, Inc. (WMCA), and make this affidavit in answer to the Order to Show Cause made in the above-entitled proceeding on Sept. 12, 1939.

2. WMCA neither directly nor indirectly intercepted or caused the interception of secret radio communications sent by the governments of Germany and Great Britain, respectively, or any other government, containing orders to the naval or military forces of any said governments to govern the movement of said forces in time of war. Neither has WMCA at any time, under any circumstances, intercepted any code messages of any government in time of war or any other times.

3. In the course of its daily broadcasting schedule, WMCA has broadcast news dispatches, including those emanating from the governments of Germany and of Great Britain. However, WMCA has no news-gathering bureau of its own and relies entirely for its sources upon accredited newsgathering agencies.

A. In connection therewith, WMCA has a written contract with King Features Syndicate Inc. (International News Service Department). A photostatic copy of said contract is hereto annexed, marked "Exhibit A", and made a part hereof. By virtue of said agreement there is installed in the offices of WMCA a news ticker to which is transmitted the regular news service of King Features Syndicate (INS). WMCA edits the said news reports and prepares the same for broadcasting.

B. Because of the unusual situation in Europe during the past few weeks, and of the great interest of the American people in every phase of news emanating from Europe, WMCA entered into an agreement with the *New York Herald-Tribune*, by the terms of which the *New York Herald-Tribune* has furnished WMCA, for broadcasting purposes, special news flashes which it has received from its own direct sources and correspondents in Europe. Copies of the letters constituting such agreement are annexed hereto, marked "Exhibit B-1", "Exhibit B-2" and "Exhibit B-3", and made a part hereof. See also photostatic copy of bill rendered by *New York Herald-Tribune*, annexed hereto, marked "Exhibit C", and made a part hereof.

C. By virtue of an oral arrangement with the *New York Daily Mirror* there is broadcast over the facilities of Station WMCA, once each day for 15 minutes, a news program emanating directly from the editorial rooms of the said *New York Daily Mirror*. These broadcasts have always consisted of news items which had already appeared in that publication.

4. I state upon my oath that WMCA has not had, nor has it now, any knowledge of any secret or other code used by the governments of Germany or of Great Britain, or of any of the departments of either of said governments.

5. By this affidavit I swear that WMCA has not broadcast any news item or other information which it obtained illegally or which WMCA had any reason to believe was obtained illegally by any other person, firm or corporation. In fact, all of the news items which were broadcast by WMCA have appeared in the daily newspapers in the regular course of publication.

6. I am aware of the advertisement which appeared in the *Radio Daily* of Sept. 6, 1939, in which is reproduced excerpts from columns published in New York City newspapers, and in which it is stated that WMCA had decoded secret orders of the governments of Germany and Great Britain. WMCA does not control, directly or indirectly, in any manner, either the said publications or any of the writers of the said columns. WMCA used the said items in the advertisement only as an indication of the fact that WMCA did broadcast the news items in advance of other radio stations or in advance of their publication in the daily newspapers in New York City but not for the purpose of advertising that WMCA had in fact intercepted or decoded any of the secret orders of Germany, Great Britain or any other government.

7. I wish to make entirely clear that neither Knickerbocker Broadcasting Company, Inc. nor any of its officers, directors or employes have, directly or indirectly, violated any of the provisions of the Communications Act of 1934 as amended, or any parts thereof, especially those specified in the said Order to Show Cause.

WILLIAM WEISMAN

Coughlin Picketers Quit Following Crisis Order

PICKETING of WMCA, New York, by sympathizers of the Rev. Charles E. Coughlin in protest against the station's refusal to carry the radio priest's weekly talks, was suspended indefinitely Sept. 9. Teresa Hanley, secretary of the Committee for the Defense of American Constitutional Rights, Brooklyn, announced the suspension as a result of Mayor LaGuardia's appeal against public demonstrations during the war crisis.

In making the announcement, the committee official stated the picketing, which had been carried on for 38 weeks, would be resumed "when the crisis has passed" and the ban lifted. The previous Sunday, Sept. 3, a delegation of 300 persons gathered to participate in the picketing during the hour Fr. Coughlin broadcasts, had been dispersed by police, who explained that only four persons would be allowed to picket at one time during the ban against demonstrations.

Court Ruling Aids Radio Libel Status

NBC Held Not Liable For Ad Lib Remark By Jolson

IN A DECISION hailed as a powerful precedent in the infant field of radio law, the Supreme Court of Pennsylvania on Sept. 7 held that a broadcaster is not liable for remarks ad libbed by a radio artist employed by a sponsor using the broadcaster's facilities.

The ruling, handed down by Chief Justice John W. Kephart, reversed the findings of the Allegheny County Court of Common Pleas last fall, in which NBC was ordered to pay $15,000 to the Summit Hotel Co. for damages the hotel claimed to have suffered as a result of a derogatory remark ad libbed by Al Jolson during a *Shell Chateau* broadcast over NBC on June 15, 1935.

Appeal Not Permitted

Jolson, who was hired by J. Walter Thompson Co., agency for the sponsor, as comedian on the program series, on this particular broadcast was interviewing Sam Parks, then open golf champion. In the course of the dialogue Parks mentioned the hotel and Jolson interrupted him to remark "That's a rotten hotel," a line which was not contained in the script.

In appealing the decision of the lower court, NBC held that since Jolson was an employe of the agency and not of NBC and since the remark was not included in the script or made during rehearsal and since it came so unexpectedly and so quickly when it was uttered that there was no opportunity for the control engineer to shut it off, NBC should not be held liable.

The court agreed with this contention, Judge Kephart saying in his decision: "A broadcasting company that leases its time and facilities to another company, whose agents carry on the program, is not liable for an interjected defamatory remark where it appears that it exercises due care in the selection of the lessee, and having inspected and edited the script, had no reason to believe an extemporaneous defamatory remark would be made."

The hotel company cannot appeal the decision, as the court is the highest in the state and since there is no question of constitutionality it cannot be considered by the U. S. Supreme Court.

The opinion was viewed as establishing new legal precedent on radio libel and slander, since it in effect reverses the position taken by four other State courts in former cases. In these instances, however, the circumstances were not entirely analogous, but Chief Justice Kephart nevertheless concluded that a rule should be applied which will not impose "too heavy a burden on the industry and yet will secure high measure of protection to the public or those who may be injured."

"The important question raised," said the court, "is whether a radio broadcasting company which leases its facilities is liable for a defamatory statement, interjected 'ad lib' into a radio broadcast by a person, hired by the lessees, and not in the employ of the broadcasting company, the words being carried to the radio listeners by its facilities."

Unique Problem

Judge Kephart said that the precise problem is unique and it is the first time the question has come before an appellate court in the United States or England. The law of defamation by radio "is very much in its infancy, though there have been a few cases involving the liability of a broadcasting station or company therefor. But the situations involved in these decisions differ vastly from that which is before us."

The opinion emphasized that the facilities of the network were under the control of the advertising agency. The network could not have prevented the utterance by the agency's performer because of its "suddenness."

Because the lower court held NBC absolutely liable "without fault," Chief Justice Kephart said it was necessary to examine the theory of absolute liability to ascertain whether it is appropriate in this new form of defamation. After reviewing Pennsylvania law and other cases somewhat analogous, he held that the doctrine of liability without fault did not apply to radio in such circumstances.

The newspaper analogy of absolute liability, the court brought out, has been approved in four cases as applied to radio. These he enumerated as *Sorenson vs. Wood* in Nebraska, where the defamatory remarks were made by a political speaker; in *Miles vs. Louis Wasmer* in Washington, where the speaker was the announcer employed by the station; in *Coffey vs. KMBC*, Kansas City, where the station was a member of the network which was sued for defamatory remarks made in New York and transmitted to Kansas City and in *Irwin vs. Ashurst* in Oregon, where the court held that defamation in the broadcast of proceedings at a trial was privileged, but only if the report was true and accurate.

Asserting that the American Law Institute had refused to adopt any definite position on radio defamation, the court said this position was taken on the ground that the decided radio cases were insufficient in number to require the acceptance of an analogy presenting "such serious practical and legal difficulty."

Emphasizing that the facts in the Jolson case differ greatly from those in the cases cited, the court pointed out the speaker was an employe of a third party to whom the broadcasting company had leased facilities; that he was not under the network's control, authority or command; that the script used was examined and rehearsed exactly as written and contained nothing offensive; that NBC had no reason to believe anyone would utter a defamatory statement; that NBC had no power or means that enabled it to prevent the transmission of the defamatory remark and that it was "physically impossible" for the monitor or program director to have intervened, since the performer, without notice interjected his terse defamatory remark so quickly that no one in NBC's employ was able to prevent its transmission.

Thus, the court said, the analogy between the broadcaster and the newspaper publisher is "demonstrably weak", considering not only the practical differences between the media but the different conditions under which the industries operate. Newspaper matter, it pointed out, is prepared in advance, reviewed by members of the various staffs, set into type, printed, proof-read, and then "run off" by employes of the publisher; at all times opportunity is afforded the owner to prevent the publication of the defamatory statement up to the time of delivery of the paper to the news-vendor. The defamation thus may be said to be an international publication or at least one published without due care.

"Similarly, the broadcaster may, as it did here, require the submission of the script in advance for editing; it may require rehearsals and its production director may prevent the transmission of doubtful matter. But where the circumstances, like those now presented, are such that the defamation occurs beyond the control of the broadcaster, it is perfectly clear that the analogy between newspapers and broadcasting companies, collapses completely. The superior control of the newspaper publisher is self-evident.

Quickly Forgotten

"Newspaper defamations possess possibilities for real harm far greater than defamations by radio, as they constitute permanent, continuous records, which, through circulation, are constantly republished. The radio word is quickly spoken and, generally, as quickly forgotten. Because of the differences in power of the stations from which it is sent, it may receive widely varying circulation."

Declaring that broadcasting presents a new problem, not conceived nor dreamed of when the law of libel and slander was being formulated, the court said that a rule should be applied which will not impose too heavy a burden on the industry. Stating that broadcasting is subjected to many restrictions which are not imposed upon newspapers, the court pointed out that any person or firm can publish a newspaper without asking the Gov-

(*Continued on Page 90*)

MORE TALL CORN
KFH Challenges WHO and WCHS Claims

PROMPTED by tall corn contests promoted by WHO, Des Moines, and WCHS, Charlestown, W. Va., General Manager Marcellus M. Murdock, of KFH, Wichita, has written Joe Maland and John A. Kennedy, respective managers of the Iowa and West Virginia stations, plumping for Kansas' tall corn and challenging them to a three-way tall corn contest. Mr. Maland promptly accepted.

Challenger Murdock suggests that "an impartial judge" compare the entries and decide, sometime before Oct. 1, who has best proved his State's right to the title "Champion Tall Corn State of 1939".

If his entry of 1939 Kansas corn is found wanting, compared to Iowa's or West Virginia's, the challenger offers to award "one succulent Kansas Left Ham". "In Kansas," said Mr. Murdock "we specialize in the left hams only, and ship out the rest of the critter"—to the Governors of the two States. If the Kansas entry wins, Manager Murdock offers to accept from the respective losers, "on behalf of the Honorable Governor Ratner of Kansas", one Iowa roasting pig and one West Virginia ham.



Drawn for BROADCASTING by Sid Hix

"Someone Started a Rumor the Government is Going to Censor Programs!"

Pro and School Grid Season Brings Record Sponsor List

Play-by-Play Broadcasts Soon to Be Under Way In Full Swing; Training Schools Are Held

LATE September will witness the resumption of football play-by-play sponsorship on a scale larger than past years, due principally to the General Mills broadcasts of professional football games. Atlantic Refining Co., Humble Oil & Refining Co., Wadhams Oil Co., Tidewater Associated Oil Co. and numerous local groups form the nucleus of the grid sponsors.

CBS and NBC have announced that the first football broadcast of their fall campaign which will be scheduled from week to week is the Notre-Dame-Purdue game at South Bend, Ind., Sept. 30. Ted Husing will describe the game for CBS, and Bill Stern, NBC-Blue commentator, will give the play-by-play account for NBC. NBC will also broadcast on its Red Network the Indiana - Nebraska game at Bloomington, Ind., with Jim Britt and Fort Pearson covering the event.

Humble's Fifth Year

For the fifth consecutive season, Humble Oil & Refining Co., Houston, will sponsor more than a dozen play-by-play broadcasts of Southwest Conference football games on the Texas Quality Network (WFAA, Dallas; WBAP, Ft. Worth; KPRC, Houston, WOAI, San Antonio). Kern Tips of KPRC, Hal Thompson of WFAA and Cy Leland of Fort Worth will announce. Color men will be named as the occasion arises. Franke-Wilkinson - Schiwetz, Houston, is agency. Humble has sponsored Southwest Conference games on TQN since 1935, one year after the network was organized.

Lion Oil Refining Co., of Little Rock, Ark., will sponsor games of the Arkansas U. team on KARK and the Arkansas network. Waymond Ramsey will handle play-by-play.

Announcers Meet at Ayer

Atlantic Refining's two-day announcers meeting Sept. 13-14 was held at the offices of N. W. Ayer & Son in Philadelphia and at the Penn A. C. Opening the sessions was a welcome by Joseph R. Rollins, Atlantic advertising manager, with Wallace Orr, of Ayer, explaining the purpose of the gathering.

Recent developments in the oil industry and comments on Federal scrutiny of advertising copy were explained by Dr. T. G. Delbridge, Atlantic engineer.

C. P. Cottington, Ayer vice-president in charge of radio, explained the policy governing Atlantic commercials for the season, laying emphasis on the painless plugs which again will feature Atlantic grid coverage. Publicity policies and their application were discussed by John A. Breiel and Robert Stinson, with Charles Gault describing changes in football rules and quizzing announcers on the rules.

On the second day's agenda was a talk by Les Quailey, Ayer sports director, in which football broadcasting technique was discussed; forecast procedure was discussed by Dick Dunkel; work of individual announcers in 1938 criticized by Quailey; report on first day's examination by Charles Gault.

Chief importance of the announcers' meeting was to insure uniform methods of broadcasting, it was stated, Atlantic boasting that when a fan listens to one of its announcers he will hear a play set up the same whether it is a Florida broadcaster or a man doing a Yale game. Included in the course of instruction given during the meeting was the required method of keeping a play-by-play account of the game while giving a running description of the play. This is especially important, since the announcer thus is able to recapitulate the game at any time.

Two methods of keeping a detailed account of the game are utilized by Atlantic announcers. Some employ a "light box", called the annunciator. This is manipulated by the spotter, or observer, and serves as a player identifier. The majority use a simplified identification board which is operated by two spotters.

Although only the play-by-play announcers attended this year's meeting, the entire football radio staff numbers 102. This figure includes commercial announcers and spotters. The spotters, or observers, are chosen for each broadcast setup and are men with a keen football sense and who have a thorough knowledge of their respective home teams.

General Mills Selects

Knox Reeves, advertising agency handling the broadcasts of the National Professional Football League games for General Mills, Minneapolis, has selected the announcers for the games, which will be broadcast on ten stations in the East and Midwest. Announcers are: Red Barber and Dick Fishell on WOR, Newark; Stan Lomax and Earl Harper on WHN, New York; Taylor Grant and Bob Hall on WCAU, Philadelphia; Russ Hodges and Rosey Rowswell on KDKA, Pittsburgh; Bob Kelly and Whitey Lewis on WGAR, Cleveland; Harry Wismer on WJR, Detroit; John Harrington on WJJD, Chicago; Jack Drees on WIND, Gary; Tony Wakeman and Dutch Bergman on WOL, Washington, WFMD, Frederick, and WCBM, Baltimore.



ON THE JOB from dawn to dusk during the Atlantic Refining Co. —Ayer football session was Joseph R. Rollins, Atlantic advertising manager, who directs the sponsor's extensive sports campaign along with other advertising.

For full Atlantic Refining football schedule and photo of announcers see page 88.

Announcers Are Veterans

Selection of the above announcers was made at a Wheaties football conference, held Sept. 8 at the Hotel New Yorker, New York. According to Brad Robinson, eastern manager of Knox Reeves, the announcers were chosen entirely on past performances, many having done Wheaties baseball broadcasts before for the agency, and were invited to attend the conference merely to discuss "the importance of the three-way partnership between the station, the football club, and the sponsor in putting over these broadcasts". A message was transmitted via recording by Donald D. Davis, president of General Mills. All those in attendance at the conference witnessed the All-Star Game between the Giants and the Eastern All-Stars on Thursday night, Sept. 7, and the actual conference was held Friday Sept. 8. A feature of the meeting was a roundtable on football with Lou Little, coach at Columbia University, as guest.

In addition to the announcers, those in attendance included: J. H. Sarles, vice-president of Knox Reeves; J. T. Kelley, director of sports broadcasting of Knox Reeves; Mark Forgette, sports contact man for the agency; C. S. Samuelson, advertising manager of General Mills, Brad N. Robinson, and Lloyd Griffin, radio director of Knox Reeves. Supervising the broadcasts for the agency in the East will be Brad Robinson and R. T. deVany, and in the West J. T. Kelley and Mark Forgette.

Ralph's Grocery Co., Los Angeles, chain grocery with 27 retail stores in Southern California, thru Glasser Adv. Agency, that city, on Sept. 4 started sponsoring professional football games on KFAC. Besides local games of the Los Angeles Bulldogs, the firm will also sponsor recreations of contests held in other parts of the country.

Nehi Inc., Columbus, Ga., on Sept. 14 started *First Down for Royal Crown*, an audience participation football quiz program with Andy Kilpatrick on WBAL, Baltimore. Program for Royal Crown cola is heard Thursdays, 8-8:15 p.m. BBDO, New York, handles the account.

Interlake Iron Corp., Chicago (Chicago Solvay Coke), has signed for the second consecutive year to sponsor Northwestern University football games over WCFL, Chicago. In addition, *Jimmy Evans Football Forecasts* will be broadcast by Interlake Iron Corp. over the same station each Friday night. Aubrey. Moore & Wallace, Chicago is the agency.



AYER'S football brain trust functioned smoothly at the annual Atlantic-Ayer football school Sept. 13-14. C. H. Cottington, Ayer vice-president in charge of radio plans and station contacts, talks it over with Wallace Orr, account executive, and Les Quailey, sports director.

WSM-WMC Grid Tieup

ZENITH radio dealers of Tennessee again this year are sponsoring the Vanderbilt U. football broadcasts on WSM, Nashville, which has carried Vanderbilt games during the last four seasons. WMC Memphis, also will broadcast the games this season, through a special hookup with WSM. The series starts Sept. 20 and continues through Nov. 30.

Union Oil's Programs

UNION OIL Co., Los Angeles (petroleum products), an extensive user of spot and network time through Lord & Thomas, on Oct. starts for 52 weeks, a series of tabloid versions of operas and operettas on 10 CBS Pacific Coast stations (KNX KSFO KARM KROY KOIN KVI KIRO KFPY KOY KTUC) Thursdays, 9:30-10 p.m. Well known West Coast singers will be featured. Condensations written by Jon Slott, will bear more on dramatic reading than singing lines with exception of arias, it was understood.

Bob Hope Show Returns

PEPSODENT Co., Chicago (tooth paste), on Sept. 26 resumes the *Bob Hope Show* on NBC-Red stations. Tuesdays, 10 - 10:30 p.m. (EST), with Carl Stanton of Lord & Thomas, Hollywood radio division, as producer. Besides Hope, the weekly program will feature Judy Garland, M-G-M juvenile vocalist Jerry Colonna, comedian, and Skinnay Ennis' orchestra. Bill Goodwin will announce.

ROCKWOOD & Co., Brooklyn (Pecan Feast) on Sept. 25 starts an announcement campaign, three to six weekly on 15 stations through Federal Ad Agency, New York.



Extra! Extra! — hurry to your RADIO for the latest NEWS!

● To you big-city boys who practically *live* in the roar of newspaper presses, it may seem odd that RADIO is the big news-medium in many parts of the Nation.

Out here in Iowa Plus, for example, the 1939 Iowa Radio Audience Survey has just disclosed that 49.2% of all Iowans depend primarily on radio for news, whereas only 26.8% depend most upon newspapers. (24.0% express no choice.) . . . . More amazing still is the fact that nearly four times as many people prefer the WHO newscast by H. R. Gross, as prefer all other newscasts *combined!*

At this particular moment in history, when *radio news* is occupying extra minutes and hours of almost every American's day, the *news supremacy* of WHO is yielding extra dividends to every advertiser whose program is heard on this station. We suggest that you wire NOW for availabilities.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., National Representatives

Network War News on Orderly Basis

Less Interruption of Regular Programs Now Required

By BRUCE ROBERTSON

AS THE EUROPEAN situation has settled down to what appears to be a long drawn out affair, with only occasional news meriting the interruption of normal operations and with all news filtered through the strong wartime censorship, American radio has ceased attempting the minute-to-minute coverage of every angle that was maintained during the pre-war crisis period and has returned to a more normal schedule. War news, of course, continues to be of major interest, but the period of constant interruptions "to bring you the latest news on the European crisis" is over, for the moment at least.

On Regular Schedule

The networks, which during the crisis averaged a score or more foreign pickups a day at any and all times, are now bringing in Europe less frequently and on a regular schedule. CBS has a round-up from London, Paris and Berlin each morning at 8-8:15 and each evening at 6:30-6:45. From 8:45-9 a. m. the foreign situation is reviewed and analyzed by either H. V. Kaltenborn or Elmer Davis, and these commentators are also heard at some time each evening. CBS also holds the 2:45-3 p. m. and 9-9:15 (EDST) period open for special news from abroad, if any.

NBC has European pickups scheduled on both Red and Blue networks at 8 a. m., noon, 5:15 p. m. and midnight, each one to run from five to 15 minutes according to the amount of news. In addition NBC has set up the 7:15-7:30 p. m. period on the Red for a pickup from Europe, followed by an interpretation of the news by John B. Kennedy, who is assisted by Col. Frederick Palmer as military adviser. A similar period on the Blue from 10-10:15 each evening is scheduled to start with a pickup from Berlin, followed with commentaries. Weekend schedules are slightly different.

MBS has discontinued its broadcasts from Europe and also its recordings of news in English as put out by the Government stations of foreign countries, but Raymond Gram Swing continues to summarize and interpret the news from abroad each evening. All the networks, of course, are ready to pick up Europe at any time there may be news of transcendental importance, maintaining their close cooperation with the press associations.



BEHIND THE MIKE, directing the news activities of the major networks, are these special events chieftains (l to r) Paul White, CBS; A. A. Schechter, NBC; G. W. Johnstone, WOR-MBS. All are experienced newspapermen, and to them belongs much of the credit for the smooth functioning of the newsgathering machinery, particularly the pickups from Europe and the close cooperation with the press associations.

A Busy Sunday

All-time high in radio news coverage was reached on Sunday, Sept. 3, when American broadcasters demonstrated as never before their ability to keep the nation informed of the news of the world as it occurs. From Prime Minister Chamberlain's declaration that a state of war existed between Great Britain and Germany, broadcast at 6:14 a.m. New York time, to the bulletin on the sinking of the *Athenia* at 11:13 p. m. New York time, the air was filled with news.

Glued to their radio receivers throughout the long day, millions of Americans heard eyewitness descriptions of London's first air raid alarm, heard the solemn voice of King George VI as he delivered his war message to the British Empire, Premier Daladier delivering France's declaration of war on Germany, Premier MacKenzie King of Canada as he pledged the support of the Dominion to England, President Roosevelt's statement of American neutrality.

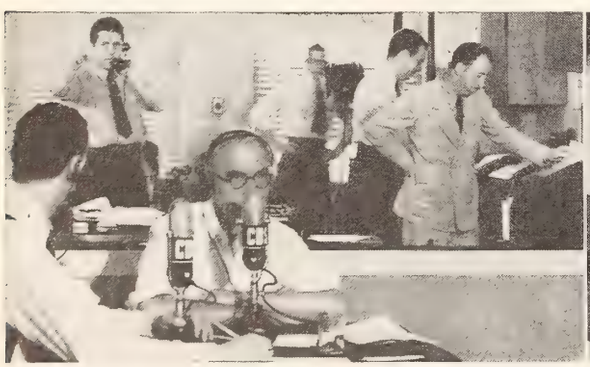
They heard also dozens of broadcasts by American correspondents abroad and by commentators in New York and Washington and scores of bulletins of minute-to-minute news events.

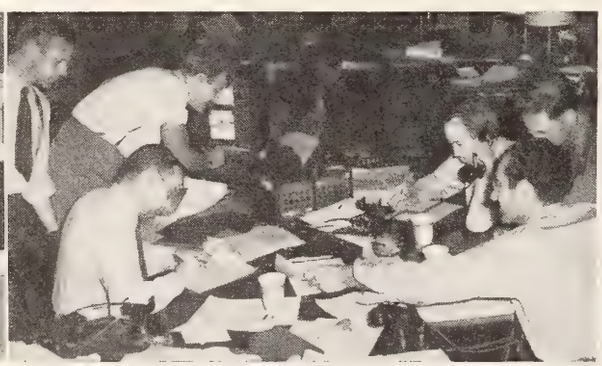
So late risers on this Sunday should have the opportunity to hear Chamberlain's historic speech in his own voice, NBC for the second time in its history broke its rule against putting a transcription on the network and rebroadcast the prime minister's address a half-dozen times during that morning. MBS also transcribed the talk and rebroadcast it during the morning. NBC's previous deviation from its otherwise fixed non-record policy was on the occasion of the explosion of the dirigible *Hindenburg* on its arrival in America in May, 1937, which WLS, NBC outlet in Chicago, recorded in place of the routine program of interviews with officials and passengers the station had planned to put on wax for future broadcasting.

Back to Normal

MBS devoted some nine hours of its Sunday schedule to the war; NBC and CBS about eight hours

(*Continued on Page 79*)





NETWORK NEWSROOMS are beehives of activity during the crisis. In left photo Paul White, CBS special events director, from the newsroom gives Bob Trout signal to go on the air; sitting next to Trout is Elmer Davis, analyst, and in right background is Larry Elliott, announcer. In right photo are NBC staffmen at work (l to r) Leif Eid, writer; William Kosta, manager of press division; John Briggs, Bill Norris, Don Glassman and Emil Corwin, writers. No coats and loosened ties were the order of the day.

Coverage of War Proves Expensive

Networks Boost Overhead and Make Rebates to Sponsors

ALTHOUGH the nationwide networks have issued many justifiable glowing accounts of their extensive coverage of the war in Europe and the critical period just preceding its outbreak, few statistics are available as to the actual extent of this coverage or the cost to the networks in rebates to advertisers for cancelled or interrupted programs, Transatlantic radiophone charges, salaries for commentators, translators, stenotypists and other extra employes, overtime for regular staff personnel, and the thousand and one extras arising at such a time.

MBS reports that from Aug. 20 through Labor Day, Sept. 4, it devoted approximately 65 hours and 51 minutes to crisis coverage, which included 196 broadcasts. Of these, 107 came from London, Paris, Warsaw, Berlin, Rome, Vatican City, Brussels and Moscow; 30 from Washington and 43, including 24 commentaries by Raymond Gram Swing, from New York. MBS, which had no cancelled commercial programs and few rebatable interruptions, estimates its extra expenditures for this period as somewhere between $15,000 and $20,000.

Costs Not Estimated

NBC and CBS were both unwilling to release comparable figures and neither of these networks would even attempt to estimate coverage costs in the aggregate, let alone break them down into expenses and rebates. NBC did state that from Aug. 21 to Sept. 14 it had broadcast 255 programs originating in 18 cities outside of the United States, in addition to numerous crisis shows from New York and Washington, but divulged no further details. CBS reports a grand total of 726 war broadcasts from Aug. 21 to Sept. 8, coming from nine foreign cities and New York and Washington, broadcast by 62 speakers.

CBS also reports that on Thursday, Aug. 24, it cancelled 15 quarter-hour serial programs and interrupted two others for five minutes and three and one-half minutes respectively; on Aug. 25 it cancelled four 15-minute shows and cut the first three minutes of another, and on Aug. 28 it cancelled one quarter-hour show, all due to war coverage. Numerous other commercials on CBS have been interrupted for news bulletins, the network says, but the great majority of these have lasted less than a minute and no rebates were made for them. Since Aug. 28, CBS has so arranged its war news schedule as not to necessitate any commercial program cancellations, although it stands ready to do so should any event of unusual importance arise to make it necessary.

NBC's Loss $23,000

As BROADCASTING went to press Sept. 15, NBC estimated rebates to its clients for war cancellations, interruptions at $33,000, based on one-time rates but amounting to somewhat less with discounts. The estimated net loss to NBC was $15,000 for time and $8,000 for talent rebates with stations losing proportionately since they did not get paid for cancelled time.

Censorship Orders Are Issued To Broadcasters in Canada

Instructions Are Confidential; News Programs Continue, Restricted to French and English

STRICTLY confidential censorship instructions have been issued to all Canadian broadcasting stations, newspapers and news services, it is understood on highest authority. Now that Canada is at war, only the Dominion's two official languages, English and French, may be used on the air. Permission from the Toronto office of the Canadian Broadcasting Corp. is necessary for all radio talks but manuscripts are not censored. Autumn schedules for spot and network broadcasting have been little affected by the outbreak of war except in the food field.

These are the main differences the outbreak of war has made in Canadian broadcasting. There is no censor at each broadcasting station. There is no talk of shutting down all Canadian broadcasters, although Canada's 3,500 amateur radio stations have been closed down and all amateur radio licenses have been cancelled. There is little difference in the news reports heard from Canadian and United States stations, and there are no news commentators allowed on the Canadian air, although CBS and NBC European hookups were carried on Canadian stations the first few days of the war. Newscasts direct from the British Broadcasting Corp. have also been carried by Canadian stations.

Censorship Board

A seven-man censorship board has been set up in the Dominion, headed by Walter S. Thompson, publicity director of the Canadian National Railways, who was in charge of the press and radio news arrangements for the Royal Tour in May and June, as chief censor. Radio is represented on the board by Comdr. C. P. Edwards, director of air services in the Department of Transport, which includes all radio activities, and Lieut. Col. R. P. Landry, secretary of the CBC.

Censorship instructions issued confidentially to broadcasting stations, and not for publication, deal with certain military activities, news of which must not be broadcast. But there is nothing in the instructions regarding European war news, so that Canadian listeners have the same war news as United States listeners.

The outbreak of war has not greatly interfered with the autumn bookings of commercial spot and network business. A survey of advertising agencies shows that most sponsors are going ahead with their plans, though some are pushing back the starting dates of their campaigns a few weeks. A few large radio advertisers are awaiting developments before signing up for the autumn season, this applying especially to food manufacturers whose advertising schedules will depend on the Government's action as regards the food industry. Canadian broadcasters as well as advertising executives believe the season will be as good as if not better than the first half of the year. There are few who are not optimistic about autumn radio advertising.

During the first week of September, Canadian listeners had as frequent news service from their stations as listeners in the United States. Programs were regularly interrupted to give the latest news flashes, and some stations replaced regular programs with transcribed programs and newscasts. This system of frequent newscasts was criticised by many Canadian newspapers, although most news supplied was that of the Canadian Press, the Associated Press of Canada. The second week of the month started with less frequent newscasts and a resumption of normal broadcasting.

The CBC is one of the essential services whose personnel is exempt from mobilization and conscription, according to a statement in Parliament by C. D. Howe, Minister of Transport. Since the CBC has not yet national coverage of its own, relying on privately-owned broadcasting stations for coverage in many regions throughout Canada, this would likely also apply to most broadcasting stations in emergency.

WLW's 500 Kw. Offer

TO PROVIDE news flashes on the war to "rural and remote listeners" during day hours, the Crosley Corp. wired the FCC Sept. 2 offering WLW's 500,000-watt transmitter for that service. The FCC, which last March reduced WLW's regular power to 50,000 watts, after considerable scurrying about simply acknowledged the wire. The WLW wire read: "In view of present foreign situation as 500 kw. equipment now in operation after midnight we offer these facilities if FCC so desires for the dissemination of news flashes to rural and remote listeners during day hours."

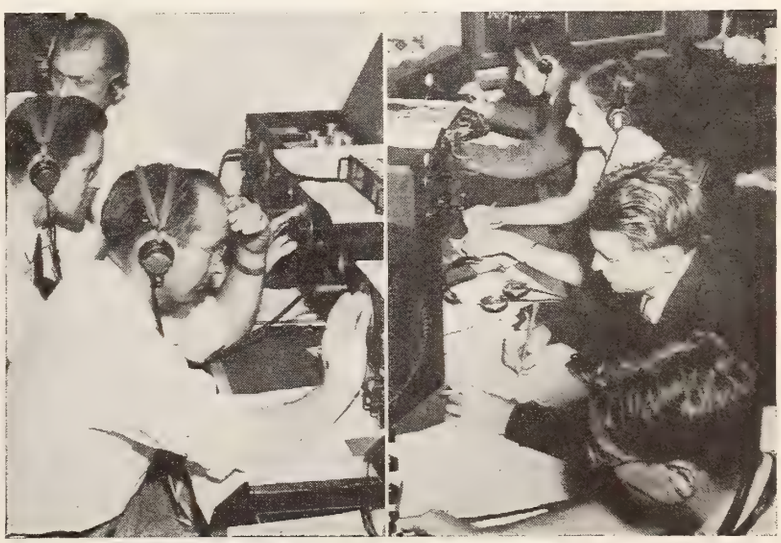


CALLED to the colors this month was King Whyte, announcer of WLW, Cincinnati, who conducts its midnight *Moon River* program. A native of Montreal, Canada, he was summoned this month by the Canadian consul to report in Ottawa immediately for military duty.

GERMAN PROGRAM
Discontinued by NBC Due to Latest Decree

THE decree published in Germany Sept. 2, fixing prison terms and the death penalty for those who listen to and repeat what they hear on foreign shortwave stations, has caused NBC's International Division to suspend indefinitely its *Mail Bag*, its oldest and most popular German shortwave program.

Many German listeners, in the past, have asked to have their letters to WNBI, WRCA and WPIT, the three shortwave stations broadcasting NBC programs to Germany, acknowledged on the air. Lately, the percentage of German fans asking to have their names and addresses mentioned on the air has been higher than that in any other language. The *Mail Bag*, conducted three times each week by John J. Marsching, was part of NBC's weekly seven hours of directional beaming to Germany.



MONITORING EUROPE are these batteries of 24-hour workers. In left photo, taken in NBC newsroom, are (l to r) George Milne, Eastern division engineer; Frank Connelly and John Fricker. In right photo are MBS monitors (to the bottom) Walter Van Schoenfeld, German translator; Polish translator; Floyd Mack, WOR announcer; Tom Wolf, WOR.

Network Shortwave News Provides Rest of World With News From Europe

MOBILIZED on the same war basis as the news and special events staffs, the international divisions of the major networks have also been on the job night and day, sending news of the world to Europe and South America in a half-dozen different languages so that listeners abroad and especially those living in countries whose press and radio have been muzzled by wartime censorship might have the same information as is available to the American public.

During the peak period of the crisis CBS kept both of its shortwave transmitters on the air uninterruptedly throughout the night, with W2XE (now WCBX) beamed continuously at Europe and WCAB (Philadelphia) at South America. Polish was added to the foreign language newscasts, which were already being transmitted in German, French, Italian, Spanish and Portuguese in addition to English, with the total shortwave news broadcasts reaching more than 175 per day.

NBC likewise kept its international stations, WRCA and WNBI, on the air as long as the network remained in operation, sending out an estimated 40,000 words of news daily to foreign lands. Aside from this increase in news, however, NBC maintained its regular schedule of language broadcasts, so as not to disrupt the carefully built up listening habits of its foreign followers. One program, however, was cancelled, the *Mail Bag*, one of the oldest and most popular German shortwave features.

Stating that it has received more than 2,000 letters of appreciation from Latin Americans for sending them news of the war free from censorship and propaganda, NBC says that one telegram of congratulations for its adequate coverage of European news came from J. E. Colon, acting governor of Puerto Rico, where NBC's shortwave programs have been rebroadcast by WNEL since the beginning of the crisis.

CAB Report on War Listening

LISTENING to news during the pre-war crisis far surpassed that of the Munich crisis a year ago, according to the Cooperative Analysis of Broadcasting. CAB reports that during the Munich crisis one out of six programs heard was a news broadcast, with 14% of daytime mentions and 19% of nighttime mentions being news. Between Aug. 24 and 29 of this year, CAB investigators found that 19% of all day and 27% of all night programs heard were crisis news programs. News listening during that period reached its peak on Saturday, Aug. 26, when one out of every three programs heard was a news broadcast.

GE Expands European Service

INCREASED operating schedule to Europe for General Electric's international shortwave station WGEO, providing European listeners with three more hours of American programs daily, has been announced by C. H. Lang, manager of broadcasting. Directional antennae will be pointed on London, for the additional service from 3 to 6 p.m. (EDST). GE's service to Europe heretofore has been confined to WGEA, which transmits from 11:15 a.m. to 6 p.m. (EDST). This station will retain the same schedule in addition to the new service from WGEO on 9530 kc. WGEA broadcasts on 15330 kc. to Europe.

Radio and Press Cooperation Speeds Crisis News Coverage

Rivalry Abandoned as Facilities Are Blended to Give World Minute-by-Minute Developments

DURING those tense days of the last week of August and the first week of September, as the world watched breathlessly while negotiations gave way to war, radio and the press worked feverishly together to bring to America a clear picture of each step in the process. All rivalry forgotten, the press associations and the large newspapers permitted their correspondents in the various capitals of the world to speak into microphones that brought their voices — and their news — into America's homes minutes or hours before that news appeared on the nation's front pages.

Press services, piping stories into newsrooms of the great networks as well as newspapers and individual stations, willingly waived their normal rules to let the faster medium, radio, get the news to eager listeners as it broke.

Extended to Others

The Associated Press, because of its organization as a mutual company owned by its member newspapers, is unable to sell its news to non-member radio stations and networks, but early this year, following the breakdown of the Press Radio Bureau, AP installed its ticker at NBC headquarters, making available to the network two five-minute news periods daily as well as all bulletins of extra-important news on a "public service" basis [BROADCASTING, Jan. 15]. That is, AP made no charge for this service, the network paying only for the cost of maintaining the news ticker.

Later this same service was granted to WOR and the Mutual Network and to WQXR, New York. With the increased importance of news that came with the European crisis, AP has extended this "public service" to CBS and to WHN, WNEW and WNYC in New York on the same no-charge basis. The only restriction is that the news be used as a sustaining feature and not sold to a commercial advertiser.

The other large press associations, United Press and International News Service, organized as newsgathering and sales companies, sell their wire services to radio stations and networks as well as to newspapers. Like AP, however, UP and INS waived all restrictions on the broadcasting of their news from Europe, which they continued to serve to papers and stations on an around-the-clock basis, regardless of contractual time restrictions. Radio repaid for these courtesies in kind, by rapid transmission of speeches and newscasts from abroad to the newspapers and press services, an action that made news from Europe available to the press and its readers minutes or hours ahead of the time of its arrival at press headquarters via the usual channels. Radio, too, passed along to the press news picked up at monitoring receivers from the broadcasting stations of Europe.

Both sides were punctilious in giving credit to each other for service rendered. Broadcast bulletins were announced as coming from AP or UP or INS, or from the radio news service, Transradio Press. News stories in the papers were headed "as broadcast by . . .", naming the network or station from which the news was received. An extreme example of such courtesy occurred following the first news of the sinking of the *Athenia*, which came to America during an NBC pickup from London. NBC notified the press services, who shot bulletins to their subscribers, crediting the news to NBC. A few seconds later WOR, Newark, told its listeners that "an AP bulletin states that NBC has just received word that the *Athenia* has been torpedoed and sunk."

But as the crisis turned to war and the situation lost its momentary acuteness, radio and the press resumed their normal relations. Foreign correspondents of all the press associations were ordered to make no more broadcasts unless they received special permission from their New York headquarters. The networks have curtailed their broadcasts from Europe to a few short periods a day, when the news of the various capitals is summarized by their own representatives in those cities. Radio stations generally have returned to their normal broadcasting schedules, with all except the most important news broadcast in regular periods and nearly all the news coming from the wire services subscribed to by the stations.

Interest Is High

Although the crisis stage has passed, America retains its more than normal interest in the news from Europe and many stations have greatly increased the number of daily news periods. L. P. Hall, radio executive of the AP, said that about 15 of its member papers are now paying the 25% surcharge on their regular assessments for the privilege of airing AP news on commercial programs on their stations and that more than 100 members are using the news sustaining, paying a 5% surcharge. Many papers, he said, have put machines in their stations' studios as well as in their newspaper editorial rooms, and a number of evening papers in cities in which there is no AP member in the morning field have purchased night wires as well as day.

EXTRAS EXTRANEOUS

Paper Points to Radio's Quick Coverage

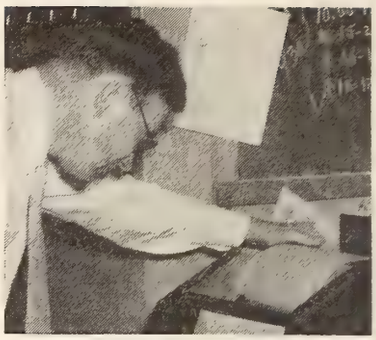
THAT radio's news service definitely has gained its advantage over newspaper extras is attested by the following front page box item appearing in the *Warren* (O.) *Tribune-Chronicle* Sept. 2: "The *Tribune* believes extras are not needed because of radio. The *Tribune* has not issued extras on late news developments in Europe, deeming it unnecessary to do so because press associations such as the Associated Press, through the medium of radio, are keeping the public well informed on events as they take place.

"The *Tribune* is a member of the Associated Press. Because of the rapidity with which events are occurring abroad in the present situation, the *Tribune* feels extras immediately would be superseded by news events broadcast continuously by the AP and other news gathering associations. The regular editions of the *Tribune* daily carry a complete summary of news events for the preceding 24 hours, including all last minute developments as received over AP wires from Europe."

Right of Way

ARTHUR GODFREY, unpredictable announcer of CBS-owned WJSV, Washington, has instituted a new technique in commercials during his early morning *Sun Dial*. It runs: "We now interrupt a war news broadcast to bring you a spot announcement."

EUROPEAN staffs of the U. S. networks are all equipped with gas masks, some of them being provided by the State Department, which is furnishing regulation U. S. Army gas masks to all members of its embassy and consular services abroad.



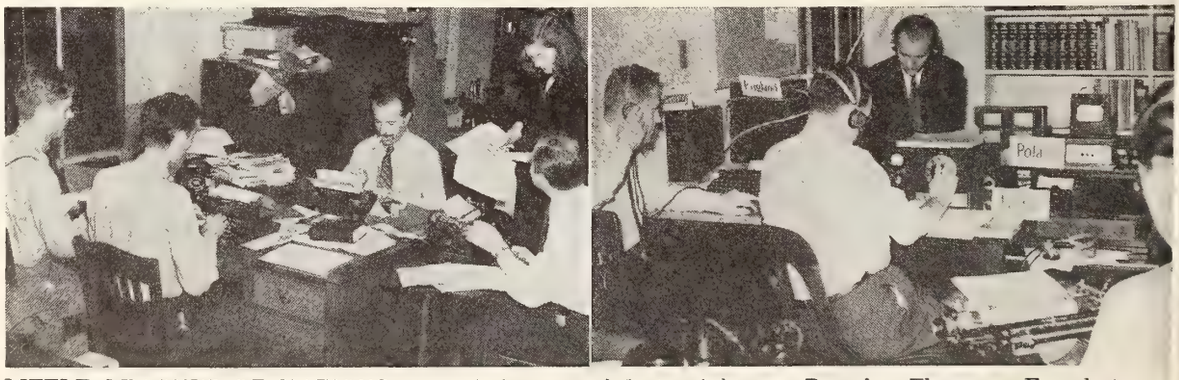
DISTINGUISHED service was rendered by Raymond Gram Swing, MBS commentator and a former war correspondent, whose analyses were among the most lucid heard on the American radio. He moved into the WOR studios, bag and baggage, and for more than a week did not stir from his 24-hour-a-day vigil.

Shutdown of Amateurs Not Planned at Present

EVEN before their declarations of war on Germany, both England and Canada shut down all amateur shortwave stations as a precautionary measure, but any such action in neutral United States would be a "last measure" act, according to official advices. On Sept. 7 the American Radio Relay League, organization of American amateurs, sent out from its key station at Newington, Conn., advice and instruction on the maintenance of neutrality. The 50,000 American hams were warned by the League to maintain strict neutrality in their radiotelephone and radiotelegraph transmissions, and the League stated that "proper care will be taken to avoid the possibility of any specific restrictions for the amateur service."

Canada's Department of Transport closed down the Dominion's 3,500 stations Sept. 6 though it was not until Sept. 10 that Canada declared war.

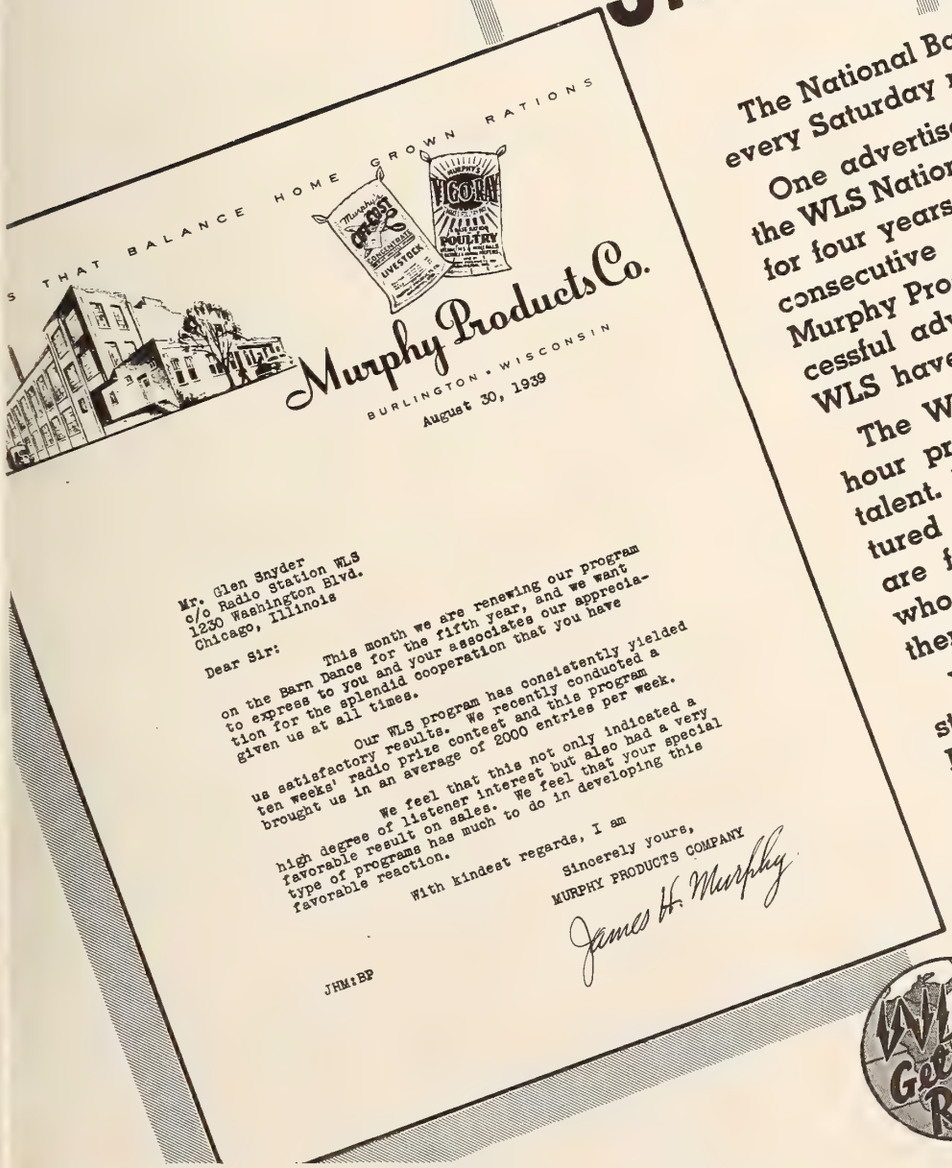
Amateur control under American neutrality, it is stated, presents a difficult problem because only one or a handful of stations might be utilized for espionage or unneutral communications with belligerants. The Government would have difficulty in locating these, and might decide to shut them all down for safety purposes. All American amateurs must be U. S. citizens, and more than 10,000 are members of the Army and Navy reserves.



LITTLE LEAGUES OF NATIONS at work in network studios. In left photo are CBS translators who were on job constantly during early stages of the crisis, listening to European shortwaves and broadcasting back to Europe via CBS shortwave outlets; left to right are Beverley Thurman, French translator; Field Horine, German; Jan Drohojowski, Polish; Elizabeth Ann Tucker, in charge of CBS shortwave operations; Mario Cappelli, Italian. At right are NBC translators and engineers maintaining their vigil.

for five consecutive years

SAME SHOW
SAME STATION
SAME SPONSOR



The National Barn Dance . . . 9 to 9:30 p. m. every Saturday night . . . on WLS, of course.

One advertiser, sponsoring this portion of the WLS National Barn Dance the year 'round for four years, recently renewed for his fifth consecutive year. James Murphy, of the Murphy Products Company, knows from successful advertising experience what we at WLS have long known: WLS Gets Results.

The WLS National Barn Dance is a five-hour program featuring nationally famous talent. These same Barn Dance stars are featured on the daily programs of WLS. They are favorites of the Midwestern audience, who listen to them every day and consider them as personal friends.

You can put these friendly WLS Barn Dance stars to work for you, selling your product. Put WLS on your fall and winter advertising schedule, and you, like Mr. Murphy, will be convinced that WLS Gets Results.

WLS Gets Results

WLS

BURRIDGE D. BUTLER, *President*
GLENN SNYDER, *Manager*
CHICAGO

Represented by JOHN BLAIR & COMPANY, *New York, Chicago, Detroit, Los Angeles, San Francisco*

Foreign Language News Restricted

New York Stations Endeavor To Preserve Neutrality

A SURVEY of stations broadcasting foreign-language programs in the New York metropolitan area since the outbreak of war reveals that practically all of them have taken precautionary measures to "preserve neutrality" and to discriminate between verified facts and mere rumors in news reports.

According to Miss Hyla Kiczales, general manager of WOV-WBIL, Italo-American stations in New York, nothing is permitted on these stations which "might possibly be interpreted as subversive to Americanism". News broadcasts are made up direct from INS news releases and the station's own staff supervises all translations into Italian.

WBNX has sent out notice that all news items will be delivered in the English language until further notice by a member of the station staff, using INS bulletins.

Other Restrictions

WWRL, Woodside, Long Island, broadcasts five Polish and ten German programs weekly, all of which are of a musical nature and contain no political comment. The station maintains its own translators and interpreters to supervise programs before they are broadcast, and no news programs are broadcast in foreign languages. The station also stated that Americanization messages presented through the courtesy of the DAR are included on every foreign-language program.

WHOM, Jersey City, since the start of the war, has made a ruling that on no program can the name of Adolf Hitler be mentioned. He is to be referred to as the German Chancellor. The station broadcasts two daily "man-on-the-street" programs, on which the announcers have been told no mention of the war situation is allowed, and if the person being interviewed should make a reference to the war, the announcer is ordered to interrupt him immediately. Fred Coll, spokesman for the station, also stated that while all foreign-language news programs other than German are continuing in those languages, all news on German hours is now given in English. WHOM broadcasts one afternoon German program, but its *Morning German Hour*, which has been on the station five years, has been canceled, and a *Polish Hour* substituted.

WEVD, New York, has had a ruling in the past that no propaganda is permissible on a commercially sponsored foreign program, and has consequently made no changes in view of the war. The station has no German programs, and its Polish programs consist of music and commercial announcements. This is also true of WLTH, which permits no comment on any of its foreign programs.

WCNW reported that it has always ruled that news programs in foreign languages be notarized before broadcast, and that it now allows no foreign commentaries on the war. WBBC is broadcasting no foreign news programs whatsoever, and is continuing its *German Musical Hour*. Stations reporting no effect from the situation because their foreign programs were in languages other than German or Polish were WINS, WARD and WVFW.



TIME OUT for personal needs. In upper photo, NBC workers snatch lunch (l to r) Ben Pratt, press; Paul Keyo, special events; Graham McNamee, announcer; Art Feldman, special events; Ed Heaker, special events; Bill Spargrove, announcer; George Putnam, announcer; Milton Burgh, special events, and (right background) J. Harrison Hartley, assistant director of special events. Lower photo (left) shows Graham McNamee and Bill Spargrove catching a nap in NBC conference room. Right photo shows John Fitzgerald, CBS assistant director of special events, taking time out for a refreshing shave and haircut in his office.

Rigid Censorship of Communications In Europe Impedes Radio Reporters

A PICTURE of the rigid censorship foreign governments have placed on communications of all kinds was given by Frank E. Mason, NBC vice-president in charge of the network's department of information, on his return from Europe aboard the *Ile de France*, which docked at New York Sept. 9. Stating that censorship today is much worse than in 1914-1918, Mr. Mason said American newspaper and radio correspondents are "handling the toughest assignment in the history of journalism."

Mr. Mason, who was accompanied by Mrs. Mason, left New York Aug. 2 on the *Clipper* plane and visited Rome, Basle, Berlin, London and Paris during his month abroad, sailing from Havre on Sept. 1. Before he departed from Berlin on Aug. 27 on the last English plane to leave that city, the German Government had closed the telegraph and telephone lines out of the country, he said.

Contacts Difficult

In Paris Mr. Mason said the same situation prevailed. If a Paris resident received a telegram, he stated, he did not get the message but merely notification that there was one for him. Only after a visit to a police station, where credentials and identification were examined and where the person had to fill out a form and have it notarized and then approved by police officials, could he go to the telegraph office, where, upon turning over this notarized form he received his telegram.

This situation—and Mr. Mason was in Paris and Berlin before war had been declared—made it extremely difficult for NBC representatives in those cities to maintain contact with New York. "It is a miracle," he said, "that so many broadcasts came through to America from Europe with so little mishap, considering the terrible handicaps under which our men abroad were laboring."

A. A. Schechter, NBC director of news and special events, says that communication with Paris has become so difficult that Paul Archinard, NBC representative there, goes to the studio at four set times each day to listen for a shortwave signal and if he hears the cue "We take you now to Paris" he begins talking.

Nothing From Ships

With the exception of the strict censorship of news broadcasts, Mr. Mason said that so far as he could tell the domestic radio systems in both Germany and France were functioning as usual, although he does not know, of course, what changes may have occurred since the outbreak of the war. On the ship returning to America, radio messages and broadcasts from both European and American stations were received constantly by the ship's radio operator, he said, but no messages were sent out for fear of announcing the boat's position to enemy cruisers or submarines. Some of the news, such as England's and France's declarations of war on Germany, was announced to the passengers, but other items, such as that of the sinking of the *Athenia*, were withheld so as not to create undue alarm.

While it is evident to any listener to broadcasts from Europe that censorship is at work, for obvious reasons the American radio men abroad have not mentioned it on the air nor in their reports to their American headquarters. The nearest to mentioning censorship in a broadcast was H. R. Baukhage, who, when speaking from Berlin, remarked that "everyone here has been very helpful. In fact, as I sit here, an official of the German Government is in the studio with me."

A general summation of the censorship situation, especially as it affects what we read and hear in this country, was the first item in the Associated Press evening news summary as broadcast by NBC on Sept. 7: "Censorship of news is effective in nearly all European countries. It is especially thorough in Great Britain, France and Germany. So far the chief hindrance imposed by censorship has been disruption of normal communications, but it is obvious that censors seek to prevent the sending of unfavorable news from their respective countries. Some news dispatches are transmitted in 10 or 15 minutes; others are delayed for hours and some doubtless are suppressed by the censorship."

French Radio Situation

All French broadcasting has been put under military authority for the duration of the war, according to *Paris-Midi*, which on Aug. 30 reported that Radio Cité, Radio 37 and Ile de France, three low-power Paris privately owned commercial stations, had ceased broadcasting the day before and that three of the State-owned stations had also gone off the air. Poste Parisien and Radio Toulouse, commercial stations each operating with 60 kw. power, remained on the air under the Government decree, the paper said, and, together with all French broadcasting facilities, will be used for Government service for the duration of the war.

On Aug. 29, the story continued, all news broadcasts were discontinued, being replaced by a single Government news period which is carried on all stations in the country. M. Lohner, director of radio information for the Government, is in charge of this news broadcast, which is edited at the War Ministry by a board comprising a number of news editors of the various stations. Programs of entertainment will undergo a complete revision, with their schedules revamped under the direction of Jean Giradaux, French propaganda chief, so as best to build and maintain the proper patriotic morale and support for the fighting forces. Broadcasts may also be used to direct troop movements.

Plan 450 Kw. Outlet

A new station, Radio Allouie, located in Cher in central France, will soon begin operating with 450,000 watts, according to *Paris-Midi*, which states that this station will be used by the Government for propaganda purposes, probably in various foreign languages, as its signal should cover most of Europe. While the paper does not mention commercial programs specifically, it is considered likely that most if not all advertising will be banned from the air, temporarily at least.

The newspaper was received at NBC's international division, where Fernand Auberjonois, French announcer, told BROADCASTING that since the time of the Munich crisis every station in France has had a Government observer attached to its staff to censor news.

"The Green Hornet"

Half Hour Mystery Drama • Twice Weekly

Produced By The Same
Masters Of Showmanship
Who Built and Marketed
"THE LONE RANGER"

Transcriptions Now Ready For
All Markets Subject To Prior
Sale - - Write Or Wire For
"THE GREEN HORNET" Case
History and Survey Information

KING-TRENDLE
Broadcasting Corporation
WXYZ
DETROIT

Radio Still Free, Ogilvie Declares

BBC Head Says Only Military Information Is Withheld

REPORTING that the war had forced him to forego his projected October visit to the United States to study broadcasting and television methods here, Frederick W. Ogilvie, director general of the British Broadcasting Corp., spoke Sept. 4 at the invitation of the American networks over a combined Transatlantic hookup from London to assure American listeners that "there is no restriction on listening in Britain" and that American radio reporters in England enjoy the same freedom of expression as in peacetime. He pointed out however, that "there has to be and there is a bar against the disclosure of military information which might be of value to the enemy."

"No one makes any suggestions to your speakers as to what they ought to say," he added, referring to the NBC, CBS and MBS reporters and commentators who are making the BBC studios in London their headquarters during the crisis.

No Bars to Listening

Mr. Ogilvie, former college president in Dublin who last winter succeeded Sir John Reith as head of the BBC when Sir John became head of Imperial Airways, declared that British radio plans to carry on programs of entertainment as usual, and said that British shortwave broadcasts are going out for 22 hours of the 24 during the war. Among the most important of these broadcasts are the German-language newscasts and talks aimed at the people of the Reich. Mr. Ogilvie's reference to "no restriction on listening" was taken to refer to the Nazi decree forbidding listening to foreign broadcasts, promulgated as the war started, and followed by an order under which the Gestapo is said to be confiscating radios capable of tuning in other countries. The penalty is imprisonment for listening and death for repeating what is heard.

The BBC, it is understood, has completed underground studios capable of withstanding enemy bombardment. In the event any of the British stations are put out of commission, it is planned to broadcast via ultra-shortwaves, and work is being rushed on a system of "wired wireless" whereby these waves can be picked up and relayed by telephone or power lines into the homes of London and other cities.

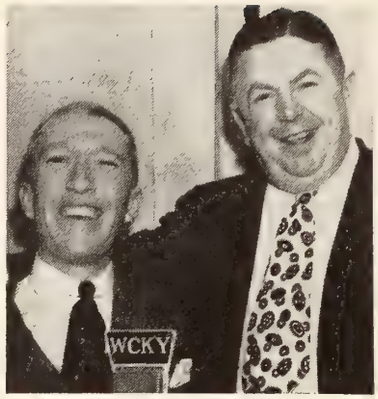
KGKO, Fort Worth, distributed nearly 2,000 European war-area maps at 24 cents apiece during the first week of a new program, *Today's Battles*, aired daily. New quarter-hour necessitated adding two military analyists to the KGKO staff. More than 100 column inches of paid advertising space was used in local dailies publicizing the new feature.

JOHN GUNTHER and Hugh Gibson, who have been covering various phases of the European war for NBC, will return to the United States shortly. Gunther sailed from England Sept. 14 and Gibson will sail in a few weeks. Upon his return Gunther is to sum up his recent experiences in a series of broadcast commentaries from this side of the Atlantic.

World Peaceways Plan

WORLD PEACEWAYS, New York, in view of the European war, is planning an intensive radio campaign on more than 250 stations throughout the country "to keep the United States out of war." The organization is now arranging scripts to send out to the stations, most of which now carry the weekly quarter-hour program *Our World Observer*, news analysis by World Peaceways. According to Estelle Sternberger of World Peaceways, the campaign will "focus the attention of our citizens on issues of foreign policy especially those reflected in the actions of the President and those contemplated in bills before Congress—and shall adhere firmly to our demand for a neutrality law even more stringent than the present one." Further details of the radio campaign will be announced shortly.

WRBL, Columbus, Ga., claimed a record of continuous broadcasting during the war crisis. It remained on the air from 7 a.m. Aug. 25 until 1 a.m. Sept. 5 for 258 consecutive hours with CBS service plus fulltime INS reports.



OFF FOR THE WARS or the tall and short of it might be the caption of this picture, showing the 6-foot-plus Paul Sullivan (left), WHAS-CBS news commentator scheduled to start network newscasting for Brown & Williamson Sept. 24, as he stopped over in Cincinnati between planes en route to New York where he and Mrs. Sullivan took off on the *American Clipper* for London and the war zone. He was interviewed over WCKY by L. B. Wilson, one of radio's shortest men.

Paul Sullivan Is Heard In Series From London

CBS listeners were introduced the night of Sept. 6 to Paul Sullivan, news commentator for WHAS, Louisville, speaking from London shortly after arriving on the *American Clipper* to assist Columbia's Edward R. Murrow in broadcasting news from the English capital.

Mr. Sullivan left New York Sept. 3 with his wife aboard the plane one hour after Great Britain declared herself in a "state of war". It was the original plan of his sponsor, Brown & Williamson Tobacco Corp., along with CBS and WHAS, for him to radiocast his views on the international situation from London, Berlin and Paris as an introductory feature to his CBS network newscasts which are to begin for Brown & Williamson Sept. 24 from WHAS. He is due back in the United States a few days before his network broadcasts begin.

Thirty-four CBS stations will carry his first scheduled newscasts. He will broadcast three times a night, six nights a week. His first program will be at 11 p.m. (EST) with rebroadcasts at 11:30 p.m. and 1 a.m.

Sidelights on Radio's Coverage of Europe's War . . .

ENTRY of German troops into Poland on Sept. 1 gave added importance and interest to the maps included in the issue of *Life* Magazine out that day, so its publisher, Time Inc., New York, decided to publicize the maps by spot announcements, to be aired that evening and the following day. Ned Midgley, chief time buyer for BBDO, agency for the account, and his staff spent the day frantically contacting station representatives who as feverishly cleared time on stations throughout the country, with the result that from two to six announcements for the magazine were broadcast on some 50 stations within the prescribed time limits. An early resumption of the *March of Time* news drama, possibly on a twice a week basis, for the duration of the war, is under discussion, but no decision has as yet materialized.

MBS soon after the outbreak of war cut off its pickups of Government-owned shortwave stations in the combatant capitals, which it had been transcribing and rebroadcasting seriatim in late evening periods. The broadcasts were surcharged with propaganda, sometimes verging on the gory, and it was deemed advisable to let the shortwave listeners do their tuning-in direct. Moreover, French and Polish shortwave reception was getting rather poor, especially by comparison with British and German. When Mutual broadcast a report of the capture of the *Bremen*, its error was due to one of these shortwave reports from Paris; MBS immediately corrected the error and reproduced the portion of the transcription from which the report was derived.

PRACTICALLY all stations, whether network affiliated or not, remained on 24-hour schedules during the early stages of the crisis and immediately after outbreak of the war. Day and night shifts were hastily arranged, but many station staffs took residence in the studios. Just about all of the nearly 260 newspaper owned or controlled stations tied up immediately with the newspapers, and in some cities—notably Philadelphia—the newspapers took spot announcements, paid and exchange, to call attention to their coverage of the conflict. In Philadelphia four of the five newspapers were buyers of spot announcements. In Boston, WBZ-WBZA inaugurated a schedule of five daily news broadcasts by the *Boston Transcript*.

HITLER'S war decree forbidding Germans from listening to foreign programs must be making life quite a quandary for the 1,492,000 families in Germany who purchased shortwave receivers last year, nearly twice the number who bought the much less expensive "People's Sets" able to pull in only local stations, during the same period.

FIRST symptom of the nationalistic fervor so prevalent during the last war comes with the announcement that the *Ford Sunday Evening Hour* during the coming season will feature only American artists, singing, as far as possible, only American songs.

TO GIVE him something to really worry about, Max Jordan, NBC representative in Berlin, developed a sinus condition that necessitated an operation the last week in August. True to tradition, Jordan was back at work within two hours of the operation.

DURING the peak of the pre-war crisis, NBC rerouted its studio tours to include the newsroom, so that the gaping visitors to Radio City could see for themseles the systematic frenzy with which radio covers the news in times of stress.

PROMOTING their coverage of the European crisis, WORC, Worcester, furnished war bulletins to local theaters to be announced between pictures. These were piped by direct wire, and in the lobby bulletins from Transradio and CBS were posted. KLZ, Denver, placed a 60-foot trailer in four local theaters to illustrate troop movements and war scenes, climaxed by flashing a photograph of H. V. Kaltenborn on the screen with appropriate block letter copy describing KLZ-CBS-INS coverage.

JOHN J. GILLIN Jr., general manager of WOW, Omaha, ordered a 100-word preface to all war news broadcasts, pointing out WOW's policy of strict neutrality and warning listeners to "consider the source" in determining the importance of news bulletins.

KDYL, Salt Lake City, keyed to combined NBC networks the Sept. 1 speech of Senator Key Pittman, chairman of the Senate Foreign Relations Committee, one of the first statements to be made by high Government officials on the outbreak of the war.

WITHIN an hour after war in Europe became a certainty, KDKA has erected a news bulletin board in the lobby of the Grant Bldg., Pittsburgh, where its studios are located. UP bulletins made it possible for visitors to the building to catch the latest news on the run as the bulletins were changed every 30 minutes. The service is being maintained as long as they hold interest for the pedestrians.

ROGER W. CLIPP, general manager of WFIL, Philadelphia, ordered what he called a "de-emphasis" of the station's news bureau activities on Sept. 9 because of the censorship. WFIL added four five-minute news periods daily, cut bulletins to a minimum, kept to schedule so far as possible. Four of Philadelphia's five newspapers bought spots on WFIL.

KLZ, Denver, went on the air early in September to tell its audience "we'd like to pay homage to CBS." Its listeners' compliments for its war coverage were passed on to CBS on Sept. 6 after it had stayed on the network for seven days on 24-hour schedule.

WLW, Cincinnati, reported the cancellation of $25,000 in commercials the first few days of the conflict.

EDNEY RIDGE, manager of WBIG, Greensboro, N. C., sends us the front-page of the *Greensboro Record* with a long article devoted to Ed Murrow, CBS London correspondent, a native of nearby Guilford where his family still occupies the home in which he was born in 1905. The newspaper reported that townsfolk and, of course, the Murrow family never miss a broadcast of the "local boy who made good."

ELABORATE colored maps, on which WLW listeners can more easily follow the happenings as they occur in the European theaters of war and are announced by the station's news commentators, are being distributed by WLW. Historians were consulted and the map drawn with the idea that it would be usuable throughout the conflict, according to James D. Shouse, vice president of The Crosley Corporation, in charge of broadcasting. First announcement of the maps was put on the air Sept. 7. By Sept. 11, orders for nearly 8,000 had been received.

WGAN, Portland, Me., also is offering European maps, and reports the idea clicked, with a continuing stream of requests.

"News matter which is obviously sensational, though thoroughly accredited to a responsible source, should be carefully checked and confirmed as far as possible before broadcasting."

NAB Reports, Sept. 8, 1939

United Press, through its corps of American trained correspondents, checks today's European news at its source.

Bulwarking United Press newscasts is the largest and most experienced staff of American reporters ever assembled in Europe. Every man knows the importance of double-checking and plainly crediting his news sources.

"By United Press" is radio's guarantee of authentic war coverage.

AGAIN

first in listening popularity

UNIQUE HOOPER-HOLMES
OUTDOOR SURVEY FINDS WOR SWAMPING COMPETITORS
ON FOUR SUCCESSIVE DAYS



What Hooper-Holmes did

During the afternoons of August 12th and 13th and August 26th and 27th between 1:00 and 5:00 p.m., Hooper-Holmes investigators tramped the sands of Jones Beach, Long Beach, Riis Park and Asbury Park. Utterly unaware of the station for which the survey was being made, they were instructed to keep their eyes peeled for portable radio listeners. Each listener, or listening group, encountered was asked—"Is your portable in operation?" and "If so, what station are you listening to?" They asked other questions, too. But, at the moment, we'll consider just the answers to these two.

What Hooper-Holmes found—

The Hooper-Holmes investigators found 630 portable radios. They found 474 of these radios in operation. They found an average of 6 people listening to every portable radio. Totalling all answers to the question—"What station are you listening to?" ranks WOR and its three competing 50,000 watt New York stations as follows:

WOR	**42%**
Station A	12.9%
Station B	8.2%
Station C	7.2%
All Others	29.7%

again and again and again **WOR RANKS FIRST!**

In the latter part of 1938 it was found that WOR ranked first in listening popularity among automobile radio owners. In the recent four New York station study conducted by Hooper-Holmes WOR ranked first in total families listening. On one day, 46% more families were found listening to WOR than to any other station. Now again WOR ranks first in this unique Hooper-Holmes outdoor study of the listening preferences of a people in a market group who buy more than any people anywhere.

Is it any wonder then . . .

*That more than 70% of WOR's sponsors are among America's greatest national advertisers?

*That WOR has a library of more than 60 success stories—the greatest collection of success stories ever gathered by one station?

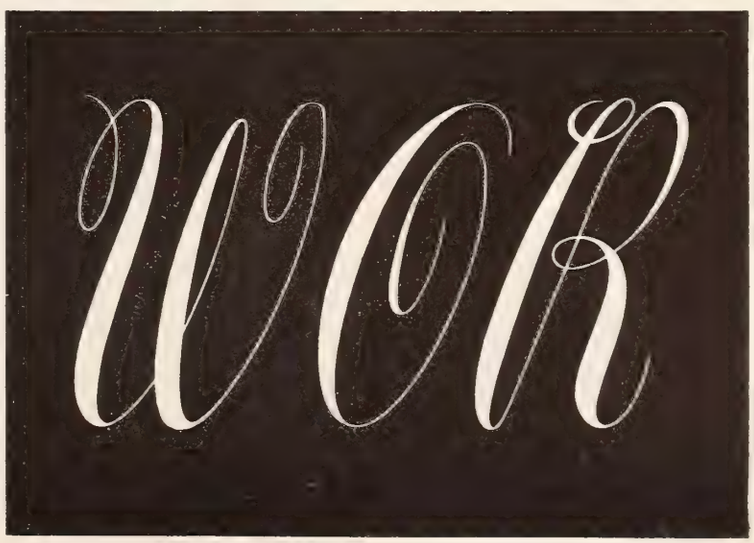
*That year in and year out WOR has consistently ranked first in total spot placements?

FREE—to advertisers and agency timebuyers . . .

What other questions does this new WOR survey answer?

Ask WOR today for a complete copy of the results. See 1. How all four major stations ranked on each of the four successive days. 2. Glance down the list of the more than 56 types of portable radios found and see how many of each were found. 3. Discover the types of programs to which these listeners were dialled. 4. Notice how baseball broadcasts stack up against competing air entertainment.

A note, call or wire directed to WOR, 1440 Broadway, in New York, will bring your copy by return mail.



129 Are Signed In World Series List, Says MBS

NBC and CBS Affiliates Are Included in Baseball Group

MBS has announced that 129 stations of the planned total of 150 have signed to carry the 1939 World Series, exclusive broadcasting rights for which were recently awarded to MBS and the Gillette Safety Razor Co., Boston, by Judge Kenesaw M. Landis, baseball commissioner [BROADCASTING, Sept. 1]. Of the 129 stations, 68 are exclusively Mutual, 11 are CBS affiliates, 44 are NBC, and six are without network affiliation, according to MBS. Stations are as follows:

MBS affiliates: WOR WGN CKLW KHJ KDB KGB KXO KVOE KFXM KPMC KDON KVEC KTKC KYOS KFRC KQW KIEM KHSL KVCV KOOS KRNR KORE KSLM KALE KMO KOL KELA KGY KRKO KXRO KVOS KPQ KIT KWLK WOL WBAX WHB KFEL KFKA WHKC KFOR WDGY WHBF WTHT WATR WSPR WAAB WLNH WNLC WLLH WSAR WNBH WHAI WCOU WBRK WSYB WGRC WLAP WSIX WAIR WRAL WSOC WCMI KADA KCRC KOME KBIX KGFF.

NBC affiliates: WHK KGA WSYR WALA KWK KMA WIRE KSO WABY KOIL WFIL WICC WFEA WLBZ WRDO WEAN WMPS WKBO KOB WJAX WSPD WIS WJDX WCSC KTOK WIOD WFLA WSUN KANS KIDO KGBX KOAM KGHL WSMB KTBS KTHS KUTA KLO KGIR WEBC KTAR KVOA WAPO.

CBS affiliates: WMT WKBW-WGR WRVA WNBF WCHS WMAZ WIBX WNAX KGMB KHBC.

No network affiliation: WSAY KQV WHJB KABR WBLK KMMJ.

Controversy Noted

Although the above list received full verification from MBS, neither NBC nor CBS would confirm that their affiliates had signed for the World Series. NBC told BROADCASTING it had "given no station permission to cancel any commercials or to broadcast them as delayed broadcasts, and had notified stations that clients expected programs to be broadcast as usual." CBS stated that "no affiliates have notified CBS headquarters in New York that they have contracted to broadcast the World Series."

Further evidence that there is some controversy between the networks and their affiliates appears in a letter received by BROADCASTING from WIS, Columbia, S. C., in which the station states that it "has accepted the World Series from Mutual and has advised NBC in view of the outstanding public interest in the games that it is necessary to cancel the Procter & Gamble programs between 3 and 4 p. m., New York time. We offered to make off the line recordings and delayed broadcasts of the P & G shows, absorbing the recording cost." The letter further states, "NBC is withholding permission for delayed broadcasts, but otherwise apparently appreciates our reasoning in accepting the Series."

On Sept. 8, J. P. Spang Jr., president of Gillette, broadcast a special program on MBS to announce that Bob Elson and Red Barber had been selected to give the play-by-play descriptions of the World Series, first game of which is expected to be played Oct. 4 in the park of the American League winner. Red Barber, who from 1934-38 covered the games of the Cincinnati Reds, is currently reporting the Brooklyn Dodgers games on WOR, Newark. This will be his fifth World Series assignment. Bob Elson, sports announcer of WGN, Chicago, is currently broadcasting Chicago Cubs and White Sox games on that station. He has covered every World Series broadcast since 1929.

Will Report Series



Red Barber



Bob Elson

Pineapple Shift

HAWAIIAN PINEAPPLE Co., San Francisco, has appointed N. W. Ayer & Son, Philadelphia, to handle all its radio advertising, effective Oct. 11, the agency having served as merchandising counsel and handled all other advertising for the company since 1933. Also on Oct. 11, the company will replace Phil Baker's *Honolulu Bound* with *Al Pearce & His Gang* on its CBS Wednesday evening period, 8-8:30 p.m.

New Financial Questionnaire of FCC For 1939 to Be Somewhat Simplified

SOMEWHAT reduced in size, but tapping innermost phases of station fiscal operations, as well as parent company, partnership, and other ownership holdings, the revised FCC questionnaire on station financial operations for 1939 will be sent to all licensees about Oct. 1.

Substantial agreement as to the form of the report, described officially as forms 705 and 706, was procured following conferences of FCC accountants with representatives of the NAB Accounting Committee. The final meeting was held in latter August, at which time suggestions advanced by the NAB committee were taken into account and there remained only the authorization from the FCC to be procured prior to the mailing of the questionnaire forms.

The 18-page form compares to one of 27 pages sent out by the FCC last year to cover 1938 fiscal operations of stations. It will cover the calendar year 1939 and must be filed with the FCC by March 1. The form also deals with station employment data but does not relate to program analyses. The program form has occasioned considerable discussion between Government and broadcast representatives with no agreement yet procured as to definitions of particular types of programs. More than likely, however, the program questionnaire, when evolved, will be based on a typical week during the year.

Numerous Changes

The financial forms is the third annual undertaking of this character by the FCC. Previous efforts evoked strong criticism within the industry particularly from smaller stations. It is claimed, however, that the new form, which takes into account most of these reactions, will not work any undue hardship on any class of station. Nevertheless, if past experience means anything, there will still be repercussions from certain station groups.

The comprehensive financial questionnaire is considered by the FCC as part of the data which it can require in connection with applications for license renewals. At the conferences with the NAB representatives, who included M. L. Kidd, WSYR, Syracuse, Edwin M. Spence, NAB secretary-treasurer, and Andrew W. Bennett, NAB counsel, numerous changes to simplify language were made, along with reductions in the size of the overall schedule. FCC representatives at these informal conferences have included William J. Norfleet, chief accountant, and DeQuincy V. Sutton, head accountant.

The new form calls for a condensed general balance sheet of two pages, whereas that of last year required five separate sheets.

Despite the reduction, however, infinite detail is required, and the categories are substantially the same as last year. Schedule 2 covers unappropriated earned surplus for corporate licensees and schedule 3 undistributed profits for an unincorporated respondent.

Condensation of the schedules dealing with tangible and intangible property owned by licensees and devoted exclusively to broadcast service, as well as property of that nature leased to others, is provided in schedules 4, 5 and 6 of the new form. Stations which are not in a position to break down each item in these forms, are permitted to supply sub-totals.

Full Income Statements

Income statements required by schedule 7 specify licensees must provide non-broadcast income in cases of corporations. Corporations in other lines of business must specify their income from the non-broadcast operations, as well as broadcast operations. This schedule also requires a breakdown of revenue received from network, national and regional advertisers and local advertisers, along with commissions, other expenses and talent revenues.

A separate schedule (8) covers time devoted to major network programs and this is followed by a schedule covering time devoted to "other stations". These are broken down between commercial and sustaining programs.

Broadcast expenses, both direct and indirect, are called for in schedule 10 which covers some 30 items, as against 48 items in last year's schedule. This schedule goes into such matters as salary and compensation for proprietors, partners and officers of licensee corporations. Schedule 11 covers total compensation of proprietors, partners, broadcast staff employes, officers, musicians and other talent, month by month.

The final schedule covers employes and their compensation for a typical week. From this schedule the FCC will procure total employment for the industry during the year, together with average pay for various classifications of employes, both full time and part-time.

In connection with the forthcoming program questionnaire, the FCC officials have conferred intermittently with Walter J. Damm, WTMJ, Milwaukee; Dr. Frank Stanton, CBS manager of market research; Hugh M. Beville, NBC's chief statistician, and NAB Secretary-Treasurer Spence. This group is not constituted as an official committee but has acted for the NAB.

The FCC has not yet considered its analysis of the 1938 questionnaire, due to lack of funds during the latter part of the last fiscal year and because of the pressure of other activities a dozen new tables, yet to be released, are expected to cover intricate breakdowns of station revenues based on size of communities, classes of stations within network affiliate lines and average revenues, spot and local sales analyses, and related data.

WMFJ, YOUNGSTOWN, IN SEPT. 7 DEBUT

STARTING with an hourly schedule of AP newscasts running three minutes each, as well as longer roundups in the morning and evening, the new WFMJ, Youngstown, O., 100 watts daytime on 1420 kc., was inaugurated Sept. 7 and has completed its staff. President and general manager of the station is William F. Maag Jr., publisher of the *Youngstown Vindicator*, where newscasts are originated.

The station is RCA equipped throughout, with a 150-foot Truscon tower and Johns-Manville acoustical treatment.

Commercial manager of the station is Leonard Nasman, formerly rotogravure salesman for the *Vindicator*. Program director is John Holt Baxter, formerly assistant promotion manager of NBC Artists Bureau and at one time advertising manager for Max Factor cosmetics in Hollywood. Chief engineer is Frank Dieringer, recently with WKRC, Cincinnati.

The staff includes Ralph Bruce, formerly with WHBC, Canton, salesman; Garde Chambers, formerly vocalist with WHK and WGAR, Cleveland, and WHN and WBNX, New York, announcer; John Roberts and Gracilou Kiene, script writers; James Stambaugh, chief announcer; Robert Carter, announcer; James Ranney and Seymour Raymond, engineers; Kay Lytle and Edythe Sauer, dramatics; Mrs. Ann M. Conroy, office manager; Mrs. Florence Brown and Thelma Murphy, organists.

Boake Carter's Sponsors

WCAU, Philadelphia, and 18 other stations have subscribed to the thrice-weekly transcribed broadcasts being syndicated by Boake Carter, with an imposing list of sponsors already signed. On WCAU, where he headquarters and where he started out as a commentator, Carter's discs will be sponsored by the Yellow Cab Co. Other stations signing for the series are KOCY KRGV KRIC KRIS KSO KWTO WCOU WDAY WDRC WGRC WIOD WJBK WJTN WKZO WMCA WOC WRTD WSAI. Among sponsors thus far signed are Sanders Motor Co., Des Moines; Bank of Jamestown, Jamestown, N. Y.; First National Bank & Trust Co., Kalamazoo; Liebmann Brewery, New York; Martin Chevrolet Sales Corp., Richmond; Prichard Oil Co., Oklahoma City.

CHOOSE YOUR MARKET

with Fulton Lewis Jr.

RADIO'S NO. 1 COMMENTATOR ON NATIONAL AFFAIRS*



ATTENTION **SPOT TIME BUYERS**

The only national network commentator offered for LOCAL sponsorship

All ears will turn to the Special Session of Congress—this, plus the European crisis makes LOCAL sponsorship of Fulton Lewis, jr., the year's best buy—a ready-made audience eager for comments from Washington, the news front of national affairs—available in individual markets on all Mutual Network stations. Write or wire Wm. B. Dolph, Station WOL, Washington, D. C.

** In a poll of all members of Congress by the Columbia Survey Inc., Fulton Lewis jr. was chosen as the favorite of statesmen by a 2 to 1 majority over any other commentator.*

Boosts in Power For 106 Stations

New FCC Actions Authorize 250 Watt Full Time Grants

A TOTAL of 106 local stations now hold authorizations to use 250 watts power both day and night, in lieu of the former 100 watt peak, by virtue of action of the FCC Sept. 6 and 12. A group of 70 stations in all sections was granted unlimited time operation with 250 watts, while two others were given construction permits to change equipment and increase their night power to the 250 watt maximum allowed under the new rules. Previously the FCC had granted 13 stations similar authorization [BROADCASTING, Aug. 15]. On Sept. 12 the FCC authorized 21 additional grants.

First Batch of Grants

Stations given the power increases Sept. 6 were:

WCHV, Charlottesville, Va.; WRAL, Raleigh, N. C.; WRGA, Rome, Ga.; WSLI, Jackson, Miss.; KRMD, Shreveport, La.; KMLB, Monroe, La.; WJBC, Bloomington, Ill.; KLUF, Galveston, Tex.; WEOA, Evansville, Ind.; KPQ, Wenatchee, Wash.; WDNC, Durham, N. C.; WGNC, Gastonia, N. C.; WSIX, Nashville; WSTP, Salisbury, N. C.; KCMC, Texarkana, Tex.; WHLB, Virginia, Minn.; WMFG, Hibbing, Minn.; WSAU, Wausau, Wis.; WTRC, Elkhart, Ind.; KSRO, Santa Rosa, Cal.; WIL, St. Louis; WTMA, Charleston, S. C.; WKBZ, Muskegon, Mich.; WEED, Rock Mount, N. C.; WAML, Laurel, Miss.; KBND, Bend, Ore.; KVEC, San Luis Obispo, Cal.; KPLC, Lake Charles, La.; WMBH, Joplin, Mo.; WCAX, Burlington, Vt.; WCBM, Baltimore, Md.; KOCY, Oklahoma City, Okla.; WAYX, Waycross, Ga.; WEBQ, Harrisburg, Ill.; WNOE, New Orleans; WBBZ, Ponca City, Okla.; KELO, Sioux Falls, S. D.; WIBU, Poynette, Wis.; KXRO, Aberdeen, Wash.; KPFA, Helena, Mont.; KWYO, Sheridan, Wyo.; WABY, Albany, N. Y.; WNBF, Binghamton, N. Y.; WBEO, Marquette, Mich.; WEST, Easton, Pa.; WGH, Newport News, Va.; WATL, Atlanta; WMBS, Uniontown, Pa.; WSNJ, Bridgeton, N. J.; WPAX, Thomasville, Ga.; KOBH, Rapid City, S. D.; WHFC, Cicero, Ill.; KFAM, St. Cloud, Minn.; KGHI, Little Rock, Ark.; KGKL, San Angelo, Tex.; KVOX, Moorhead, Minn.; WTMV, E. St. Louis, Ill.; KRBC, Abilene, Tex.; WMIN, St. Paul; KRE, Berkeley, Cal.; WIBX, Utica, N. Y.; WBRE, Wilkes-Barre, Pa.; WDAS, Philadelphia, Pa.; WMBO, Auburn, N. Y.; WCPO, Cincinnati; WRBL, Columbus, Ga.; WJNO, West Palm Beach, Fla.; WRDW, Augusta, Ga.; KWOS, Jefferson City, Mo.; KCKN, Kansas City.

Grants of Sept. 12

The Sept. 12 grants were:

WABI, Bangor, Me.; WJTN, Jamestown, N. Y.; WMAS, Springfield, Mass.; WGAL, Lancaster, Pa.; WMPC, Lapeer, Mich.; WJAC, Johnstown, Pa.; WWSW, Pittsburgh; WRAK, Williamsport, Pa.; WCMI, Ashland, Ky.; WOMI, Owensboro, Ky.; WHLS, Port Huron, Mich.; WFTC, Kinston, N. C.; KALB, Alexandria, La.; WJBY, Gadsden, Ala.; WJHL, Johnson City, Tenn.; KRIC, Beaumont, Tex.; WOPI, Bristol, Tenn.; KFVS, Cape Girardeau, Mo.; WRJN, Racine, Wis.; WGL, Fort Wayne, Ind.; KAST, Astoria, Ore.

WJMS, Ironwood, Mich., and WSYB, Rutland, Vt., were granted new construction permits for equipment changes along with the night power boosts.

Rule on Logging Phonograph Records Is Lightened as FCC Heeds Protests

REVISION of the rule requiring listing of individual phonograph records performed over stations by title on station logs, which drew protest from the industry, was ordered Sept. 12 by the FCC. Action was upon recommendation of the FCC Law Department, following correspondence with Andrew W. Bennett, NAB counsel, who held that the regulation would work undue hardship on smaller stations. [BROADCASTING, Aug. 15]

The rule Section 3.90(a) (2) was amended by deleting the words "together with the name or title of each", and adding the words "of the complete program". In revised form, it now reads:

. . . (2) An entry briefly describing each program broadcast, such as 'music', 'drama', 'speech', etc., together with the name or title thereof, and the sponsor's name with the time of the beginning and ending of the complete program. If a mechanical record is used, the entry shall show the exact nature thereof such as 'record', 'transcription', etc., and the time it is announced as a mechanical record. If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered.

The FCC stated that a further study would be made of the rules governing log entries "to insure that they impose no unnecessary burden on any particular group of stations."

Note: Subscribers may correct their copies of the rules and regulations, promulgated by the FCC to become effective Aug. 1, 1939, as published by BROADCASTING in a separate volume, by referring to page 35, column 1 of that volume.

Foley Plans Spot

FOLEY & CO., Chicago (Foley Honey and Tar), is readying a fall and winter spot campaign to begin on a large list of midwest stations between Oct. 15 and 30. According to Wendell Walker, account executive of Lauesen & Salomon, Chicago, the appropriation is approximately 50% above the spot campaign used last year. Included on the schedule is WLS, Chicago, with six 15-minute programs daily except Sunday, and WCLE and WGAR, Cleveland, WHKC, Columbus, WSAI, Cincinnati, WJR and CKLW, Detroit, WHIO, Dayton, WCAE, Pittsburgh and KITE, Kansas City, with one minute announcements 5 to 11 times weekly for a 26-week period.

Omar Picks

OMAR Inc., Omaha, is using 12 stations in the Midwest and West on behalf of Omar Flour and Omar Bakeries. Featuring its flour products are WLS WOW WMT WHO KMMJ KVRS WNAX KOA and KDFN. Its bakeries are promoted over WBNS WTMJ and WFBM. Fifteen-minute transcribed programs are used on all stations excepting WLS, which produces a live talent program. Varying from three to six days weekly, the contracts are for 39 and 52-week periods. Lyle T. Johnston Co., Chicago, is the agency.

Scott Towels Campaign

SCOTT PAPER Co., Chester, Pa., on Sept. 18 will start its fall campaign for Scott Towels using participations thrice weekly on women's programs on stations throughout the country. Campaign is similar to that used last year on 38 stations, although exact number of stations for the year was not divulged by J. Walter Thompson, New York, the agency handling the account.

Oyster Shell Renews

OYSTER SHELL PRODUCTS Co., New Rochelle, N. Y., is renewing contracts with the 38 stations carrying its spot announcements. Spots vary from one to three times weekly and on some stations are daily. Brown & Thomas, New York, handles the account.

Formal Dedication Of New York Net

Prominent Officials Take Part In Inaugural Program

NEW YORK Broadcasting System, new regional network of nine stations, was formally inaugurated Sept. 12 in a two-hour dedication program featuring E. M. Stoer, president of the new network and president of Hearst Radio; Gov. Herbert H. Lehman, speaking from Albany on "Honesty in Advertising"; Acting Mayor Newbold Morris, of New York, and Dr. John S. Young, director of radio and television of the New York World's Fair.

Part of the broadcast originated from the studios of WINS, New York, key station of the new network, with music by the WINS orchestra directed by Louis Katzman. Novachord music by Ferde Grofe's orchestra was heard from the Ford Bldg., at the New York World's Fair, and the Orange Blossom quartet was heard from the WINS studios on the Fair grounds.

Stations of the New York Broadcasting System participating in the broadcast were WINS; WABY, Albany; WIBX, Utica; WSYR, Syracuse; WMBO, Auburn; WSAY, Rochester; WKBW-WGR, Buffalo; WJTN, Jamestown.

Constant inter-communication between the network's stations is now going on, according to Carl Calman, vice-president and general manager of the System, to arrange network programs. Between Sept. 15 and the end of the month, a total of ten commercial programs will start on the network, Mr. Calman said, although the names of the sponsors have not yet been released.

Lipton on 50

THOMAS J. LIPTON Inc., Hoboken, N. J., late in September is starting a campaign for Lipton's Tea using 10 spot announcements weekly on 50 stations throughout the country. On Sept. 12 the company started a 13-week campaign of thrice-weekly quarter-hour participation on the *Make Believe Ballroom* program on WNEW, New York. Young & Rubicam, New York, is the agency.

Alexander Favors Curb On Use of Broadcasts To Promote Beer, Wine

REEMPHASIZING his official stand against radio advertising of alcoholic beverages, W. S. Alexander, administrator of the Federal Alcohol Administration, told delegates at the annual convention of the National Alcoholic Beverage Control Assn., at Bretton Woods, N. H., on Sept. 6 that although there have been "distinct gains" in popular sentiment to curb this advertising, it is "piling up trouble" for manufacturers who use it. He also expressed sympathy for the bill of Senator Johnson (D-Col.) to ban all alcoholic beverage advertising from the air.

"The broadcasting chains have decided to take no distilled spirits advertising," Mr. Alexander pointed out in reviewing the "tangible results", "and the NAB also has refused to accept such advertising in the future. Both do accept malt beverage and wine advertising, however. Incidentally, there was no distilled spirits advertising being done on the national chains, and practically all of the alcoholic beverage radio advertising is being done by brewers. The principle, however, has received recognition from the radio people—which is also something gained.

"On nothing have I expressed myself with firmer conviction than on radio advertising of alcoholic beverages. In principle it is wrong; in practice it is piling up mountains of trouble for the short-sighted manufacturers who use it."

Expanded Pinex Series To Include 65 Stations

EXPANDING its previous spot campaign slightly, Pinex Co., Fort Wayne, Ind. has scheduled about 65 stations in the United States and Canada for its 1939-40 series starting Oct. 2. All but several southern stations start on that date, the latter starting Oct. 16.

Live talent 15-minute programs and 30-minute Saturday night *Barn Dance* broadcasts are planned on WLS and WLW. Each will carry six programs weekly. Fifteen-minute transcriptions from three to five days weekly will be carried over WWVA, WHO, WOW, WJR, WSM and WFIL.

All other U. S. stations, representing nationwide coverage, will carry five to seven announcements weekly. Twelve Canadian outlets are included in the list, with announcements scheduled once and twice daily six days weekly. The campaign, which will run 22 weeks on most stations, 18 weeks on southern outlets, is handled by Russell M. Seeds Co., Chicago.

Flex-O-Glass on 18

EIGHTEEN STATIONS in the East and Midwest will be used by Flex-O-Glass Mfg. Co., Chicago, in its fall and winter campaign placed through Presba, Fellers & Presba, Chicago. Varying between barn dance programs, service reports, transcriptions and participation programs, the schedule will be carried over WLS WHO KMA WJEJ WEEI WJR KITE KMOX KWTO KMMJ WHAM WLW KDKA WEEU KSOO WNAX WIBW WLBZ. Starting dates are from Sept. 30 to Oct. 28.



NO INCREASE IN RATES *Yet!*

The shift in KECA wave length from 1430 KC to 780 KC has realigned the listening habits of Southern California and added new values to KECA, not yet reflected in rate increases. Rate Card No. 14 remains in effect until further notice. . . .

Better sign today with KECA!

Now at 780 KC

NBC KECA BLUE NETWORK

Southern California appreciates the new KECA *spot on the dial*

New listeners are always enthusiastic, voluble listeners, and from the flow of letters we reprint typical expressions . . . .

BEVERLY HILLS

"We are so pleased with the change of KECA frequency."

RIVERSIDE

"Music from your new place on the dial comes in much stronger."

SAN DIEGO

"Am very happy to state that new frequency greatly enhances my enjoyment of KECA Classic Hour."

SAN BERNARDINO

"I know there are thousands of persons who will appreciate your fine program coming over a station that really brings them in."

Earle C. Anthony, Inc.

KFI • LOS ANGELES • KECA

EDWARD PETRY & CO. • *National Sales Representative*

CBS Plans Transcribed Spots To Check Affiliates' Signals

Survey Plan Accepted by '99%' of the Stations Contacted, According to Dr. Stanton

PURCHASING time on well over 100 independent stations, mostly 100-watters in the secondary areas of high-power CBS outlets, for a series of transcribed spot announcements requesting information from listeners on reception of affiliates' signals, the CBS Research Division is preparing to conduct a novel study of the effects of technical development of CBS stations.

The survey idea, conducted under supervision of Dr. Frank N. Stanton, CBS director of research, and designed to secure definite information on CBS reception direct from the listener, has been accepted by "about 99%" of the stations contacted for purchase of time, according to Dr. Stanton. There have been only scattered refusals to carry the series, he added.

How It Works

The five-minute transcribed programs, for which final scripts are being prepared, will incorporate flashes of the voices of Kate Smith, Major Bowes, Amos 'n' Andy and other CBS stars with a commentary by a network announcer asking listeners to check reception of four CBS stations within listening distance and then write "CBS, New York".

During an interval in the program a local announcer reads the call letters, frequencies, and locations of the CBS stations potential to each individual area. The requested reports would be concerned only with evening listening, and the network offers a free booklet to answerers explaining the difference between daytime and evening listening.

In a letter to the independent stations requesting rates on a 32-time, 40-time and 52-time basis. Dr. Stanton explained: "We're particularly interested, not in the families you serve intensively within your major market, but in the 'remote' families at the outer edges of your coverage areas". Outlining the plan further, he indicated the programs were to be divided between daytime and evening hours and would be broadcast either 8, 10 or 13 times a week for four weeks, probably between Sept. 15 and Oct. 15.

Pointing out that only a limited budget is available for the study, Dr. Stanton requested a separate indication of daytime and evening rates on each station, stating he assumed "that your rates for these announcements will be based on something like a 'most favored nation' clause. That is, we will be able to buy your facilities at the lowest rate at which they are available to any of your clients."

"There have been so many major changes in CBS facilities that our research really has got to step out to keep up with them," Dr. Stanton explained in his letter. "I trust you will agree that the big nighttime programs have been one of the big factors in building all of radio to its present size. In fact, such programs have stimulated radio ownership to such a degree in small towns and rural areas that they have contributed, to a large extent, in creating audiences, particularly during the daytime, for independent stations.

"This new type of radio study that we are planning affords the clear-channel stations, such as ours, the opportunity to cooperate with an independent station, such as yours—an opportunity really to study the scope of radio today. I sincerely believe that by working together, we can make a genuine contribution to the industry."

The Other Side

Contrasted to the receptive attitude of the large majority of stations which have accepted the series for broadcast are the comments of W. B. Greenwald, president of KWBG, Hutchinson, Kan., in a letter replying to Dr. Stanton's:

"This station has obtained its enviable list of listeners and sponsors the hard way—by careful programming and showmanship — by being everlastingly at it to give our listeners the best available, every hour of the day and night," Mr. Greenwald wrote. "We certainly are not going to sell them down the river for a few, or even a long series of Columbia plugs.

"What excuse would we give our sponsors for deliberately decreasing our 'circulation' by asking listeners to tune away from KWBG? What reason could we offer anyone for being so inconsistent as to tear down what we have so carefully built up? No nationally circulated newspaper would ever ask an independent publication to sell its circulation and destroy its value to the community by ceasing to serve that community in its best capacity. And we think that you made a grave error by having the nerve to ask us to request any person to dial our station out in favor of a station outside this trade territory.

"The idea is preposterous, even if you expected to pay a premium rate for our time. But you even ask for a special rate—one as low as we give our regular advertisers—sponsors who have stuck with us through thick and thin, to make KWBG what it is today.

"We cannot agree with you that big nighttime programs have created daytime audience for independent stations. Columbia would never accept any station that did not already have a nightime audience—nor would Columbia accept any station that did not have a good fulltime coverage. You have reversed the true situation, for we believe we are right when we say that independent stations first build the audience, and then the networks agree to take them on."



465 POUNDS of fighting fury was this tuna taken off Liverpool, Nova Scotia, last month by Bill Lewis, program vice-president of CBS, who landed the fish after one hour and 40 minutes. Lower photo shows his companion, Bob Edge, CBS outdoor life commentator and veteran tuna fisherman, hard at work resting from Bill Lewis' labors.

Exclusively Radio

SALT LAKE CITY'S Utah Theatre, largest in the city, has eliminated newspapers from its advertising budget and has scheduled six daily minute interviews on KDYL, in addition to extra spot announcements on various promotions. Each interview brings some official of the theatre before the mike for quizzing on current or coming attractions. Interviews are transcribed a week in advance and then presented at scheduled times.

B & W Discs Planned

BROWN & WILLIAMSON Tobacco Co., Louisville, will use transcriptions on betwen 25 and 30 stations starting Sept. 25, featuring Avalon Cigarettes, Wings Cigarettes and Bugler Tobacco. In addition, sportscasts on 10 stations featuring Wings and Avalon two and three times weekly will be used. With its four network programs and approximately 40 spot stations Brown & Williamson becomes one of the most important users of broadcast advertising. Russell M. Seeds Co., Chicago, is agency.

CLARK BROS. Chewing Gum Co., Pittsburgh, has started one-minute transcriptions three days weekly over WBBM, Chicago, through Albert P. Hill Co. Inc., Pittsburgh.

FILMLAND HOPEFUL FOR AIR BOOKINGS

DESPITE the tightening of film studio barriers and exhibitor threats against motion picture talent appearing on network programs, executives of major advertising agencies handling the bulk of Hollywood originating radio shows declare that there will be as many, if not more, stellar names used on sponsored broadcasts this season as last.

It has been freely admitted by Hollywood agency executives that preparations for a number of network shows are being retarded by reluctance of film studios and talent to sign radio contracts, but they are confident that this will be overcome. They insist that "the show will go on", but are frankly annoyed by the evasion displayed by top name players who are loath to back up verbal commitments with written contracts.

Frankly speaking, players big enough, or by contract permitted to appear on network programs at will, are stalling, it was said. In some instances, they too, have quoted figures beyond sponsor budgets. It is believed, however, that their purpose is to await more substantial expression from exhibitors and studios regarding the "ban on radio" before asserting their final intentions.

Should film studios, in the face of predicted losses in foreign markets due to European war, decide on reported retrenchment policy, agency executives feel that difficulties will be alleviated. They believe that not only will desired talent be easier to secure, but also that the price scale will be cut downward, placing more top film names within radio budget limitations. Any concerted action by the film studios to cut luxury off production will, in the opinion of several Hollywood agency men, benefit radio directly.

Two Transcribed Series Being Tested by P & G

PROCTER & GAMBLE Co., Cincinnati (Lava Soap), is testing two 15-minute transcribed programs on 11 stations starting between Sept. 14 and Sept. 25 on 52-week contracts. *Bill Elliott, the Singing Cop*, a WEEI, Boston, feature, is scheduled on WFBM and WWJ three days weekly, with WEEI continuing to carry it six days weekly as a live broadcast under Procter & Gamble sponsorship.

Eight stations have been chosen for *David Adams*, a five-weekly dramatic series. They are WBEN, KDKA, WGAR, WDAF, KOA, WKY, WFAA-WBAP, KFRC. Additional stations may be added to both series, it was indicated by Blackett - Sample - Hummert, Chicago, which handles the account.

Botany Mills Tests

BOTANY WORSTED MILLS, Passaic, N. J., on Sept. 19 will start a four-week test campaign for its new wool cleaning fluid using ten-minute daily participations five times weekly on the *Music Hall* program on WNEW, New York. More stations in upstate New York will be added if the test proves successful, according to Alfred J. Silberstein Agency, New York, which is handling the account.

91,260 *Telephone Calls...*



IN 12 DAYS

TAKING its name from the special telephone number "Chestnut 99 Forty-Four" set up to handle calls for it, this All Request program went on the air for the first time on Monday evening, August 14th, 1939.

Completed calls for a single program reached a high of 4,181 in the 3 hours of the program on Saturday evening, August 26th.

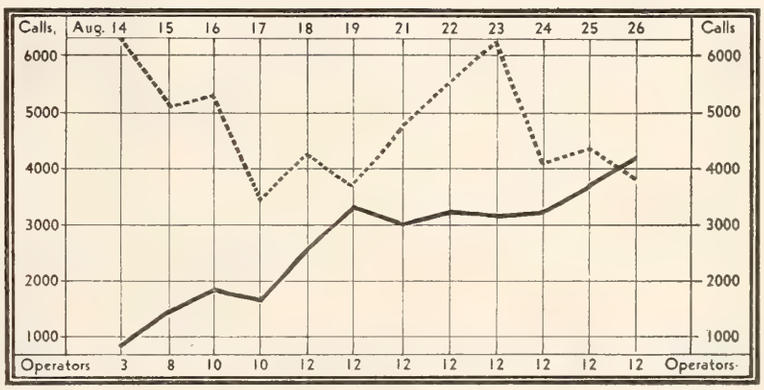
Metered "busy" signals, together with the record of completed calls, show that "Chestnut 99 Forty-Four" was called 91,260 times* during the first 12 broadcasts of this new, all request program.

*In addition to this total, thousands of calls for this program were attempted over the regular telephone lines of Radio Station KXOK—CHestnut 3700—and those of the Star-Times—CHestnut 6000.

Recorded Telephone Calls to "CHestnut 99 Forty-Four"

August 14-26, 1939.

Completed Calls ———— Busy Signals ----------



THIS ENORMOUS AUDIENCE RESPONSE IS AVAILABLE FOR YOUR ADVERTISING MESSAGE TO THE RICH ST. LOUIS AREA

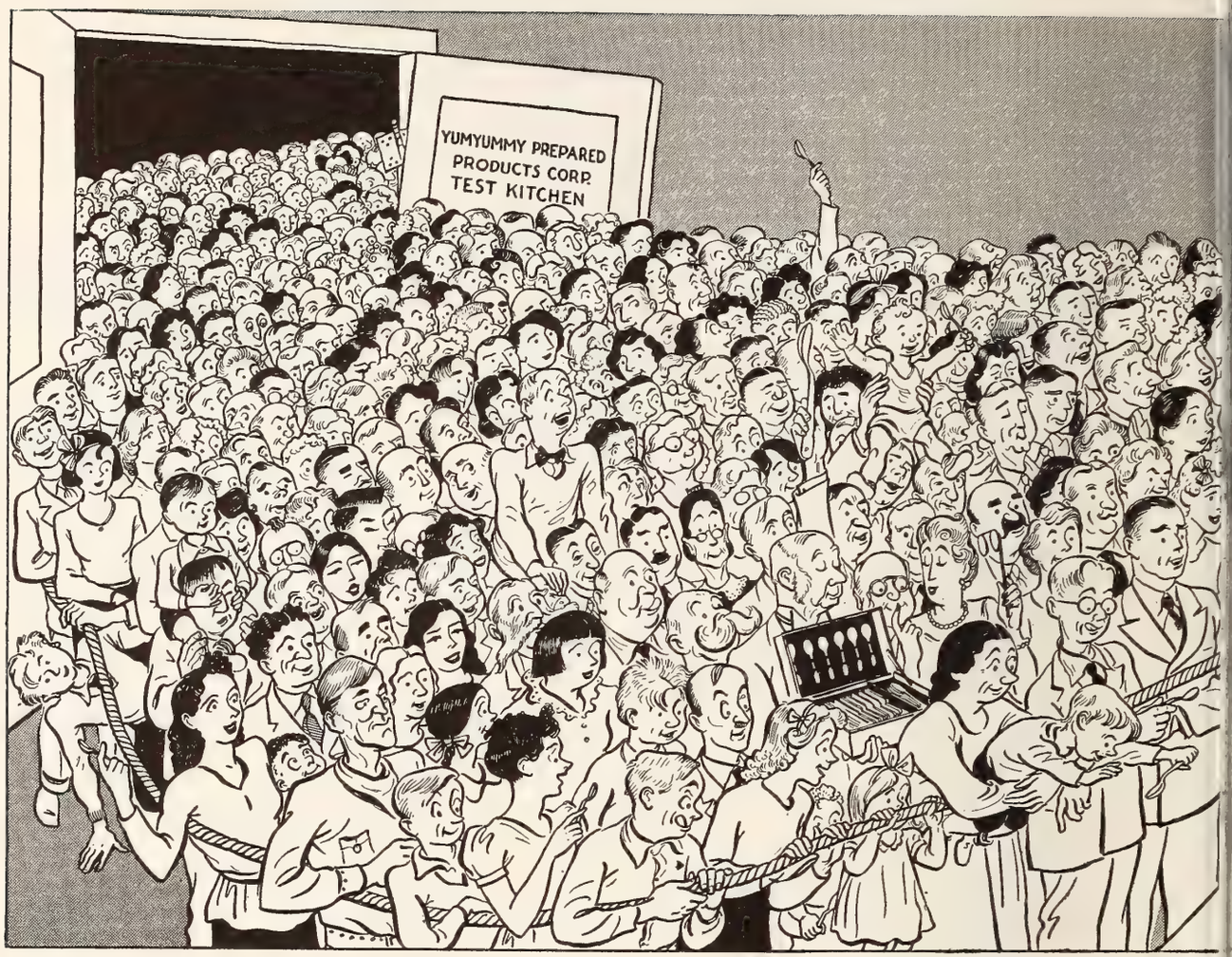
KXOK

SAINT LOUIS

Radio Station

OWNED AND OPERATED BY THE SAINT LOUIS STAR-TIMES
1250 KILOCYCLES . . . . . 1000 WATTS . . . . . FULL TIME

NATIONALLY REPRESENTED BY **WEED & CO.** NEW YORK — CHICAGO — DETROIT — SAN FRANCISCO



13,000,000 radio

to the

Yes, we realize that is a startling statement. But frankly, it is not really as startling as the simple facts which prove why these 13,000,000 families prefer the NBC Red—the network most people listen to most!

Yes, we made a survey—and one unique in radio research. For the first time, it measured the network listening habits of people not only in the cities where the leading networks have stations—*BUT* in *every* city in the United States of 25,000 and over. Unique—because for the first time it explored *not only that part of the rural audience conveniently located close to station-cities—BUT probed into one out of five of a the rural counties in the country!*

The Story of "The Other Half

To you who have been judging netwo values on the basis of program ratin —to you who have been estimati *national* program audiences on th basis of ratings made only in statio cities—the results of NBC's study "The Other Half of the Radio Aud ence" will reveal facts which no a vertiser can afford to overlook.



*Speaking of desserts—Kraft-Phenix Cheese and Standard Brands' Royal Desserts have been on the NBC Red Network exclusively since 1933—General Foods' Jello since 1936!

families "listen most"

NBC *Red* NETWORK

dvertisers and agency men who have ard the story agree that here is no omotional exploiting of "another rvey." But for the first time a fac- al presentation of *why* and *how* radio orks the way it does—the ABC's of dio transmission—the translation of illivolts and listening habits into tra sales and profits. How to evalu- e one network against another—sta- on by station. Why daytime coverage ffers completely from night-time cov- age. *Why a CAB rating on the Red Network means a greater nation-wide audience for your program than the same rating on another network!*

May We Tell You the Story?

We believe the fact that 13,000,000 radio families listen *most* to the Red Network, means a bonus of tangible, extra sales results for Red Advertisers. Perhaps that explains *why* 79 national advertisers spent over $31,000,000 on the NBC Red Network last year—more money than was spent in any other single advertising medium in the world.

Perhaps that also explains *why* a majority of the leading programs—day and night—are on the Red—and *why* this has been true every year since network broadcasting began.

May we tell you the important reasons *why* the NBC Red is the network *most* people listen to *most?*

NBC *Red* NETWORK

The network *most* people listen to *most*

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

FCC Investigates Rev. Cole Charge

Looks Into Claims That WJR And WJAS Refused Time

INVESTIGATION to ascertain whether WJR, Detroit, "is operating in the public interest, convenience and necessity" growing out of a complaint by Rev. Walton E. Cole, Unitarian Minister, that the station is acting as a vehicle "for one-sided propaganda", has been ordered by the FCC.

In a letter replying to the complaint of Dr. Cole, who alleged that WJR refused to accept programs in answer to Father Charles E. Coughlin, T. J. Slowie, FCC secretary, stated Sept. 2 that the investigation had been instituted. Rev. Cole on Aug. 30 sent to the FCC a long telegram in which he claimed the station had refused the programs on the ground that the script was entirely out of accord with WJR policies. The FCC was asked to take action to have WJR give equal opportunity for expression of both sides of controversial questions, "or that its license be revoked". [BROADCASTING, Sept. 1.]

On Sept. 8 Rev. Cole filed a second complaint with the FCC against WJAS, Pittsburgh, alleging that it likewise had declined to carry the program. It was revealed that approximately a dozen Pittsburgh residents, among them prominent local citizens, had filed similar complaints with the Commission. The FCC advised the complainants that an investigation would be made, presumably along the lines of its inquiry into WJR's refusal.

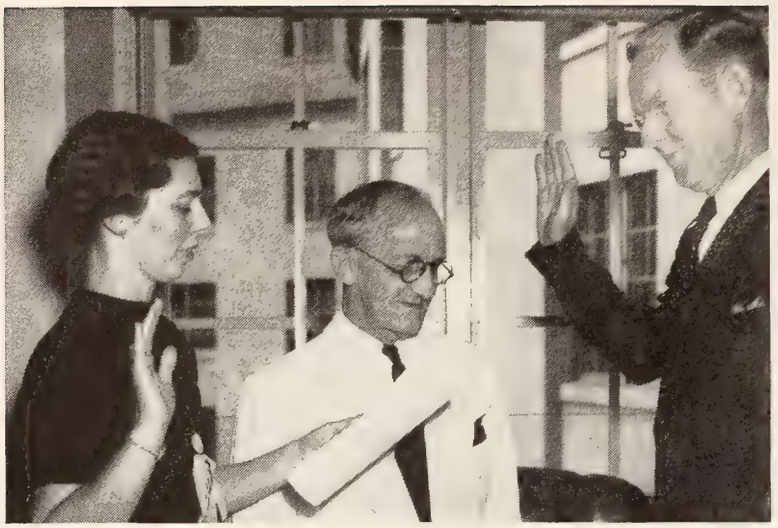
Redress Up to Courts

Dr. Cole, who is spokesman for the Unitarian Fellowship for Social Justice, which has engaged time on a number of stations to answer Father Coughlin, was advised that any right of redress which he may have by reason of WJR's cancellation of the contract "cannot be adjudicated by this Commission but is a matter within the jurisdiction of the courts." It was pointed out under the Communications Act, except in cases involving use of facilities by regularly qualified candidates for public office, the Commission has no power to compel any licensee to permit a particular individual to use its facilities.

"Insofar as your complaint states that WJR is acting as a vehicle for one-sided propaganda rather than free discussion of controversial subjects," Mr. Slowie wrote, "it will be investigated by the Commission and the incident described in your telegram will be considered as it may bear upon whether Station WJR is operating in the public interest, convenience and necessity."

Leo J. Fitzpatrick, executive vice-president and general manager of WJR, in commenting on the cancellation of the Unitarian minister's broadcasts, said that inasmuch as Fr. Coughlin "has never personally attacked Dr. Cole, I don't think Mr. Cole should be permitted to attack Fr. Coughlin over WJR. I explained to Mr. Cole when we were discussing the broadcast that I thought he should confine his remarks to the aims and purposes of his organization.

"If we permitted him to attack Fr. Coughlin, then Coughlin would be justified in asking for the time to reply to him. The first thing we knew we would have a cat-and-dog fight on our hands."



"FLY, CHAIRMAN" became official for the FCC Sept. 1 as the lanky ex-TVA general counsel was sworn in to succeed Frank R. McNinch, who looks on. Administering the oath is Pansy E. Wiltshire, notary public in the secretary's office. Revealing a sense of humor, the new chairman wore in his lapel a miniature eight-ball. Present at the ceremonies in the Chairman's office were Commissioners Craven, Walker and Thompson, Chief Engineer Jett, Assistant General Counsel William C. Koplovitz, Ben Cohen, high ranking New Deal attorney, and former TVA associates.

Fly Quietly Assumes FCC Chairmanship; Starts Inquiry Into Problems of War

WITH HIS assumption of the FCC chairmanship Sept. 1, James Lawrence Fly immediately plunged into a study of radio and communications without expression of any preconceived notions on future regulatory policy. Confronted with the war situation and alarmist talk of impending censorship, the new chairman dispelled any fear of hasty action but promptly appointed a committee to survey the situation.

Following his swearing in Sept. 1, Chairman Fly held his first press conference and made clear he proposed to pursue a cautious course and did not propose to be "dogmatic". He emphasized that the FCC is a semi-judicial body and that therefore a full interchange of views with his colleagues and his staff would precede any policy pronouncements.

Mr. Fly assumed his new duties quietly. Aside from the appointment of his personal secretary, Miss Charlotta Gallup, who came from Tennessee Valley Authority, no personal changes or appointments were made. It is expected that Mr. Fly later will name a legal aide from some other governmental agency. Thus far he has given no indication of impending staff changes of any character.

Lauds McNinch

Chairman Fly took his oath of office in a brief ceremony attended by several other commissioners and members of the staff. Regarded as significant was the attendance of Benjamin V. Cohen, trusted legal adviser of President Roosevelt. Commissioners Walker, Craven and Thompson attended the ceremony, along with Chief Engineer Jett and Assistant General Counsel Koplovitz and Assistant Secretary Reynolds.

After being inducted into office, Mr. Fly paid tribute to his predecessor, Frank R. McNinch, and then read a letter from President Roosevelt designating him as Chairman.

The day following his retirement from the FCC chairmanship, Mr. McNinch was retained by Attorney General Murphy as a special expert to advise the Department of Justice on matters pertaining to communications. Mr. McNinch temporarily will retain an office at the FCC to complete two reports to be submitted to the President—on international broadcasting, and an accounting of his stewardship as FCC chairman during the last two years.

The Attorney General stated, in announcing Mr. McNinch's appointment, that he would advise the Department in connection with telephone, telegraph and radio complexities involved in the Western Union suit and other litigation of the Department. He added that Mr. McNinch was not only particularly well versed in communications, but also was "one of the country's outstanding authorities on wider problems of Government administration regulation which are inseparable from any realistic solution of the immediate problems presented by these cases." He referred particularly to Mr. McNinch's earlier chairmanship of the Federal Power Commission.

At his press conference, also attended by Mr. McNinch, Chairman Fly was questioned about "control" of communications in view of the war situation. He did not answer this line of inquiry directly, pointing out that he was not thoroughly familiar with it and had been consulted "to a minor extent" in the drafting of the proposed neutrality proclamation. He did pay tribute to the broadcasting industry in its war coverage, asserting that "as a listener" he felt broadcasters "had rendered a great public service." He added his approach was "wholly uncritical, like that of any other citizen getting news and points of view over the radio."

NINE STATIONS ADD AP NEWS REPORTS

NINE MORE broadcasting stations, all but one newspaper owned, have been added to the list of those broadcasting Associated Press news under sponsorship in line with the recent order of the AP executive committee lifting the ban on sponsorship of its news. The stations are WBAP, *Fort Worth Star-Telegram*; WSGN, *Birmingham News* and *Age-Herald;* KVWC, *Vernon* (Tex.) *Daily Record;* KSO and KRNT, Des Moines, and WMT, Cedar Rapids, *Des Moines Register* and *Tribune;* WBNS, *Columbus State Journal;* WHIS, *Bluefield* (W. Va.) *Telegraph.* KFYR, Bismarck, N. D., not newspaper-owned but having an affiliation with the *Bismarck Tribune,* also is buying AP.

All of these stations are reported to have local sponsors for their news under the arrangement whereby a 25% additional assessment is levied on the newspaper's basic AP assessment if AP news is used under sponsorship and 5% increase is charged if used sustaining [BROADCASTING, June 1].

Previously, the AP news was reported carried under sponsorship [BROADCASTING, Aug. 15] on KSD, *St. Louis Post-Dispatch;* KPRC, *Houston Post;* KSCJ, *Sioux City Journal;* WOMI, *Owensboro* (Ky.) *Messenger* and *Enquirer;* KGFF, *Shawnee* (Okla.) *News* and *Star;* KFAM, *St. Cloud* (Minn.) *Times-Journal.*

Sunkist to Use Net

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles, (Sunkist oranges and lemons), starts its thrice-weekly quarter-hour, *Hedda Hopper's Hollywood,* Nov. 6 for 52 weeks, on 31 CBS stations, Mon., Wed., Fri., 6:15-6:30 p.m. (EST). Series, originally scheduled to start Oct. 31, will be based on Miss Hopper's syndicated newspaper column. Besides motion picture gossip by Miss Hopper, it will include brief dramatizations of film players' careers. Art Baker will announce, with James Fonda, of Lord & Thomas, Hollywood staff, producing. A heavy user of radio time, this will be the first time in several years the sponsor has used network facilities. The Exchange, for its various products, has been using transcribed shows and announcements in recent years.

Chase & Sanborn Discs

STANDARD BRANDS, New York, on Sept. 11 started a test campaign for Chase & Sanborn coffee using the transcribed serial *Springtime & Harvest* in several markets from the Mississippi to the East Coast. The program is produced by Carl Wester, Chicago, but no further details as to stations or time of broadcast could be learned from J. Walter Thompson, Co., New York, the agency in charge.

Detroit Jewel Test

DETROIT-MICHIGAN STOVE Co., Detroit (Detroit Jewel Stove) is testing five stations with one and five-minute announcements from Sept. 18 through Oct. 13. WBEN, WEBR, KBOW, WCPO and WLAP were the outlets selected. Holden, Graham & Clark, Detroit, handles the account.



"Air-Conditioned" NEWS

● So thoroughly has WKY conditioned its newscasts for the air that 59.5% of the Oklahoma Citians who depend on the radio to keep abreast of the news keep their dials set to this station.*

Manned by a newspaper-trained staff . . . employing methods typical only of those so trained . . . using its modern machinery to combine newspaper's precision and accuracy with radio's speed and flexibility, WKY is truly "Oklahoma's Newspaper of the Air."

Being first on the air with the news has become a habit with WKY, just as listening to WKY has become a habit with Oklahoma listeners and selling through WKY has become a habit with sponsors.

* *In a recent study made among 803 Oklahoma City homes, representing a cross section of the entire city, the station preferences for newscasts were found to be:*

WKY	59.5%
Station B	15.3%
Station C	5.4%
Station D	1.8%
No preference	18.0%

WKY *Oklahoma City*

NBC AFFILIATE ★ 900 KILOCYCLES

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY ★ THE DAILY OKLAHOMAN ★ OKLAHOMA CITY TIMES ★ THE FARMER STOCKMAN MISTLETOE EXPRESS ★ KVOR, COLORADO SPRINGS ★ KLZ, DENVER (*Affiliated Mgmt.*) ★ REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.



LISTENING audiences were discussed by E. P. H. James, NBC New York advertising and sales promotion manager, at a luncheon attended by 30 Los Angeles and Hollywood radio and advertising agency executives in the latter city last month. Attending were (l to r, standing) H. D. Walsh, Hixson-O'Donnell Adv.; A. G. Allen, Richfield Oil Corp.; Pat Bishop, KFI-KECA, Los Angeles, commentator; Henry Chase, Barnes-Chase Co.; Carroll O'Meara, Young & Rubicam; John Gudel, Dan B. Miner Co.; James Foud, Lord & Thomas; Fred Mayer, Dan B. Miner Co.; Gene Duckwall, Tom McAvity, Lord & Thomas; William Betts, Ruthrauff & Ryan; Don Belding, Lord & Thomas; Arthur Gudelman, Barton A. Stebbins Adv. Agency; Ford Sibley, Lord & Thomas; Ernest Bader, Caples Co.; Sydney Dixon, NBC sales; Raymond R. Morgan, Raymond R. Morgan Co.; Jefferson K. Wood, Hillman-Shane Adv. Agency; Lew Frost, executive assistant to Don E. Gilman, NBC vice-president; Charles H. Mayne, Charles H. Mayne Co.; Harold J. Bock, NBC western press manager; Ralph R. Ledder, Raymond R. Morgan Co.; Charles Brown, NBC western division sales promotion manager. Seated, August Bruhn, McCann-Erickson; Harwin Mann, Lord & Thomas; Tracy Moore, NBC account executive; Grace Glasser, Glasser Adv. Agency; Mr. James, and Mr. Gilman.

WFVA, Fredericksburg, Takes the Air Sept. 8

HEADED by Richard Field Lewis Jr. as manager, the new WFVA, Fredericksburg, Va., halfway between Washington and Richmond, went on the air Sept. 8 as a 250-watt daytime outlet on 1260 kc. Mr. Lewis, former chief engineer of KFXM, San Bernardino, Cal., is 60% owner of the stock in Fredericksburg Broadcasting Corp., licensee, the remainder of the stock being held in 5% blocks each by prominent local residents. Benjamin T. Pitts, theater owner, is president; Mr. Lewis, vice-president; George C. Clanton, secretary of the local chamber of commerce, secretary; John F. Gouldman Jr., banker, treasurer.

Mr. Lewis announced that Edward H. Allen, formerly with the Yankee Network in Boston, has been appointed commercial manager. Carl Saunders, formerly with KFXM and various Midwest stations, has been named program director. Howard Severe, of Washington, is publicity director.

The station has a Western Electric transmitter and Blaw-Knox vertical radiator, with RCA consolette and microphones and RCA turntables. Its main studios are in the Farmer's Creamery Co. Bldg., and include a small auditorium with complete GE kitchen. Studios are also being erected in Mary Washington College near Fredericksburg.

Niagara Falls Outlet

NIAGARA FALLS, N. Y., will soon have its first broadcasting station as a result of the FCC's action of Sept. 1 adopting proposed findings [BROADCASTING, Aug. 15] authorizing a 1,000-watt daytime outlet on 1260 kc. The station will be licensed to the Niagara Falls Gazette Publishing Co., publisher of the *Niagara Falls Gazette*, headed by Alanson C. Deuel. Call letters will be WHLD.

WALR, Zanesville, O., reports it has a woman commentator still in her 'teens. She is Mary Branas, new to radio, who already has a thrice-weekly sponsor—the Hazel-Atlas Glass Co.

Rebates Raised, Discounts Cut In Revised Rate Card of NBC

Discount Is Reduced for 8-10 p. m. on the Red; Rates for 30 Stations Boosted, 15 Lowered

REVISED system of discounts allowed NBC advertisers, embodying a 2½% increase from 10 to 12½% in the annual rebate allowed for 52 weeks of continuous broadcasting, along with a reduction of 2½% in weekly discounts based on gross billing, and similar in effect to the "hiatus policy" announced earlier this year by CBS [BROADCASTING, March 15] is revealed in NBC's new rate card, No. 26, which goes into effect Oct. 1 for new business and a year later for current contracts. The network's new rate card also stipulates that on all Red network facilities used on programs from 8 to 10 p. m., New York Time, and their rebroadcasts, weekly discounts will be reduced 5%.

Marking the first general rate revision by NBC since December, 1936, the card shows an increase in rates for 30 stations, including 16 of 23 Basic Red stations and nine others in different Red Group classifications. WHAM, Rochester, N. Y., is the only Basic Blue outlet to increase its rates, while WLW, Cincinnati, is the only Basic Red or Blue station to show a rate decrease. Six basic supplementary outlets are among the total of 15 showing decreased rates, and eight stations, chiefly new affiliates, have been added to the basic supplementary groups.

Rebate Simplified

Application of the 12½% annual rebate has been simplified, according to NBC, by basing discount calculations on a single fiscal year for each account rather than on separate fiscal years for individual purchases of time on each account. The rebate is allowed on gross billing on all facilities used during the contract year, except on facilities discontinued during the period. It will apply on all facilities added during the contract year and not discontinued before its close, but will not be paid on facilities in use at the beginning of the contract year, but discontinued before its close.

For instance, a client purchases $2,000 worth of time for 52 weeks, NBC explained. Three months later he purchases an additional $1,000 worth for 52 weeks. His rebate will be figured on the basis of aggregate gross billings resulting from $2,000 for 52 weeks and $1,000 for 52 weeks less three months. Rebates the following year depend on continuation of consecutive-time purchases.

The new weekly discount schedule augments the "NBC Interval Plan" announced early this summer [BROADCASTING, May 15]. Under the new plan discounts are given only on business aggregating $2,000 and upward per week, rather than starting at $1,000 as formerly, and are reduced accordingly in each classification. A 2½% discount is allowed on weekly gross billings of $2,000 to $4,000; 5% on $4,000 to $8,000; 7½% on $8,000 to $12,000; 10% on $12,000 to $18,000, and 12½% on $18,000 and more. On Blue Network contracts receiving special Blue discounts these weekly discounts are paid on the net rate after the special discounts.

Commenting on the new discount procedure applying to "choice spots" on the Red Network, Roy C. Witmer, NBC vice-president in charge of sales, explained:

"Every radio advertiser recognizes that network periods from 8 to 10 p.m., New York Time, with rebroadcasts possible at later times, represent preferred advertising investments. These are the choice broadcasting spots—comparable in added value to the preferred position pages in magazines and newspapers. All available research data shows that during this two-hour period radio sets in use exceed other evening periods by at least 5%.

"The new rate card stipulates that on all Red Network facilities used on programs during this period, and their rebroadcasts, weekly discounts will be reduced 5%. For example, a client with a weekly gross billing of $8,000 on Red Network facilities would earn a weekly discount of 7½%. If the program falls between the hours of 8 p.m. to 10 p.m., New York Time, this discount is now reduced to 2½%."

Maximum Discount

Advertisers, except those using Red facilities during the specified hours, whose gross billing equals or exceeds $1,500,000 during a 12-month fiscal year, will be allowed a discount of 25% in lieu of weekly discounts and annual rebates, the rate card stated. A maximum discount of 20% will be allowed advertisers on their billings for NBC-Red facilities during the specified "choice" hours, but where Red supplementary facilities are used with the Blue Network, the 5% reduction on the rate of discount applies to the Red facilities only.

Since issuance of NBC's last rate card, dated Dec. 1, 1938, with a total of 165 stations, 12 new stations have joined the network and three others have been dropped. New stations, making the current total 174, are: WBCM, Bay City, Mich.; WGKV, Charleston, W. Va.; WBLK, Clarksburg, W. Va.; WING, Dayton; WKBO, Harrisburg; CMX, Havana, Cuba; KFAM, St. Cloud, Minn.; KYSM, Mankato, Minn.; WCOA, Pensacola, Fla.; KROC, Rochester Minn.; KSCJ, Sioux City, Iowa and KVOA, Tucson. Stations no longer affiliated with NBC are: WWNC, Asheville, N. C.; WCKY Cincinnati, and KOIL, Omaha.

Magazine Drive

CANDID EYE Magazine, Philadelphia, will use between 35 and 40 stations in a spot campaign starting about Nov. 1. Proved mail-pulling stations will be selected according to the agency, Alber Kircher Co., Chicago. Announcements and live talent programs wil be utilized. The appropriation an stations are expected to exceed th previous year's campaign.

Wurlitzer List

RUDOLPH WURLITZER Mfg Co., N. Tonawanda, N. Y. (musica instruments), in late Septembe will start a series of five-minut programs five and six days weekl on WBEN WMAQ WBNS WTAM WCAU WHEC WOR. WWJ, whic carried the programs through th summer, has been renewed Schwimmer & Scott, Chicago handles the account.

WASHINGTON State Dairy Commission, Seattle, which has appointed Dr Robert Prior secretary-manager, i planning to spend a state-raised fun of about $100,000 for national adver tising of Washington dairy product and finding new markets.



The Legion Parades ... for KSTP

FOR the first time in history, on the occasion of its 20th Annual Convention, The American Legion recently staged a special preview parade for broadcast and television.

First in the Northwest, KSTP naturally was selected by The Legion for this broadcast.

Starting as a small test "preview" the parade grew into a demonstration with over one hundred thousand people crowding downtown Minneapolis, blocking traffic, halting business. Additional thousands thronged KSTP's studios to view the parade by television.

As the Legionnaires pay tribute to their favorite radio station, so do the millions of others in the rich Northwest.

For action in the 8th Retail Market — turn to KSTP first — for news, for entertainment, for civic affairs, and for sale of your product.

Note to time buyers: KSTP goes to 50,000 watts in a few weeks.

For rates and schedule, address Ray C. Jenkins, General Sales Manager, KSTP, Minneapolis-St. Paul, Minn., or National Representatives, Edward Petry & Co., Inc.

KSTP

The Northwest's Leading Radio Station

50,000 WATTS
(IN A FEW WEEKS)
NBC BASIC RED NETWORK

Listener Interest Widely Increased, CAB Data Reveal

Both Day and Night Listening Found to Be Improved

INCREASING listener interest in both evening and daytime radio shows, along with definite deviations in program preferences by economic groups, is indicated in a 72-page report based on a comprehensive listener analysis recently conducted by the Cooperative Analysis of Broadcasting in 33 cities reached by NBC-Red and Blue and CBS network service.

The report revealed that during the 1938-39 winter season, from October to April, the average rating of all evening shows increased from 8.8% to 9.3%, while the number of evening shows rating 10% or higher increased from 39 to 44, compared with the 1937-38 winter season, and the number of daytime programs rating over 5% almost doubled.

Variety at the Top

Variety programs continued in first place among evening programs in both preference and percentage of time on the air, accounting for 27.1% of the time, with an average rating during the winter period of 14.7%, compared with 13.5% the preceding summer and 15.9% the preceding winter. Comedy programs, second in popularity (11%), ranked fifth in air time (7.2%); drama, third in popularity (10.8%), second in air time (17.8%); audience participation, fourth in both popularity and air time (10.5% and 12.5%, respectively); classical, fourth (10.5%) and ninth (1.7%); serial drama, sixth in both (10.4% and 6.8%); popular music, seventh (7.6%) and third (16.1%); semi-classical, eighth in both (7.4% and 3.4%); commentators and talks, ninth (6.6%) and seventh (6.7%), and familiar music, tenth in both (2.4% and .7%).

The report also indicated many deviations in program preferences by economic groups, i.e., such programs as General Foods' *Good News, Ford Sunday Evening Hour, Cities Service Concert, Human Side of the News,* Kellogg's *Circle, Chase & Sanborn Hour,* Lever Bros. *Big Town,* Old Gold's *Melody & Madness,* GE *Hour of Charm, Saturday Night Serenade, Lowell Thomas,* and Canada Dry's *Information Please* appeal predominantly to the higher income levels, according to the CAB figures, while *Carson Robinson, Plantation Party, Mary & Bob, Lum & Abner, Major Bowes* and *National Barn Dance* were shown to appeal primarily to the lower income levels. Analysis of programs by types also showed that classical and semi-classical programs and commentators appeal predominantly to the upper income levels.

Among evening hours *Chase & Sanborn Hour, Lux Radio Theatre* and *Kraft Music Hall* were one-two-three among all income groups, but among other programs further down the list in comparative popularity there was wide variation between economic classes. Among the evening half-hours wide variations also were apparent, with *Jack Benny* and *Burns & Allen* one-two in all groups, while *Information Please* ranged from ninth place in the upper income level to 47th in the lower.

The 10 leading programs for the winter period, according to the report, were *Chase & Sanborn Hour, Jack Benny, Lux Radio Theatre, Kraft Music Hall, Major Bowes Amateur Hour, Town Hall Tonight, Burns & Allen, Good News, Rudy Vallee* and *Big Town.*

Analysis of the leading daytime programs in different sections of the country also showed wide variations in preference, *Guiding Light* being the only program listed among the first five in Eastern, Midwestern, Southern and Pacific Coast cities alike.



WHEN WLS, Chicago, remoted its *National Barn Dance* from the State Fairs of Illinois, Indiana and Wisconsin, a big crew of engineers and promotion men scampered around the Midwest on the WLS special train. A part of the crew lined up on the observation car, including (l to r), Bob Dwyer, of the Wade Agency, Chicago, which handles the Alka-Seltzer account; Pete Lund, writer of the Alka-Seltzer show; William R. Cline, WLS sales manager; Art Page, WLS farm program director; Don Kelley, WLS promotion manager; Al Boyd, WLS production director.

Continued Heavy Billings for August Keep Networks Well Above Last Year

ADVERTISING on the nationwide networks showed no signs of slackening through August, contrary to the experience of previous years. Combined gross billings of the coast-to-coast networks for the month totaled $5,855,356, an increase of 29.3% over the $4,529,590 billed in August 1938. Cumulative billings for the year to date on all major networks totaled $52,843,592, topping the total of $46,971,173 for the same period last year by 14.6%.

Columbia, as in July, showed the largest increase over the year before, both in actual dollars and in percentage, due both to this network's excellent business this summer and to the severe slump it went through during the summer of 1938. In August 1939 CBS gross billings totaled $2,337,376 as compared to $1,423,865 for August 1938, a gain of 64.2%. For the first eight months of 1939 CBS shows cumulative total billings of $21,602,302, 17.6% above the cumulative total for the same period in 1938 of $18,373,777.

For August, MBS billings showed a rise of 24.7% over billings for that month of last year, or from $164,626 in August 1938 to $205,410 in August 1939. For the year to date MBS reports aggregate billings of $2,046,228, up 22.2% from the $1,673,913 for the same period of 1938.

NBC's August total of $3,312,570, an increase of 12.6% over August 1938 when the total was $2,941,099, may be broken down into $2,636,267 of Red network billings and $676,303 of Blue network billings. There are no comparable figures for last year as the new system of dividing billings between these networks was begun only last October. For the first eight months of 1939, Blue billings total $6,722,952 and Red billings $22,472,110, giving a combined NBC total of $29,195,062, which is 8.4% over the $26,923,483 gross billings for the same period of 1938.

Tabulated billings by months for each network, showing the comparison with 1938 figures, follows:

Gross Monthly Time Sales

NBC

	1939	% Gain over 1938	1938
Jan.	$4,033,900	6.3%	$3,793,516
Feb.	3,748,695	7.2	3,498,053
March	4,170,852	9.6	3,806,831
April	3,560,984	7.6	3,310,505
May	3,702,102	8.4	3,414,200
June	3,382,404	5.7	3,200,569
July	3,283,555	11.0	2,958,710
Aug.	3,312,570	12.6	2,941,099

CBS

Jan.	2,674,057	—7.1	2,879,945
Feb.	2,541,542	—5.2	2,680,335
March	2,925,684	—3.6	3,034,317
April	2,854,026	17.7	2,424,180
May	3,063,329	25.4	2,442,283
June	2,860,180	34.8	2,121,495
July	2,311,953	69.1	1,367,357
Aug.	2,337,376	64.2	1,423,865

MBS

Jan.	315,078	16.7	269,894
Feb.	276,605	9.2	253,250
March	306,976	31.8	232,877
April	262,626	38.6	189,545
May	234,764	20.9	194,201
June	228,186	12.7	202,412
July	216,583	29.6	167,108
Aug.	205,410	24.7	164,626

Karith May Enlarge

KARITH CHEMICAL Co., Chicago (cleaner) on Sept. 1 added WHBL, Sheboygan, Wis., to its test schedule in secondary markets. KFEQ, St. Joseph, Mo. was selected late in June. Fifteen-minute live talent programs are used daily on both stations. According to Albert Kircher Co., Chicago, which handles the account, other stations are under consideration for expansion of the tests in smaller markets.

Screen Talent Is Signed For Gulf *Guild* Program

SIGNING of 672 film stars, featured players, writers and directors for the CBS *Screen Guild Theatre* series, which resumes Sept. 24, under sponsorship of Guild Oil Corp., has been announced by Jean Hersholt, president of Motion Picture Relief Fund. Services will be gratis, but the sponsor is contributing $10,000 weekly to a home for needy in the film profession. Roger Pryor will be master-of-ceremonies for the series.

Oscar Bradley has been re-signed as musical director. Bertie Green is his arranger. Joe Hill, Young & Rubicam, New York producer, recently transferred to Hollywood, is to supervise production, with Austin Peterson, writer-producer, as assistant. Material submitted by film scenarists will be adapted for the series by agency script writers who include Jess Oppenheimer, Sam Perrin, Howard Green and Charles Tazewell. Tom Lewis, agency New York program director and manager of radio, will be in Hollywood for the initial program and is scheduled to remain on the West Coast several weeks. The program, to be heard Sundays, 7:30-8 p.m. (EST), will originate from New York for several weeks later in the season, giving Guild members performing on the stage an opportunity to contribute their services.

Axton-Fisher News

AXTON-FISHER TOBACCO Co., Louisville (Twenty Grand cigarettes), on Sept. 11 started sponsorship of the news analysis programs by Johannes Steel five times weekly on WMCA, New York. Mr. Steel, noted political and business commentator, is heard for Twenty Grand cigarettes 7:45-8 p. m., and also broadcasts an earlier sustaining program of similar news analysis from 6:30-7 p. m. which is wired from WMCA to WAAB, Boston. McCann-Erickson, New York, handles the account.

Test Blossoms

HAIR TRIMMER SALES, Chicago (combination comb and hair trimmer), which Aug. 1 began sponsorship in six participation programs weekly on WMMN, Fairmont, W. Va., plans to add five or more additional stations in rural markets by Oct. 1. The initial test over WMMN is proving very successful in securing direct mail response, said executives of Selviair Broadcasting System, Chicago, agency for the account.

Nov. Cranberry Spots

AMERICAN CRANBERRY Exchange, New York, will start its annual fall campaign for Eatmor cranberries early in November, using a varying amount of spot announcements on 28 stations. No further details have been arranged. BBDO, New York, is agency.

Cuticura Spots

POTTER DRUG & CHEMICAL Co., Malden, Mass. (Cuticura soap), on Sept. 14 started a fall campaign of 12 spot announcements weekly on about 20 stations. Atherton & Currier, New York, handles the account.

AVAILABLE

for Local Sponsorship

in a Remaining Few Cities



BOAKE CARTER

"RADIO'S COLUMNIST"

Elucidates and Analyzes the News

Swiftly-sent transcriptions available for local use on 3-time or 5-time weekly basis. Sustaining or Commercial. Write Boake Carter, 1622 Chestnut Street, Philadelphia, Pa.

Merchandising & Promotion

All in Green—More Fairs—Guards for Digits—River Bottom—Charm of a Lamp

DIRECT MAIL promotion, consisting of a series of four teaser postcards preceding a two-color broadside outlining full particulars and merchandising ideas, is being used by King-Trendle Broadcasting Corp. to publicize its transcribed mystery serial, *The Green Hornet*. Designed to get inquiries from agencies and sponsors about the show, both the cards and broadside feature an animated green hornet caricature, with green dominating the color scheme.

Among merchandising ideas offered sponsors are photographs of Britt Reid, who plays the title role, posters and program folders, and drinking glass containers for sponsor's product, bearing pictures of different characters in the drama. The brochure also calls attention to growing public interest in the series resulting from Universal Pictures' movie serialization of *The Green Hornet*. NBC Transcription Service is cutting the transcriptions, and as in the sale of the *Lone Ranger* series, has certain states and markets for sales territory.

* * *

Signal's Roadshow

SIGNAL OIL Corp., Los Angeles (petroleum products), sponsoring *Signal Carnival* on 11 NBC-Pacific Red stations for more than three years, as promotion for the weekly half-hour show, on Sept. 8 sent the entire cast on a three-week personal appearance tour of Pacific Coast key cities. Besides their regular Sunday evening broadcast, they are making a total of nine personal appearances and are also being guests of various service clubs and luncheon groups. Cast includes Barbara Jo Allen, Kay St. Germain, John Frazer, Mary Milford, Jack Carson, master-of-ceremonies, Gordon Jenkins, orchestra director, and Signaleers Quartet. Accompanying them is Barton A. Stebbins, head of Barton A. Stebbins Adv. Agency, Los Angeles, servicing the account, and his staff producer, William Arnold, with writers Marvin Fisher and Paul Conlon. Dave Elton represents NBC on the tour.

* * *

Demonstration Week

TO PROMOTE National Demonstration Week, Sept. 11-16, the National Dry Goods Assn. used two network programs, one on CBS and one on NBC. The Sept. 9 program of *Americans at Work* on CBS was devoted entirely to the business of window display designers, with John Reed King, CBS announcer, interviewing Dana O'Clare, display manager of Lord & Taylor's, directly from the windows of that New York department store. On Sept. 11, NBC broadcast a talk by Edward J. Noble, Under-Secretary of Commerce and president of Life Savers Inc., on the subject of retail dry goods.

* * *

At the Food Fair

WCKY and WSAI, Cincinnati, report active participation in the recent Cincinnati Food Show. WSAI announces it gave exhibiting merchants who had never used radio a chance to sample WSAI results by using the station's glass-enclosed fair studio, air-conditioned. WCKY had a special booth to display products and had tieups with the *Cincinnati Times-Star*. Entertainment, movie star and amateur features were broadcast.

Borden's Banners

BORDEN DAIRY DELIVERY Co., San Francisco (dairy products), to promote its twice-daily five-minute *Last Minute News* programs on KNX, Hollywood, is distributing point of sale material to more than 600 markets in the Los Angeles area. Promotion material includes 7-foot, three-color awning streamers decorated with large pictures of various Borden products, along with call letters of station and time of the news broadcast. Borden's 110 retail delivery trucks also carry this streamer. In addition, more than 50,000 shopping "check lists", which has a compilation of all possible menu staples, has been made available to Los Angeles housewives. They are being distributed through grocery stores. Each check list carries a large disc-like device for hanging in the kitchen, which also calls attention to the programs.

* * *

Food in Omaha

NAMED for the second successive year the official promotional medium for the Omaha Retail Grocers' Assn.'s 39th annual Manufacturers' Food Show, to be held in Omaha Oct. 9-14, WOW has undertaken full responsibility for programming and promoting the food show. Featuring this year's show will be an All Electric Cooking School, conducted each afternoon by Martha Bohlson of the Nebraska Power Co., and a stage show consisting of WOW talent twice each evening. The station also is negotiating to bring several name radio stars to Omaha for the event.

* * *

For Better Cattle

COOPERATING with midwestern packing plants through its farm service department, WNAX, Yankton, S. D., is distributing to farmers in its territory the booklet, "Animal Disease Eradication", published by the Livestock Sanitary Committee, Sioux City, Ia. The pamphlet, sent postpaid and without charge to any farmer requesting it, gives advice on how to produce better livestock which will bring cattle raisers higher prices.

* * *

Agency Shows Film

THE film being shown at the New York Fair, "I'll Tell the World", was screened in Washington Sept. 12 by Harry J. Kaufman Adv. Agency for a group of advertising folk. After the showing, the agency demonstrated its methods of using various media.

News for Screen

JUST before the 7 and 9 o'clock intermissions at local movie theatres, WBT provides recorded news bulletins played over the screen speaker systems. Theatres publicize the service in their lobbies and newspaper ads. Each summary is three minutes long and is introduced: "The news bureau of WBT and CBS brings you latest reports direct from Europe."

Merchandising Check

WHEN the local City Dye Works renewed sponsorship of *Piano Tunes*, twice-weekly feature on KIRO, Seattle, a new version of the "box-top" merchandising idea was incorporated by Vera E. Jedlick, KIRO publicist, who also writes continuity for the program. Built around a contest in which listeners supply the correct titles of old songs played during the broadcast, entries must be submitted on special blanks attached to dry cleaned articles. The blanks constitute a promotional piece in themselves and provide the sponsor with a close merchandising check, as well as limiting competition to the territory served by the organization.

* * *

Thimbles for All

IN ADDITION to originating more than 30 broadcasts from its own booth in the Agricultural Bldg. and the grounds of the Minnesota State Fair, WCCO, Minneapolis, gave away 30,000 thimbles bearing the inscription "WCCO - CBS - 1939". During the Fair more than 100,000 persons visited the WCCO booth. Two girls and a page boy directed visitors through the booth, and thimbles were distributed, at the rate of 3,000 a day, between 1 and 3 p. m. during the 10 days of the Fair, from Aug. 26 through Sept. 4.

* * *

Muddy Rio Grande

VIAL of muddy Rio Grande River water, tagged with a sales message saying that although "Silvery Rio Grande" may be the bunk, "the life-giving waters of this historic and romantic river have made a veritable paradise of El Paso's irrigated valleys", is being distributed by KTSM, El Paso, Tex. The small bottle is mailed to prospective clients, agencies and others in a screw-top mailing tube.

* * *

Check on Signal

AS A PROMOTION and check of the new transmitter and other equipment put into service recently, KCKN, Kansas City, Kan., staged a contest asking for letters on the "before and after" reception of the station, with $350 worth of radio receivers offered writers of the seven best letters. The promotion was staged under sponsorship of a local credit clothing and appliance store.

* * *

Digital Magic

LADY ESTHER Co., Chicago (cosmetics), has started a test campaign of announcements on the *Guy Lombardo* program on NBC and CBS, offering feminine listeners a free set of celluloid "magic fingertips" to facilitate the choice of shades of the company's new Seven-Day nail polish. Pedlar & Ryan, New York, handles the account.

* * *

Free at Fair

TO VISITORS at its booth at the Iowa State Fair, WHO, Des Moines, distributed 25,000 copies of an illustrated folder presenting personalities and programs heard regularly on the station, including a review of studio personnel.

Orchestra Names

CONTEST among listeners to name the new staff orchestra to be conducted the coming season by Maurice Spitalny, music director of KDKA, Pittsburgh, climaxed Sept. 8 with a special program during which results were announced and prizes awarded for the six best name suggestions. First prize was an RCA-Victor combination phonograph and all-wave radio receiver, with five RCA table model receivers going to other winners. KDKA and NBC announced the contest Aug. 11, and entries were accepted by mail until midnight Aug. 25. Judges of the contest were Dick Fortune of the *Pittsburgh Press*; Harold Cohen, of the *Post-Gazette*, and William J. Lewis of the *Sun-Telegraph*.

* * *

Bulbous Message

A FROSTED lamp bulb, sent to radio editors by General Electric Co. contains a much-folded strip of paper announcing the resumption of the *Hour of Charm* with Phil Spitalny's All-Girl Orchestra for a fourth session on NBC-Red. Removing the base of the bulb brings the message to light.

* * *

'Big Town' Reactions

KWTO-KGBX, Springfield, Mo., invited business men to audition first program of the *Big Town* transcription series sponsored by Lever Bros. for Rinso. Each listener was interviewed on his reaction and the recorded views were sent to Lever Bros.

BROCHURES

NBC: Tint-block folder brochure, "On the Air with History in the Making", promoting NBC's on-the-spot foreign news coverage, featuring NBC's series of broadcasts by European statesmen.

WARWICK & LEGLER, New York: First issue of the agency's new promotion booklet, "Ad Quiz", containing questions and answers on advertising problems and developments.

TOM FIZDALE, New York: Spiral-bound promotion folder heralding the return Sept. 5 of *Fibber McGee & Molly* to the Johnson Wax program.

RADIO ATTRACTIONS Inc., New York: Two-color brochure announcing "pertinent facts" about its new transcribed series, *Pinocchio*.

WNAX, Yankton, S. D.: Individual talent brochures, each folder describing a single star or act available on the station, for presentation to prospective sponsors.

YANKEE Network: Football brochure promoting Yankee's *Casey at the Mike* series featuring Eddie Casey.

WRC-WMAL, Washington: Salmon-color portfolio containing individual one-page descriptions of programs available for sponsorship on either station.

KMA, Shenandoah, Ia.: File folder with historical, market and merchandising data.

WBIG, Greensboro, N. C.: Four-page folder "$1,000,000 a Day", discussing income of tobacco growers in WBIG's area.

KFH, Wichita: Plastic-bound brochure with market, program, promotion and other data.

WKBZ, Muskegon, Mich.: Brochure describing station activities and staff, observing fifth anniversary of station's location in Muskegon.

WCAU, Philadelphia: Offset-printed multi-color brochure with moderne motif picturing studio and station equipment.



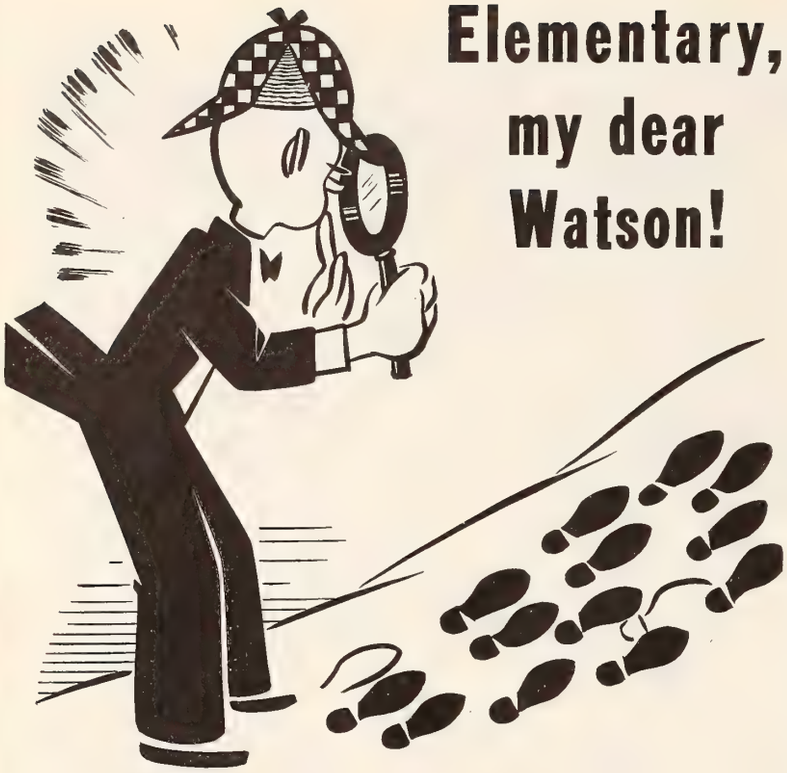
Here are 15 Really Vital Spots

YES, these 15 NBC programmed stations are Vital in every sense of the word. Vital because in ten of the richest markets in America these stations are continually proving their ability to do a knockout sales job for spot advertisers . . . Vital because programming by NBC assures the finest in radio entertainment, attractions that build and hold audiences . . . Vital because each of these stations has given special attention to the activities of its own territory, thereby establishing for itself an unsurpassed local identity.

- **WBZ** 50,000 Watts—990 kc. . Boston
- **WBZA** 1,000 Watts—990 kc. . Springfield
- **WENR** 50,000 Watts—870 kc. . . . Chicago
- **WMAQ** 50,000 Watts—670 kc. . . . Chicago
- **WTAM** 50,000 Watts—1070 kc. . Cleveland
- **KOA** 50,000 Watts—830 kc. . . . . Denver
- **WEAF** 50,000 Watts—660 kc. . . New York
- **WJZ** 50,000 Watts—760 kc. . . New York
- **KYW** 10,000 Watts—1020 kc. Philadelphia
- **KDKA** 50,000 Watts—980 kc. . . Pittsburgh
- **KGO** 7,500 Watts—790 kc. San Francisco
- **KPO** 50,000 Watts—680 kc. San Francisco
- **WGY** 50,000 Watts—790 kc. Schenectady
- **WMAL** 500-250 Watts—630 kc. Washington
- **WRC** 5,000-1,000 Watts—950 kc. Washington

The NBC Spot Specialist in any of these cities (also Detroit and Hollywood) will give you full information on any or all 15 NBC Programmed Stations.

NATIONAL BROADCASTING COMPANY The World's Greatest Broadcasting System
A RADIO CORPORATION OF AMERICA SERVICE



Elementary, my dear Watson!

WHAT would you deduce from this pair of facts:

1. **More local advertisers use KDYL than any other station in Salt Lake City.**
2. **KDYL's local rate is not lower than that of any other local station.**

The deduction, of course, is clear. Local advertisers have found that KDYL brings buyers into their stores. In a word—*results!*

It's a pretty good plan for manufacturers who seek sales to follow the trail of local advertisers in the selection of media. As Sherlock Holmes might have said, "It's elementary, my dear Watson!"

5000 WATTS DAYTIME
1000 WATTS NIGHTS

KDYL

THE *POPULAR* STATION
Salt Lake City, Utah
Representatives:
JOHN BLAIR & COMPANY
Chicago - New York - Detroit
San Francisco - Los Angeles

NBC RED NETWORK

Plugs Clipped

DURING the war crisis Narragansett Brewing Co. is using painless commercials on its Yankee Network News programs, i.e.: "As long as regular news broadcasting periods are devoted chiefly to reports of tragic happenings in a troubled world, the Narragansett Brewing Co., Cranston, R. I., whose advertising messages are usually presented at this time, prefers to make only this simple announcement: 'The famous Narragansett Ale and Lager are brewed with seedless hops.'" Copy is written by Arthur Braitsch, Providence.

Sherlock for Grove's

GROVE LABORATORIES, St. Louis (Bromo-Quinine), thru Stack-Goble Adv. Agency, New York, on Oct. 2 starts *Adventures of Sherlock Holmes* for 22 weeks on 18 NBC-Red and Blue stations, Mon., 8-8:30 p.m. (EST), with West Coast repeat, 9-9:30 p.m. (PST), and a transcribed rebroadcast, Tues., 5:30-6 p.m. (PST). This procedure will be followed weekly under the new NBC arrangement to release transcribed shows on the Blue network. Program will originate from NBC Hollywood studios, Mon., 8-8:30 p.m. (EST) and be released to KLO KUTA KVOD and 32 NBC-Blue stations, with West Coast repeat, 9-9:30 p. m. (PST), on KFI KPO KGW KOMO KHQ KMJ KDYL KOA. Transcribed version will be released Tues., 5:30-6 p. m. (PST), to Blue stations KFSD KTMS KECA KGO KEX KJR KGA. Basil Rathbone will be featured in the title role of the series, with Nigel Bruce as Dr. Watson. Tom McNight is to produce and Edith Meiser, write the series.

Ward Starts Penner

WARD BAKING Co., New York (Tip Top Bread), on Oct. 5 starts *Tip Top Show* with Joe Penner for 26 weeks on 30 NBC-Blue stations, Thurs., 8:30-9 p.m. (EST). Although the program will originate from Hollywood, it will not be released to the West Coast. Besides Penner, cast is to include Russ Brown and Dick Mack, comedians; Gay Seabrook, comedienne; Kenny Stevens, singer, and an orchestra. Glenn Heisch, KFI-KECA, Los Angeles, production manager, is to produce the series for the agency. He will also continue his station duties. Arnold Maguire will be NBC producer on the show. Lawrence Holcomb, radio director of Sherman K. Ellis Co., New York, agency servicing the Ward account, was in Hollywood during late August to complete details for the program. Signed as writers on the show are Hal Fimberg, Leonard Levinson and Bob Phillips.

Household Feeler

HOUSEHOLD FINANCE Corp., Chicago, in a one-station test of 30-word service announcements, selected WCAE, Pittsburgh, to carry its time signals and weather reports daily except Sunday for 52 weeks, effective Sept. 17. BBDO, Chicago, is agency.

Suit for Invasion Of Privacy Upheld

Federal Court on Coast Holds Individual May Sue

THE Federal Court in San Francisco has set a precedent by handing down a ruling upholding the right of an individual to sue broadcasting companies and program sponsors for invasion of privacy.

The decision was made by Federal Judge A. F. St. Sure in denying the motion of the Rio Grande Oil Co., sponsor of *Calling All Cars* over the CBS stations in the West, to dismiss the suit which was brought by Howard Mau for asserted unauthorized use of his name on the broadcast.

Sets a Precedent

The case was said to be the first on record in California in which the claim was made that the privacy rights had been invaded by a radio broadcast. Judge St. Sure ruled that the plaintiff may collect damages upon proof of claim that his "right to be let alone" had been violated.

Plaintiff Mau's suit asserts that the *Calling All Cars* program of Aug. 4, 1938 contained details of a robbery in 1937 during which Mau, a chauffeur, was held up and badly wounded by a bandit. The complainant states that ever since he has been subject to acute nervous attacks at mention of the shooting and the program's unauthorized use of his name caused considerable mental anguish. Rio Grande and CBS, co-defendant, were given 10 days in which to file an answer to Mau's action.

Larus Hockey

LARUS & BRO. Co., Richmond, Va., (Edgeworth tobacco, Domino cigarettes), will sponsor 24 play-by-play reports of the home games of the Boston Bruins hockey team this November from Boston Garden on WAAB, Boston, and Colonial Network stations. Tuesday night games, starting Nov. 14, will be heard from 9:45 to 11 p. m. with Frank Ryan announcing on WAAB WEAN WSAR WFEA WNBH WLLH WLNH WRDO and WCOU. Sunday games start Nov. 19 and will be heard 10-11 p. m. on WSAR WFEA WNBH WNLH WRDO and WCOU. The company is also sponsoring a quarter-hour series titled *Sports Broadcast* with Frank Ryan as commentator on WAAB, Boston. Programs will be heard Mondays through Saturdays, 5:45-6 p. m. Warwick & Legler, New York, is the agency.

Akron Lamp on 6

AKRON LAMP Co., Akron, is selecting about six stations with established farm audiences for its 1939-40 campaign to begin about Oct. 1. Barn dance type programs and announcements will be used. The account is placed through Guenther-Bradford & Co., Chicago.

COINCIDENT with the FCC announcement that the *Cedar Rapids Gazette's* application for a new 100-watt station on 1400 kc. had been set for hearing Nov. 8, the FCC announced that J. D. Falvey, newspaper and radio advertising man of Ottumwa, Ia., has applied for a new 100-watt station on 1210 kc. in that city.

1940 SHOW



82% SOLD OUT!

Exhibitor space for the 11th ANNUAL INTERNATIONAL PETROLEUM EXPOSITION, May, 1940, with its 20 acres of exhibits, is already 82% sold! This is the World's Fair of the Oil Industry, located in Tulsa, Oklahoma, the Oil Capital of the World.

The International Petroleum Exposition is the world's largest single industry show, attracting exhibitors and patrons from every corner of the globe.

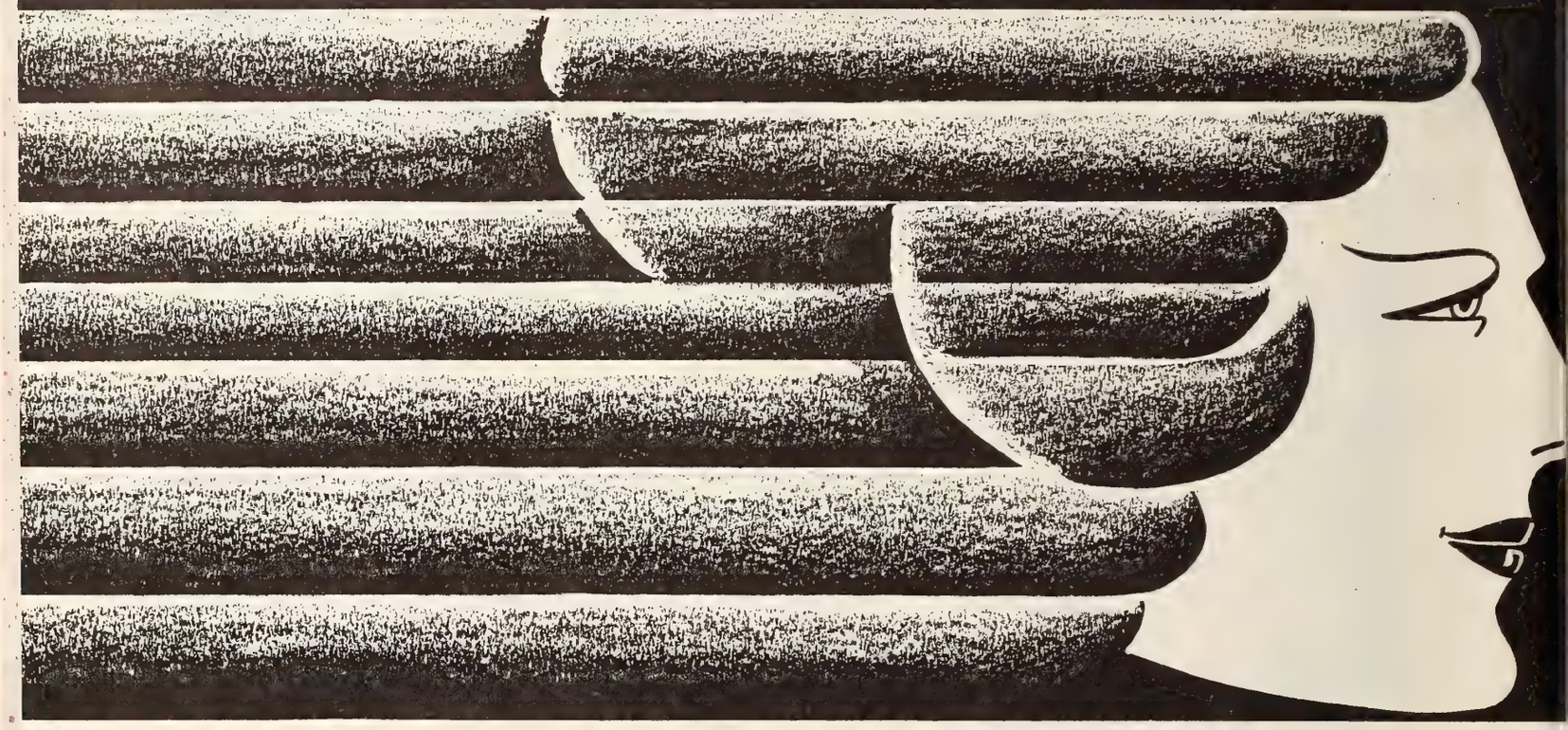
Tulsa is the clearing point for billions of dollars of oil money. Home of 546 Oil Companies and Operators, 400 Purchasing Agents, 119 Manufacturing Plants, 183 Supply Houses and Representatives of 1,028 American Oil Equipment Manufacturers.

Within 75 miles radius of Tulsa lie 28% of Oklahoma's area, 40% of Oklahoma's population, furnishing 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales. Cover Oklahoma's Greatest Market with KVOO! 25,000 watts. Unlimited time. Both N.B.C. Networks.



EDWARD PETRY AND CO., Inc.
National Representatives

FIFTY GRAN



COLUMBIA 4



WHAT'A JOB WE'LL DO

D IN WATTS!



es WCKY

★ SEPT. 24· *L. B. Wilson*

★

★

OR THE ADVERTISER!

BROADCASTING and Broadcast Advertising

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War & Words

EUROPE has embarked upon a war of words as well as of bullets. Propaganda has reached an all-time high, largely because in this war there is radio broadcasting as a new and potent military force. Stringent censorship has given rise to unbridled rumor. The task of objective, accurate reporting, therefore, has been made more than hazardous for a neutral nation such as ours.

It is radio's first war job as a news medium. Thanks to an enlightened Administration, a cooperative press and a broadcasting industry ready to shoulder its public service responsibilities, the American people are getting their news on the biggest story of the generation in as direct, uncensored and accurate form as is humanly possible. Responsibility for maintaining this service, without Government restraint, has been voluntarily assumed by radio.

With the first fortnight of hostilities behind them, broadcasters have settled down to do their job with laudable lack of emotion and minimum disruption of normal operations. A whole nation has become ear-minded. The public has confidence in its loudspeakers. The industry must not imperil or destroy that confidence by becoming the purveyor of reports which unduly arouse. It must label its reports for what they are. It must not editorialize beyond the expert analyses of qualified analysts.

The policies on war coverage drafted by the three major networks show commendable foresight. They are sufficiently flexible to permit the industry to continue to perform the rounded service expected by the public. It would be foolhardy to strip radio's coverage to a mere bulletin service, rehashing already published reports. Radio has been recognized as a new medium in its own right. Having fought for and attained that status, it cannot retrogress. It must not let its listeners down.

The Administration, from the President down, has been more than considerate toward broadcasting. The Chief Executive has stated he wishes no censorship of radio or the press. The FCC's new chairman, James Lawrence Fly, and his colleagues, while on the alert, have taken a position of cooperation.

But there is no blinking the fact that these are perilous times. The alacrity with which the FCC pounced upon WMCA, threatening its deletion for allegedly intercepting secret communications of Germany and Great Britain, shows clearly and coldly that Uncle Sam will brook no acts endangering our neutrality, however innocent or naive. The WMCA "show cause" order was drastic and swift, a harbinger of what may happen to others who do not exercise scrupulous care.

Radio is a peculiarly powerful medium. Because it is so sensitive, so close to the people, it is all the more vulnerable in time of stress. Since the outbreak, the "public interest" requirements have changed. Adjustments must be made, and have been in most obvious instances. The opportunity exists to make them voluntarily. The NAB has pitched in already with advice to stations. President Miller sat in with the networks in devising their policies.

To us it seems, aside from the steps already taken, there are other factors which must be dealt with promptly. It is by no means certain as yet that the FCC or some other Governmental agency, by virtue of a presidential proclamation on communications, will not issue more rules designed to preserve our neutrality. The Government desires to work out the problem by cooperative measures, but if that does not prove feasible, intervention must be expected.

We glean from conversations with high Government officials that foreign-language stations are in a particularly vulnerable spot. Even at the sacrifice of revenue, they would do well to eliminate all news broadcasts and commentaries in other than English. No matter what the degree of surveillance, it is known from experience that the native tongue stirs emotions and partisanship. The FCC does not want to adopt a rule that might connote censorship, but it may find that course necessary if there is provocation.

As for independent stations, the desirable course appears to be that they shun local debates or speeches on the war situation. Members of Congress and other Federal officials upon whom devolves the responsibility for maintenance of neutrality, of course, cannot logically be refused time under the "controversial issue" ban. But local "spellbinders" are taboo.

In commercial messages war discussion should not be allowed. Moulding of public opinion is not the function of the sponsor. Collection of funds for refugees might prove a boomerang. News about movement of vessels also should be avoided. A good rule might be, "When in doubt, don't. There is always time to check."

The broadcasting industry owes its gratitude to the Administration for its fairminded approach to radio's problem. The manner in which the press associations and newspapers generally have collaborated is also a source of real gratification. At the drop of the hat, when spurious rumors were started, the Fourth Estate jumped to radio's defense, remembering its own plight in the last World War, which it surmounted by the very type of voluntary self-restriction radio is now pursuing. But more than that, the press associations have been generous in supplying news to radio and in permitting their European correspondents to broadcast direct to American listeners.

Radio, by and large, can feel justly proud of its job to date. But it must keep in mind that the picture changes quickly, and that cool and intelligent judgment is required at all times if it is to steer its own voluntary course.

A COMMON SENSE view of libel and slander as it affects radio is taken by the Pennsylvania Supreme Court in holding that stations are not liable for ad lib defamatory remarks uttered by other than their own employes. Chief Justice Kephart, in upsetting the meager legal precedent on "radio libel", presented cogent, sound and reasonable arguments. The court reversed an inferior court decision against NBC awarding the Summit Hotel of Uniontown $15,000 because of an extemporaneous remark by Al Jolson, in his erstwhile Shell-sponsored program.

'X' Marks Spot

IN NORMAL TIMES it is easy to understand why buyers of radio time, or prospective ones, go scientific. They do everything short of demanding a door-to-door canvass of the audience to ascertain what they might expect in the way of listeners per mill of expenditure albeit they know before they start their "survey" that radio for most wares and services pulls more per advertising dollar spent than any other medium.

These, sadly, are not normal times. Responsibility for the state of affairs in Europe, however, cannot be placed upon events in this hemisphere, and business must go forward in its stride. American radio, because of its alertness, has surged ahead, perhaps doubling its normal audience practically around the clock. While radio has no other war-period precedents upon which to rely, the World War (No. 1) history of printed media indicate that business will forge ahead—perhaps not in boom proportions, but nevertheless improve.

We get authentic reports that a number of accounts and their agencies desire to use spot nationally, but are protesting lack of guaranteed chain-break or evening time on first stations in every market. Apparently they are indulging in more of that slide-rule buying technique.

To us it seems that advertisers and agencies should realize that today *any* time is good. The assured daytime housewife audience has been augmented by millions of regular listeners wearing pants in office and factory. Dealers report unprecedented set sales. A whole nation is listening during practically every waking hour.

So to prospective radio advertisers—national, regional or local, network, transcription or announcement—we aver that radio today offers *bonus* coverage never before available, and that any buy any time of the day or night is a good buy. Just mark that "X" anywhere on the schedule, and it's the spot.

We Pay Our Respects To —



JOHN WEST RUNYON

WERE you to express a desire to meet the man behind the radio scene of Buchanan & Co. and your wish was granted, you'd be ushered into an unpretentious Hollywood office and introduced to John West Runyon, newly-appointed national radio director of that agency. He's a well-built, dark-haired, serious-minded chap of 34. Although young in years, he's a veteran in his field, with 14 years of time buying and production experience to his credit. Mention his name to radio or agency men, and their reaction is immediately one of respect and esteem.

Jack, as he is familiarly known, was born in San Francisco on Sept. 8, 1905, and attended grade school there. When his family moved to Southern California, he enrolled in Pasadena (Cal.) High School. Later he went to University of California, graduating in 1926. He is an Alpha Delta Phi. A decided flare for the theatrical marked his school career. He produced musicals and also had a dance band which helped defray college expenses.

Because his father, F. F. Runyon, is owner and publisher of the *Pasadena* (Cal.) *Independent* and brother Fred Graham Runyon, editor of the *Glendale* (Cal.) *News Press*, Jack followed tradition. He handled national display advertising for various publications during vacations and his senior college year, but after a brief fling abandoned his newspaper career.

In July 1926, after graduation from college, he entered the advertising agency business, joining Lord & Thomas, Los Angeles, as space buyer. In early 1928 he was elevated to account executive as well as West Coast radio director of that agency, advancing to the post of assistant national radio director. He remained with Lord & Thomas for approximately 14 years. During that time he produced and directed more than 1,500 shows and not one of his own creations received a coincidental rating of less than 38%. His all-time high rating was achieved during *California's Hour*, a program sponsored on the Don Lee Network, and which registered a 70% coincidental.

Jack was the first producer to use Bing Crosby on a sponsored program. That was when MJB Coffee Co., San Francisco, presented the crooner twice weekly on the *Demi-Tasse Revue* over NBC. Other firsts included Louella Parsons, Gogo Delys, Kay Thompson, Gus Arnheim, Ted Fio Rito, Phil Harris, Tizzie Lish, Don Wilson, Conrad Nagel and others. Among the many shows Jack has produced, he numbers *Amos 'n' Andy*, *Lum & Abner*, *Armour Hour* with Phil Baker, *Lucky Strike Magic Carpet*, *Sunkist Program* with Louella Parsons, *Hollywood Discoveries* with Hedda Hopper, and of course the justly famous *California's Hour* series.

At one time or another he has directed for radio practically every important star in Hollywood films. Along with his radio duties, Runyon was also director of the special service department of the agency and obtained all film name testimonials for Lord & Thomas accounts.

The toughest assignment of his career was while handling the NBC *Lucky Strike* program. He handled the Hollywood part of the show. One late Thursday afternoon he received a wire from the sponsor requesting him to obtain 10 Olympic winners for the following Saturday broadcast. The show, transmitted at 5 p.m., from Los Angeles, had to incorporate a simulated broadcast of the grand Olympic Ball, to be held in the Biltmore Hotel, that city, on Saturday night, at 9 o'clock.

It so happened that all events of the Olympic Games had been completed, and the tired athletes were pulling stakes for home. Jack found himself confronted with the problem of rounding up 10 winners and getting them to the studio in time for the broadcast. He obtained a police escort and went to work. After considerable difficulty, the ingenious Runyon was on his way back to the studio followed by Olympic athletes on the rear of police motorcycles, on running boards of automobiles and in practically any conveyance handy. When they all arrived and counted noses, Jack found that he had 13 in all, including Eleanor Holm and Helene Madison in wet bathing suits. In addition he had bagged the International as well as American presidents of the Olympic Games. They were all presented on the program, some with aid of interpreters.

Among the important highlights of his radio career, Mr. Runyon lists production of *California's Hour*, sponsored by the California Chain Stores. This show was designed to impress Californians with the necessity of defeating a controverted chain store bill of considerable national importance at that time on the ballot. So intense was the civic appeal and so superb the showmanship, that the program polled a 70% listening audience, equal to that of Major Bowes over a national network. Defeat of the bill was accomplished. Subsequent articles in *Time*, *News-Week* and *Fortune* magazines lend authority to the important role of Jack Runyon and *California's Hour*.

Playing no small part in the scheme of things is Mrs. Runyon, the former Decla Dunning of Los Angeles, whom he married Dec. 12, 1934. Two children make up the rest of the Runyon household. There is 12-year-old Ann (by a former marriage) and little John Carroll, affectionately called Ricky, who is 2½ years of age. Jack spends a great deal of time with his family. He takes great pride in his 30-year-old farmhouse home which has been remodeled to the tastes of Mrs. Runyon and himself. The acre estate is homey and covered with avocado and orange trees. Seemingly way out in the country, it actually is only three minutes from his office on Hollywood Blvd. Jack loves to play host to his many friends who drop in for an evening. He enjoys exchanging ideas with them, is an entertaining story teller, has the knack of putting people at ease not only at his home but in business also.

An athlete and lover of sports, Jack admittedly works best under fire and can speed up when he finds he has but a short time in which to accomplish a desired result. He was a member of the University of California crew and loves to hunt and fish. He doesn't play golf, but excels in swimming and the games of tennis and squash.

Among Hollywood celebrities he numbers Lum & Abner as constant companions on his hunting and fishing expeditions. An ace production man, Mr. Runyon feels that his real forte is in the creation of ideas and their fulfillment. He is at his best when attempting to create something new for radio. As radio director of Buchanan & Co., which post he assumed Sept. 1, he is at present teaming up with Ed Gardner, agency producer of the new CBS *Texaco Star Theatre*, series, sponsored by Texas Co., for a bigger and better show.

Personal NOTES

M. J. HUMPHREYS has been promoted to commercial director of CFCF, Montreal, following the promotion of James A. Shaw to manager [BROADCASTING, Sept. 1]. Other changes include E. A. Smith, appointed director of publicity and sales promotion; E. Hewetson, program director; H. G. Young, in charge of special events and assistant in sales.

L. F. CRAMER, formerly general sales manager of Allen B. DuMont Laboratories, New York, has been appointed general sales manager of Wire Broadcasting Corp. of America, New York.

HOWARD S. LEROY, Washington attorney, has incorporated into a 141-page book his notes and papers on *Aeronautical and Radio Law*, relating largely to international communications as affected by the evolution of radio and aeronautics. The eight articles are reprints of papers published previously in various journals.

FELIX GREEN, American representative of British Broadcasting Co., with headquarters in New York, is in Hollywood surveying radio programs adaptable for transcribing.

ED BOWERS, recently with MBS, Chicago, in a sales capacity, and prior to that radio director of N. W. Ayer & Sons, Chicago, has resigned to become a radio consultant and writer. He has established headquarters at 360 N. Michigan Ave., Chicago.

RUDOLPH MARCOUX, formerly of the *Bangor Daily News*, has joined the sales staff of WABI, Bangor, Me.

ART CROGHAN has left the commercial department of WTOL, Toledo, to become commercial manager of WJBK, Detroit, under a six-year contract negotiated with James F. Hopkins, WJBK president and general manager. Mr. Croghan started in radio in 1927 with KWK, St. Louis, going to WDGY, Minneapolis, in 1930 as national sales manager.

LUTHER REID, formerly assistant publicity director of CBS, has been appointed to the newly-created post of director of publicity for WABC, CBS key station in New York. Appointment is a further step in the development of WABC in its own right, which began early in 1938 when Arthur Hull Hayes was appointed sales manager of the station which had previously been represented along with other CBS managed and owned stations by Radio Sales. Mr. Reid, in addition to publicizing WABC, will also continue to handle network publicity in the New York metropolitan area.

PAT BUFORD has been named manager of KHBG, Okmulgee, Okla., with the transfer of the station to its new ownership. The staff includes Lucille Buford, commercial manager; A. F. Schultz, chief engineer; J. H. Smith, assistant engineer; Fred Gaye, Roy McKee and Bill Conine, announcers; Charles Dabney, salesman.

NEAL SMITH, since last fall assistant manager of WCOL, Columbus, O., on Sept. 1 was promoted to manager.

HAROLD BURKE, manager of WBAL, Baltimore, with his wife and two children were among the passengers on the U. S. liner *Washington* returning from England Sept. 8, carrying Americans fleeing European hostilities. They had been gone about a month on a European vacation, which took them to France, Holland and England.

JACK KNOTT, formerly of KOCA, Kilgore, Tex., has joined KICA, Clovis, N. M., as commercial manager.

LARRY NIXON, author and publicist, formerly director of publicity for WMCA and WNEW, New York, has joined the New York radio bureau of United Press. Other recent additions to this bureau include Ed Hale, formerly with UP in Chicago, and Ralph Palmer, previously with the *New York World-Telegram* and the *Gateway to Hollywood* radio series.

GEORGE HARRISON PHELPS, former owner and founder of what is now WXYZ, Detroit, and a former vice-president of the NAB, has announced the opening of his own public relations office at 610 Fifth Avenue, New York. Telephone is Circle 5-8073.

BOYD W. BULLOCK, formerly assistant manager of publicity of General Electric Co., Schenectady, N. Y., has been appointed advertising manager of the appliance and merchandise department of General Electric at Bridgeport, Conn.

KEN SOBLE, managing director of CHML, Hamilton, Ont., and president Metropolitan Broadcasting Service, Toronto, on Sept. 5 married Miss Frances Leibel in Toronto.

BARRON HOWARD, business manager of WRVA, Richmond, Va., is the father of a girl born recently.

J. HARLEY HUBBARD, formerly commercial manager of WOPI, Bristol, Tenn., has joined KFDA, Amarillo, Tex., as sales representative.

ARTHUR MANUEL Jr., account executive of KDB, Santa Barbara, Cal., on Sept. 1 was appointed commercial manager, succeeding Bill A. Skaggs, resigned.

ALBERT M. SNOOK, formerly of the sales department of KOMA, Oklahoma City, has resigned to join WJJD, Chicago.

FRED CHERRY, merchandising director of WMMN, Fairmont, W. Va., is the father of a boy born recently.

R. R. POWELL, advertising manager of WCOA, Pensacola, has been appointed manager of Florida's newest radio station, WTMC, Ocala. He assumes his duties this month.

GORDON LLOYD, formerly with WNEW and WINS, New York, and for seven years with the *New York Journal-American*, has joined the sales staff of WMCA, New York.

VIC NEILSON, new manager CJRC, Winnipeg and CJRM, Regina, was presented with a mantel clock by the staff of CFCF, Montreal, which he had managed, as he left to take over his new post.

ROBERT R. TINCHER, manager of WNAX, Yankton, S. D., spent two weeks with his reserve officers corps at Fort Meade, Rapid City, S. D.

ROBERT KAUFMAN of the former KEHE, Los Angeles, has joined KFWB, Hollywood, as account executive.

CLARENCE PERSONS, Alabama U. graduate, and formerly with GE, has joined the sales staff of WAPI, Birmingham.

TED HERBERT, salesman of WOR, Newark, on Sept. 2 became the father of an 8-pound boy.

PHILLIP L. BARBOUR, of the NBC International Division, New York, has been placed in charge of foreign stations and foreign press relations.

AMES G. SULLIVAN, salesman of KNET, Palestine, Tex., on Aug. 14 became the father of a 7¾ pound son, Jon Carl.

EARLE G. CLEMENT has been named manager of WLNH, Laconia, N. H., replacing Edward Lord.

IRVING F. WELCH, formerly advertising manager of KALB, Alexandria, La., has joined WCOA, Pensacola, Fla., in that capacity.

The NAB Code

WWVA

7 Years Ago

The L. P. Lehman and Staff religious broadcasts made their initial bow to WWVA listeners. That they have succeeded in a tremendous measure is proof that they have held to the principles set forth in the recently adopted Code of the National Association of Broadcasters.

"It should be the purpose of the religious broadcast to minister broadly to the varied religious needs of the community."

The L. P. Lehman and Staff WWVA broadcasts have, over seven years of service, ministered broadly to the important rank and file of WWVA listeners, even as our own general prime service is aimed in that same direction.

5,000 WATTS AT WHEELING, WEST VA.

COLUMBIA Station at Eleven-Sixty

on 2,085,666 Radio Dials

JOHN BLAIR CO — National Representatives

Meet the LADIES



LUCILLE NEILSON

ONE OF THE FEW women commercial managers of broadcasting stations in the United States, Miss Neilson, of KLAH, Carlsbad, N. M., got into radio "through the backdoor" via KIUN, Pecos, Tex. She was a teacher of expression and dramatic coach in the little Texas community, and started telling children's stories over the radio. Then she gravitated to selling, writing and directing skits. When KLAH was started in 1936 by the owners of KIUN, she joined the staff as commercial manager and has been there ever since.

Winston Heads KFAR

JACK WINSTON, formerly with NBC in San Francisco, has been appointed manager of the new KFAR, Fairbanks, Alaska, which will begin broadcasting on Oct. 1, having been authorized last year by the FCC to operate with 1,000 watts on 610 kc. W. K. Foster, formerly commercial manager of KINY, Juneau, Alaska, has been named assistant manager and sales director. Mr. Winston is a University of California graduate who for several years had his own band and was known as *The Gentleman From the South*. The new Alaskan station is owned by Capt. A. E. Lathrop, pioneer mining man and industrialist of the territory.

Becker to WTBO

FRANK BECKER, chief engineer of WFIL, Philadelphia, resigned effective Sept. 15 to become manager of WTBO, Cumberland, of which he is half owner. H. B. McNaughton, general manager of WTBO, resigned that post Sept. 1, having previously sold out his interest in the station. Mr. McNaughton has not announced his future plans.

CLAIMANT of some sort of a golfing record in radio is J. L. Allabough, program director of WJJD, Chicago, who recently played 72 holes in six hours and 33 minutes on the Black River Country Club course, Port Huron, Mich. His scores were 88, 87, 80, 94.

KENNETH TINKHAM, manager of KMTR, Hollywood, has been made a member of the United Air Lines' 100,000 Mile Club, an organization limited to persons who have traveled 100,000 miles or more by commercial airlines.

BEHIND the MIKE

NEIL COLLINS, former publicity and special events director of WHK-WCLE, Cleveland, and recently radio director of the World's Poultry Congress, has been appointed program director of WDZ, Tuscola, Ill. Don Ebersbach, former program director, has been shifted to director of the WDZ Artists Bureau. Herbert Johnson, formerly with Bernie Cummins orchestra, is now musical director of WDZ and Robert Mills has been appointed staff pianist and arranger.

JAMES COY, special events announcer of KCMO, Kansas City, has been promoted to program director. He will be assisted by Grayson Enlow, announcer and sound effects man, who has been assigned to production. Additions to the KCMO announcing staff include Charles Lewis, formerly of KMTR, Los Angeles, and Kenneth Heady, previously heard in local radio shows.

TED KIMBALL, formerly of WRC-WMAL, Washington, has joined the announcing staff of KSL, Salt Lake City.

WITHROP DUTY, new to radio, has joined WABI, Bangor, Me. Robert Smith, staff announcer, has taken over the WABI news room at the *Bangor Daily Commercial*, replacing Kahlil Aycob, who has taken a position with the *Commercial*.

DAVIDSON TAYLOR, assistant to W. B. Lewis, CBS vice-president in charge of broadcasts, on Sept. 15 was to address the Congress of the American Musicalogical Society in New York on "Music Written for Radio".

KARL SCHROEDER, program director of KICA, Clovis, N. M., is to marry Geraldine Jones.

ELLIOT GOVE, formerly of WOKO, Albany, has joined the announcing staff of WSYR, Syracuse, N. Y.

MARCUS BARTLETT, musical director of WSB, Atlanta, and a recent graduate of Emory University, recently was presented a diamond-studded badge at the annual convention of his fraternity, Sigma Chi, as winner of the annual Balfour award, the highest honor the fraternity confers on its members.

FRANK BIGNELL, formerly of KTUL, Tulsa, Okla., has joined the announcing staff of WJJD, Chicago.

LEONARD BROWN, formerly of WMBH, Joplin, Mo., Albert Lane and Mary Ellen Gutherless have joined the announcing staff of KGNF, North Platte, Neb.

BILL TRAUM, formerly of WROK, Rockford, Ill., has joined the announcing staff of WJIM, Lansing, Mich.

SAM BALTER, commentator, after several weeks on the West Coast, has returned to Philadelphia, where he is originating his thrice-weekly program, *Inside of Sports*, on MBS, under sponsorship of Bayuk Cigar Co. (Phillies). His programs from the West Coast originated at KHJ, Los Angeles.

BUD FINCH, recent Yale graduate, has joined the announcing staff of WELI, New Haven, Conn.

MORGAN R. LEWIS, new to radio, has joined the Arizona Network's news staff, and is announcing the regular evening news programs originating at KOY, Phoenix.

MORT WERNER, singing announcer of KMTR, Hollywood, and Martha Wilkerson, continuity writer and production assistant of that station, were married March 18, they recently revealed.

RAYMOND F. BARNETT has been named assistant to R. W. Dumm, merchandising manager of KSFO, San Francisco, in charge of promotion. Jack Gregson, KSFO announcer, married Ernestine Rogers, of Salt Lake City, on Sept. 1. Herb Lyser, KSFO news bureau editor, has left the station to return to the University of California, where he will study public administration.

CESAR SAERCHINGER, former London representative of CBS, now residing in New York, and Mrs. Saerchinger, have announced the marriage of their daughter, Dagmar, to Christopher Wilson, Aug. 24, in Harrison, Me.

ROBERT N. PERRY, program director of WORL, Boston, on Sept. 11 married Helen Howorth, WORL production manager. Marjorie Spriggs, publicity director of the station, has returned to full time duty after a summer handling publicity for a summer theater in addition to that of the station.

PAUL PIERCE, CBS Hollywood continuity editor and special events announcer, has completed a two-reel film in color depicting activities of the network's special events staff broadcasting from Grand Coulee and Metropolitan Water Aqueduct, the latter involving eight different programs. The film will be shown by CBS in West Coast schools as an educational feature. Pierce filmed, edited and titled the pictorial feature.

EDWARD DE SALISBURY has left his position as sales promotion manager of NBC Artists Service and has not announced future plans.

DICK JOY, a former CBS staff announcer, has been selected as commercial announcer for the *Silver Theatre* programs, which will be renewed Oct. 8 on CBS by the International Silver Co.

MARJORIE UHFELDER, secretary to comptroller Jacques Van Straten of WHN, New York, was married Sept. 10 to Raymond Kantrowitz of New York.

Landed Marlin

GEORGE SUTTON, Washington radio attorney and one of radio's most ardent fishermen, enjoyed an exceptionally good season this summer, 26 marlin having been taken from his yacht off Ocean City, Md. He accounted for about half of them and guests for the others. Among the radio men who caught marlin while fishing with Sutton were Clifford M. Chafey, WEEU-WRAW, Reading, Pa.; John Laux, KQV, Pittsburgh, and Clair McCollough, Mason-Dixon Group.

JACK WOOD has joined the announcing staff of WOWO, Fort Wayne, and will assist John Hackett.

HERBERT PLUMMER, Francis J. McCaffrey and Stanton Prentiss, Washington newspaper correspondents, have joined the special events staff of WJSV, Washington.

BILL STERN, NBC sportscaster, has been assigned to the Blue network exclusively, it was announced Sept. 6. Stern's broadcasts will range from prizefights to winter sports, including the Adam Hat series of championship boxing bouts, football games and track and field meets.

BERNARD DUDLEY, announcer of WNBX, Springfield, Vt., recently married Elizabeth Butler in Norfolk, Va.

ROBERT F. ANTHONY, formerly of WIBX, Utica, N. Y., has relieved Nick Carter at WNBX, Springfield, Vt., as continuity director and announcer while Carter is vacationing.

WILLIAM MORROW and Edmund Beloin, Hollywood writers on the NBC *Jack Benny* program, have been signed to write dialogue for his coming film, "Buck Benny Rides Again".

a service to the industry

L BROADCASTING COMPANY **WHO** 50,000 WATTS CLEAR CHANNEL NBC RED NETWORK

DES MOINES · IOWA

August 29, 1939

Mr. Martin Codel,
Broadcasting Publications, Inc.
National Press Building
Washington, D.C.

Dear Martin:

We received copies of the "Rules and Regulations and Standards Applicable to Standard Broadcast Stations" in booklet form from your organization this morning and want to take this opportunity of thanking you for your alertness in rendering special service, when needed, to radio stations.

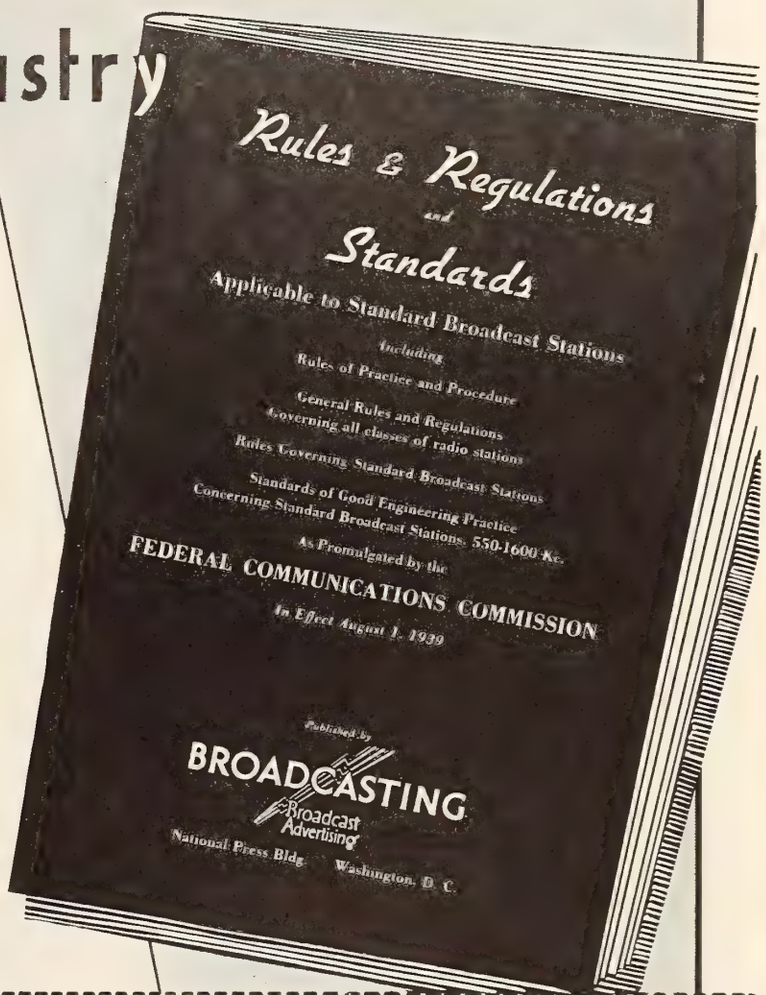
Your excellent work in preparing maps of all districts of the United States in your July 1, issue is, also, another special service that we appreciate.

I thought that I would write you while I thought about it because sometimes a few kind words of praise will encourage you to continue your efforts. You boys are really working hard for us and deserve all you get.

Sincerely,

WHO - DES MOINES

J. O. Maland
Vice President



PRICE PER COPY, 60¢ ☆ 72 pages

☆ 2 OR MORE COPIES, 50¢ EACH ☆

BROADCASTING Publications, Inc.
870 National Press Bldg. Washington, D. C.

Please send me your new 72-page volume, RULES & REGULATIONS AND STANDARDS APPLICABLE TO STANDARD BROADCAST STATIONS. Payment is enclosed.

☐ Send me single copy @ 60c.

☐ Send me_____copies @ 50c each.

Name_____

Firm_____

Address_____

City_____ State_____

JACK RICHMOND, formerly vocalist with Glen Gray's Casa Loma orchestra, has joined the announcing staff of WKBZ, Muskegon, Mich. Bob Quinn, announcer of WKBZ, has resigned to enter the University of Iowa, where he will complete his senior year. Engagement of Calo Mahlock, of the WKBZ copy and production department, and Jenevieve Loef, of Manitowoc, Wis., was announced recently.

GERALD HOLLAND, radio feature writer of KMOX, St. Louis, and author of Union Electric's *The Land We Live In* on that station, has joined the NBC writing staff in New York in a similar capacity.

PAUL ROSCOE, formerly of KITE, Kansas City, has joined the new KVAK, Atchison, Kan., as production manager. Phil Weaver, St. Benedict's College student, has joined the KVAK announcing staff.

CARROLL NYE has resigned from Radio Features Service, Hollywood publicity bureau, to devote full time to film acting.

JOHN HIESTAND, CBS Hollywood announcer, has adopted a baby girl.

BARRY PAGET, new to radio, has joined KMPC, Beverly Hills, Cal., as continuity editor. He succeeds Jerome L. Schwartz, who has joined the CBS Hollywood continuity department.

JACK GREGSON, KSFO, San Francisco announcer-artist, on Sept. 1 married Ernestine Rogers of Salt Lake City.

DAN LAWRENCE, announcer of KSO-KRNT, Des Moines, recently married June Callison. Jimmy Randolph, continuity writer, has resigned to join KVOO, Tulsa.

LEE ALARIE, formerly of WORC, Worcester, Mass., has joined the announcing staff of WSAR, Fall River.

KITTY BENEDICT, KFAC, Los Angeles, was married to Geoffrey Brown, steward on the *SS Mariposa*, in San Francisco Aug. 12.

JOHN K. CHAPEL, announcer of WOW, Omaha, resigned Sept. 1, and has announced no plans. Gaylord Avery, WOW announcer, and Laura York, assistant program traffic manager, are to be married Oct. 29. Russ Baker, recently on the legitimate stage in New York, has returned to WOW as announcer and dramatic director.

KAY BECKMAN, of John Blair & Co., Chicago station representative firm, and John Canning Jr., of the public relations department of Standard Oil Co. of Indiana, Chicago, were married recently in Des Moines.

RAYMOND FORBES BARNETT recently was named assistant to R. W. Dumm, merchandising manager of KSFO, San Francisco.

ROSCOE SMITH, news editor of KMO, Tacoma, Wash., for the last five years, has transferred to the sales department. Ted Knightlinger succeeds him as new editor. Dick Ross, KMO program director, has announced his coming marriage to Wanda Dycke this winter.

JIMMY LEONARD, announcer of WLW, Cincinnati, has announced his engagement to Marie Wessel. The wedding will be this autumn, but no definite date has been set.

RUSS HODGES, sportscaster of WBT, Charlotte, will broadcast play-by-play descriptions of the Pittsburgh Pirates profootball games on KDKA, Pittsburgh, during the Pirates 1939 season.

HOWARD KEMPER, announcer of KRBC, Abilene, Tex., is the father of a girl born Sept. 2.

ROGER MUELLER, announcer of WGN, Chicago, recently married Dorothy Schwandt, of Appleton, Wis., and Pat Wyman, WGN engineer, married Irene Shank. Verne Hansen, Phil Cameron and Ed Allen, WGN announcers, also married during the last month.

HERB LYSER, news editor of KSFO, San Francisco, recently resigned to return to California U.

YOUR BEST PROTECTION**

IN THE PHONOGRAPH RECORD SITUATION

IS THE *Standard Radio* LIBRARY SERVICE

** SAVE a minimum of $660 yearly. A basic library of 1,500 selections, 100 new selections monthly, 20 hours continuity weekly, filing equipment, merchandising aids and other vital advantages. No limitations, no restrictions, no threat of future litigation. Your best bet NOW —and for the future—is the Standard Transcription Library.

Standard Radio

HOLLYWOOD
6404 Hollywood Blvd.

CHICAGO
360 N. Michigan Avenue



WAR? No, it hasn't come to Nebraska yet, but Program Manager Harry Burke, of WOW, Omaha, is conducting his own private war against hay fever. He swears the old World War gas mask is helping him fight a battle against pollen.

J. B. LINN, formerly of the announcing staff of KGNC, Amarillo, has been transfered to the affiliated station KFYO, Lubbock, Tex.

RAYMOND HOLLINGSWORTH and James Stanberry of the KGNC, Amarillo, merchandising staff were in San Antonio, early in September to establish a permanent merchandising department at KTSA.

JOSEPHINE AVIS, secretary to General Manager Reiland Quinn, KYA, San Francisco, was married Sept. 11 to Willard Hinkley, businessman.

RICHARD DEASY, formerly of KYA, San Francisco, is back at the station as relief announcer.

JEAN FAY, former San Francisco newspaperwoman, has been added to the staff of KYA as women's commentator.

BILL SHAW, of the CBS Hollywood junior staff, has been made production manager of the network's ultra-shortwave station W6XDA, that city, succeeding George Johnston, who resigned to join Columbia Management Inc.

LARRY PUCK, formerly head of his own artist representative business, has joined the personal appearance department of Columbia Artists, effective immediately. Paul Ross and Gertrude Lanza of Columbia Artists have resigned, according to an announcement by Herbert Rosenthal, general manager of the department.

ASHMEAD SCOTT, Hollywood producer, has been signed to a renewal as writer-director of the CBS *Blondie* series, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes).

LEE COOLEY, KHJ, Los Angeles, is recovering at his home following a recent operation.

NORMAN E. F. MEEKINS, formerly of Press Radio and United Press, has joined WNEW, New York, as night news editor.

FRANCIS PETTAY, announcer of WHK, Cleveland, and Evelyn Parsons, that city, have announced their engagement.

LYFORD MOORE, of Hollywood, has joined KHQ-KGA, Spokane, replacing Carl Brewster on the continuity staff. Brewster has gone to Hollywood to freelance. Curtis Roberts, writer and actor, has gone to Chicago to freelance.

CAP MALLEY, formerly of KFNF, Shenandoah, Ia., and KSO-KRNT, Des Moines, has joined WNAX, Yankton, S. D.

TONY WHEELER, formerly of WNBF, Binghamton, N. Y., has joined WFIL, Philadelphia.

ALTON KASTNER, formerly of *Time* Magazine, has joined the magazine section of the NBC press division in New York. Frank Westhaver, who formerly operated his own studio in Chicago, has joined the photo section of the press division.

RAY PORRIER, of the NBC Artists Service, New York, recently married Jeannette Martin.

JACK WELCH, formerly with WBLK, Clarksburg, W. Va., has joined the announcing staff of WCOL, Columbus, O.

PARKS SIMMONS, formerly with WRUF, Gainesville, Fla., has joined the announcing staff of WBAL, Baltimore. John Dickman has been transferred from the announcing to sales staff.

GEORGE JOHNSTON, in charge of CBS Hollywood tours for more than a year, has joined the staff of Columbia Management Inc., that city, a CBS subsidiary.

DON McNAMARA, chief announcer of KMTR, Hollywood, is the father of a 7-pound girl born Sept. 1.

JIMMY WALLINGTON, Hollywood announcer, has been signed to handle commercials on the CBS *Texaco Star Theatre*, which resumed Sept. 13 under continued sponsorship of Texas Co., after a summer layoff.

ROBERT LeMOND, formerly with KYA, San Francisco as production manager, and more recently on the staff of the now non-existent KEHE, Los Angeles, has joined KNX, Hollywood, as announcer.

FRANK LYNCH, formerly of CKOC, Hamilton, Ont., has joined the announcing staff of CKLW, Detroit-Windsor.

FRED W. SAMPLE, continuity editor of WHKC, Columbus, recently married Dorothy Andrews, of Chattanooga, Tenn.

BILL SMITH, formerly of WDWS, Urbana, Ill., has joined the announcing staff of KXOK, St. Louis.

CARLIE BARNES, accompanist-receptionist of KFDA, Amarillo, has returned to Texas U, where she will be graduated this year. Miss Barnes, a member of the Co-ed Trio, will be heard on KNOW, Austin, during the school year.

W. R. McANDREW, chief of the NBC news department in Washington, is the father of a girl born Sept. 5.

MAURICE HART, formerly chief announcer of WAAT, Jersey City, has joined the announcing staff of WMCA, New York.

JIMMY THOMPSON, announcer of KQV, Pittsburgh, recently married Maria DeMore, formerly vocalist with Joey Sims orchestra.

GRADY RAPIER, formerly of KTSM, El Paso, Tex., has joined KOY, Phoenix, as announcer.

BILL FULLER, of the former KEHE, Los Angeles, has joined Dr. S. M. Cowen, that city (chain dentist) as writer-producer of all programs sponsored by that firm in Southern California.

JOE MICCICHE, publicity and special events director of KRKD, Los Angeles, is on a 13-week leave-of-absence.

MELVILLE RUICK, Hollywood announcer, has been re-signed for the CBS *Lux Radio Theatre* series, which resumed Sept. 11, under sponsorship of Lever Bros. Lou Silver is musical director.

MAURICE HAZAN, KGER, Long Beach, Cal. announcer and Virginia Schumacher were married at Monterey Park, Cal., Aug. 27.

SAM HAYES, Hollywood commentator, has applied for patent on a new electrical radio timing clock that tells how much time has elapsed on a broadcast and how much longer the program has to go.

"I Wouldn't THINK of Trying to Sell This Market Without WHAS...





. . it's the MUST station for anybody who expects to open the pocket-books of this rich listening area!"

LOOK AT THESE WHAS POTENTIALITIES:

Urban Population 2,584,815	Total Population 5,039,828
Radio Homes . 1,185,900	White Families 1,199,064
Retail Sales $1,296,831,000	Buying Income $2,214,269,000
Value of Manufactured Products	$2,716,481,297
Value Farm Lands and Buildings	$1,360,831,000

WHAS

50,000 Watts—820 K.C.—C.B.S. Basic Station
Nationally Represented By Edward Petry & Co.

owned and operated by

The Courier-Journal
THE LOUISVILLE TIMES

Appeal to Supreme Court Will Be Filed by WLW

NOTICE was served Sept. 7 by WLW, Cincinnati, that it would seek a Supreme Court review of the decision of the U. S. Court of Appeals for the District of Columbia upholding the FCC in reducing the station's power from 500,000 watts to 50,000 watts. Through Duke M. Patrick, its counsel, WLW filed with the Supreme Court the case record for printing. This will be followed by the formal petition for a writ of certiorari.

The lower court on June 26 dismissed the appeal of the Crosley station from the FCC decision on the ground of lack of jurisdiction. WLW's power was reduced to 50,000 watts on March 1, in a split opinion. Three justices concurred in the dismissal but Associate Justice Stephens disagreed with the majority. The Supreme Court review, it is understood, will be sought on the contention that the appellate provisions of the Act were improperly construed.

Sherwin-Williams Back

SHERWIN-WILLIAMS Co., Cleveland (paint), returns to the air Oct. 1 for the fifth consecutive season of *Metropolitan Auditions of the Air* on an increased network of 87 NBC-Blue stations, Sundays, 5:30-6 p. m. Wilfred Pelletier will again direct and during the last weeks in September will conduct preliminary auditions of operatic aspirants, eliminating all but the best for the broadcasts. Warwick & Legler, New York, handles the account.

SEASIDE SURVEY OF WOR

Baseball Proves to Be the Favorite Radio Fare On Portable Receivers at the Beach

BASEBALL is the most popular radio entertainment of New Yorkers who spend their week-ends on the beach with portable radios to furnish entertainment, according to a survey recently made for WOR by the Hooper-Holmes Bureau. Five beaches, all within easy access of New York City and all patronized chiefly by middle class folk, were included in the study—Jones Beach, Long Beach, Riis Park, Rockaway and Asbury Park.

Interviews were made between 1 and 5 p. m. on Saturday and Sunday afternoons during two week-ends, Aug. 12-13 and Aug. 26-27. No survey was made Aug. 19-20, a rainy weekend and not typical. For the same reason private beach clubs and amusement park beaches, such as Coney Island, which appeal to special groups, were omitted from the study.

Interviews found 640 portable sets on the beaches, of which 474, or 75.2%, were in use when the interview was made. Little variation in listening was found between Saturdays, when 75% of the sets were in use, and Sundays, when 75.5% sets were tuned in. If the set was in operation, interviewer asked what station was on and what type of program (baseball, dance music, other music, general), and noted the number and age of people in the group bringing the portable to the beach and also the number of persons who, like it or not, were within listening range of the set.

Baseball was the most popular single program type, with 41.1% of the sets tuned into the ball games. Sunday baseball listening was slightly heavier, averaging 43.2% in contrast to the Saturday average of 37.4%. Ball games in New York are broadcast Saturdays by three stations, WOR and WHN carrying the games of the Brooklyn Dodgers and WABC the games of the Yankees or Giants, whichever is at home. On Sundays WABC does not carry baseball, but the Dodgers games are aired by WOR and WHN.

Dance music was second in popularity, with 32.7%, varying between 39.9% on Saturdays and 28.7% on Sundays. Other music ranked third, with 15.2%, maintaining this figure on both Saturday and Sunday. General, including all other radio fare, attracted 11% of the beach audience, varying between a Saturday average of 7.6% and a Sunday average of 12.9%.

These preferences may have been colored by the fact that 72% of the sets at the beach were brought by young people, with 21% brought by middle aged and only 7% by elderly persons. Baseball was first with all groups, but a predominant favorite with the middle aged group, which gave it a rating of 57.1%, compared with 46.7% of the young and 31.2% of the old groups. Six was the average number of people in each radio-owning group, with 14 the average number within listening range of the set.



Fleer to Use 10

FRANK H. FLEER Co., Philadelphia (Dubble Bubble gum), on Sept. 11 started the transcribed serial, *Chandu the Magician*, thrice-weekly on WIP, Philadelphia, and plans to expand coverage to 10 additional stations later this month. The program, originated in 1931 and recently acquired by Charles Michelson, New York transcription firm, after having been off the air five years, has been sponsored formerly both nationally and regionally by Beech Nut Packing Co., Rio Grande Oil Co. and White King Soap. Co. The Fleer company is conducting an extensive merchandising and promotional campaign in conjunction with the program. Aitkin-Kynett, Philadelphia, handles the Fleer account.

WGRM to Greenwood, Miss.

DELAYED by high waters of the Tallahatchie River, the move of WGRM from Clarksdale to Greenwood, in Mississippi, will be completed by Oct. 7 when the station will go on the air from its new modern transmitter house in the latter community, according to P. K. Ewing, WGRM owner who is also commercial manager of WDSU, New Orleans, and who owns WGCM, Gulfport, Miss. Remote studios will be maintained in Grenada, 26 air miles away. The station will operate with 250 watts full-time on 1210 kc.

Two Join Inter-City

WKBO, Harrisburg, and WILM, Wilmington, Del., have joined the Inter-City Broadcasting System, of which WMCA, New York, is key station.

COMMUNITY PAPERS JOIN WCKY DRIVE

CONTINUING its promotional campaign with small-town newspapers in its primary coverage area, WCKY, Cincinnati, has offered the services of Milton Bacon, lecturer and author heard twice weekly on the station, as speaker before local civic and fraternal organizations throughout the area. In a personal letter to each editor of the 94 papers participating in WCKY's current *Neighborly Salute* promotion series, L. B. Wilson, president and general manager of the station, announced that any newspaper desiring to sponsor Mr. Bacon's appearance in the home town might do so free of charge, and pledged the station's aid in publicizing each appearance.

As part of the promotion the station offers $10 in prizes, plus ribbon awards, to winners in a chocolate cake baking contest in each town. Entries are to be brought to the office of the sponsoring newspaper the morning of Mr. Bacon's appearance, where the WCKY lecturer, a chocolate cake fancier, will act as sole judge in picking winning entries. Following each week's speaking engagements, Mr. Bacon each Saturday night on his regular broadcast will tell about the cities he has visited and the people met, as well as announce the cake contest winners' names for each city.

With the local papers sponsoring Mr. Bacon's appearances, the station receives front page promotion, which it supplements with four-page two-color brochures for distribution at each appearance.

* * *

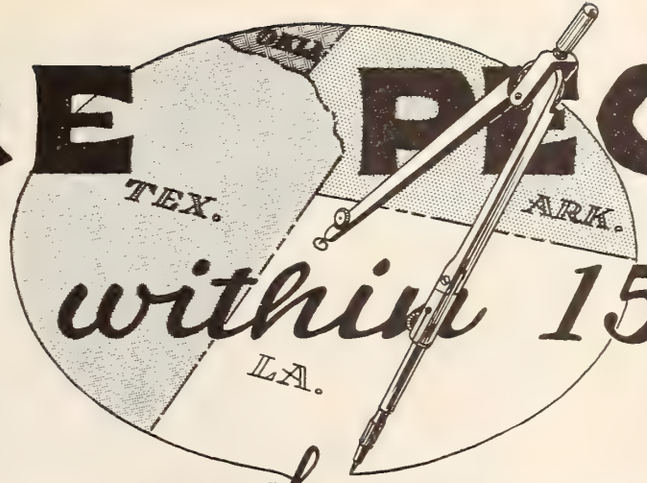
L. B. WILSON, president and general manager of WCKY, Cincinnati, has announced the return of Sidney Ten Eyck, recently of WLW and WING, Dayton, to the announcing staff of WCKY, along with Al and Lee Bland, well-known for their *Dawn Patrol* broadcasts on WKRC, who will conduct a similar sponsored morning program on WCKY, and Bill Robbins, formerly of WLW-WSAI. Elmer Baughman, WCKY announcer for the last five years, left Sept. 15 to join WFAA, Dallas.

Bond Clothes will sponsor the Bland brothers on WCKY six days a week, starting Sept. 24. Although the pair will not join WCKY until that date, they will be heard via transcriptions on WCKY during the week of Sept. 18 while still appearing on their live program on WKRC, according to Mr. Wilson. The transcriptions will be broadcast simultaneously with the live program on WKRC. On Sept. 23 they will be interviewed by Don Jacob, Cincinnati manager for Bond Clothes, before starting their series for that firm. The Bond organization and WCKY are planning an intensive promotional campaign, including window displays and announcement postcards to be sent to listeners selected from mail returns on the program during the last three years.

General Foods Drops Show

GENERAL FOODS Corp., New York (Post Toasties), sponsoring the *Joe E. Brown Show* on CBS since Oct. 8, 1938, will discontinue the weekly half-hour program with broadcast of Sept. 28. From all indications no replacement is anticipated.

MORE PEOPLE



Live within 150 mi. of SHREVEPORT than in the ENTIRE STATE OF LOUISIANA

WITHIN 150 MILE RADIUS SHREVEPORT
2,472,209
ENTIRE STATE OF LOUISIANA
2,101,593

HERE in Shreveport we have a natural market within 150 mile radius with a greater population than the entire state of Louisiana.
SERVING North Louisiana, East Texas, and South Arkansas, Shreveport offers unexcelled sales opportunities for radio advertisers who demand results. With 50,000 watts, KWKH is the one medium that can reach this entire market.

AND Even Within 100 Mile Radius COMPARE THESE FACTS

	100 Miles of Shreveport (including city)	100 Miles of New Orleans (including city)
1930 Population—Persons	1,228,800	1,179,800
—Families	284,600	273,500
Dwellings	284,600	273,500
General Stores (with food)	1,290	853
Sales	$24,076,000	$16,562,000
Automotive Group	796	576
Sales	$42,250,000	$25,425,000
Filling Stations	1,811	1,271
Sales	$13,548,000	$11,675,000
Lumber-Building-Hardware Group	365	331
Sales	$13,647,000	$ 7,614,000
Passenger Autos Registered - 1936	134,812	119,594
No. per 100 Families	47	44

Reference: CONSUMER MARKET DATA HANDBOOK, 1939 Edition. U. S. Dept. of Commerce. Bureau of Foreign and Domestic Commerce.

50,000 Watts SOON

SHREVEPORT **KWKH** LOUISIANA

A SHREVEPORT TIMES STATION — CBS — REPRESENTED BY THE BRANHAM CO.

Television News Notes

DuMont Activities

MARK B. LAJOIE has been appointed general sales manager of DuMont Laboratories Inc., Passaic, N. J., effective Sept. 1, succeeding Leonard F. Cramer, resigned. Mr. Lajoie has been head of DuMont television sales in the New Jersey territory, and formerly was with Philco and National Carbon Co. DuMont on Sept. 6 was authorized by the FCC to operate a portable-mobile television relay station in the New York area, using 50 watts on 156-162 mc.

* * *

New Equipment

RCA MFG. Co., Camden, has announced three new pieces of television test equipment, a piezo-electric calibrator, a five-inch wide-range oscillograph, and a television alignment oscillator. The instruments have been designed primarily for servicing RCA-Victor television receivers, but may be adapted to other sight-and-sound receivers, according to RCA.

* * *

Narrow Band System

WILFRED G. MacCARTHY, president and director of research of the Chicago Television & Research Laboratory, 64 E. Lake St., has been demonstrating at the Hotel Sherman a system of television which he claims requires a band width of less than 1 megacycle, using what is called a "photomocell" as its basis. Mr. MacCarthy said that patents, some dating back to 1930, are held in his name or that of Harold McCreary, company engineer.

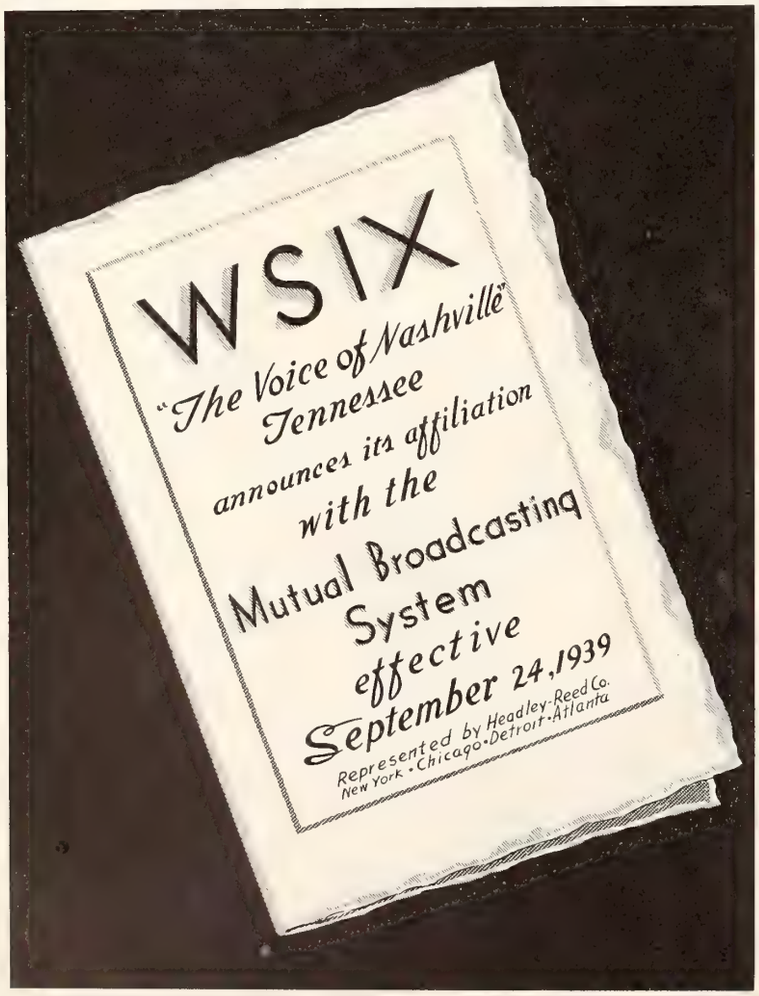
California Firm

PAPERS have been filed with the California Secretary of State in Sacramento, for incorporation of Radio Wire Television Inc., by Edwin Lindgren, John E. Cosgrove, and Joseph A. Donovan, all of New York. The firm plans to originate and transmit programs by wire, television, radio, phonograph, recordings and magnetic tape. It is understood that the firm is a unit of Radio Wire & Television Corp., recently formed in New York from a merger of the holdings of Wire Broadcasting, Wholesale Radio Inc. and their subsidiaries. It is expected that West Coast headquarters will be established in Hollywood.

* * *

Don Lee Site Approved

LOS ANGELES City Council in late August unanimously passed an ordinance permitting Don Lee Broadcasting System, that city, to construct and operate a television station on Mt. Lee, 1,700 feet above Hollywood. Approval clears the way for that organization to move its telecaster, W6XAO, from downtown Los Angeles to the new site, where Thomas S. Lee, president, proposes to build studios and facilities at a cost of more than $250,000. FCC recently approved the move and also assigned the transmitter a new channel. Los Angeles City Planning Commission several weeks ago also sanctioned the move. Since its inception eight years ago, a total of 2,350 telecasts have been made over W6XAO, according to Mr. Lee. Total time for the past year is 600 program hours.







TELEVISION goes to the fair as more RCA demonstration units present wired video performances. Upper photo shows one of KDKA's 20 daily demonstrations in the Temple of Television at Pittsburgh's Allegheny County fair, with RCA Engineers Joe Baudino, C. E. Davis and Ted Kenny on hand to handle the apparatus, assisted by Glenn Luther of Westinghouse; Ed Schaughency, announcer and m.c.; Charles Urquhart, producer; W. B. McGill, KDKA, cameraman. Lower photo shows Harold Safford (right), program director of WLS, Chicago, interviewing Gov. Townsend of Indiana during the WLS demonstrations at the Indiana State Fair at Indianapolis, for which 40,000 people each paid 10 cents admission.

* * *

Light Reduced

THROUGH a more efficient distribution of lights on its television sets, NBC has solved one of television's worst bugaboos, especially for the actors who work under the previously ultra-hot lights. NBC now reports that light on the sets has been reduced to 600 foot candles, less than that used in motion picture studios, and that a better image is produced.

* * *

Du Mont Demonstrates

DEMONSTRATION of visual reception over water was given recently by Dr. Thomas Goldsmith, engineering head of Allen B. DuMont Labs., during a party held aboard George H. Gibson's 35-foot sailboat, *The Great Circle*. Using a gasoline-driven generator to provide power for the receiver, the Brooklyn-Cincinnati baseball game at Ebbetts Field, Brooklyn, was picked up via W2XBS atop the Empire State Tower. Although there was some fading of the images with the changing of the boat's position, reception on the whole was excellent, Dr. Goldsmith reported.

* * *

On the Playing Field

AS PART of KSTP's survey of the possibilities of television, the station's engineers took its RCA Iconoscope camera, monitor and receivers to the University of Minnesota's first football practice. The camera was set up in various parts of the stadium, from the roof of the radio booth down to the sidelines, and with a bright sun shining every play came in as clearly as if it had been projected on a motion picture screen. Coach Bernie Bierman soon found that he could spot plays in the receiver more easily than he could from the field.

TELEVISION REPORT MEETS WITH DELAY

DELAY in the drafting of "Part II" of the Television Report by the FCC special committee designated several months ago, has been occasioned by complications in connection with data regarding propagation and transmission characteristics of the channels allocated for visual broadcasting, it was learned Sept. 12. The FCC television committee, headed by T.A.M. Craven, as chairman, and comprising Commissioners Brown and Case, had planned to draft its report on proposed licensing policies by Sept. 1.

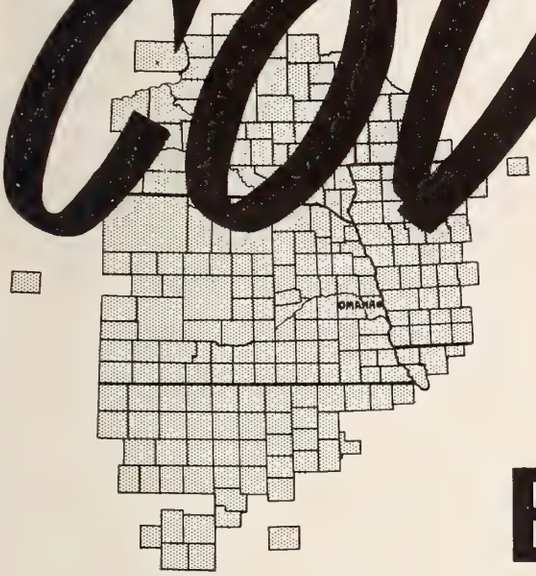
It is understood that additional engineering data, especially in connection with propagation characteristics of the ultra-high frequencies, is being awaited. The engineering committee of the Radio Manufacturers Assn., it was said, has yet to submit its findings. Data of this kind, which would indicate more or less conclusively the coverage limitations of television stations, are necessary to determine the geographical distances which must separate stations on the same channel. Recent reports indicate coverage of several hundred miles, in some areas, which would preclude possibility of placing stations on the same channels at closer intervals.

Until additional data are accumulated, the FCC committee probably will defer drafting of its report, for consideration by the full Commission.

KSTP Buys Video Units

KSTP, St. Paul, reports that it has purchased rather than rented the RCA television transmission and reception units described in the Sept. 1 BROADCASTING—the first individual broadcasting station to purchase and demonstrate its own modern high-definition television equipment. The American Legion's State convention in Minneapolis last month staged its parade exclusively for KSTP's television, according to Stanley E. Hubbard, KSTP general manager, and thousands viewed the images.

EFFECTIVE COVERAGE



is measured in terms of

BUYING POWER

● Radio schedules are built to reach potential buyers—people with money to spend for advertised products. Time buyers have no interest in coverage unless it's **effective** coverage — unless the buying power is there.

WOW gives effective coverage of more people—in more counties—with more buying power—than any other station in the rich Omaha market. **Buy WOW and you buy coverage of 93% of Nebraska's buying power; 82% of South Dakota's; 30% of Iowa's; 25% of Kansas'; 5% of Minnesota's, and 1% of Missouri's.**

Write us or our representatives for a new cartograph showing WOW's **effective coverage** of the Omaha market. WOW deserves serious consideration in any midwest schedule.

590 KC * On the NBC Red Net * John Gillin Jr., Mgr. * John Blair Co., Representatives * Owned and Operated by the Woodmen of the World Life Insurance Society.

WOW • OMAHA

WKRC, CINCINNATI, NOW MBS STATION

COINCIDENT with the switch of WCKY, Cincinnati, from NBC to CBS on Sept. 24, WKRC, present CBS-owned Cincinnati outlet, will become the basic station in that area for MBS, it was announced Sept. 7.

CBS has entered a contract to sell WKRC to the *Cincinnati Times-Star*, and the application now is awaiting FCC approval [BROADCASTING Sept. 1]. The network, it was announced, has agreed to permit the station to carry Mutual programs in order that the latter may have an outlet in Cincinnati pending completion of the sale of WKRC.

WKRC will carry all MBS sustaining programs and will serve as the originating point for all programs in that area. It was slated to become the key for the newly-formed Southern Network, which joins MBS on Sept. 4. Stations are WLAP, WSIX, WGRC, WCMI.

Grant's Pass Station

AN ORDER granting Southern Oregon Broadcasting Co. a new 100-watt fulltime outlet on 1310 kc. in Grant's Pass, Ore., was issued by the FCC Sept. 14, making final its proposed order of last July 13. President of the company is A. E. Voorheis, publisher of the *Grant's Pass Courier*, who holds 50% of the stock. The other 50% is held by Red Wood Broadcasting Co., licensee of KIEM, Eureka, Cal. Directors are Noble Stanton, advertising; John G. Bauriedel, engineer; J. H. Crothers, Eureka publisher; Don O'Kane, Eureka publisher, and William B. Smullin, KIEM.

AFRA Asks 25% Wage Boost at WCFL Despite Recent Expulsion by the AFL

A NEW CONTRACT specifying a 25% increase in base pay of announcers was submitted by the American Federation of Radio Artists, Chicago chapter, to WCFL, Chicago, whose current contract terminates Oct. 1.

The renewal contract, sent to WCFL Sept. 6, requested $60 weekly as base pay for announcers, with an additional provision permitting announcers to bargain individually for extra fees from advertisers and station. The current contract, which was extended until Oct. 1 when it lapsed Sept. 1, called for $45 base pay.

WCFL spokesmen indicated they had not yet studied the proposals. In view of the recent expulsion of the Chicago chapter of AFRA by the Illinois State Federation and the AFL, with which the Chicago Federation of Labor, owners of WCFL, are affiliated, it is doubtful whether station officials will regard the new demands favorably.

The Chicago chapter of AFRA was expelled several months ago for "gross disloyalty" when a member of the local AFRA group aided the Newspaper Guild during the boycott of two Chicago newspapers employing about 2,000 AFL members. The action was construed advantageous to the CIO and "traitorous to the AFL" [BROADCASTING, Aug. 1].

AFRA continued to maintain silence regarding further action on its proposed code for local Chicago broadcasts, which had been negotiated with a committee of Chicago broadcasters and agency executives. One Chicago agency man said that a dramatic daytime program under consideration for a client had been discarded, and newspaper advertising substituted due to uncertainty of talent fees, after the program went on the air.

FCC Opposes Renewal Of Shortwave License, And Transfer to KSL

IN PROPOSED findings Sept. 13, the FCC announced its intention to deny the application of the Chicago Federation of Labor for renewal of license for its international broadcast station, W9XAA (now WCBI) along with dismissal, without prejudice, of the application of Radio Service Corporation of Utah (KSL) for acquisition of the international station and removal to Saltair, Utah.

The Commission held that the Chicago Federation, which also operates WCFL, has failed to meet research and experimentation requirements under existing rules and that the Federation is not technically qualified to operate the station in accordance with rules. In view of its proposal to deny renewal, the FCC said it was unnecessary to consider the application for assignment of the license to the Utah corporation, which is an adjunct of the Mormon Church, since the refusal to renew would leave the Federation with no license to transfer.

In announcing dismissal of the transfer application without prejudice, the FCC presumably left the way open for the Utah corporation to file a new application for the W9XAA facilities. The FCC pointed out, however, that if the Utah application is considered as a request for a construction permit to establish a new international station, it is unable to determine on the basis of the record made at the hearing that the granting of the application would serve public interest. Since the hearing, the Commission explained, it has promulgated new regulations governing international broadcast stations and "in the absence of a full showing in conformity with these new regulations, the Commission is unable to make findings that the public interest, convenience and necessity would be served by granting the construction permit requested."

International Call Changes

CHANGES in the call letter assignments of international shortwave stations were announced by the FCC Sept. 8, and corrections should be made to the complete log as published in the Sept. 1 BROADCASTING. WSLA of World Wide Broadcasting Corp., Boston (formerly W1XAL), has been changed to WRUL. WSLR of the same company (formerly W1XAR) has been changed to WRUW. WLWU of the Crosley Corp., Mason, O., is changed to WLWO. WGEU of General Electric Co., Schenectady, is changed to WGEO. In addition, the Commission has assigned the call letters WCBX to the CBS international station at Wayne, N. J. (formerly W2XE).

WHEN the *Town Hall* program returns to NBC-Red on Oct. 8, it will be Fred Allen's seventh year as m.c. of the program, his sixth year with the sponsor Bristol-Myers Co., and his eighth consecutive year of broadcasting.

KOY Gets Shift; New Local Grant

Phoenix Station Given 550 kc; Washington Permit Denied

IN A PROPOSED decision Sept. 13, the FCC announced its intention of granting the application of KOY, Phoenix, for a change in frequency from 1390 to 550 kc., with 1,000 watts. The station is under the same ownership and management as WLS, Chicago.

In an uncontested action, the FCC granted the application of Catawba Valley Broadcasting Co. for a new station in Hickory, N. C., to use 1370 kc., with 100 watts night and 250 watts day. L. C. Gifford, vice-president of the company and publisher of the *Hickory Daily Record*, is the largest single stockholder, holding 25 of 153 shares, or approximately 16½%. C. V. Cline, executive of the Hickory Knitting Co., is president and holds 10 shares, while E. L. Fox, Hickory banker, secretary-treasuer of the company, hold 5 shares. The remainder of the stock is distributed among more than a dozen local business men.

Denied Capitol Station

Application of Lawrence J. Heller, Washington attorney, for a construction permit for a new local station in that city on 1310 kc. with 100 watts night and 250 watts day will be denied, the FCC announced in another proposed decision. The applicant also sought a synchronous booster station to be used experimentally to provide satisfactory coverage over Washington's entire metropolitan area. The FCC said in its proposed findings that regional rather than local frequencies are set aside to provide service to large centers of population such as the Washington metropolitan district and contigious areas. It held that the application for the regular facility failed to show adequate necessary coverage.

Application of A. Corenson, former Los Angeles broadcaster, for a new local station on 1420 kc. with 100 watts daytime at Montevello, near Los Angeles, will be denied, the FCC announced in another proposed finding. It held that the record did not afford a sufficient basis for a finding that the applicant "is a proper person to be entrusted with the responsibility of operating a broadcast station in the interest of the public, or that the applicant possesses all the requisite qualifications of a licensee."

The application of WLAW, Lawrence, Mass., for additional hours was denied. The station had asked for a change in assignment to permit it to operate until sunset at San Francisco, rather than sunset at Lawrence, on the 680 kc. channel. The FCC held that operation as proposed would not provide primary service for the Lawrence metropolitan area during night hours because of the objectionable interference with WPTF, Raleigh, operating on the same channel.

The FCC announced adoption of its final order, granting the application of WNEL, San Juan, P. R., for renewal of its license. A final order also was issued granting WCOV, Montgomery, Ala., modification of license authorizing unlimited time operation on 1210 kc. with 100 watts, instead of daytime hours only.

YOUR BEST PROTECTION*

IN THE COPYRIGHT MUSIC SITUATION

IS THE Standard Radio LIBRARY SERVICE

* AVAILABLE NOW—a complete TAX-FREE Library, with ample basic and new monthly releases for present needs, with provision for instant expansion to meet future requirements. Supplied either as an independent service or as part of Standard's complete library service, at lower cost than any similar service.

Standard Radio

HOLLYWOOD
6404 Hollywood Blvd.

CHICAGO
360 N. Michigan Avenue



IN 1939 *RADIO* WOULD FIND LIVINGSTONE

and save Stanley 8 months of hardships in Darkest Africa



CALLING DR. LIVINGSTONE... CALLING DR. LIVINGSTONE

UJIJI in the interior of Africa, where Stanley met Dr. Livingstone in 1871 after eight months of desperate and difficult searching, is now but a fraction of a second via radio from the great cities of the world. Only about seven years elasped between Stanley's famous "Dr. Livingstone, I presume?" and the beginning of the experiments of Heinrich Hertz which first unlocked the secret of wireless waves. Since then, within the life span of the average man, radio has become one of the most vital forces controlled by man. And in that remarkable development the Radio Corporation of America has played a major role.

Motivating factor in all that RCA does is research in RCA Laboratories. From here come the developments which the various members of the family of RCA utilize in making radio serve the world.

R.C.A. Communications provides communication to and from 43 countries and among leading cities of the United States. The National Broadcasting Company offers entertainment, information, news, and enlightenment to millions. The RCA Manufacturing Company makes RCA Victor Radios, RCA Victrolas, Victor and Bluebird Records, and every kind of radio equipment for broadcasters, laboratories, airplanes, police departments, and for virtually every other known application of radio.

RCA activities are portrayed in RCA exhibits at the New York World's Fair and the San Francisco Exposition. You are cordially invited to visit these exhibits for a more intimate understanding of the services of RCA.

Trademarks "RCA Victor," "Victor" Reg. U. S. Pat. Off. by RCA Mfg. Co., Inc.

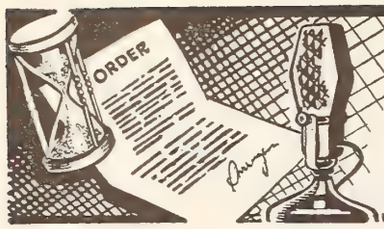
RCA

RADIO CORPORATION OF AMERICA

RADIO CITY, NEW YORK

RCA MANUFACTURING COMPANY, INC. RADIOMARINE CORPORATION OF AMERICA RCA LABORATORIES

NATIONAL BROADCASTING COMPANY R.C.A. COMMUNICATIONS, INC. RCA INSTITUTES, INC.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WLW, Cincinnati

White Laboratories, Newark (Feen-a-Mint), *sp*, thru William Esty & Co., N. Y.
McCommon & Co., Winona, Minn., 6 weekly *sp*, thru Roche, Williams & Cunnyngham, Chicago.
Studebaker Corp., South Bend, 12 *t*, thru Roche, Williams & Cunnyngham, Chicago.
Willard Tablet Co., Chicago (Willard's Tablets), *sa*, thru First United Broadcasters, Chicago.
Potter Drug & Chemical Corp., Malden, Mass. (Cuticura soap and ointment), *ta*, thru Atherton & Currier, N. Y.
Luden's Inc., Reading, Pa. (cough drops), *sa*, thru J. M. Mathes, N. Y.
Buick Motor Co., Flint, Mich., *sa* series, thru Arthur Kudner Inc., N. Y.
Ex-Lax Mfg. Co., Brooklyn, *sa*, thru Joseph Katz Co., N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem and Rel), *sa*, thru Joseph Katz Co., N. Y.
B. C. Remedy Co., Durham, N. C. (BC Headache Powders), *sp*, thru Harvey-Massengale Co., Atlanta.
White Laboratories, Newark (Feen-a-Mint), *ta*, thru William Esty & Co., N. Y.

WTMJ, Milwaukee

Buick Motor Division, Flint, Mich. (Buick), 26 *sa*, thru Arthur Kudner, Detroit.
Wander Co., Chicago (Ovaltine), 28 *sa*, thru Blackett-Sample-Hummert, Chicago.
Fitzpatrick Bros., Chicago (Kitchen Klenzer), 39 *sa*, thru Neisser-Meyerhoff, Chicago.
Richman Bros., New York (men's clothing), 78 *sa*, thru McCann-Erickson, Cleveland.

KFRC, San Francisco

Potter Drug & Chemical Co., New York (Cuticura), 52 *sa*, *ta*, thru Atherton & Currier, N. Y.
Gilmore Oil Co., Los Angeles, *sa* series, thru Botsford, Constantine & Gardner, San Francisco.
Gardner Nursery Co., Osage, Ia., 6 *t*, thru Northwest Radio Adv. Co., Seattle.

KAND, Corsicana, Tex.

Carter Products, New York (liver pills), 5 *ta* weekly, 52 weeks, thru Street & Finney, N. Y.
B-C Remedy Co., Durham, N. C. (proprietary), 6 *ta* weekly, 52 weeks, thru Harvey-Massengale, Atlanta.

KQV, Pittsburgh

Journal of Living Pub. Co., New York (Serutan), 3 *t* weekly, thru Austin & Spector, N. Y.
Metro-Goldwyn-Mayer, New York ("Women"), 3 *sa*, thru Donahue & Coe, N. Y.

KOMA, Oklahoma City

Bulova Watch Co., New York, 1098 *sa*, renewal, thru Biow Co., N. Y.
Northwestern Yeast Co., Chicago (Maca), 65 *sa*, renewal, thru Hays-McFarland, Chicago.

WKST, New Castle, Pa.

Richman Bros. Clothing Co., Cleveland (men's clothing), *sa* series, thru McCann-Erickson, Cleveland.

WNOX, Knoxville

Dr. W. B. Caldwell, Monticello, Ill. (syrup pepsin), 15 *t* weekly, 13 weeks, thru Benton & Bowles, Chicago.
Beeman's Laboratories, Atlanta (cold remedy), 3 *t* weekly, 26 weeks, thru Harvey-Massengale Co., Atlanta.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Top cigarette tobacco), 6 *sa* weekly, 13 weeks, thru William Esty & Co., N. Y.
Postal Telegraph Co., New York, 4 *sa* daily, one year, thru Biow Co., N. Y.
White Laboratories, Newark (Feen-a-Mint), 3 *sa* weekly, thru William Esty & Co., N. Y.
General Motors Corp., Detroit (Buick), 26 *t*, thru Arthur Kudner, Detroit.

CFCO, Chatham, Ont.

Dr. Hess & Clark, Ashland, O. (farm remedies), *sa* series, thru N. W. Ayer & Son, Toronto.
Tip Top Tailors, Toronto, 26 *sa*, thru McConnell, Eastman & Co., Toronto.
Northrop & Lyman Co., Toronto (remedies), 26 *sa*, thru E. W. Reynolds & Co., Toronto.
Gilson Mfg. Co., Toronto (furnaces), 13 *sp*, thru R. C. Smith & Son, Toronto.
Gypsum, Lime & Alabastine Co., Toronto, 86 *sa*, thru Assoc. Broadcasting, Toronto.
Thomas J. Lipton Co., Toronto (tea), 79 *sa*, thru Vickers & Benson, Toronto.
Imperial Oil Co., Toronto (tires), 26 *sa*, direct.

WEEI, Boston

Air Conditioning Training Corp., Youngstown, O., 6 *sp* weekly, thru National Classified Adv. Agency, Youngstown.
Lea & Perrins Inc., New York (Lea & Perrins sauce), 2 *sa* weekly, thru Schwimmer & Scott, Chicago.
Kemp Bros. Packing Co., Frankfort, Ind. (tomato juice), participating *sp*, thru Caldwell-Baker Co., Indianapolis.
Metro-Goldwyn-Mayer, New York (motion pictures), *sa*, thru Donahue & Coe, N. Y.

KHJ, Los Angeles

Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary) 5 *ta* weekly, thru Benton & Bowles, Chicago.
Bristol-Myers Co., New York (Minit Rub) 3 *sp* weekly, thru Young & Rubicam, N. Y.
National Rodeo Assn., Los Angeles (rodeos), 1200 *sa*, thru Allied Adv. Agencies.
Justrite Co., Philadelphia (bird products), 3 *sa* weekly, thru Richard A. Foley Adv. Agency, Philadelphia.

KFI, Los Angeles

Peter Paul Inc., Naugatuck, Conn. (candy) 3 *t*, 3 *sa* weekly, thru Emil Brisacher & Staff, San Francisco.
Kemp & Lane, LeRoy, N. Y. (Orangeine), 10 *sa*, thru Hughes, Wolff & Co., Rochester.
Golden Peacock Inc., Paris, Tenn. (cosmetics), 5 *ta* weekly, thru H. W. Kastor & Sons, Chicago.
Kellogg Co., Battle Creek (All-Bran), 2 *sp weekly*, thru Kenyon & Eckhardt, N. Y.
W. P. Fuller & Co., San Francisco (paints), 29 *sa* thru McCann-Erickson, San Francisco.
Quaker Oats Co., Chicago (Muffets), 6 *sa*, thru Mitchell-Faust Adv. Co., Chicago.
Buick Motor Co., Flint, Mich., (autos), 25 *sa*, thru Arthur Kudner, N. Y.
Smart & Final Co., Wilmington, Cal., (wholesale grocery), 2 *sp* weekly, thru Heintz, Pickering & Co., Los Angeles.

KFEQ, St. Joseph, Mo.

Garst & Thomas Hybrid Seed Corn Co., Coon Rapids, Ia., 6 *sp* weekly, thru R. J. Potts & Co., Kansas City.
Firestone Tire & Rubber Co., Chicago, 13 *t*, thru Sweeney & James, Cleveland.
Swift & Co., Chicago (frankfurters), 6 *sa* weekly, thru J. Walter Thompson Co., Chicago.
Oyster Shell Products Co., New York, weekly *sa*, thru Brown & Thomas, N. Y.
Vick Chemical Co., New York (Vaporub), *sa* series, thru Morse International, N. Y.

WNAC, Boston

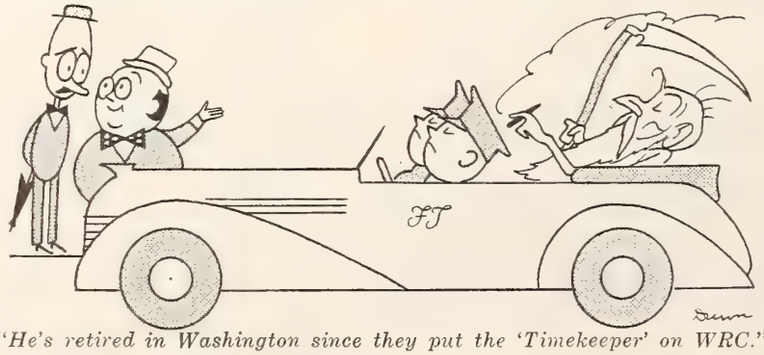
Curtis Shoe Co., Marlboro, Mass., 52 weekly *sa*, thru Harold Lewis Adv. Agency, Boston.
Bristol Myers Co., New York (Minit-Rub), 468 *sa*, renewal, thru Young & Rubicam, N. Y.
La Touraine Coffee Co., Boston (coffee), 39 *sa*, thru Ingalls-Miniter Co., Boston.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Geo. Washington Tobacco), 78 *sa*, renewal, thru William Esty & Co., N. Y.

KFRU, Columbia, Mo.

Skelly Oil Co., Tulsa, 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
Midwest Photo Service, Janesville, Wis., daily *sa*, thru Shaffer, Brennan, Margulis, St. Louis.
Iowa Soap Co., Burlington, Ia., 2 *sp* weekly, direct.

WGN, Chicago

Grove Laboratories, St. Louis (Bromo Quinine), weekly *t*, thru Stack-Goble Adv. Agency, Chicago.



"He's retired in Washington since they put the 'Timekeeper' on WRC."

Pd. Adv.

WHO, Des Moines

Woodman Accident Co., Omaha (insurance), 6 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Williamson Candy Co., Chicago (Oh Henry bar), 6 *t* weekly, thru John H. Dunham Co., Chicago.
Oshkosh B'Gosh Inc., Oshkosh, Wis. (overalls), 3 *sp* weekly, thru Ruthrauff & Ryan, N. Y.
Oliver Farm Equipment Sales Co., Chicago (farm machinery), 3 *sp* weekly, thru The Buchen Co., Chicago.
Dr. Hess & Clark, Ashland, O. (stock remedies), 26 weekly *t*, thru N. W. Ayer & Son, N. Y.
Sterling Insurance Co., Chicago (insurance), daily *sp*, thru Neal Adv. Agency, Chicago.
Ralston Purina Co., St. Louis (feeds), 39 weekly *t*, thru Gardner Adv. Co., St. Louis.
Flex-O-Glass Mfg. Co., Chicago (Flex-O-Glass), 26 weekly *sp*, thru Presba, Fellers & Presba, Chicago.
General Mills, Minneapolis (Wheaties), 5 *t* weekly, thru Knox Reeves Adv., Minneapolis.
Brown & Williamson Tobacco Co., Louisville (Big Ben tobacco), 2 *t* weekly, thru Russel M. Seeds Co., Chicago.
Beaumont Laboratories, St. Louis (4-Way Cold Tablets), 5 *t* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.

KDKA, Pittsburgh

Buick Motor Co., Flint, Mich., *sa* series, direct.
Olson Rug Co., Chicago, 6 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Charles E. Hires Co., Philadelphia (root beer), 6 *ta* weekly, thru O'Dea, Sheldon & Canaday, N. Y.
Stephano Bros., Philadelphia (Marvel cigarettes), 6 *sa* weekly, thru Aitken-Kynett, Phila.
Rival Packing Co., Chicago (dog food), 6 *t* weekly, thru Charles Silver & Co., Chicago.
John Morrell & Co., Ottumwa, Ia. (ham), participations, thru Henri, Hurst & McDonald, Chicago.
Good Luck Food Co., Rochester (desserts), participations, thru Hughes Wolff & Co., Rochester.
Knox Gelatin Co., Johnstown, N. Y., 2 *sp* weekly, direct.

WFAA-WBAP, Dallas-Ft. Worth

Swift & Co., Chicago (Premium Frankfurts), *sa*, thru J. Walter Thompson Co., Chicago.
John Morrell & Co., Ottumwa, Ia. (Red Heart Dog Food), *sa*, thru Henri Hurst & McDonald, Inc., Chicago.
Peter Paul, Inc., Naugatuck, Conn. (Mounds), *sa* and *ta*, thru Platt-Forbes, Inc., New York.
Byer-Rolnick Co., Dallas (Resistol Hats), *sp*, thru Pitluk Adv. Co., San Antonio, Texas.
Draughon's Business College, Dallas, *sa*, thru DeJernett Adv. Agency, Dallas.

KSFO, San Francisco

Folger Coffee Co., San Francisco (coffee, tea, spices), weekly *sp*, thru Ray R. Morgan, Los Angeles.
Atlantis Sales Corp., New York (Colman's Mustard) 5 *sa* weekly, thru J. Walter Thompson Co., N. Y.
McIlhenny Co., Chicago (tobasco sauce), 4 *ta* weekly, thru John H. Dunham, Chicago.
Globe Grain & Milling Co., Los Angeles (Globe A-1 Flour) 5 weekly *t*, thru Dan B. Miner, Los Angeles.
Wander Co., Chicago (Ovaltine), 2 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.

KASA, Elk City, Okla.

Purina Mills, St. Louis, 3 *t* weekly, direct.
Millers Cereal Mills, Omaha, 3 *t* and *sp* weekly, thru Driver & Co., Omaha.

KXOK, St. Louis

Carter Products, New York (liver pills), 5 *t* daily and *sa*, thru Street & Finney, N. Y.

Radio Advertisers

SOCONY-VACUUM OIL Co., New York, on Sept. 25 adds WKBW, Buffalo, to the list of stations now carrying news six times weekly. Schedule calls for six five-minute and three ten-minute periods daily, in addition to credit on news flashes. Other stations are WFBL, WOKO, WMFF, WNBF, WIBX, WCAE, and thrice-weekly sponsorship of *Names in the News* on the Yankee Network. J. Stirling Getchell, New York, is the agency.

FIVE clients share WBBM, Chicago, weather reports: Maryland Pharmaceutical Co., Baltimore, through Joseph Katz Co., Baltimore; Richman Bros. Co., Cleveland, through McCann-Erickson, Cleveland; F. L. Klein Noodle Co., Chicago, through Mitchell-Faust Adv. Co., Chicago; Smith Bros. Inc., Poughkeepsie, N. Y., through J. D. Tarcher & Co. Inc., New York; Holleb & Co., Chicago, direct. New WBBM time signal sponsors are Procter & Gamble Co., Cincinnati (American Family Flakes) through H. W. Kastor & Sons Adv. Co. Inc., Chicago, and Local Loan Co., Chicago, through George H. Hartman Co., Chicago.

BENRUS WATCH Co., New York, on Sept. 25 adds WFBR, Baltimore, to the stations now carrying daily time signals. New stations will be added later this fall, according to J. D. Tarcher, New York, the agency in charge.

WANDER Co., Chicago, begins a five-weekly 15-minute transcription series on WWJ, Detroit, Oct. 2. This supplements the network schedule for the same client, placed thru Blackett-Sample-Hummert, Chicago.

THOS. LEEMING & Co., New York (Baume Bengue), on Oct. 2 will again sponsor Richard Maxwell's *Songs of Comfort and Cheer* on WABC, New York, Mon., Wed., Fri., 3:30-3:45 p. m. The program was sponsored by the same company from October, 1938, through April of this year, and will continue to be heard sustaining on WABC, Mon. through Sat., 9 to 9:15 a. m. Wm. Esty & Co., New York, is the agency.

OYLMPIC KNITWEAR Inc., New York (Tish-U-Knit Sweaters) have contracted for four announcements weekly over WCAU, Philadelphia, through Hicks Adv. Agency, New York.

FARMACIA HIDALGO, Los Angeles ((pharmaceutical products), on Sept. 20 starts a weekly quarter hour musical program, *Los Rancheros*, with Ralph Gaxiola, as master-of-ceremonies on KOY, Phoenix, Ariz. Contract is for 52 weeks, placed direct.

BLOOMINGDALE's Department Store, New York, on Sept. 25 will sponsor the quarter-hour transcribed series *Pinocchio*, produced by Radio Attractions, New York, on WOR, Newark, Mondays, Wednesdays and Fridays, at 5:45 p. m. Plans also include an intensive promotion campaign in the metropolitan area, using displays throughout the store with arrangements for store employes to hear the broadcast on Bloomingdale's p. a. system. The WOR broadcasts will represent the premiere of *Pinocchio*.

A. GOODMAN & SONS, New York (noodle products), on Oct. 10 starts *The Lamplighter* with Jacob Tarshish as commentator on WOR, Newark, Tuesdays and Thursdays, 9:15-9:30 a.m. The series, which features talks on everyday problems, was first heard from 1934 to 1937 on MBS sponsored by Wasey Products, New York, and was on WOR last year for Julius Grossman & Sons, New York. Al Paul Lefton, New York, handles the Goodman account.

EX-LAX MFG. Co., Brooklyn, on Sept. 25 will add further stations to the list now carrying three to ten spot announcements weekly, making a total of 100 stations throughout the country. Joseph Katz Co., Baltimore, is the agency.

ANA Fall Meeting

FALL meeting of the Association of National Advertisers, originally scheduled for Sept. 13-16, has been postponed until Oct. 25-28. Place, Hot Springs, Va., remains unchanged. Program plans are still in the formative stage, but this meeting will be a distinct departure from previous ANA sessions, according to the Association's headquarters.

FOWLER, DICK & WALKER Co., Binghamton (department store), is sponsoring Fulton Lewis, jr., MBS Washington commentator, on WNBF, Binghamton, Mondays through Fridays, 7-7:15 p. m.

HARRY HAUS, formerly sales manager of the Northam Warren Corp., has joined George W. Luft Co., Long Island City, N. Y., and will be in complete charge of sales for Tangee cosmetics in the United States and Canada.

FRUIT INDUSTRIES Ltd., New York, on Sept. 18 will sponsor George Hamilton Combs Jr., news commentator, thrice weekly on WHN, New York. Lawrence Fertig & Co., New York, handles the account.

NATIONAL REFUND Co., Chicago (insurance advisors), now contracted for 13 spot outlets, will add approximately 15 more by Oct. 1, according to Hugh Rager of First United Broadcasters, Chicago, who handles the account. Interested principally in mail-pulling stations, National Refund Co. now uses WLW, WLS, KFEL, KOAM, WIBW, WDGY, KITE, WEW, WHBF, KWTO, WMMN, WQDM, KFRU. With the exception of 15-minute programs on WLS and KITE and five-minute programs on WLW, announcements are employed.

WILLARD TABLET Co., Chicago (stomach tablets) will begin 15-minute programs and announcements on 15 to 20 stations Oct. 2. Included will be WLS, WLW and WJJD. First United Broadcasters, Chicago, places the account.

J. I. CASE Co., Racine, Wis. (farm machines), is considering a radio campaign for Alberta Province, Canada, to begin early in 1940. Western Adv. Agency, Chicago, handles the account.

ARMSTRONG Racing Publications, New York, is sponsoring four weeks of daily racing information and flash results on WHN, New York, 5:30-7 p. m. Lewis King, Jersey City, handles the Armstrong account.

Riding For a Big Fall

Eight new Blue network commercials—exclusive World's Series—two new sponsored daily studio orchestra programs—five or six daytime commercial serial dramas—it looks like a Big Fall for St. Louis KWK.

New sponsors in all classifications have analyzed the "100% Method of Buying Time" and coverage by major stations of the "St. Louis Zone of Radio Influence" and chosen St. Louis KWK.

Major marketers find St. Louis KWK an ideal medium in the nation's 9th market.

Pd. Adv.

DEALER'S CHOICE



Linus Weis, Head of Weis & Fisher, Leading Rochester Furniture House.

Linus Weis, head of 50 year old "Weis & Fisher's" smart Rochester furniture store, has a reputation as a keen buyer of advertising.

In the depth of the depression Mr. Weis turned to radio. Today radio claims the major part of the Weis & Fisher advertising appropriation.

Weis & Fisher has been on WHEC continuously for 5 years. It seems more than co-incidence that the store has experienced its greatest growth during this very same period.

Rochester merchants know the Rochester area's listening preferences first hand;—back their opinion of WHEC with their own hard dollars!

Representatives:

PAUL H. RAYMER CO.

New York Chicago Detroit

San Francisco

WHEC ROCHESTER

WWNC

ASHEVILLE, N. C.

Full Time CBS Affiliate
1,000 Watts

BIG FALL BUSINESS!

Many millions being spent in Asheville and Western Carolina by summer-fall tourists. Industry humming. Crops excellent. Business UP—and sure to be stimulated for months to come. Use WWNC's sole radio coverage to boost your sales . . . starting NOW!

SCUDDER FOOD PRODUCTS, Monterey Park, Cal., (potato chips, peanut butter, mayonnaise), a frequent user of radio time, in a 30-day Southern California campaign which started Sept. 10, is using daily spot announcements on KMPC KFOX KFXM KGB KVOE. In addition the firm is using a daily five-minute program on KIEV and two spot announcements daily on KGFJ. Agency is Emil Brisacher & Staff, Los Angeles.

LOCAL LOAN Co., Chicago, on Sept. 4 started six 15-minute morning transcriptions weekly over WMCA, New York. The series will run 52 weeks. George H. Hartman Co. is agency.

WM. H. BLOCK Co., Indianapolis department store, will sponsor a *Children's Hour* and *High School Scholarship Hour* over WIRE beginning Sept. 23. Amateur talent from grade schools in towns and cities of Central Indiana will be presented Saturdays, 10:30-11:30 a.m., and the high schools the same days, 4:30-5:30 p.m. Programs will originate in the store's spacious auditorium.

UNION BISCUIT Co., St. Louis (crackers), through Gardner Adv. Co., that city, has purchased 260 quarter-hour episodes of the transcribed family serial, *The Inlaws*, for release on WREC, Memphis, KWTO, Springfield, Mo., and a St. Louis station, starting in late September. Written and produced by Hal Berger, the serial was cut and sold by Aerogram Corp., Hollywood transcription concern. Deal was negotiated by Charles H. Gardner, agency executive, and Fred R. Jones, Chicago representative of Aerogram Corp.

SOIL-OFF MFG. Co., Glendale, Cal. (paint cleaner), is using thrice-weekly participation in *Gladys Cronkhite's International Kitchen* on KPO, San Francisco, and two a week in *Art Baker's Notebook* on KFI, Los Angeles. Hillman-Shane Adv. Agency, Los Angeles, has the account.

FLAMINGO SALES Corp., Hollywood (nail polish), a consistent user of spot radio, is using daily announcements on KFI KECA KOMO KSFO and two a day on KNX and KPO. Contract is for 52 weeks, having started Sept. 1. Agency is Buchanan & Co., Los Angeles.

BOND STORES, New York (men's clothes), which recently started a weekly quarter-hour news program on WOR, Newark, as part of its fall campaign of news broadcasts on 27 stations, on Sept. 18 will start sponsoring John Gambling's *Gym Classes* thrice weekly on WOR 7:15-8 a.m. The program is sponsored the other three days of the week by General Mills for Bisquick. Neff-Rogow, New York, handles the Bond account.

K. ARAKELIAN Inc., New York, is sponsoring 30 INS news periods a week, totaling seven hours weekly, on WNEW, New York, to promote the sale of Mission Bell and Madera domestic wines. Firestone Adv. Service, New York, agency in charge, plans to add more stations to the campaign later in October.

NIAA Convention

NATIONALLY known speakers, including J. A. Horton, chief examiner of the Federal Trade Commission; Raymond Moley, contributing editor of *Newsweek* magazine; Ben Duffy, vice-president of BBDO, and S. L. Meulendyke, vice-president of Marschalk & Pratt, will address the 1939 conference of National Industrial Advertisers Assn., to be held in New York at the Hotel New Yorker Sept. 20-22. In addition to the addresses, 16 clinics will be held to analyze questions affecting modern industrial marketing.

KIT, Yakima, Wash., on Sept. 6 was authorized by the FCC to increase night power from 500 to 1,000 watts.

Spot Placements Active in Canada

Effect of War on Schedules Is Not Yet Determined

A SCORE of spot campaigns have been placed in Canada as the autumn season gets under way, indicating a marked pickup in the Dominion spot market. The accounts were placed prior to opening of European hostilities and it could not be learned what effect Canada's entrance into the war might have.

Many of the autumn schedules consist of transcribed shows and announcements, in contrast to the sudden demand for news programs which occurred in the United States when European news became hot.

The latest spot placements in Canada follow:

Canadian Industries, Montreal (paint), on Sept. 11 started a campaign of semi-dramatized spot announcement three times weekly on CKCO, Ottawa; CHRC, Quebec; CHLT, Sherbrooke, Que.; CJOR Vancouver; CFAC, Calgary; CJCA, Edmonton; CJOC, Lethbridge, Alta; CKPR, Fort William, Ont.; CFRC, Kingston, Ont.; CJIC, Sault Ste. Marie, Ont.; CFRB, Toronto; CKLW, Windsor, Ont.; CHSJ, St. John N. B.; CHNS, Halifax; CJCB, Sydney, N. S.; CJLS, Yarmouth, N. S.; CFCY, Charlottetown, P. E. I.; CKAC, Montreal; CHNC, New Carlisle, Que. Account placed by J. Walter Thompson Co., Toronto.

Canadian National Carbon Co., Toronto (batteries), has expanded its dramatized spot announcement campaign in Western Canada to include CFPR, Prince Rupert, B. C.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CHWK, Chilliwack, B. C.; CKY, Winnipeg, and in Eastern Canada to include CFNB, Fredericton, N. B.; CFCY, Charlottetown, P. E. I.; CKSO, Sudbury, Ont.; CHGS, Summerside, P. E. I.; CKNX, Wingham, Ont.; CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont. Account placed by Clark Locke Ltd., Toronto.

Canadian Shredded Wheat Co., Niagara Falls, Ont., is expanding its campaign for the new product Cubs, with French dramatized spots three times daily and five days weekly on CKAC, Montreal, and CHRC, Quebec. Account placed by Cockfield-Brown & Co., Toronto.

Crazy Water Co. of Canada, Toronto (medicinal), on Sept. 1 started three weekly transcriptions on four eastern and three Western Canada stations. Grow & Pitcher Broadcasting Agencies, Toronto, handled the account.

Gilson Mfg. Co., Guelph, Ont. (furnaces, stoves, washing machines), has started a weekly studio program *Queer Quirks* on CFRB, Toronto, and CFCO, Chatham, Ont. Account placed by R. C. Smith & Son, Toronto.

Great West Garment Co., Edmonton, Alta. (mail order house), has started the *Lone Ranger* on CFAC, Calgary; CJAT, Trail, B. C.; CJOC, Lethbridge, Alta.; CKCK, Regina, Sask.; CFQC, Saskatoon, Sask.; CJCA, Edmonton; CKOV, Kelowna, B. C.; CKBI, Prince Albert, Sask. Chas. Gurd & Co., Montreal (soft drinks), has started the *Lone Ranger* on CFCF, Mon-

ARE YOUSE A VIPER (Ky.) ADVERTISER?

Distribution costs being what they are, advertisers don't find a very profitable market in such typical small Kentucky towns as Viper, Greasy Creek, Cub Run, and the like. . . . In fact, the *only* large section of Kentucky offering really concentrated sales opportunity is the *Louisville Trading Area*—the home of a million people, who buy more than all the rest of Kentucky combined! . . . To cover this area you need only *one* radio station—WAVE—a station which offers its listeners the finest home-town entertainment, *plus* the best on NBC. May we send you the complete story?

LOUISVILLE'S WAVE

INCORPORATED

1000 WATTS • • • 940 K.C. • • • N.B.C.

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

ATTENTION!

SOUND RECORDING COMPANIES
PROGRAM PRODUCERS
AGENCIES
BANDS

Do you need spacious studios with extraordinary ceiling heights, unusual facilities, easily accessible, out of the high rent district?

For particulars call Henry I. Cohen, MUrray Hill 5-3023, New York City

treal, and CHLN, Three Rivers, Que. Accounts were placed by All Canada Radio Facilities, Montreal.

Hewetson Shoe Co., Brampton, Ont., has started a thrice-weekly spot announcement campaign on 28 Canadian stations. R. C. Smith & Son, Toronto, placed the account.

E. Griffith Hughes Co., Manchester, England (Kruschen Salts), plans a test transcribed spot announcement campaign twice daily five days weekly, on several Ontario stations. The announcements will take the form of music and singing about the product in Gilbert & Sullivan opera style. Account placed by Cockfield-Brown & Co., Toronto.

Kannusa Mfg. Co., Toronto (skin ointment), has started five weekly transcribed dramatized spot announcements on six Canadian stations. Grow & Pitcher Broadcasting Agencies, Toronto, placed the account.

Nova-Kelp Co., Toronto, started a weekly *Quizz Club* on Sept. 2 on CFRB, Toronto, where the program was recorded to start Sept. 16 on CJOR, Vancouver; CJAT, Trail, B. C.; CKOV, Kelowna B. C.; CFJC, Kamloops, B. C.; CFCN, Calgary; CJCA, Edmonton; CJOC, Lethbridge, Alta.; CKCK, Regina; CFQC, Saskatoon, Sask.; CJRC, Winnipeg; CKPR, Fort William, Ont.; CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CKLW, Windsor, Ont.; CFPL, London, Ont.; CFLC, Prescott, Ont.; CKCO, Ottawa; CKAC, Montreal; CJCB, Sydney, N. S.; CHNS, Halifax; CFNB, Fredericton, N. B.; CHSJ, St. John, N. B. The account was placed by Dickson & Ford, Toronto.

Pokon Plantfood Co., Toronto, has started a three-weekly series of talks on plants for six months on CKCO, Ottawa; CFPL, London, Ont.; CKTB, St. Catherines, Ont., and CFRB, Toronto. R. C. Smith & Son, Toronto, placed the account.

Pond's Extracts Co., Toronto (Pond's products), on Sept. 22 starts studio program *Ask Another* on CFRB, Toronto. Account was placed by J. Walter Thompson Co., Toronto.

Bristol Myers Co., Montreal (Sal Hepatica), has started *Tea Time Topics* 5 weekly on CFRB, Toronto. Ronalds Adv. Agency, Toronto, placed account.

W. K. Buckley Ltd., Toronto (medicinal), has started a six-weekly transcribed dramatized spot campaign on 30 Canadian stations. Richardson & MacDonald Adv. Agency, Toronto, placed the account.

Quaker Oats Co., Peterborough, Ont. (flour), started on Sept. 11 a series of dramatized spot announcements varying from one to three daily, five days weekly, on stations in the Maritime and Western provinces. Lord & Thomas of Canada, Toronto, placed the account.

Radio College of Canada, Toronto, has started a dramatized spot campaign on 25 Canadian stations. R. C. Smith & Son Ltd., Toronto, handled the account.

Salada Tea Co. of Canada Ltd., Toronto, starts on September 20, a weekly studio show on CFRB, Toronto. Thornton Purkis, Toronto, placed the account.

J. M. Schneider Ltd., Kitchener, Ont. (meat packers), start on Oct. 1 a weekly studio show on CFRB, Toronto. J. J. Gibbons, Toronto, placed the account.

Sisman Shoe Co., Aurora, Ont., has started twice-daily spot announcements three times weekly on CFRB, Toronto. E. W. Reynolds & Co. placed the account.

United Drug Co., Toronto (Misma-rex) renewed its spot announcement campaign on Sept. 1 over 39 Canadian stations. Ronalds Adv. Agency, Toronto, placed the account.

Slater Shoe Co., Montreal, has started a number of locally produced programs varying from several daily to one weekly on CKY, Winnipeg; CFAR, Flin Flon, Man.; CKCK, Regina, Sask.; CFAC, Calgary; CJCA, Edmonton; CKWX and CJOR, Vancouver. Account placed by A. McKimm, Toronto.

Tip Top Tailors, Toronto (chain clothiers), on Sept. 5 started a series of thrice-weekly dramatized spot announcements for eight weeks on CFCY, Charlottetown, P. E. I.; CJCB, Sydney, N. S.; CKCW, Moncton, N. B.; CFCO, Chatham, Ont.; CHML, Hamilton, Ont.; CFRC, Kingston, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay Ont.; CFPL, London, Ont.; CKTB, St. Catherines, Ont.; CKSO, Sudbury, Ont.; CKCL, Toronto; CKLW, Windsor, Ont.; CJCA, Edmonton; CFAC, Calgary; CJOC, Lethbridge, Alberta. McConnel-Eastman, Toronto, placed the account.

Remote to Cuba

SPONSORED on a cooperative basis by Cuban distributors of various American products, Rene Canizares, Havana representative of Conquest Alliance Co., has been in New York since July 24 conducting what is one of the longest remote control commercials in radio. Via RCA Communications shortwaves, he has been broadcasting daily baseball scores, comment and interviews with big league players over CMBZ-COBZ, Havana. He returns to Havana Oct. 1.

Broadway Shows Spots

DONAHUE & COE, New York, has contracted with three New York stations to carry three spot announcements weekly for an indefinite period promoting the Broadway play, "The Little Foxes", produced by Herman Shumlin. Stations are WHN, WQXR and WNEW.

Five-Year Pimlico Pact Is Negotiated by WFBR

FIVE-YEAR contract securing exclusive broadcast rights to all races run under direction of the Maryland Jockey Club for WFBR, Baltimore, was signed recently by Hope H. Barroll Jr., executive vice-president of the station, and Alfred Gwynne Vanderbilt, president of the Club. WFBR, a basic Red station, will handle pickups during the racing season for NBC, which has broadcast the principal races under a previous contract held by WFBR since May, 1937.

Exclusive broadcast rights are granted WFBR under the new contract for the Preakness, Pimlico Special, Pimlico Futurity, Riggs Handicap and other races during both the spring and fall seasons. Mr. Vanderbilt, during negotiations to renew the previous contract, expressed satisfaction with the promotional facilities made available to Maryland Jockey Club by WFBR locally and through its NBC affiliation. The deal was negotiated between Messrs. Vanderbilt and Barroll, Matt L. Daiger, secretary, and David Woods, publicity director of the Club, and Purnell H. Gould, WFBR commercial manager.

Consolidated Plans

CONSOLIDATED DRUG Trade Products, Chicago, is making up lists now for its fall and winter schedule starting about mid-October. The appropriation will be at least as large as the preceding year, indicated an executive of Benson & Dall, Chicago, agency handling the account.

PLEASING PROGRAMS THAT SELL—

Your Morning Mail



6. a.m.-8:45 a.m. Directed by Bob Poole. A four-year-old morning program that has a listening audience throughout North Carolina and southern Virginia. Great rural appeal. Participating. Card rates.

●

Our Neighbors



A five-year-old program at 11:15 a.m. on Tuesdays and Thursdays, conducted by Frank Harden. Twenty-three weekly and semi-weekly newspapers in as many communities and counties participate in this program. Fine rural appeal, particularly interesting to housewives.

●

Great Hymns of the Church



Hymns in story and song, featuring Erlu Neese, southern tenor with a national reputation. Wednesdays and Fridays, 11:45 a.m. Program of general appeal that has had a great following for three years. Sold at card rate with small talent fee, or a participating program.

●

WBIG's program department and artist bureau are prepared to build any type of program desired by national advertisers. Guaranteed audience for any WBIG program.

WBIG in Greensboro, N.C.

Edney Ridge, *Director*
George P. Hollingbery Co.
National Representatives

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none who can claim better equipment.

For Rates: Apply Station Director
CHNS • Lord Nelson Hotel
Halifax, Nova Scotia

YOUR BEST PROTECTION**

IN THE PHONOGRAPH RECORD SITUATION IS THE *Standard Radio* LIBRARY SERVICE

**** SAVE a minimum of $660 yearly. A basic library of 1,500 selections, 100 new selections monthly, 20 hours continuity weekly, filing equipment, merchandising aids and other vital advantages. No limitations, no restrictions, no threat of future litigation. Your best bet NOW—and for the future—is the Standard Transcription Library.**

Standard Radio

HOLLYWOOD
6404 Hollywood Blvd.

CHICAGO
360 N. Michigan Avenue

CFCF
MONTREAL

first
IN
CANADA'S
RICHEST
MARKET

Montreal's huge potential market of over a million people can be readily reached through CFCF. A regular programme on this most listened-to station will bring you quick results. Let CFCF take care of *your* advertising problem this season.

CFCF and Short Wave CFCX
owned and operated by
CANADIAN
MARCONI
COMPANY

Representatives:
CANADA
All Canada Radio Facilities
U. S. A.
Weed & Company

NBC Affiliate

CFCF
dominates a
BI-LINGUAL
AUDIENCE
of over
1,000,000

AGENCY *Appointments*

AMERICAN POPCORN Co., Sioux City, Ia. (Jolly Time popcorn), to N. A. Winter Adv. Agency, Des Moines. Company planning its most comprehensive campaign, with substantial use of radio, according to announcement of Howard C. Smith, advertising manager.

CUDAHY PACKING Co., Chicago (Tang), to Reiwitch & Wittenberg, Chicago. Radio tests planned to begin in early fall.

CHESAPEAKE & OHIO and Pere Marquette railways, to McCann - Erickson, Cleveland.

VILLA RIVIERA APARTMENT Hotel, Long Beach, Cal., to Milton Weinberg Adv. Co., Los Angeles, Southern California radio planned.

SCHERING Corp., Bloomfield, N. J. (Saraka laxative), to Sherman K. Ellis, New York, effective Oct. 5.

D'AVELLA MACARONI Co., Newark, to Hyman Levy Adv., Newark. Radio will be used late this year.

ALLEN B. DUMONT Laboratories, Passaic, N. J. (television equipment), to Buchanan & Co., New York. No plans have been made as yet.

MARQUETTE LIFE INSURANCE Co., Chicago, to Coe, Guy & Walter Inc., Chicago.

MYSTIC LABORATORIES, Jersey City, N. J. (deodorant), to Blackett-Sample-Hummert, N. Y.

PRINCE MACARONI Mfg. Co., Boston, to Bennett, Snow & Walther, Boston.

NORTHWEST AIRLINES, St. Paul (air transport), to BBDO, Minneapolis.

TWO North Carolina newspaper groups have applied to the FCC for new local stations—the *High Point Enterprise* seeking a 250-watt outlet on 1120 kc. and the *Burlington Times-News* seeking 100 watts daytime on 1420 kc.



Columbia Record Plans

COLUMBIA RECORDING Corp., Bridgeport, Conn., CBS subsidiary, is planning a $600,000 advertising campaign for its products, featuring its new 50c Red Label record, which is to include, in addition to newspaper advertising, a weekly half-hour network program on CBS. Although details of the program have not been announced, it is reported it probably will be carried Saturday nights on CBS.

NEW FHA SERIES OFFERED SPONSORS

IN COOPERATION with the Federal Housing Administration, NBC Transcription Service Sept. 15 made available to its station subscribers a series of thirteen 15-minute programs geared for local sponsorship. It is the first of a series of projects by FHA under which script material will be made available to stations geared for local sponsorship.

The series was arranged by George T. Van der Hoef, director of the Radio & Motion Picture Division of FHA, with C. Lloyd Egner, manager, and Frank E. Chizzini, assistant manager of NBC Transcription Service.

Titled *Your Home & Your Neighbor*, the series is designed for participation sponsorship by banks, building contractors, plumbing and heating firms and others in local building pursuits. Each program is a combination of *Thesaurus* music, helpful advice on building, financing and modernizing the home and commercial copy. Scripts are based on material supplied by FHA and by Roger B. Witman, housing authority and *New York Sun* columnist. Field offices of FHA have been advised to cooperate with local stations in the undertaking, Mr. Van der Hoef declared.

Kansas Radio Audience Is Analyzed in Survey

SIMILAR to a study made last year is a survey by Prof. H. B. Summers, Manhattan, Kan., titled "The Kansas Radio Audience of 1939", distributed to the trade by WIBW, Topeka. Among interesting results is the indication that 83.6% of Kansas families own radio sets, compared to 78% in 1939 and 73% according to the Joint Committee on Radio Research.

The figures are based on personal interviews covering 7,024 families, selected by urban and rural, cultural and financial groups. Figures are broken down by listening hours, station preferences and program preferences.

Nehi to Return

NEHI Inc., Columbus, Ga., on Sept. 22 will discontinue the weekly *Believe It or Not* program with Robert Ripley, heard on CBS as part of the company's seasonal advertising campaign for Royal Crown Cola. According to BBDO, New York, the agency in charge, the program will return to CBS for a new schedule starting Jan. 8.

OREGON-Washington-California Pear Bureau has set $80,000 as its tentative budget for the national advertising of Coast winter pears. The campaign will be directed by the Izzard Co., Seattle agency.

TRANSCRIPTIONS

EMPIRE BROADCASTING Corp., New York, has issued an eight-page booklet promoting its arrangements to transcribe and distribute to advertising agencies for national sale Martin Block's *Make Believe Ballroom* program, on WNEW, New York, for five years. The program is offered as an hour participating program to be sold in groups of three or not more than six quarter-hour periods per week. Empire will transcribe Martin Block's comments as he announces the band to be heard in each quarter-hour section, while the stations which sign for the service will supply the records called for. Eugene L. Bresson of Empire is supervising production and cutting, with the assistance of Arthur Lubo and Peter Rogers.

JEAN V. GROMBACH, Inc., on Sept. 6 announced affiliation with Reeves Sound Studios Inc., New York, taking over recording activities in the radio field. Reeves is an independent motion picture organization equipped with recording facilities. Grombach recently sold its recording studios to Miller Tape Recording Co.

C. P. MacGREGOR, Hollywood transcription concern, has started cutting a new 156-episode, quarter hour series, *Children's Fairy Tales*, written and produced by Kimball S. Sant. Harry Bechtel is narrator.

ASSOCIATED MUSIC PUBLISHERS has announced that its complete transcription library is now available to Canadian stations through a license arrangement with Northern Electric Co., of Canada, controller of ERPI rights in that country.

EDWARD SLOMAN, head of Edward Sloman Productions, Hollywood, accompanied by Sam Kerner, his production supervisor, arrived in New York Sept. 13 for a series of conferences with Herbert Ebenstein, president of Radio Attractions Inc., relative to the transcribed serial, *Adventures of Pinocchio*. They will remain in New York two weeks.

WARD HUBBARD, for the last five years assistant chief of the Radio and Motion Picture Section of Federal Housing Administration, in Washington, resigned Sept. 1 to join NBC Transcription Service, in its Chicago office.

RECENT subscribers to *Speedy-Q* Sound Effects Library are WBTH, Williamson, W. Va.; KALB, Alexandria, La.; WBEN, Buffalo; WJJD, Chicago.

New Script Service

MERRILL ASSOCIATES, with offices at 140 W. 69th St., New York, has been formed to provide a syndicated script service to stations throughout the United States. The new firm has secured radio rights to *Your Life*, new national magazine, as well as the two syndicated columns, "This Minute" and "Your Body", and a tie-up with Editorial Research Reports to service stations with a daily five-minute "background of the news" script via air mail, based on each day's report.

NATIONAL RADIO SERVICE, new firm for marketing radio program ideas and scripts, has been organized, with headquarters at 1584 Cross-Roads-of-the-World, Hollywood, and 1472 Broadway, New York. Firm is headed by S. James Friedmann as president, and his brother, Joseph H. Friedmann, vice-president.

WAR AS A TELEVISION IMPETUS

Engineers Foresee Speeding of Visual Art as Result of Intensified Military Activity

WILL television be given sufficient impetus by the Second World War to make it a practical medium, fully accepted by the public? That thought has been aroused with the outbreak of hostilities abroad by engineers who saw the advent of "radio telephone communication"—now broadcasting—as a result of the First World War.

Possible use of television as an intelligence medium by the belligerents already is foreseen. It is entirely conceivable, it was pointed out by qualified engineering observers, that methods may be evolved to observe enemy movements, using the radio visual medium. During the first war, the development of radio telephone communication gave "aural" broadcasting its actual start.

While engineers feel that most of the basic technical problems of television have been surmounted, there are nevertheless a number of obstacles which war activity might overcome.

Moreover, it was pointed out that a certain degree of "economic dislocation" results during times of stress. The European conflagration may provide a needed impetus to television.

Lieut. Comdr. T. A. M. Craven, member of the FCC and a communications expert during the last war, observed Sept. 12 that it is entirely conceivable that visual radio will derive benefits from war use. He recalled how radio telephony in the last war brought to broadcasting the development which resulted in its evolution as a great instrumentality for mass communication.

Eyes of the Army

Dr. C. B. Jolhffe, engineering executive of RCA and former chief engineer of the FCC, declared in Washington Sept. 11 that he felt if the war lasted more than a few months it is probable that television will play an important part in it. It then becomes a matter of military application, he said. "Television may become the eyes of an army." The Army commander would have a chance actually to see what was going on, as he planned his strategy, he added.

Dr. J. H. Dellinger, radio chief of the National Bureau of Standards, also predicted that the war would speed radio developments. "During the World War," he declared, "improvements were made in radio tubes, receiving sets and transmission equipment. When the war ended in 1918, we were ripe for broadcasting, which began in 1920."

Government experts predicted that during the period of neutrality there is little reason to fear that broadcast service in this country would be disturbed. Should this country enter the war, however, it was declared, there is the possibility that wavelengths now assigned to broadcast and other services may be taken over.

May Want Broadcast Waves

For example, it was pointed out that use of broadcast frequencies for ship-to-shore communication might be desirable. Should this develop, it is possible that certain frequencies allotted to stations along the coasts will be assigned for military use. Network service, however, would not be disrupted, though service might be curtailed through deletion of stations whose frequencies would be taken over. It was emphasized that such a contingency is not expected unless we become belligerents.

Apropos the order of President Roosevelt in early September ordering recommissioning of more than 100 old destroyers, it was pointed out that these vessels are equipped with radio apparatus designed to operate on the broadcast frequencies. In time of war, rather than await the manufacture and installation of new shortwave equipment for such vessels, the Government probably would commandeer sufficient broadcast frequencies to enable communication to be maintained. With the recommissioning of these vessels while this country is a neutral, however, it is expected that other equipment may be installed.

HAVING lost its CP granted in 1937 for a new 100-watt daytime outlet on 1200 kc. by reason of the death of one of the partners, which automatically dissolved the partnership [BROADCASTING, April 15], the Hunt Broadcasting Assn., Greenville, Tex., has reapplied to the FCC for a new station there, this time asking for 1,000 watts daytime on 940 kc.

Virginia Bells

WHEN the Virginia legislature years ago appropriated money to build a Virginia World War Memorial Carillon in Byrd Park, Richmond, the city agreed to maintain the carillon. Subsequently the legislature claimed that "maintain" meant supplying a carillonneur, while the city held it meant no more than keeping the grass mowed—so for years the carillon has been played only rarely. During the last summer, WRVA, Richmond, at its own expense provided a carillonneur for Sunday afternoon concerts and devoted a half-hour each week to the recitals.

WCAU Plans Television

WCAU, Philadelphia, is the latest station to file an application with the FCC for authority to construct a television transmitter. Pointing out that at the present time the only coaxial cable existing is between Philadelphia and New York, WCAU announced it plans to experiment to determine the suitability of network transmission over this cable. During the last two years WCAU engineers under the supervision of Chief Engineer John G. Leitch have been conducting experimental broadcasts over high-frequency station W3XIR, and field strength measurements of this station are expected to be of value in the station's television plans.

Out Here In Chicago

- *A soliloquy that may turn to such thoughts as WGES, WSBC, WCBD, Chicago, and WEMP, Milwaukee.*

THERE OUGHTA BE A LAW: How about a governmental bureau of standards to induce better construction of radio sets? With thousands of dollars being poured into programming and fidelity equipment, it's high time the average listener, with the average amount to spend for a set, got a chance to hear programs with reasonable verity of reception.

* * * *



ACTION: Plenty of it in WGES newsroom previous to broadcasts of news in four different languages, serving 2,000,000 Chicagoans. High-speed translators tear news from teletypes, rush translated version to air. Announcers translate on sight in event of last-minute flashes.

* * * *

WE MODESTLY BLUSH: Listener from Stephenson, Mich., writes of WCBD-produced travelogue to Rio de Janeiro: "It was the most enchanting and interesting piece of literature that I have ever listened to . . . a magnificent combination of words and music describing the spots of interest".

* * * *



THOUGHT FOR THE DAY: Same day this column appears, broadcasters will meet in Chicago to discuss issues vital to their industry. Radio's live-wires will read this column there. Still others — maybe potentially just as live —will be reading it at home. If these latter don't go for the decisions of the boys who had the get-up to come to Chicago and do some collective thinking—are they entitled to a squawk?

* * * *

NOTE TO TIME BUYERS: If you want to know which station is technically the most modern in town, look for a 250-watter recently boosted from 100. It takes top-flight engineering to rate the rise. Two such stations are WSBC, Chicago, and WEMP, Milwaukee. Ultra-modern transmitters, latest-type vertical antennas, distinguish both.

Gene T. Dyer



We supply:
Script
AFRA Cast
As many pressings as needed
(Recorded at WOR)

Specializing in
RECORDED
SPOT Announcements
for
LOCAL Advertisers*
☆
Walter Patrick Kelly
RKO Bldg. Radio City
New York
Circle 5-5780

THE VOICE OF MISSISSIPPI
WJDX
5000 D
1000 N
JACKSON
N.B.C.

An Up and Coming Market

Jackson-known generally as "the fastest growing Southern city" offers you a LIVE market. In GROWING areas goods SELL! The following table shows you how Jackson is growing:

New homes constructed by years in Jackson

1937—372	value	$1,230,374
1938—442	value	1,297,145
1939 (1st six months) 363	value	1,173,814

At present there are 156 housing units under construction.

Use WJDX—Mississippi's dominant radio station to reach this active—growing—RECEPTIVE market.

Owned and Operated By
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI



"Facsimile
– THE NEXT MONEY-MAKER FOR BROADCASTERS" © 1939 F.T.L., Inc.

- Investigate the potential earning power of Finch Facsimile—the system that prints news of the world in the home—while it happens!
- New equipment now available reproduces 2, 4 or 5-column newspaper format at speeds up to 20 square inches per minute. Press matter, drawings, photos and complete advertisements are reproduced full-size in fine detail.
- Finch Facsimile can be used with radio, landlines and suitable cable circuits with equal facility. Operates from any source of power and is completely self-synchronizing under all service conditions.

Radio engineers and executives are invited to inspect Finch Facsimile Station W2XBF in operation daily at 1819 Broadway.

FINCH TELECOMMUNICATIONS, Inc.
BENDIX, N. J.
N. Y. Sales Office, 1819 Broadway
Circle 6-8080

Agencies

CHARLES L. WHITTIER, vice-president of Young & Rubicam, on Sept. 11 was named chairman of the plans board. H. S. Ward, formerly manager of the copy department and secretary of the firm since 1935, also was elected a vice-president and will succeed Mr. Whittier as copy director. Among other appointments announced at the board meeting were Robert D. Work, as manager of the copy department, succeeding Mr. Ward; T. S. Repplier, associate copy director, and T. S. Garrett, copy chief of the Chicago office.

EDNA MAYO, former publicity director of Abbott Kimball Co., New York, and Sophie Goode, former account executive for the agency, have opened their own agency specializing in fashion and cosmetic accounts at 240 Madison Ave., New York. Telephone is Murray Hill 3-3171.

HUBBELL ROBINSON Jr., formerly production supervisor of Young & Rubicam, New York, has been named chief talent buyer of the agency. Tom Lewis, manager of the radio department, will have charge of all program production.

JACK LOUIS, executive of Needham, Louis & Brorby, Chicago, was in Hollywood in early September to confer with Cecil Underwood, West Coast manager of the agency, and producer of the NBC *Fibber McGee & Molly* series, which resumed on that network Sept. 5 after a summer layoff, sponsored by S. C. Johnson & Son (floor wax).

PIERCE DEGROSS, formerly with Theis & Simpson Co., New York and John Rynd have joined the media department of Compton Adv., New York.

Duram Named Buyer

GEORGE DURAM, who recently left Morse International, New York, to join the radio department of H. W. Kastor & Sons Adv. Co., Chicago, Sept. 1 has been appointed time buyer. Operating under Bob Jennings, radio director, Mr. Duram will relieve H. H. Hudson of all radio responsibilities, permitting him to devote his entire time to other media. Executives of the agency stated that the appointment was necessitated by the rapid growth of its radio business. After one week in the New York office of H. W. Kastor & Sons Adv. Co. Mr. Duram, who has travelled extensively visiting radio stations, assumed duties in Chicago Sept. 11.

HARRY ACKERMAN, who has been handling the *Al Pearce* programs and the *Screen Guild Show* for Young & Rubicam in Hollywood, has been transferred to the agency's New York offices to produce the *Kate Smith Hour* starting on CBS Oct. 6 under the sponsorship of General Foods Corp. He succeeds Bob Welch, who becomes a radio supervisor for the agency.

OLIN FINNEY, formerly an executive of Street & Finney, New York agency, has joined Faraon Jay Moss Inc., Hollywood, as vice-president and account executive.

A. F. LARSON, formerly promotion director of a Pacific Coast magazine and prior to that in the art department of the *Chicago Evening American*, has joined Associated Adv. Agency, Los Angeles, as account executive.

JAMES CANNON, former copy writer for Arthur Kudner, New York, and previously with the *New York Journal-American*, has been named director of radio publicity of Lord & Thomas, New York, succeeding Herbert Glover, who has resigned.

MARTIN P. VORBERG, formerly sales promotion manager of Olds Motor Works, Lansing, Mich., has joined the Detroit office of J. Stirling Getchell Inc., as DeSoto account executive.

CLOYD H. SCHLEIGER, formerly editor of *Apparel Arts*, has joined the Cleveland office of McCann-Erickson as an account executive.

JACK DUNKEL, Hollywood writer of various network programs, has joined Culbreth Sudler Co., Los Angeles agency, as writer-producer.

BUCHANAN & Co. has established San Francisco offices at 406 Montgomery St., with Ray Randall as manager. He was formerly with Westco Adv. Agency, that city.

GEORGE JACKSON, in the radio department of Myron Selznick Co. Inc., Hollywood talent agency, is the father of an 8-pound boy born Sept. 11.

E. JAMES McGUIRE, for the last year on the San Francisco staff of McCann-Erickson Inc., has joined California Almond Growers Exchange, Sacramento, as assistant to D. R. Bailey, sales manager. Agency continues to service the account.

ROBERT W. TANNEHILL, formerly of Blackett-Sample-Hummert, New York, has joined the radio department of McCann-Erickson, New York, as assistant in directing radio merchandising activities.

HAROLD A. BOWMAN, director of art and production of Morgan Reichner & Co., New York, has been appointed vice-president of the agency.

A. K. TAYLOR & ASSOCIATES, advertising and publicity agency at 101 Fifth Ave., New York, has been formed by A. K. Taylor, recently advertising and publicity director of the U. S. Life Insurance Co. Acheson E. Lucey, who formerly headed his own agency in Shanghai, is vice-president of the new firm, and R. C. McLees, formerly in the advertising department of the insurance company, is secretary.

HOWARD LONDON, formerly on the staff of *Radio Daily*, New York, and previously with BROADCASTING, has joined Pedlar & Ryan, New York, as talent contact.

CHARLES H. MAYNE Adv. Agency, Los Angeles, recently opened a branch in Seattle, in the Securities Bldg. W. L. Jones was appointed manager.

A. C. RODGERS, formerly general manager of WBTH, Williamson, W. Va., had joined the Hugo Wagenseil & Associates agency, Dayton, O.

GEORGE CROOK, former managing editor of *Modern Advertising*, has joined the copy staff of McCann-Erickson, Cleveland.

MRS. MILDRED MAKOVER, has returned to Henry J. Kaufman Adv. Agency, Washington, as copywriter at the Baltimore branch.

EARL D. MORTON, formerly of Pacific Market Builders, Los Angeles, is now with General Adv. Agency, that city, as account executive.

JEROME FACTOR, radio director of Ted H. Factor Agency, Los Angeles, is in Chicago on client business and expects to return to his West Coast headquarters in mid-December.

Silver Theatre Staff

INTERNATIONAL SILVER Co., Meriden, Conn., (silverware), on Oct. 8, for the third consecutive year, resumes *Silver Theatre* on 50 CBS stations, Sunday, 7-7:30 p. m. (EST), with Loretta Young, screen actress, as guest artist in a two-part original drama, "Lost Yesterday". Glenhall Taylor of Young & Rubicam, agency servicing the account, will produce the weekly program, with William Stuart assisting. Bill Lawrence is to be the CBS production representative. Conrad Nagel will again be director, master-of-ceremonies and narrator for the weekly show. True Boardman and William Bowers have been signed as writers. Dick Joy of the CBS Hollywood staff will announce. Felix Mills will have the orchestra. Mel Noe, CBS engineer on the series last season, has been re-assigned to the program.

Sabin's New Script Show

A NEW script feature titled *The Business Magazine of the Air*, covering business news and comments, is being offered stations by Thomas G. Sabin, 5 E. 57th St., New York. Mr. Sabin, formerly with NBC and onetime radio director of the Republican National Committee, announces a tieup with McGraw-Hill Pub. Co. and other business and trade publishers for use of their reportorial and editorial services.

YOUR BEST PROTECTION*

IN THE COPYRIGHT MUSIC SITUATION

IS THE *Standard Radio* LIBRARY SERVICE

* **AVAILABLE NOW—a complete TAX-FREE Library, with ample basic and new monthly releases for present needs, with provision for instant expansion to meet future requirements. Supplied either as an independent service or as part of Standard's complete library service, at lower cost than any similar service.**

Standard Radio

HOLLYWOOD
6404 Hollywood Blvd.

CHICAGO
360 N. Michigan Avenue

KFEQ
ST. JOSEPH, MO.
"The Midwest Market Station"
TWO DAILY
NEWS PERIODS
AVAILABLE
5:30 - 5:40 P. M.
6:30 - 6:40 P. M.
Write or wire for complete information and rates.
680 K. C. 2500 Watts
National Representatives
HEADLEY-REED CO.
New York Chicago
Detroit Atlanta

Changes in J-W-T Staff In Hollywood Announced

REALIGNMENT of J. Walter Thompson Co. Hollywood radio production staff has been effected, setting personnel for the fall season, according to Danny Danker, vice-president in charge. Major changes are on the CBS *Lux Radio Theatre*, sponsored by Lever Bros. which resumed Sept. 11, Mon., 9-10 p.m. (EDST). Cecil B. DeMille continues as director, with Sanford Barnett as agency producer. He has taken over the post formerly held by Frank Woodruff, who resigned from the agency to join RKO Radio Pictures Inc. as a producer-writer. George Wells and Harry Kerr are writing the radio versions of the productions. Kerr was formerly in the agency's New York radio publicity department.

Robert Brewster and Carroll Carroll continue as producer and writer respectively of the NBC *Kraft Music Hall*, sponsored by Kraft-Phenix Cheese Corp. The *Chase & Sanborn Hour*, sponsored by Standard Brands, on NBC-Red network, continues to be produced by Calvin Kuhl, with Dick Mack and Stanley Quinn as agency writers. John Christ remains as agency producer on the NBC *One Man's Family* serial, sponsored by Standard Brands (Tenderleaf Tea). He also produces the serial *I Love a Mystery*, sponsored by that firm on the NBC-Pacific Red network for Fleischmann's yeast. Carlton Morse is writer of both serials. No producer for *Those We Love*, when Standard Brands Inc. (Royal Gelatin), starts sponsoring the serial on 51 NBC-Red stations, Oct. 5, has been announced. The serial is written by Agnes Ridgeway.

Testimony Ordered

IN FIRST judicial action growing out of the suit of Grombach Productions Inc., New York program production firm, for $60,000 damages for alleged misuse of program material [BROADCASTING, Sept. 1], Fred Waring, orchestra leader, John O'Connor, his manager, and Richard A. Porter, vice-president, or Harold Kemp, radio director of Stack-Goble Adv. Agency, early this month were ordered to testify before trial by New York Supreme Court Justice J. Sidney Bernstein. The production firm, which also names Grove Laboratories as defendant, alleges it submitted a program called *Stop, Look & Listen*, based on a dramatization of songs connected with personal experiences of listeners, which was first refused but later used without authority on Waring's show last season for Grove's Bromo-Quinine.

Reps

THOMAS S. PEDLAR, previously with Pedlar & Ryan, Metropolitan Adv. Agency and General Electric Co. in advertising and sales promotion work, has joined the New York staff of Howard H. Wilson Co. as an account executive, it has been announced by Horace Hagedorn, New York manager.

TERRY GUNN, formerly salesman for Transamerican Broadcasting & Television Corp., New York, has joined Joseph H. McGillvra, New York, as salesman.

JAMES M. WADE, until recently in charge of the New York office of Gene Furgason & Co., and formerly with KHJ, Los Angeles, and Procter & Gamble, Cincinnati, on Sept. 1 joined the New York staff of Free & Peters.

DEAN BAILEY, formerly of the radio department of Capper Publications, New York, on Sept. 16 joins the Chicago office of Gene Furgason & Co.

ARTHUR H. HAGG & Associates, newspaper representatives, have been appointed national representatives of KGFF, Shawnee, Okla., owned by Stauffer Publications, publishing the *Shawnee News* and *Star*, and KADA, Ada, Okla., non-newspaper owned.

WREN, Lawrence, Kan., on Sept. 7 appointed Howard H. Wilson & Co. to represent it nationally.

FORJOE & Co., New York, has been appointed national representative of KCRC, Enid, Okla.

JOE WEED, president of Weed & Co., this month became the father of a boy, Cornelius John.

PETROL GASOLINE Co., Los Angeles, sponsors of *Adventures of Q-13*, heard twice weekly on KFI, Los Angeles, is sending badges, code charts and invisible ink to some 50,000 members.

Radio Active on Agenda Of Financial Advertisers

RADIO advertising by financial institutions was one of the subjects discussed at the convention of the Financial Advertisers Assn., at Toronto, Sept. 11-14, the first time the convention has been held in Canada. Discussions on radio advertising were held under the chairmanship of Roy H. Booth Jr., assistant cashier, National Shawmut Bank, Boston.

Among radio topics discussed were "How do you use radio for personal loan advertising?", "Do you use spot broadcasting or regular program?", "Have you had an opportunity to check the comparative results of 'live' program against a 'canned'?", "What is the best method of checking your listening audience?", "Have you made a check on radio through the offering of booklets or some other form of 'hand out'?", "Have you had any success with spot radio announcements for automobile loans?", "Do you secure free publicity from the press and radio?"

INS Idea Exchange

TO ASSIST its station subscribers in selling INS news, International News Service has inaugurated an idea exchange, sending schemes which have proved successful at one station to other broadcasters. INS also prepares elaborate presentations for stations to use in selling news and offers to write to any prospects a station has for news sponsorship explaining the makeup of this press service and what it offers an advertiser. Other recent station helps the news association has sent to its subscribers include modern maps of the present war areas and a booklet explaining the pronunciation of foreign names which are now prominent in the news.



Down Where the Folding Lettuce Grows-----

35 of the 41 Kansas Counties in KMBC's P.D.A. own more automobiles per 1,000 families than the national average!

•

That's your market with KMBC's Early Morning Farm Program—now on the air at 5 A.M.—with 18 entertainers—special farm newscast—complete live stock market news.

•

Kansas City's biggest radio show is your big sales hayride for well-heeled farmers in this lush market... Ask Free & Peters for the whole story.

KMBC
OF KANSAS CITY
The Program Building and Testing Station

What Station—
has 50% more radio families in its primary coverage area and 60% more in its combined primary and secondary coverage areas than it had two years ago?
Why It's **WNOX** 1010 KC CBS
5000 W Day 1000 W Night
KNOXVILLE, TENNESSEE
Scripps-Howard Radio, Inc.
Representative
THE BRANHAM CO.

Buffalo's Best



Just as Niagara Falls is Buffalo's best attraction, so Station WEBR is Buffalo's Best Bet for Advertisers who want *maximum* coverage at *minimum* cost!
Results That Count!

WEED AND COMPANY
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO
Radio Station Representatives

WMFO Sale Authorized

JAMES R. DOSS Jr., owner of WMFO, Decatur, Ala., was authorized by the FCC Sept. 12 to sell the station to Tennessee Valley Broadcasting Co. Inc., of which Clarence R. Calhoun of Atlanta is chief stockholder. Mr. Calhoun acquires 60 shares, part of it in consideration of a $7,050 note. Ted R. Woodard, station manager, acquires 48 shares, and the Mutual Savings Life Insurance Co. acquires 40 shares. Mr. Doss continues as owner of WJRD, Tuscaloosa, Ala.

KDON, Monterey, Cal., operating with 100 watts on 1210 kc., has applied to the FCC for 500 watts night and 1,000 day on 1440 kc.

MONEY TALKS!

You pay for "talk" when you buy time! WAIR listeners pay to listen, by buying your product in such volume as to return you a handsome profit.

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

Studio Notes

WHP, Harrisburg, Pa., covered the Hershey $5,000 Open Golf Tournament, held Aug. 31 - Sept. 3 in Hershey, Pa., with its mobile unit, which was allowed on the course by special permission of tournament officials. Ed Gundaker, WHP sports announcer, covered the event with a series of 15 broadcasts, starting with the first teeoff and ending with the final match, following the play from the mobile unit as it cruised the fairways.

WSYR, Syracuse, during 15 days broadcasting from the recent New York State Fair, originated 98 programs, totaling more than 30 hours of air time, including broadcasts from booths on the fair grounds as well as pickups by the WSYR mobile unit, and featuring a WSYR - State Fair baby contest.

WMBH, Joplin, Mo., observed Charley McIntire's sixth year of broadcasting the games of the Joplin Miners on the station recently during "McIntire Night", when a ball game was dedicated to the sportscaster and local fans paid tribute and gave him a vacation trip to California.

CKCL, Toronto, has bought the complete library of the World Broadcasting System and has installed latest Western Electric equipment for vertical and lateral recording reproduction.

INTERSTATE NURSERIES, Hamburg, Ia. (nursery stock and seeds), on Sept. 1 started its eighth year of broadcasting on KFBI, Abilene, Kan. The nursery's own announcer, Ernest Balco, supported by the Interstate Twins, are presenting three quarter-hours daily on KFBI, at 8:15 a.m., 1 p.m. and 5:45 p.m., with a Sunday program at 12:30 p.m. The account is placed direct.

WNAX, Yankton, S. D., is planning an all-day family picnic Sunday, Sept. 24, to observe the opening of its new supplementary studios in Sioux City, Ia. The WNAX staff will move en masse to Sioux City, where most of the station's programs for the day will originate in the city park. Prizes ranging from fur coats to breakfast food are to be awarded those attending, and entertainment will include free carnival rides, dancing and free acts. The new studios, located in the Orpheum Theater Bldg., will supplement the Yankton studios, and programs will be fed to the WNAX transmitter by direct line from Sioux City. Ed LaGrave, regional sales and merchandising director, will be in charge of the new studios, assisted by Jack Chase, WNAX announcer, who will handle remote pickups, special broadcasts, and all programs originating in Sioux City. The new studio includes WE control console and cardioid mikes and an RCA dual-speed turntable.

WASHINGTON's Junior Board of Commerce offers its members an opportunity to learn radio fundamentals through a series of monthly meetings in the studios of WJSV, CBS outlet in the capital city, with A. D. Willard Jr., general manager of the station, in charge.

KVAK, Atchison, Kan., on the air only since July 28, recently responded to a local outbreak of infantile paralysis by undertaking a campaign to secure funds through public subscription to purchase an iron lung for the city. Hearing about the campaign, which was to have been conducted by the local newspaper, Program Director Lynn Butcher turned over all facilities of the station to the local committee for four days. Using local talent shows, with phones donated by the telephone company to handle incoming contribution calls and Western Union messengers to collect the pledges, KVAK took in more than $2.400, putting over the campaign, with the newspaper collecting less than $300 of the total amount.

WFAA, Dallas, is planning one of the most extensive radio public forums ever undertaken in the Southwest with a new Sunday afternoon series, *You Might Be Right*, to start Sept. 24 under auspices of the station, the *Dallas News* and the Dallas Civic Federation, with cooperation and support of more than eight Southwestern colleges and universities. WFAA has started to organize more than 75 listening and discussion groups in Texas and surrounding states in connection with the new forum series.



MERVIN CLOUGH, news director of KFYR, Bismarck, N. D., resurrects an old-fashioned bike for North Dakota's Golden Jubilee celebration, and thrills parade crowds with his handling of the ancient locomotion. KFYR maintained open house during the big celebration with special programs handled by Announcer Bob McLeod from the fair grounds.

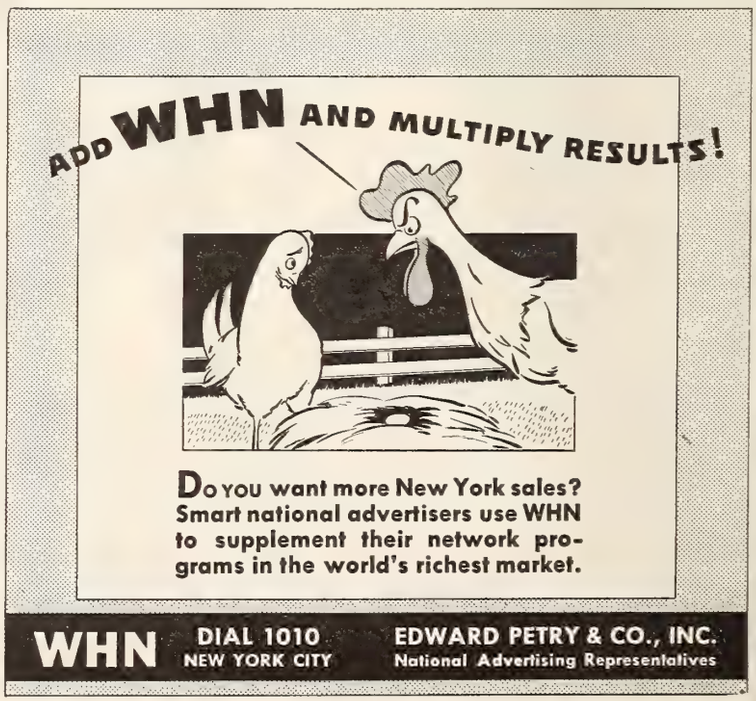
WLW, Cincinnati, will pay tribute to the druggist profession during Nationally Advertised Brands Week by devoting two quarter-hour periods on its *Invitation to Listen* series to dramatizing the life of a druggist and his humanitarian function in the welfare of his community. Druggists in WLW's territory are invited to visit the station during the two broadcasts, to be aired Sept. 15 and Sept. 21, and they are being supplied also with posters to publicize the special broadcasts in their store windows.

LARGEST crowd of the season, 7,383 paid admissions, attended "Radio Appreciation Night", conducted by WIRE, Indianapolis, recently at Perry Stadium, home of the Indianapolis American Assn. baseball club, as Indianapolis played Milwaukee. Vic Lund, WIRE baseball anouncer, arranged special field events and awarded cash prizes donated by the ball club and the radio station.

WHBC, Canton, O., on Sept. 12 held formal ceremonies dedicating its new facilities. A special program was held from 7-11 p. m.

WFBM, Indianapolis, is opening at 6 a. m., a half-hour earlier, using transcribed music and news announced by Roy Brandt.





WNEW, New York, in cooperation with the New York World's Fair, has arranged for special days at the Fair honoring two of its all-recorded programs. "Stan Shaw's *Milkman's Matinee* Day" will be celebrated Sept. 17, at which time Shaw will conduct the program for the first time before a live audience in the Court of Peace. Recordings will be played between 2 and 3 p.m. and again between 5 and 7 p.m., while from 3 to 5 p.m. Shaw will conduct a live program with Gene Krupa's band. Details for "Martin Block's *Make Believe Ballroom* Day" on Sept. 30 have not yet been arranged, but proceedings will probably be similar to those for Stan Shaw's Day.

WCFL, Chicago, contributes to driving safety with a series of Sunday announcements urging Sunday drivers to observe regulations and practice courtesy. The announcements are spotted during peak driving periods. "Uncle Harry" Hosford, WCFL, Chicago, also treats the youthful members of his "Uncle Harry's A.B.C. Safety Legion" with an extra Saturday morning broadcast titled "Play Time with Uncle Harry". After the broadcast Uncle Harry serves cake and ice cream.

DUE TO outbreak of war, all work has stopped on the new plant being built at Timmins, Ont., for CKGB and the *Timmins Daily Press*. The building had progressed to basement and part of the first floor when war was declared by Great Britain, and work was stopped by Roy Thompson, owner of the station and newspaper. Fire had destroyed the building housing the two properties last spring.

TO HELP secure funds to continue operation of the local nursery schools, KIRO, Seattle, is arranging a series of eight *Talent Quest* programs to dig out local talent which will appear in the entertainment planned for the All-City Hi-Jinx and Dance to be held at the Civic Auditorium Sept. 29, proceeds from which are to be contributed toward the nursery schools' expenses.

WHBF, Rock Island, Ill., recently carried an emergency broadcast from the scene of an explosion at the Rock Island Reservoir project, in which three workmen were killed. An hour after the blast WHBF installed lines to the reservoir and broadcast the efforts of firemen and police to rescue the men, trapped in a 24-feet deep concrete tank, remaining on the air from 2:30 p.m. until the last man was brought to the surface at 4:50 p.m. Maurice Corken handled the broadcast, assisted by Joe Matthews and Chief Engineer J. E. Gray.

CBS is again giving exclusive coverage to the National Tennis Matches at Forest Hills, Long Island, New York, Sept. 7-16, with Ted Husing, CBS sports reporter, at the microphone. Further CBS exclusive broadcasts are the National Amateur Golf Championship at the North Shore Country Club, Chicago, with Harry Nash, golf editor of the *Newark Evening News*, describing the event, Sept. 13-16, and the National Open Polo Tournament at Meadowbrook, Long Island, Sept. 17 and 24, with Husing again at the microphone.

PROPOSED tour of the cast of *It Happened in Hollywood*, sponsored by Geo. A. Hormel & Co., from the West Coast to St. Louis, Chicago and the sponsor's main plant at Austin, Minn. [BROADCASTING, Sept. 1] has been postponed from Sept. 4 to Sept. 22, coinciding with the program's change in schedule on CBS. Beginning Sept. 25, when the show is broadcast from St. Louis, it will be heard 5:30-5:45 p. m. (EST) Monday, Wednesday and Friday, instead of in the morning. On Oct. 9 the series goes from thrice-weekly to a Monday through Friday schedule.

KROC, Rochester, Minn., recently held its second annual Watermelon-Wheaties Festival, at which 4,000 youngsters ate 8½ tons of watermelon.

Coast Romances

CUPID went amuck in the CBS Hollywood sound effects department this past month, according to Al Span, chief sound technician. His secretary, Dolores Blitz, was married to Richard Haysel of the network's engineering staff on Aug. 11. Edeleen Cain, her successor to the secretary post, announced her engagement and will marry Jack Bartlett, film executive, in late December. Cliff Thorsness, sound effects operator, on Sept. 6 married Virginia Waite.

WQXR, New York, on Sept. 11 added 30 minutes to its daily operating schedule, broadcasting a new program of recorded symphonic music from 11 to 11:30 a. m. daily. Under the new schedule, WQXR now is on the air from 7:30 to 11:30 a. m. and from 4 p. m. to midnight daily, Monday through Saturday, with a continuous schedule from 8:30 a. m. to midnight on Sunday.

KQW, San Jose, Cal., will start operating on its new directional antenna and new transmitter located at Alviso, at the southern tip of San Francisco Bay on Oct. 1. The new 5,000-watt transmitter is now being installed.

RADIO station managers and executives in California were the guests of Gov. Culbert L. Olsen at a Radio Day Luncheon Sept. 5 at the California State Fair in Sacramento.

WLTH Silent Hours

WLTH, Brooklyn, on Sept. 6 was authorized by the FCC to remain silent during daytime hours pending action by the Commission upon its application to move to a new site. The authorization was also made to apply to the station's operation in the event the move application is granted. The station was cited for purported interference with Coast Guard radio operations during daytime and it filed the removal application to correct this condition.

New UP Subscribers

NEW subscribers to United Press news service include: WHEB, Portsmouth, N. H.; KVNU, Logan, Utah; KUMA, Yuma, Ariz.; KFEQ, St. Joseph, Mo.; WHBC, Canton; KOTN, Pine Bluff, Ark.; KFAM, St. Cloud, Minn.; WGPC, Albany; KFNF, Shenandoah; KVFD, Ft. Dodge, Iowa. The British UP service reports that CKAC, Montreal, and CFRB, Toronto, have signed full term contracts for its news.

NEWS

Seven world wide news services and special correspondents of four papers provide up to minute flashes for six daily news broadcasts.

CJOR

Vancouver, B. C.

National Representatives:
Joseph Hershey McGillvra

NEW YORK AD CLUB ADDS RADIO TOPICS

RADIO PRODUCTION Clinic of the Advertising & Selling Course of the Advertising Club of New York, which starts its 16th series of lectures Oct. 16, will add the two subjects of "Radio Script Writing" and "Commercials and How to Write Them" to the regular series of discussions, covering "Production," "Dramatic Programs," "Popular vs. Serious Music," and "Sound Effects."

The Clinic, under the chairmanship of Daniel S. Tuthill, assistant managing director of NBC Artists Service, will hold its meetings in the NBC offices, control rooms and studios. Discussion leaders and their subjects include William R. Rainey, NBC production manager, "Production"; James Church, NBC production director, "Dramatics"; Lester O'Keefe and Herbert E. Liversidge, NBC production directors, "Popular vs. Classical Music"; N. Ray Kelly, NBC chief sound sound effects technicians, "Sound Effects"; Lewis H. Titterton, manager NBC script division, "Radio Writing," and Janet MacRorie, director NBC continuity acceptance department, "Continuity Acceptance."

Twenty-six lectures will be given in addition to the discussion clinics at the Engineering Societies Bldg., New York. E. P. H. James, NBC advertising and sales promotion manager, will deliver the Dec. 11 lecture on radio advertising, and will discuss "how radio can be used to reach the consumer when he is in a receptive mood."

WJR, Detroit, will resume its 20½-hour broadcasting day Sept. 24, opening at 5:30 a.m. and signing off at 2 a.m.





Purely PROGRAMS

MUSTACHE NIGHT at the WLS National Barn Dance, Saturday night stage presentation of WLS, Chicago, was celebrated Sept. 9. Some 250 salesmen of the Illinois Farm Supply Division of the Illinois Agricultural Association, be-mustached to the man, attended.

They were participants in the mustache growing contest started by 765 salesmen in the division early in June. During the Barn Dance five silver mustache cups were awarded for the longest mustache, stiffest bristles, most unique color effects, trimmest personality, funniest mustache.

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.
BOAKE CARTER
Now Available
Mon. - Wed. - Fri.
6:45 to 7 P. M.
Write or wire for further details.
The Population of WDRC's Primary Area is 1,548,109.
BASIC STATION OF COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

Latest Babies

BIRTH announcements, music and commercials are interspersed on the daily *Blessed Eventer*, sponsored on WWSW, Pittsburgh, by Menzie Dairy Co., McKeesport, Pa. Listeners are invited to send in the name and address of new mothers, along with pertinent details on the baby's weight, color of eyes and other distinguishing features, and several of these announcements are read each morning. To encourage responses, the sponsor offers a free baby book diary, which is delivered personally by the dairy's solicitors to the mother of each child and thus becomes a ready door-opener for their calls. On the air since December, 1936, the program has received responses from more than 85% of families with new babies in the Pittsburgh area, the sponsor estimates.

* * *

Before Talkies

NEW weekly quarter-hour, *When I Played Organ In The Theatre*, recently was launched on the Arizona Network by Al Becker, staff organist, who relates interesting experiences of his theatre career as organist during the silent movie days, and also accompanies himself at the organ with music appropriate for each story. Program which originates from KOY, Phoenix, also features popular songs of the past.

Hits of the Week

A NEW commercial feature on WTMJ, Milwaukee, *Rambles in Rhythm*, is sponsored by the three Schuster department stores and features latest RCA recordings. On each program, aired Sundays at 11:30 a. m., a "hit tune of the week" is offered. The number is determined by record sales for the week in the sponsor's stores. Bob Heiss conducts. The sponsor is doing general merchandising, in addition to the promotion of record sales, on the show. The deal was signed by Doug Kamp, WTMJ salesman.

* * *

Their Air Chance

AMATEUR speakers get a chance for a workout on a new program *I'll Tell the World* on CFRB, Toronto, for O'Cedar of Canada, Toronto. Amateur speakers send their names and talks in to Roy Ward Dickson, program director, who picks seven or eight. Each speaker is briefly interviewed on the show and given a chance to orate for two minutes. Listeners applaud by sending in coupons and the speaker receiving most votes is given a prize. Program was placed by Dickson & Ford, Toronto.

* * *

Voice of the Young

INTERVIEWS with children between the ages of 7 and 15 on current topics are conducted by Ed East on his new weekly series on WJZ, New York, titled *Young America Speaks*. Subjects from "How Auto Drivers Can Practice Safety" to "How Far Children Should Go in Helping at Home" are discussed, allowing the children full freedom to express their opinions on the air.

* * *

All About Health

NEW daily health and food program, to be started Sept. 18 by Dr. Shirley W. Wynne, former New York City health commissioner and new president of the American Institute of Food Products, on WMCA, New York, includes dramatizations of health crusades, taken from actual files, a weekly health quiz and an open forum on health for which listeners are invited to write Dr. Wynne for advice.



BORED with human company after having interviewed more than 15,000 persons in the course of 900 consecutive man-on-street broadcasts, Scott Weakley, of KROW, Oakland, Cal., recently undertook a friendly chat with "Si", full-grown mountain lion of the Alameda County Zoological Gardens in Oakland. Weakley stopped traffic when he interviewed the lion on a busy corner in downtown Oakland in front of the Davidson & Licht Jewelry Co., sponsor of the series. "Si" ran the gamut from a throaty purr to a full-volume roar during the interview, pulled as a promotional feature for the Annual California Sportsmen's Show.

* * *

Junior Quiz

A QUIZ show for children on KGNC, Amarillo, Tex., each Saturday morning, 10-10:30 sponsored by Seven Up Panhandle Bottling Co., is *Prof. Seven Up Junior*. Admission is one Seven Up bottle top. Prizes for correct answers are 7 pennies, 7 nickles, 7 dimes or 7 quarters, depending upon the worth of the questions, which are general and slanted to meet the children's requirements. A grand prize of $7 will be awarded the boy or girl who brings the most Seven Up bottle tops during the full series of 13 broadcasts. A bottle of Seven Up, compliments of the sponsor, is given to each person in the studio.

* * *

Meals for Answers

DINERS at the Princess Cafe in Jonesboro, Ark., are invited to pick three questions from a sugar bowl, with right answers bringing a free meal, on the Sunday program sponsored by the cafe on KBTM, Jonesboro. After the first broadcasts, the management reported that dining at the time of the broadcast greatly increased.

* * *

Inside the Studios

WEEKLY visit to a different department of WJSV, Washington, for dramatized explanations of duties and brief interviews with personnel is broadcast on *House Ad*, the station's new quarter-hour promotional program, which started recently.

* * *

On the Up and Up

ALTITUDINOUS are the yarns spun on *Texas Tall Tales*, which started recently on WOAI, San Antonia. Best tall stories from listeners will win prizes and will be dramatized in future broadcasts. Sponsor is Alamo Lumber Co.

* * *

Strictly for Sleepyheads

DURING its all-night war news broadcasts, the Arizona Network tells listeners to go to bed as usual and leave their radio turned on low. When an important bulletin comes through, a loud alarm clock is held up to the microphone to wake up the dialers before the message is read.

It's your "dough," Mister . . . **BUT**

IF you're retailing to Detroiters—take a tip from Detroit Retailers.*43 of them are consistent users of CKLW time. They repeat because their sales charts are turning handsprings and they like the low-cost-per $ of business increase. And don't we all—you too! So we repeat, *"It's your dough, Mister..."*

*Daily average over last 6 months

CKLW *has* A RESPONSIVE AUDIENCE IN THE DETROIT AREA

5000 WATTS • CLEARED CHANNEL

Mutual Broadcasting System



Cast of 2,000

A SPECTACULAR West Coast broadcast is scheduled for Sept. 28 when CBS presents a revival of the *Columbia Workshop* production, "Fall of the City", written by Archibald MacLeish. The program will originate from the Los Angeles Coliseum, and will include a mob scene of 2,000 persons. Half-hour broadcast, headlined by an all-star cast, is to be produced by Irving Reis who directed the original production for CBS in New York. At present a Paramount Pictures Corp. writer, he has been borrowed by CBS for the occasion. The Coliseum seats 110,000 persons and CBS will distribute tickets for the broadcast, anticipating no trouble for seating arrangements.

* * *

Blind Sponsors

KSAN, San Francisco is experimenting with a new type of program. It is presenting a program titled *The Automobile Shopper* in which commentator discusses a trip along "used car row", describing bargains offered. He offers to help prospective buyers find the cars they are looking for. When the listener telephones the station, he takes them personally to one of five dealers who sponsor the program, selecting the one most likely to have the desired model in stock. An unique feature is that none of the five sponsors are mentioned on the broadcast.

* * *

Grid Knowledge

MEMORY Football will be played on KGNC, Amarillo, Texas, each Friday evening for the next 26 weeks. The general question quiz-type show will be sponsored by the L.E.L. Sales Co., bottlers of Italian Pride Wines. There will be five men to a team, made up from business houses. A quart of wine will be awarded to each member of the winning team, a pint to each member of the losing team. Score will be kept with varying numbers of points according to the worth of the question with a sprinkling of touchdown questions. Monte Rosenwald will be emcee.

* * *

Grid Quiz

OUTSTANDING former football stars participate in *We Want a Touchdown*, football quiz game on WOR, Newark, and MBS, which resumes Sept. 28. The program will feature stadium background noises and between halves Red Barber will discuss grid highlights. Barber acts as referee and presiding official. Picked teams of former stars and grid luminaries face each other to answer queries on the game.

* * *

Rural Nebraska

PRODUCED by WOW, Omaha, directed by Lyle DeMoss, and incorporating farm facts gathered by George Round, extension director of the University of Nebraska, the new *Farm Facts & Fun* series, heard Saturdays at 1 p.m., is being carried by five Nebraska stations via special hookup—KMMJ, Grand Island; WJAG, Norfolk; KGFW, Kearney; KGNF, North Platte, and WOW.

* * *

Homes for Newlyweds

RIGHT from their newly-occupied homes, Milwaukee newlyweds are interviewed on the *Honeymoon Cottage* program of WTMJ. Nancy Grey handles the interviews, aided by Bob Heiss, special events man. Sponsor is Badger Small Homes Inc.

RENEWAL RECORD
For Participation Programs
Claimed by WLS

CLAIMANT OF the renewal record for participation program sponsorship is WLS, Chicago, whose six participants on the five-hour Saturday night *WLS National Barn Dance* have been represented an aggregate of 35 years.

Mantle Lamp Co. of America, Chicago, is the veteran of the sextet. Recently it renewed for its eleventh consecutive year of participation. Miles Laboratories, Elkhart, Ind. (Alka-Seltzer) and Keystone Steel & Wire Co., Peoria, are runners-up with seven years each. Tied with four years of *Barn Dance* participation are Murphy Products Co., Burlington, Wis. (livestock and poultry feeds) and Pinex Co., Fort Wayne (cough syrup). Flex-O-Glass Mfg. Co., Chicago, liked the program so well after one year that it recently entered its second year participation.

Most prominent of the sextet is Miles, which sends its one-hour *Alka-Seltzer National Barn Dance* coast-to-coast on a large NBC network.

Staged at the Eighth Street Theatre, Chicago, each Saturday night before 2,400 paying spectators, the *Barn Dance* still hangs out the SRO sign after approximately 800 consecutive performances. Annually for the past several years the *WLS National Barn Dance* has been the featured entertainment at the Illinois, Indiana and Wisconsin State Fairs.

* * *

History Repeated

AMERICAN history from colonial times to the present day is traced on *Lest We Forget*, a series of 26 dramatic episodes, on WORL, Boston, each Sunday afternoon. The sketches, based upon actual American history, deal with the fight to attain and maintain freedom of press and speech, religion and assembly. Each episode is built around independent incidents, but the entire series is woven into a single whole. The series is a production of the Institute of Oral and Visual Education.

* * *

On Waikiki's Beach

RIGHT on the Beach at Waikiki, KGU, Honolulu, conducts an inquiring mike program, with beach habitues sitting around in the sand to watch the proceedings. Background is supplied by native musicians and the surf.

ON THE AIR!

The New

WFVA

Fredericksburg, Va.

COVERING THE HEART OF THE HISTORIC OLD DOMINION'S

Richest and Most Progressive Area

250 Watts Daytime

1260 Kilocycles

Richard Field Lewis Jr.
General Manager

Whodunit Tales

ODD and interesting true stories with mystery angles are narrated by Dale Armstrong, former *Los Angeles Times* radio editor, on his weekly quarter-hour, *You Explain It*, on KECA, Los Angeles. After each story, Armstrong invites his radio audience to furnish the solution, read on a later broadcast in the series.

* * *

Airing the Air Corps

THE OPERATIONS of the Army Air Corps are discussed in a new program on KYA, San Francisco. The program is conducted in question and answer style by Major E. E. Adler of Hamilton Field, army aviation base in Marin County, Calif.

* * *

Classroom Echoes

SPECIAL program observing the opening of the school year, for which transcription equipment was set up in various New Orleans schools and students interviewed for their "back to school" reactions, was carried recently by WWL, New Orleans.

* * *

War and the Farm

SERIES of talks on the possible effects of the European war on the farming, mining and industrial workers in Indiana by Tris Coffin, newspaperman and secretary to Gov. M. Clifford Townsend, is being broadcast by WIRE, Indianapolis.

* * *

In Local Limelight

LIVES of famous Colorado Springs folks were dramatized by KVOR on its *Paths to Their Doors* series, just completed.

Free Washing

INTERVIEWS with customers parked in front of the sponsor's plant have been started on KARK, Little Rock, Ark., under sponsorship of Burrough's Laundry & Cleaners. Conducted by Announcer Waymond Ramsey, each person answering four questions correctly gets complimentary laundry or cleaning. KARK also has started a new quarter-hour, *Your Neighbor Speaks*, sponsored by a local ladies apparel shop, during which an announcer questions customers on new styles and presents each lady interviewed with a pair of hose.

* * *

Saturday at Store

DEL MONTE Creamery, San Francisco (dairy products distributors), recently launched a weekly half-hour amateur program on KYA, San Francisco, *Kiddie Karavan*.

WBNX

5000 WATTS

DAYS

Coming events cast their shadows..

No change in programming or policy. Better service to Metropolitan New York including its 6,982,635 foreign citizens.

Now operating 1000 WATTS DAY AND NIGHT **WBNX** NEW YORK

The Station that Speaks Your Language

YOUR BEST PROTECTION*

IN THE COPYRIGHT MUSIC SITUATION

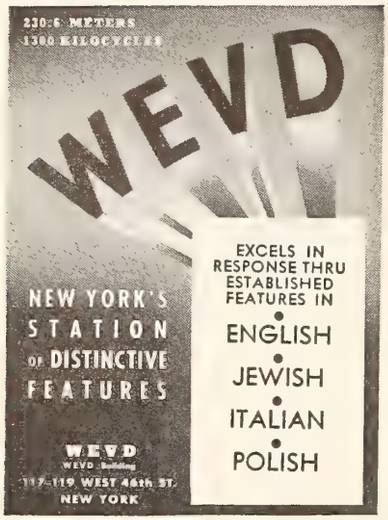
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* **AVAILABLE NOW—a complete TAX-FREE Library, with ample basic and new monthly releases for present needs, with provision for instant expansion to meet future requirements. Supplied either as an independent service or as part of Standard's complete library service, at lower cost than any similar service.**

Standard Radio

HOLLYWOOD
6404 Hollywood Blvd.

CHICAGO
360 N. Michigan Avenue



IBEW Petition

BROADCAST Engineers Local 913 of the International Brotherhood of Electrical Workers, AFL union, has filed a petition with the National Labor Relations Board in New York claiming to represent a majority of the technicians employed by WQXR, that city. Station, which already has a contract with American Communications Assn., CIO union, is taking no action pending a decision by the NLRB on the IBEW petition.

SEPT. 22 has been designated as Lee DeForest Day at the New York World's Fair, with Dr. DeForest coming from Los Angeles to be guest of honor at a luncheon and reception arranged by the Institute of Radio Engineers and the Veteran Wireless Operators Assn.



All This and More for WTCN Listeners

GOLF
Play-by-play accounts of the St. Paul Open, Men's State Amateur, Women's State Amateur and Trans-Mississippi Tournaments.

BASEBALL
Play-by-play descriptions of St. Paul games at home and on the road.

FOOTBALL
Play-by-play broadcasts of University of Minnesota games at home and on the road, and, Twin City High School Championship games.

BASKETBALL
Play-by-play description of State High School tournament.

HOCKEY
Rinkside description of St. Paul games at home and Minneapolis games at home.

BOXING
Blow-by-blow description of all prominent bouts.

WRESTLING
Grunt-by-grunt accounts of all local matches.

Owned and Operated by the
ST. PAUL DISPATCH-PIONEER PRESS AND
MINNEAPOLIS TRIBUNE-TIMES TRIBUNE

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

New York Chicago Detroit
Los Angeles San Francisco Atlanta

Equipment

RCA Mfg. Co. announces sale of a 5,000 watt 5-D power amplifier to WTAG, Worcester, Mass.; a 250 watt 250-D transwitter to WSPB, Sarasota, Fla.; a 250-G transmitter and associated equipment to KDRO, Sedalia, Mo., and to WOPI, Bristol, Tenn.; KMO, Tacoma, recording and reproducing equipment.

KNET, Palestine, Tex., has installed a new composite control in its control room, designed and built by John B. Sheppard, technical supervisor. New turntables purchased from Mims Radio Co., Texarkana, have been installed, along with new Shure microphones.

WALR, Zanesville, O., has started construction on its new studios and transmitter, including a new 215-foot Blaw-Knox antenna. The new installations are expected to be operating by Oct. 15.

RCA Mfg. Co., Camden, N. J., has announced a low cost 5-inch cathode ray oscillograph suited to a wide variety of experimental and test applications in school and industrial laboratories.

ARMSTRONG GRANTS GIVEN 7 STATIONS

SEVEN additional construction permits for high-frequency broadcasting stations, proposing to use the Armstrong system of frequency modulation [BROADCASTING, Aug. 1, 15, Sept. 1] were authorized by the FCC Sept. 6. The grants were to:

Worcester Telegram Publishing Co., Holden, Mass., operator of WTAG, Worcester—1 kw. on 43400 kc.

Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y., operator of WHAM, Rochester—1 kw. on 43200 kc.

The Journal Co., Milwaukee, operator of WTMJ, Milwaukee—1 kw. on 42600 kc.

The Travelers Broadcasting Corp., Avon, Conn., operator of WTIC, Hartford—150 watts on 42460 kc.

Westinghouse E. & M. Co., Boston, operator of WBZ, Boston—1 kw. on 42600 kc.

National Broadcasting Co., New York—1 kw. on 42600 kc.

Bell Telephone Laboratories, Whippany, N. J.—5 kw. on 43200 kc.

WTMJ reports it has leased the 22nd floor of the downtown Wisconsin Tower Bldg. for its new transmitter, and that it plans to distribute about 500 frequency modulation receivers in the city.

KTRH, Houston, now a regional on 1290 kc., is the latest to seek the 710 kc. frequency in an application filed with the FCC. It has applied for 10,000 watts on the WOR clear channel, the same frequency and power sought by WTCN, Minneapolis. Also seeking 710 kc. for a new Houston station is Port Broadcasting Co., headed by R. E. Willson [BROADCASTING, Sept. 1].

WOL
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1,000 Watts
DAY & NIGHT
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IRE to Consider Recent Progress

Broadcast Problems Listed in Agenda for Annual Meeting

WITH broadcasting and other radio engineers prominent on the agenda, the 14th annual convention of the Institute of Radio Engineers will be held in the Hotel Pennsylvania, New York City, Sept. 20-23. Technical sessions will run all four days, with more than a score of papers to be presented, covering various phases of radio. During the convention a radio engineering show will be held.

Television will occupy some of the delegates' attention, with one paper scheduled by H. E. Kallman, formerly of EMI of London, in collaboration with R. E. Spencer and S. P. Singer, EMI engineers. The chief paper relating to broadcasting will cover a new standard volume indicator and reference level, presented by H. A. Chinn of CBS, R. M. Morris of NBC and D. K. Gannett of Bell Laboratories.

The full schedule of technical papers follows:

SEPT. 20—Opening address by R. A. Heising, president; "A Single-Sideband MUSA Receiving System for Commercial Operation on Transatlantic Radiotelephone Circuits", by F. A. Polkinghorn, Bell Laboratories; "Medium-Power Marine Radiotelephone Equipment", by J. F. McDonald, Radiomarine Corp. of America; "The Corner Reflector", by J. D. Kraus, Ann Arbor, Mich.; "Detection and Measurement of Ionization and Surface Corona Discharges at Radio Frequencies", by H. A. Brown and B. H. Weston, University of Illinois; "A New Standard Volume Indicator and Reference Level", by H. A. Chinn, CBS, D. K. Gannett, Bell Laboratories, and R. M. Morris, NBC.; "Vestigial-Sideband Filter for Use with a Television Transmitter", by G. H. Brown, RCA Mfg. Co.; "A Cathode-Ray Frequency—Modulation Generator", by R. E. Shelby, NBC.

SEPT. 21—"Solar Cycle and the F_2 Region of the Ionosphere", by W. M. Goodall, Bell Laboratories; "Attenuation of High Frequencies Over Land at Short Ranges", by John Hessel, Signal Corps Laboratories, Fort Monmouth, N. J.; "Demonstration of Aerological Radio Sounding Equipment", by Harry Diamond, F. W. Dunmore, W. S. Hinman, Jr. and E. S. Lapham, Bureau of Standards, Washington; "A Parallel-T Circuit for Measuring Impedance at Radio Frequencies", by D. B. Sinclair, General Radio Co.; "High-Speed Multiplex System for Loaded Submarine Cables", by H. H. Haglund and A. W. Breyfogel, Western Union; "Electronic-Wave Theory of Velocity-Modulation Tubes", by Simon Ramo, General Electric Co.; "On Diffraction and Radiation of Electromagnetic Waves", by S. A. Schelkunoff, Bell Laboratories.

SEPT. 22—"Cathode-Ray Tubes in Aircraft Instrumentation", by C. W. Carnahan, Hygrade Sylvania Corp.; "A True Omnidirectional Radio Beacon", by E. N. Dingley, Jr., U. S. Navy; "Basic Economic Trends in the Radio Industry", by Julius Weinberger, RCA; "Engineering Administration in a Small Manufacturing Company", by C. T. Burke, General Radio Co.; "Aircraft Radio Compasses — Principles and Testing", by R. J. Framme, Aircraft Radio Laboratory, Wright Field, O.; "Errors in Closed-Loop Direction Finders Caused by Abnormal Polarization", by R. I. Cole, Signal Corps Laboratories, Fort Monmouth, N. J.

SEPT. 23—"Functions of Electron Bombardment in Television", by I. G. Maloff, RCA Mfg. Co.; "Transient Response in Television", by H. E. Kallmann, formerly of Electrical & Musical Industries, Ltd., in collaboration with R. E. Spencer and S. P. Singer, Electrical & Musical Industries, Ltd., Hayes, Middlesex, England; "A Wide-Band Inductive-Output Amplifier", by A. V. Haeff and L. S. Nergaard, RCA Mfg. Co.; "Superheterodyne First-Detector Considerations in Television Receivers", by E. W. Herold, RCA Mfg. Co.; "Development of a 20-Kilowatt Ultra-High Frequency Tetrode for Television Service" (in three parts): Part I. Electrical Design, by A. V. Haeff, L. S. Nergaard, RCA Mfg. Co.; W. G. Wagener, and P. D. Zottu, formerly of RCA Mfg. Co.; Part II. Construction, by R. B. Ayer, RCA Mfg. Co., and P. D. Zottu, formerly of RCA Mfg. Co.; Part III. Test Equipment and Results, by R. B. Ayer and H. E. Gihring, RCA Mfg. Co.; "Production Alignment Apparatus for Television Receivers", by L. J. Hartley, General Electric Co.

in the CONTROL ROOM

WALTER F. MYERS, chief engineer of KOWH, Omaha, since 1925, has resigned to accept a similar post with WJJD, Chicago. He replaces W. J. Gunther, who died several weeks ago following an operation. He is national vice-president of the Associated Broadcast Technicians and president of the Omaha chapter.

FIRST NATIONAL Television Inc., Kansas City, announces that the following graduates have taken posts at various stations: Clarence Olsen, WCLO, Janesville, Wis.; Warren Siverien, KFBI, Abilene, Kan.; Frank Inderweisen, KVGB, Great Bend, Kan.; Jack Lewis, KGFW, Kearney, Neb.; Charles Wiesmann, A. F. Williamson, KVAK, Atchison, Kan.

DAVID LIGHT, formerly of C. P. MacGregor, Hollywood transcription concern, has joined Recordings Inc., that city, as sound effects engineer.

FRANK CARTER, engineer of WCOL, Columbus, O., was married recently. Harold Beard, of the engineering staff, also has announced his marriage.

IVAR NELSON, chief engineer of KFYR, Bismarck, N. D., is the father of a boy born Aug. 31.

IVAN LORENZEN, transmitter engineer of KFYR, Bismarck, N. D., on Sept. 17 is to marry Pauline Bertsch, of Bismarck.

LAWRENCE O'CONNELL, operator of KWTO-KGBX, Springfield, Mo., is the father of a boy born recently.

JOHN McNICHOL, formerly of WHBU, Anderson, Ind., has joined KFBB, Great Falls, Mont., as operator-announcer.

DORE FRANTZ, engineer of KGNC, Amarillo, Tex., on Sept. 24 is to marry Jessie Marie Gilbert, of Pampa, Tex.

BILL NANCE recently joined the engineering staff of KICA, Clovis, N. M.

JOE MONROE, control operator of KCMO, Kansas City, recently married Virginia Bates.

AL CHISMARK, formerly of WOKO, Albany, has joined the engineering staff of WSYR, Syracuse.

EDDIE CROWLEY, of the engineering staff of WNAC, Boston, married Katherine Murphy on Sept. 4.

Joe Roeder has joined the engineering staff of KOY, Phoenix, as transmitter operator.

ELMO CRONK, summer relief operator of WTAR, Norfolk, Va., has been added to the permanent engineering staff of the station.

JUNE REMALY, one of the few licensed women radio operators in the country, has joined the control staff of KITE, Kansas City. C. L. Moon and Hayes Johnson, both recent graduates of the training division of First National Television school, also have joined the KITE engineering staff.

PAT MAURETTI, control operator of WSAR, Fall River, Mass., is the father of a boy born recently.

Special Diathermy Bands Are Urged by Physician

A STUDY to determine the possibility of assigning several high-frequency bands for the exclusive use of diathermy equipment by the medical profession was urged by Dr. Horatio B. Williams, of the College of Physicians & Surgeons of Columbia U., at the opening meeting Sept. 5 of the 18th annual convention of the American Congress of Physical Therapy in New York.

Explaining that such equipment and other electrical apparatus used by physicians and hospitals often caused interference with short-wave radio reception, and that police radio service frequently suffered particularly from interference from this source, Dr. Williams declared the annoyance might be decreased, and possibly eliminated, if the FCC assigned several frequencies for the exclusive use of this type of medical equipment. He also suggested that shielding and filtering might solve the problem for a small installation, and explained that development of the frequency modulated system of shortwave transmission might lead to another engineering solution of the problem.

Expedition Called Off

NATIONAL Geographic Society-University of Virginia expedition to the South Seas has been postponed due to the outbreak of war in Europe and recall of the U. S. Coast Guard Cutter *Hamilton* for active duty, which also forced suspension of NBC's plans for broadcasts from the scene of explorations. Jon M. Larson, NBC field engineer who was to have accompanied the party to conduct the broadcast, was installing special antennas on the vessel when cancellation of the trip was announced. Larson had left New York Aug. 29 with several hundred pounds of equipment, including two portable transmitters to have been used for the relays. The apparatus has been brought back to New York by Larson, where it will be stored until the expedition can be resumed.

BUSY SEASON AHEAD!

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● Fall time is already sold out on dozens of stations. European news is playing hobs with program schedules. Election campaigns are coming.

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For making recordings to be broadcast, Presto recommends the new 8-B recorder. This recorder makes transcriptions so perfect that they cannot be distinguished from live studio broadcasts. In the 8-B is included every feature, every operating convenience that has been suggested by the hundreds of leading station engineers who have used Presto equipment for the past four years.

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New York Philharmonic On CBS for 10th Year

THE 98th season of concerts by the New York Philharmonic-Symphony Orchestra will start Oct. 15 on CBS, 3 to 5 p. m., with John Barbirolli, young English conductor, as permanent director of the orchestra, now entering its tenth consecutive year of broadcasting. Guest conductors this season will be Georges Enesco, Rumanian composer-conductor; Albert Stoessel, American conductor of the Oratorio Society, and Serge Prokofieff, Russian composer, while Deems Taylor, CBS music consultant, will return as intermission commentator. For the first time since 1928-29, the Philharmonic will undertake an extensive tour of the United States and Canada, visiting 18 cities in all. Broadcasts will originate from Carnegie Hall, New York, with the exception of two, from Chicago on Nov. 26 and Utica Dec. 3.

Ernest Schelling, director of the Young People's Concerts, will again conduct the six Saturday morning programs on CBS, 11 a. m. to 12:30 p. m., beginning Nov. 18.

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Radio AND Education

UNIVERSITY of Michigan's extension courses in "Fundamentals of Radio" will start in the studios of WJR, Detroit, Sept. 20, with Prof. Waldo Abbot, head of the radio department at Ann Arbor, in charge. Last year the class was so large it was divided and sessions held both Wednesday and Thursday nights. Prof. Abbot anticipates an even larger enrollment this year. Key personnel of all Detroit stations will assist in the courses.

JAMES C. FLINT, broadcaster of *World Youth Speaks* on WHA's *Wisconsin College of the Air*, was caught in the war-rush to get back to the United States after spending the summer abroad gathering material for his programs. He made many recordings of interviews with young people in foreign countries which he will play on the broadcasts in his radio course "World Youth Speaks". Some of the discs were passed by censors and shipped to WHA. In other countries, notably Germany, no cooperation was given and no records could be made. Mr. Flint starts his new series Sept. 29.

CONTINUING its official Chicago Board of Education classroom series for the third successive year, WJJD, Chicago, starting Sept. 25 will broadcast 15-minute programs each weekday afternoon to grade school children throughout Metropolitan Chicago who are seated by radios for coordinated lessons prepared by the Radio Council under the supervision of Harold L. Kent, director.

A NEW EDUCATIONAL series sponsored over WJJD, Chicago, by the Illinois Congress of Parents and Teachers each Friday features union, industrial and educational leaders in descriptions of their specific organizations.

BY AUTHORIZATION of the Community Chest Councils, national organization embracing 450 Chests, the Los Angeles Chest is producing a series of 16 quarter-hour transcribed programs for release starting Sept. 15, a month in advance of the yearly nation-wide charity drive. Transcriptions, which are being distributed nationally, devote only one minute to the charity appeal. Balance of time stresses entertainment, according to Joseph George Catanich, radio and special features director of the Chest, who is writing and producing the series. Radio Recorders Inc., Hollywood, is cutting the programs. Name talent, equipment and facilities donated, plus routine expenses, represents more than $200,000, he stated. Cooperating are Screen Actors Guild, film studios, NBC and CBS, with top bands and motion picture talent donating their services.

FORMATION of the New York U. Radio Players to afford students in the University's Radio Workshop an opportunity to rehearse their original scripts and occasionally broadcast on local stations, has been announced by Dean Ned H. Dearborn of the division of general education. Robert S. Emerson, assistant professor in charge of radio at Washington Square College and former CBS assistant in production, will be in charge of the Players. New instructors are Therese Lewis, of Young & Rubicam, New York, and Norman Corwin, CBS staff writer.

IOWA Child Welfare Research Station, cooperating with the child development departments of Iowa State College, Ames, and Iowa State Teachers College, Cedar Falls, has announced the Radio Child Study Club courses for 1939-40, with roundtable discussions to be broadcast on WSUI, Iowa City, and WOI, Ames. The study course is divided into four phases, and broadcasts concerning the family and schoolage child are to be carried on alternate Tuesdays at 2:30 p.m., starting Oct. 3, and those dealing with the infant and preschool child and the adolescent, on alternate Thursdays at 2:30 p.m., starting Oct. 5.

MRS. HARRIET HESTER, educational director of WLS, Chicago, gave previews via transcription of the WLS education feature, *School Time*, to school teachers in Illinois, Wisconsin and Michigan during early September. The transcriptions presented advance programs in the 1939-40 series. Mrs. Hester plans demonstrations before 20 such groups in the Midwest during the fall and winter.

H. B. McCARTY, director of WHA, Madison, and the *Wisconsin School of the Air* announces the opening of the ninth season of programs for schoolroom use. Twelve courses are listed, including *Afield With Ranger Mac, Living History, Adventures of Peggy and Paul, Let's Draw, Nature Tales, Journeys in Music Land* (I and II), *Music Enjoyment, This Land of Ours, Rhythm and Games, Radio Reading Club*, and French for high schools. The programs are on the air weekly each schoolday at 9:30 a. m. and 2:00 p. m. over WHA, Madison, and WLBL, Stevens Point.

NETWORKS and over 200 stations throughout the country will be used to promote the purposes of Better Parenthood Week, Oct. 23-29, according to George J. Hecht, publisher of *Parent's Magazine*, sponsor of the event, and chairman of the National Committee arranging details. The opening meeting of the week will be broadcast coast-to-coast, and during the week network programs will promote the theme slogan "Give First Thought to Children." *Parent's Magazine* radio forums will also be heard.

CBS Educational Heads Plan Meeting in Chicago

FOLLOWING UP its program to coordinate network educational features with local operations, CBS has arranged a meeting of the educational directors of CBS stations in the Midwest in Chicago Sept. 21-22. Participants in the meeting, to be conducted by Sterling Fisher, CBS director of education in cooperation with WBBM, Chicago, will discuss problems of correlating network and local programs, promoting use of educational broadcasts and developing further cooperation between broadcasters and educators. A meeting for educational directors in the New England section is planned for October, according to Mr. Fisher.

Coincident with the announcement that 101 CBS stations have designated their own educational directors as part of Mr. Fisher's plan for expanding the network's educational efforts, the network announced appointment of three new regional directors — Mrs. Frances Farmer Wilder, KNX Hollywood, for the Pacific Coast [BROADCASTING, Sept. 1]; Lloyd G. del Castillo, program director of WEEI, Boston, for New England, and Mrs. Lavinia S. Schwartz, education director of WBBM, Chicago, for the Midwest.

THE Missouri Federation of Women's Clubs has voted the *Ford Sunday Evening Hour* its favorite program. In type of programs, music was first, followed by drama and news. Favorite news analysts are H. V. Kaltenborn, CBS, and Harry W. Flannery, KMOX, St. Louis. Favorite child program was the CBS *American School of the Air*.

CBS has prepared 150,000 copies of a 96-page advance booklet covering about 120 *School of the Air* broadcasts for the season.



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LaGuardia Urges Cultural Network

PLANS for a shortwave "cultural network" linking the nation's educational stations were advanced by Mayor LaGuardia of New York Sept. 2 in a message lauding the idea sent to the convention of the National Assn. of Educational Broadcasters at Ames, Ia., on the occasion of the New York municipal station, WNYC, joining the association. M. S. Novik, director of the Municipal Broadcasting System, represented WNYC at the convention.

"We all recognize that the problems which confront the educational and non-commercial radio stations in this country are complex," Mayor La Guardia's message said. "I am glad to learn that you have placed on your agenda for discussion the petition before the FCC to change the present rules that restrict radio transmission to the many educational stations throughout the country by any other method than telephone wire.

Hearing Deferred

"In taking our place at the convention, we are not unmindful of the possibilities of service to be rendered to you by taking advantage of the appearances of the many outstanding orchestral, musical, educational and cultural organizations in the East and the presence of the many outstanding prominent visitors from abroad so that by shortwave and by rebroadcasting they may give of their talents to the communities which you serve."

Hearing on the application of Mayor LaGuardia to have the FCC rules revised to permit use of shortwave links in lieu of telephone land lines has been postponed by the FCC from Sept. 11 to Oct. 16.

Artists Training Course Of NBC Lists Speakers

DR. WALTER DAMROSCH, member of the NBC Advisory Council and conductor of the *Music Appreciation Hour*, which begins its 12th season on NBC Oct. 13, will be the first of 13 guest speakers who will address students in the recently announced artist-management training course to be conducted under direction of George Engles, NBC vice-president in charge of the network's Artists Service [BROADCASTING, Sept. 1]. Under the novel plan 10 young men will be chosen from NBC personnel for the artist-management training.

Other guest speakers include Maj. Lenox Lohr, NBC president; Edward Johnson, general manager of the Metropolitan Opera Co.; Gladys Swarthout, opera singer; Margaret Anglin, actress; John F. Royal, NBC vice-president in charge of programs; Ned Depinet, RKO vice-president; Jules Levy, RKO vice-president in charge of sales; Bob Landry, radio editor of *Variety;* Gertrude Berg, radio writer and actress; Nellie Revell, radio interviewer; Christy Walsh, sports promoter, and Bill Stern, NBC-Blue sports announcer.

FEDERAL Radio Education Committee, Washington, will use the John James Audubon dramatic series presented last year on WHAS, Louisville, by Kentucky U., under direction of Elmer G. Sulzer, university radio director. Writers were Lucile Thornton and William K. Hubbell.

Names in the News

TO ASSURE proper pronunciation of Polish names by announcers of WTMJ, Milwaukee, a clinic has been set up for the station's announcers, with John Slupinski, WTMJ engineer, officiating. Slupinski, of Polish descent and a master of the language, coaches the announcers on the correct pronunciation of Gdynia, Pzsjownyz and other jawbreakers bobbing up in the news reports. Sneezing these pronunciations in Milwaukee is a serious matter, since the city has a large Polish population.

Damrosch Returns

NBC's *Music Appreciation Hour*, under direction of Dr. Walter Damrosch, famous music educator and music counsel for NBC, will return for its twelfth consecutive season on the air Oct. 13, and will be heard Fridays, 2-3 p.m. (EST). In addition to two special programs Oct. 20 and Jan. 19, 1940, when full hours of folk songs and opera will be presented, innovations for the program this year include a revision of the format of the students' worksheets and teacher's guide, prepared by Lawrence Abbott under direction of Dr. Damrosch, whereby the worksheets now contain data which formerly appeared only in the instructor's manual. The season will conclude May 3, 1940, with a students' achievement program to measure listeners' progress during the year.

H. V. KALTENBORN, CBS news commentator, has been invited, along with more than 20 other members of the Overseas Press Club of America, to contribute a chapter to a book, *The Inside Story*, to be published by Prentice-Hall late this year. The contributors, all world-famous foreign correspondents, relate unusual experiences encountered in their globe-trotting. Among other contributors are Webb Miller, chief of UP's European bureau; Bob Davis, traveler-columnist; Irene Kuhn; Wythe Williams and Cornelius Vanderbilt Jr. Robert Spiers Benjamin will edit the volume.

THE week of Oct. 7 has been designated by the National Macaroni Institute for the third National Macaroni-Noodle Week.

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Buy "GOOD NEWS" and Sell Central New York

Stimulate sales with "Miss GOOD NEWS"— a participation show, 8 years old, and one of the oldest women's programs on the air. Broadcast 15 minutes every weekday morning. A helpful shopping service with a tremendous feminine following. Write or wire for rates and time available.

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NBC Educational Series Revised in Accordance With 'Planned Pattern'

FOLLOWING an analysis of educational broadcasting in this country and abroad, directed by Dr. James Rowland Angell, NBC educational counselor, NBC has announced a revised schedule for its educational programs, patterned to cover definite fields in education and simulating tried and proved educational procedure. The "planned pattern" treatment of educational material is designed to eliminate duplication of programs in the same field and to provide an entrance into new educational fields, according to the network's educational directors.

The new "pattern" is divided into six major classifications of education, including:

Humanities: Music, drama, literature, history and the fine arts.

Social sciences: Public affairs, psychology and general social sciences.

Natural sciences: Astronomy, geology and physics.

Biological sciences: Health and hygiene.

General science: Programs such as *The World is Yours, Science on the March* and *Science in the News.*

Professions: Religious programs and broadcasts, especially for educators, and programs devoted to a law, aviation and general business.

"Programs specifically educational are planned to serve three purposes: Direct use in classrooms, assigned listening and for general listening to history in the making, as represented by current events," NBC commented in its announcement. "In mapping such a planned program schedule we are seeking to eliminate duplication and supply programs for those fields of activity not represented on our schedules and to coordinate all these into a well-balanced and comprehensive pattern of public service programs.

"Such a planned pattern is not expected to become operative at once, for we are sifting all program ideas conceived by us and those cooperating with us, and we intend to add to our schedule only those which we believe from past experience will serve each desired purpose."

Toscanini on Way

ARTURO TOSCANINI, who has completed his summer task of conducting a music festival at Lucerne, sails for America Sept. 18 from Bordeaux, France, aboard the *Manhattan.* Fears that he might be unable to obtain the necessary transit visa to permit him to cross France in time to make this sailing proved groundless, according to NBC executives, who said all arrangements had been made and he would return to the United States as planned.

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WHK & WCLE Cleveland
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Also Operating WHKC—Columbus, Ohio

Voluntary Plan for War News Adopted

Normal Schedules Form Basis of Station-Network Plan

(*Continued from Page 11*)

were cast overboard to make way for news broadcasts.

However, the policies were left sufficiently flexible to permit European pickups wherever deemed necessary along with commentaries by qualified authorities at regular intervals. Because of the admonition from Mr. Early Sept. 6, that radio was a "rookie" and has yet to prove its ability to keep within limitations, the networks set forth clearly in their joint agreement that every effort would be made to be "temperate, responsible and mature in selecting the manner in which they make the facts of war and its attendant circumstances known to the audience."

Suitable for Stations

The policies as adopted, it was reported, followed closely those originally drafted by Mr. Klauber for CBS. Each network has drafted its own set of practices to govern their operations but in general these conform to the standards set up in the voluntary agreement reached by the three networks.

Mr. Miller explained that while the cooperative arrangement had been reached Sept. 7 at the New York conferences, it was felt that "as a matter of courtesy" the FCC should be informally made aware of it before any public announcement. It was assumed this procedure was decided upon to avoid repercussions occasioned several months ago, when the NAB announced its protest against new rules to govern international broadcasting before the FCC itself had received the formal notice.

While the arrangement agreed to by the networks was primarily applicable to networks rather than individual stations, Mr. Miller said the general principles involved in it could be made applicable to all stations.

No date has been set for another informal conference with the FCC, Mr. Fly said. He added, however, that "all parties will continue to give consideration to the most effective means of assuring that broadcasting operations in this period of stress will promote the public interest."

Meanwhile, it was understood that the FCC had decided to postpone indefinitely action on revision of the provocative international broadcast rule, which in its original form specified that programs broadcast over such stations shall reflect the "culture" of this country and "promote international good will, understanding and cooperation." The FCC on July 14 indefinitely suspended this provision pending consideration of evidence presented at hearings which began on that day. In the light of the international situation, it is understood that the Commission will permit the suspension to stand indefinitely.

The President's declaration of a state of "limited national emergency" Sept. 8 had an indirect bearing on communications. Since the Federal Bureau of Investigation, which will require 150 additional G-men, is charged with control of espionage, it is presumed it will collaborate with the FCC in its effort to suppress propaganda, whatever its source. It is not unlikely, for example, that the nationality and antecedents of licensees of radio and communications facilities in every phase of activity will be checked.

While the factual situation with regard to the Government's attitude toward broadcasting is substantially unchanged [BROADCASTING, Sept. 1], it nevertheless is apparent that it is being subjected to close surveillance by governmental agencies, lest unneutral provocations develop. Steps toward voluntary regulation by the industry, already crytallizing in the form of self-imposed restraints on news broadcasts and commentaries, are relied upon to prevent Government intervention insofar as standard broadcasting is concerned.

International Stations

But there is definite suspicion that international broadcast stations— 14 in number—will be in some way affected, even during the period of neutrality. There was talk about voluntary silencing of such stations or of permitting existing licenses to expire under their own terms when they are due for renewal Nov. 1. These stations are believed to present the greatest problem in connection with possible provocation abroad.

Falling in a somewhat analogous sphere are stations transmitting foreign-language programs which might provide a means of disseminating subversive propaganda not readily checked by station managements. Extreme caution was advised generally in connection with such programs and a number of foreign-language stations already have decided to eliminate news broadcasts and commentaries in any language other than English.

In high official quarters, it was stated that the Presidential proclamation dealing with broadcasting and communications will not be issued by the President until conditions in the European War crystallize more definitely or grow worse. As a matter of fact, the statement on behalf of the President by Secretary Early, that the administration has no idea of imposing censorship on radio or the press until and unless this country goes to war, was interpreted as a refutation of the "scarehead" stories published earlier that censorship was imminent.

Coincident with the appointment of the special FCC committee, Mr. Fly said that the FCC's desire was toward a "cooperative balanced approach" to the problem and for a mutual interchange of views. He said that as far as he was concerned "censorship is far away", but added that the Commission through its newly-appointed committee desires to keep its finger on the pulse of the situation and maintain close contact with other Government departments and with the industry on maintenance of neutrality.

Federal Policies

While it is admitted that a proposed proclamation on broadcasting and communications is before the President, its existence does not necessarily imply immediate promulgation and enforcement. Necessity for such action first must be demonstrated, according to informed officials. Moreover, the fact that the FCC is now headed by a new chairman, who desires to familiarize himself with the entire situation before embarking upon any definite course, augurs for delay until such time as he has reviewed matters not only with other

MAN-MADE STATIC



Duffy in *Baltimore Sun*

Joint Network News Coverage Policy Based Mainly on Klauber Draft

THE JOINT network arrangement on news coverage, it was learned, was based principally upon a statement of CBS policies drafted for that network by Executive Vice-President Edward Klauber. Mr. Klauber's memorandum set forth at length practices to be followed in covering war developments. It was drafted, Mr. Klauber explained, to "formalize and amplify the instructions under which we have been operating ever since the crisis developed."

The CBS policy of having "no editorial views of its own and not seeking to maintain or advance the views of others will be rigidly continued," the memorandum stated. It emphasized that CBS as an organization has no editorial opinions about the war and therefore those who are its voice in presenting or analyzing the news "must not express their own feelings".

"In being fair and factual, those who present the news for Columbia must not only refrain from personal opinion, but must refrain from microphone manner designed to cast doubt, suspicion, sarcasm, ridicule, or anything of that sort on the matter they are presenting," Mr. Klauber advised.

Regarding the moot subject of news analysts, Mr. Klauber said they should elucidate and illuminate the news using common knowledge or special knowledge posessed by them or made available to them. "They should point out the facts on both sides, showing contradictions with the known record, and so on. They should bear in mind that in a democracy it is important that people not only should know but should understand, and their function is to help the listener to understand, to weigh, and to judge, but not to do the judging for them. He added that fairness and temperateness are of the essence in news analysis.

"An unexcited demeanor at the microphone should be maintained at all times, though the tempo can of course be varied with the nature of the news. Dire forebodings, leaving the radio audience hanging up in the air and filled with suspense and terror, of our own creation, are not good broadcasting. We should not tell the listener that, at this very moment, innocent women and children may be drowning somewhere in the Atlantic because another ship may have been torpedoed by a German submarine, or anything of that nature."

CBS, in making use of its several main news sources, at all times must be careful "to label information for what it is, using the same kind of care that is habitually used by press associations and good newspapers," he advised. "We must try to distinguish fact from rumor, official information from semi-official 'high sources', and so on, and from mere gossip. Of course, the greatest weight should be given to those things known to be factual. We should make known at frequent intervals that the news received from many sources is censored and that, therefore, it may be incomplete and at times even inaccurate."

Comment by Lohr

The voluntary agreement among the networks represents their best efforts to serve the radio audience of this country to the best of their ability and to cooperate fully with the neutrality policy of the U. S. Government, Lenox R. Lohr, president of NBC, commented.

So far as NBC is concerned, Mr. Lohr said, it will continue to supplement special and regular news broadcasts with first-hand information from its large and experienced staff in Europe on both networks. He paid tribute to the press for its cooperation with NBC in covering the war, saying:

"The NBC will, as heretofore, give credit over the air to newspapers and press associations cooperating with the NBC. This cooperation by the press with radio has enabled us to furnish the American public with the most comprehensive news coverage available anywhere in the world."

governmental departments but possibly with the Chief Executive himself.

Perhaps the most significant phase of the neutrality situation insofar as radio is concerned will be the placing of responsibility with particular governmental agencies. The military services, the Department of Justice, the Post Office Department and the FCC have all participated in the preliminary discussions. The executive proclamation, if and when it comes, unquestionably will place responsibility either with the military services or with the FCC, the result depending upon the logic of the situation as it may be viewed by the President at that time. Because the FCC and its predecessor Radio Commission have had more than a dozen years of background and experience in regulating radio and communications, its selection for handling of the neutrality duties, it was pointed out, would be logical.

At the FCC, in its informal discussions emphasis appears to have been placed on the interpretation of "public interest, convenience and necessity" and whether those requirements change by virtue of the existing situation. The public interest clause is a flexible one, it was pointed out, and requirements in normal times might not hold in periods of stress.

Mr. Fly declared that it may or may not be that the FCC will conclude upon issuance of "guides" for the industry to avoid unneutral acts. At this time the FCC's desire is to keep "intelligently aware" of all phases of the picture.

Amateur radio operators, some 50,000 strong, along with international stations and foreign-language broadcasters, constitute the groups most likely to be affected in the event the situation becomes critical. The American Radio Relay League, parent organization of the amateurs, advised its members Sept. 7 that "proper care will be taken to avoid the possibility of any specific restrictions for the amateur service." K. B. Warner, ARRL executive secretary, brought out that each amateur is responsible "for his own individual neutrality and must guard his conversations to make sure they can aid no beligerent or be subject to the penalties for misconduct."

President's Talk

The President himself loosed the first broadside against publication or broadcasting of foreign propaganda which might jeopardize American neutrality. It came in his radio address over the combined nationwide networks Sept. 3. It was his reference to radio on equal footing with the press that brought the outcropping of spurious news stories that censorship was to be clamped on radio—stories which stated that "rules" would be issued promptly by the FCC.

These stories, in turn, brought a volley of criticism from newspapers and syndicate writers who deprecated any steps implying radio censorship, citing again that if it came the press would be next in line. While speculation was spirited for several days, the fog was dispelled when Secretary Early stated Sept. 6 that the President has no desire to censor either press or radio unless this country is faced with war.

In his address to "the whole of America" via the combined networks, the President said that the people of this country "are receiving news through your radios and your newspapers at every hour of the day", making them "the most enlightened and the best informed people in all the world at this moment". Then he declared it is of the "highest importance that the press and the radio use the utmost caution to discriminate between actual verified fact on the one hand, and mere rumor on the other."

Voluntary Restraints

The immediate result of the Chief Executive's admonition was liberal use of qualifying phrases in both published newspaper reports and in news bulletin broadcasts. Networks then launched their efforts to impose voluntary restrictions on war news and commentaries. Because radio was performing to its greatest audience by virtue of the war hysteria, it at once became apparent to broadcast executives that extreme caution was not only desirable but essential.

After the flurry of speculation and the flat predictions of radio censorship, Secretary Early's statement Sept. 6 on the President's behalf, provided the reassurance desired by the broadcasting industry and the press. While dealing equally with the two media with regard to censorship treatment, Mr. Early stated at his press conference that broadcasting was a "rookie" which has yet to prove its ability to keep within proper limitations during national emergency.

In his initial statement, Mr. Early asserted there was no censorship plan "at present" but later qualified this by stating he meant "unless and until" this country went to war. If radio can prove itself a "good child" and is well-mannered in the handling of news during the critical period, it will

Covering Congress

OPENING of the special session of Congress, called by President Roosevelt for Thursday, Sept. 21, will be covered by all three national networks, special permission for broadcasts from the House chamber having been received from Speaker Bankhead at his home in Alabama shortly after the President's announcement. The White House has authorized the networks to make frequent announcements that all members of Congress should return to Washington for the special session, pointing out that no formal notification would be sent to members of the House. Broadcasts of the President's announcement of the special session call marked the first time Congressmen have received first notification by radio about a special session.

Flash! *Flash!*

74% of Retailers Pick WTAG

HOOPER-HOLMES Survey Shows Astounding Preference for Worcester Station

By Special Correspondent

Worcester, Mass.—More than 600 retailers in Worcester County were personally interviewed by Hooper-Holmes investigators during the last week in August. One question asked was—"What station would you use to advertise in this community?"

74.1% said WTAG. The second station was mentioned by but 9% and the third station, a 50,000 watter, by but 4.7%.

So, in this great Central New England market it's WTAG, 9 to 1, by the men who sell goods — your dealers. WATCH for further details.

WTAG

WORCESTER, MASS.

NBC Basic Red Network

Yankee Network

Represented by

EDWARD PETRY & CO.

be left to its own resources as were the newspapers during the last conflict, Mr. Early intimated. On the other hand, if radio does not acquit itself properly, the Presidential secretary said the Government's disposition would be to teach it "manners", but he did not elaborate.

Shortwave Problem

At the White House too, there was some conjecture about international and amateur stations, because it is thought that by virtue of their ability to carry on foreign communications they are in a position to give "aid and comfort" to belligerents, and thereby endanger our neutrality. Mr. Early said the Government feels that all shortwave broadcasters should be scrupulously careful and its proposes to watch their operations closely.



In amplifying his "rookie" analogy, Mr. Early explained that newspapers have been through many campaigns and had performed well in war and peace as well as in periods of proclaimed neutrality, while radio has had no experience whatever in self-discipline in news broadcasting during stress. Avoidance of propaganda is the crux of the warning, since the President has announced his determination to stamp out communistic and pro-dictatorship outpourings and prevent this country's use as a clearing house for information to belligerent nations.

Meanwhile, the FCC found the war situation had provoked a number of situations of which it was forced to take cognizance. Dean Carl Ackerman of Columbia University School of Journalism on Sept. 6 wired the Commission protesting any proposal to curb news broadcasting. He took issue with Elliott Roosevelt, son of the President, head of the Texas State Network and an MBS news commentator, who had urged NAB President Miller to curb war propaganda from foreign stations rebroadcast in this country.

KWK Cuts Dorothy Thompson

Perhaps the first "incident" to gain nationwide attention was the action of KWK, St. Louis, in cutting off Dorothy Thompson, columnist and special NBC commentator, Sept. 1 during a tirade against Hitler. Robert T. Convey, KWK president, said the summary action was taken because it was his belief that the commentator was expressing "personal opinions" which did not accord with public interest, in the light of the tense international situation, the station's pledge to the FCC and the NAB code.

Newspaper's Spots

PHILADELPHIA *Evening Bulletin*, through the Donovan-Armstrong Agency, has purchased spot announcements following all "war news" broadcasts on WCAU, the announcements calling attention to special editions issued by the paper. WCAU also has installed loudspeakers on the second floor of the studio building at 1622 Chestnut St. to carry all special news broadcasts during the war crisis.

NAB Adjures Members

NAB, in its bulletin to members Sept. 8, emphasized the necessity for the broadcast of factual news, "free from bias or editorial opinion". It pointed out that the "method and manner" in which news is handled during the crisis is being as carefully scrutinized as is the content of the news broadcast itself. Exercise of the "greatest degree of restraint" was recommended.

Member stations were advised to carefully check and confirm all sensational news reports. Statements in conflict coming from censored belligerent sources "should be paired and notice to the public should be given that all news from belligerent countries has passed under the blue pencil of the Government censor before becoming available to American listeners."

Newspapers Comment

The "no censorship" motto of the press, invoked numerous times during the last few years, was again emblazoned on editorial pages of leading newspapers and in syndicated columns with the spread of rumor that the Government proposed to step in. The *New York Herald-Tribune*, while observing the "headaches" news coverage is giving the broadcasting industry, nevertheless concluded that recourse to "Federal censorship in whatever degree would be a cure far more harmful than the disease." It pointed out that the news problem is particularly difficult for stations catering to foreign language groups "with sympathies and emotions tremendously aroused by the progress of fighting in Europe."

The *Washington Post* in an editorial Sept. 10 praised broadcasters for the "straightforward and conscientious effort to meet the problem of neutrality." Referring to the NAB suggestions, the newspaper declared editorially that broadcasters were making a sincere effort to cope with their problem "in a way that will silence any demands for Federal censorship. Hope for their success in this effort will be unanimous."

David Lawrence, noted columnist, said Sept. 7 that in the "inevitable hysteria which follows in the wake of a big war, there is much loose talk here about censorship." He observed that the Roosevelt Administration was in no way encouraging it but in reality was making it clear that "no censorship is planned for radio."

Pointing out that during the World War it was the proud boast of the American press that, although a censorship law was drawn up, it was never applied. Mr. Lawrence recalled that "a voluntary censorship was applied." Declaring that the plan worked well from beginning to end, he observed that "if emergencies likely to become so serious as to involve the national defense of the United States should arise, radio stations and newspapers can doubtless find a basis for voluntary cooperation with the Government without being subjected to a prohibition by regulation or statute."

The network policy agreement was praised by the *New York Times* editorially Sept. 13. Declaring the agreement means that the networks are aware both of the "public and private criticisms that have been directed toward the manner in which some of the war news has been handled on the radio", the *Times* said that it was gratifying evidence of the determination of radio "to curb a real nuisance and possible danger." If the radio systems can get news broadcasters to confine themselves to "calm, objective, impersonal statement, it will be a great gain."

Walter Lippman's Plaint

Walter Lippman, the syndicate columnist, devoted his Sept. 14 article to a critique of radio's handling of war news, in which he stated:

"Nobody has enjoyed the hideous news that the radio and the newspapers have had to present, but I feel fairly sure that the popular resentment against the radio which has been only too evident in the past ten days, has been caused by the broadcasters who threaten the listener in a hot, moist and fervent voice, conveying a mood of breathless alarm and mounting danger. That manner may be all very well for reporting a prizefight, but when the event itself is intrinsically important, most of us would prefer to have it announced in a dry, crisp, clear, deliberate voice and in a language of nouns and verbs and direct statements, rather than of adjectives and metaphors. * * *

"Except for the announcement of news of great importance and absolute certainty, as, for example, the news that a war has been declared, the radio ought, I think, to present the news less often—perhaps only twice a day, but at greater length and not hot off the ticker but edited, as a newspaper is edited. The gadget which makes it possible to record and then broadcast would seem to provide the means for presenting news that has been properly prepared and edited.

"If I were a station manager I think I would broadcast a news report only from a record that I had been able to hear before it was put on the air. That is what newspapers do when they pass the news through the hands of copyreaders and proofreaders and editors before starting the press."

Kitchen Bouquet Test

GROCERY STORE Products Sales Co., New York (Kitchen Bouquet), in a Southern California campaign, on Sept. 11 started for 13 weeks daily participation in the combined *Sunrise Salute* and *Housewives' Protective League* on KNX, Hollywood. Ruthrauff & Ryan, New York, is agency.



TEXAS STATE NET STARTS 2d YEAR

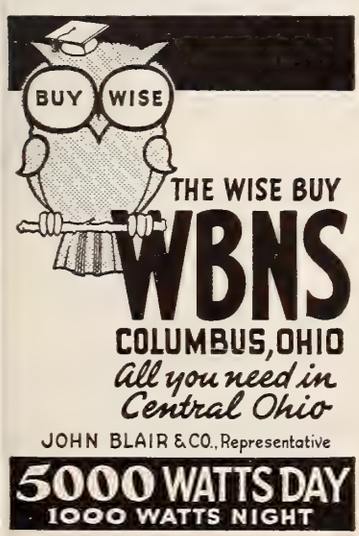
TEXAS STATE network, headed by Elliott Roosevelt, second son of the President, began its second year of operation Sept. 15 with a substantial amount of national business and a new account—Consolidated Drug—which was declared to represent the largest order for network time ever placed in the Southwest. Consolidated is using one morning hour six days weekly for 52 weeks.

Among accounts now on the network, according to a TSN announcement, are Sears - Roebuck, Humble Oil, Anheuser-Busch, Ironized Yeast, International Shoe and Emerson Radio with Mr. Roosevelt himself as the "talent" in a tri-weekly commentary also carried over MBS.

During the last year four stations have been added to the network and sales offices have been opened in New York and Chicago. TSN begins its second year with Mr. Roosevelt as president and John T. Adams, former radio director of Erwin-Wasey, as vice-president and general manager. Other officers are Gerald T. Stanley, vice-president and treasurer; Stephen R. Wilhelm, vice-president in charge of production; Benton Furgason, vice-president in charge of promotion, publicity and merchandising, and Harry Hutchinson, vice-president in charge of station relations. The network's staff, headquartered at Fort Worth, including orchestra and talent, totals 183. The 24 affiliated stations are supplied with 17 hours of programs daily. All TSN sustaining programs for the Sept. 15 week will commemorate the network's anniversary.

Tums Gets Results

ENCOURAGED by striking sales increases, Lewis-Howe Co., St. Louis (Tums), has expanded its station and time facilties for its quiz program *Quicksilver* for the second time in five months. Placed through H. W. Kastor & Sons Adv. Co., Chicago, *Quicksilver* was introduced on WMAQ, Chicago, in May, 1939, on a test basis. After four weeks it moved to a regular Tuesday night 15-minute spot on the NBC-Red network, utilizing 29 stations. Effective Oct. 25 the broadcast will be expanded to 30 minutes and heard over a 52-station NBC Blue network, with rebroadcast to the Pacific Coast.



War News on Orderly Basis

(*Continued from Page 18*)

each, by far the most radio time ever given to any one subject. The day following, Labor Day, also brought numerous broadcasts of war news, although none of such supreme interest and importance as during Sunday. Since then, as all news from abroad has been subjected to rigid wartime censorship and as the warring nations redoubled their efforts to fill their official releases with propaganda favorable to their particular interests, the networks have generally resumed their normal schedules, confining war coverage to regular news periods and bringing special broadcasts from Europe only when something of unusual importance was happening.

On Sept. 5 MBS broadcast its final hour of recordings of news in English as sent out by the Government stations of the warring countries, announcing that since a general European war was now actually under way, to repeat foreign propaganda in this country might have an adverse effect on our neutrality. On that date NBC cancelled all scheduled pickups from Europe, notifying its representatives abroad, however, that they could have the air whenever they felt they had something of enough importance to warrant interrupting regular schedules. CBS continued broadcasting three or four programs daily by its European staffmen, but placed these on a regular routine schedule that would not interfere with normal operations.

Reasons for the curtailment of the excessive amount of European news on the air, now that the situation has passed the critical stage during which any moment might bring news of a definite turn for peace or war and settled down into a war period that may go on indefinitely, are fairly obvious. As one network executive outlined them: First, radio is primarily an entertainment medium and has no plans for entering into competition with the regular news-gathering agencies. Even if it wanted to do so, it was pointed out, radio could not afford to compete in this field, as it gives away what the press services and newspapers sell. Also, radio moves its news by transatlantic phone, a method too expensive not only for the news services but for radio if sustained on a regular basis.

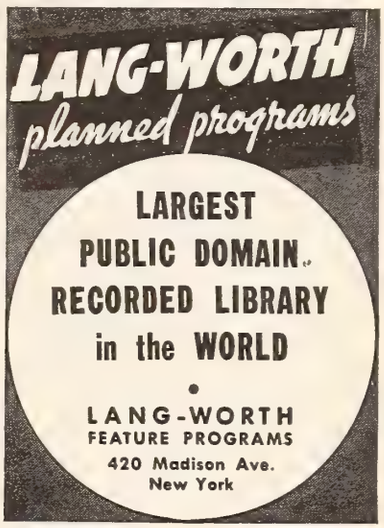
Risk of Propaganda

Further, while all warring governments would be glad to furnish speakers to address American radio audiences, the strict censorship on news and the abundance of propaganda makes the acceptance of such broadcasts a risky business, which might result in an emotional reaction similar to that caused by last year's Martian drama. For this reason the American broadcasters usually insist that their pickups from European capitals be talks by either American correspondents, whose words may be cut by the censors but never dictated by these government agents, or by statesmen of such high rank as to be acceptable as official spokesmen for their countries. And finally, where a newspaper editor can cut out of his dispatches any material he deems doubtful or false, radio has no such power and once the mike is open the audience will get whatever goes into it.

Meetings of top executives of CBS, MBS and NBC to work out a joint plan of covering the war news were held daily throughout the week following the Labor Day weekend, and crystallized in the decision to confer with the special FCC committee. It was understood, at these sessions, that NBC and Mutual wanted to curtail foreign pickups as much as compatible with good service to the listening public, while CBS stood pat on its plan to continue picking up broadcasts from overseas. As a result of the conferences, NBC revised its plans to meet CBS competition, and on Sept. 9 NBC issued a new schedule of war news coverage for the coming week.

In addition to local news programs broadcast only in New York, the new NBC schedule calls for daily war news periods on both networks at 8 a.m., noon, 5:15 p.m. and midnight, plus a 7:15 p.m. period on the Red network conducted by John P. Kennedy and a 10 p.m. period on the Blue handled by Lowell Thomas, any of these spots to be used for direct broadcasts from European capitals as the news warrants. Both networks also broadcast two daily five-minute summaries of AP news and two early morning similar periods (12:55 and 1:55 a.m.) of news roundups, plus, of course, bulletins throughout the day. These schedules are slightly varied on Sundays.

Preceding the Sept. 3 peak of war news, all networks had been operating on an emergency basis to keep their listeners informed of momentary developments in the crisis which began with the announcement of the Russo-German non-aggression pact on Aug. 21 [BROADCASTING, Sept. 1] and progressed steadily along the path to





KEX *socks a home run for*

General Mills and Goodrich Rubber

For the sixth consecutive year Oregonian Radio Station KEX has broadcast the games played by the Portland Beavers, both at home and on the road. These exclusive sportcasts are sponsored by General Mills, Inc. (3d year) and Goodrich Rubber Co. (2d year). They are doing a splendid selling job for all concerned. It is fitting that the celebration of baseball's 100th anniversary should bring together all of the ingredients of good salesmanship—quality products, quality entertainment, quality announcing, quality radio station to link sellers and buyers.

MORAL—Play ball with a winner. Use The Oregonian's radio stations KEX and KGW to build sales and profits in the rich Oregon market.

KGW 620 KC 5000 WATTS DAYS 1000 WATTS NIGHTS NBC RED

RADIO STATIONS OF THE **OREGONIAN** PORTLAND • OREGON

KEX 1180 KC 5000 WATTS CONTINUOUS NBC BLUE

National Representatives—EDWARD PETRY & CO. INC.
New York Chicago Detroit St. Louis San Francisco Los Angeles

war until Sept. 1, when Chancellor Hitler brought negotiations for peace to a close by issuing the order that sent the German army marching into Poland. With personnel on 24-hour duty and transmitters on the air throughout the night or ready to go back on at a moment's notice, the networks gave complete coverage of events as they occurred.

London Evacuation

One of the most dramatic of the many broadcasts from Europe was the description by a BBC announcer of the mass evacuation of children from London Aug. 31, as thousands of the city's youngsters boarded trains for unknown destinations, villages throughout England where they would presumably be safer than in the metropolis in case of air raids. Air raids also furnished other high spots among the broadcasts. As William Shirer, CBS representative in Berlin, was on his way to the studio for a broadcast to America Sept. 1, the warning signal sounded and when he went on the air he was able to give CBS listeners a first hand description of the German people's reaction. Four days later, as John Lloyd of the AP was broadcasting from Paris on NBC, the screaming siren warning of an air attack cut into his words, completely drowning them out for several minutes.

An MBS lucky break in picking up an exclusive bit of wartime drama came early in the morning of Sept. 1. Word had been received that Hitler was to address the Reichstag at 5 a.m. (NYT) and MBS special features men were monitoring DJL, Berlin, for confirmation, when at 1:40 a.m. they heard a German voice announcing the official orders of Hitler to the German people warning airplanes against flying over Germany and ships against entering German or Polish ports. Realizing their importance, the network immediately began rebroadcasting the signal of the German transmitter, bringing the full message to American listeners, followed by a translation.

The entire crisis period has been marked by complete cooperation between the broadcasters and the newspapers and press associations. American newspapermen in Europe have many times taken the microphone to describe the local scene to American listeners and most of the bulletins and news flashes on the air have been picked by the broadcasters from their news tickers.

Radio Serves Press, Too

In exchange, radio has passed along its scoops to the papers and press services. Teletypes connect NBC headquarters with all wire news services and newspapers in New York City over which the network sends the press copies of speeches and other important material received from abroad. Since radio frequently transmits such material as it is being said, while the correspondents wait for full texts which must then be put on the wires for cabling or radioing across the ocean, this service frequently means a saving of many minutes on this side, an important factor in the newspaper business. CBS and MBS likewise keep the press informed, via telephone and messenger.

Evidence of this service was seen again and again on the front pages of American newspapers, whose lead stories were credited to radio or to a particular network or station. An outstanding instance was Hitler's speech to the Reichstag. Max Jordan, NBC representative in Berlin, listened to the speech and talked along with Hitler, translating for the American audience. The newspaper stories were headed: "NBC issued the following summary of Adolph Hitler's Reichstag speech, as released in Berlin by the German Government and read over the air by Max Jordan, NBC representative in Europe."

Another means by which radio aided the press was through the constant monitoring of foreign stations which occasionally broadcast information which had not previously been given to foreign correspondents. In New York a number of the papers and wire services assigned men to sit in with the broadcasters' monitoring crews to watch for such breaks.



ON THIS "Electric Recording Score Board" Bill Dyer (right) can tell at a glance just who's doing what during the baseball games he reconstructs on WCAU, Philadelphia. The baseball robot, developed by John G. Leitch, WCAU technical supervisor, is used by Dyer on days when the A's and the Phillies have no games scheduled or are rained out, in which case some other major league game is picked for reconstruction from wire reports. He gets the wire reports direct from a Western Union operator elsewhere in the studio through a headphone, and as he recites the play-by-play action, Taylor Grant (left) pushes switches and lights up a complete record of the state of things on Dyer's indicator board.

KROW Control Passes To KSFO Management

CONTROL and management of KROW, Oakland, Cal., on Sept. 1 passed into the hands of its recent purchasers [BROADCASTING, Aug. 1] and the station is now operated under the same management as KSFO, San Francisco. Purchased for slightly less than $110,000, the company is now 49% owned by Wesley I. Dumm, chief owner of KSFO; 30% by Fred J. Hart, former operator of KGMB, Honolulu; 17½% by Philip G. Lasky, KSFO general manager; 3½% by Wallace F. Elliott, of the Tomaschke-Elliott agency, Oakland. H. P. Drey, former KROW manager, resigned as of Aug. 31, as did the former board of directors. Mr. Lasky and his wife left Sept. 11 for the Chicago NAB convention, after which they planned to go to New York and Washington and return via the Panama Canal.

Woodbury Shift

WITH Charles Boyer held in France on war duty call, John H. Woodbury Co., Cincinnati (soap), has revised plans for its fall NBC-*Woodbury Playhouse* series. Boyer was due to resume with the dramatic series, but Herbert Marshall will replace him starting Oct. 4 when the weekly program switches from Sunday to Wednesday, 8-8:30 p. m. (EST), with West Coast repeat, 6:30-7 p. m. (PST). It is reported that Boyer is a reserve officer in the French artillery and subject to early call. Lennen & Mitchell, New York, is agency.

Oil Burner Series

BRIGHAM OIL BURNER Co., St. Louis, has selected three stations in the U. S. and two in Canada with a series of 36 announcements Monday through Saturday to begin with cold weather in each market picked. Gardner Adv. Co., St. Louis, is the agency.

Numerous Shifts in Network Schedules Are Effective at End of Daylight Time

MANY of the stations now carrying regular CBS and NBC programs will shift their time of broadcast after Eastern Standard Time goes into effect Sept. 24. In most cases the change entails a move from the rebroadcast to the early broadcast for Midwest stations, while for other programs additional stations will be used or rebroadcasts initiated. MBS has reported no changes to date as a result of the return to Standard Time.

The following CBS programs are affected by the change:

American Oil Co. (Amoco gas), *Edwin C. Hill*, effective Sept. 25, WCAO WJSV WNBF WCHS WMMN WGBI WAIM WRDW WBT WDNC WRVA WDBJ WGST WMBR WSJS WQAM WDBO WDAE WJNO WWNC to early broadcast, 6:05-6:15 p.m.

Bowey's Inc. (Dari-Rich products), *News and Rhythm*, effective Oct. 15, WABC WOKO WCAO WEEI WGR-WKBW WBBM WCKY KRNT WJR WDRC WFBM KMBC WHAS KOIL WCAU WJAS WPRO KMOX WFBL WJSV WBNS WHEC WGAN WGST WAPI WREC WORC from 11-11:30 a.m. to 2:30-3 p.m.

Procter & Gamble Co. (Chipso), *Manhattan Mother*, effective Sept. 25, WABC WADC WGAR WJR WCAU WJAS WFBL WBNS WHEC WKBN WBBM CFRB from 9:30-9:45 a.m. to 9-9:15 a.m.

Procter & Gamble Co. (Teel dentifrice), *Professor Quiz*, effective Sept. 29, adds KLZ KLS KNX KARM KROY KOIN KSFO KIRO KFPY KVI for rebroadcast 9-9:30 p.m.

U. S. Tobacco Co. (Dill's best tobacco), *Model Minstrels*, effective Sept. 25, KRNT WFBM WHAS KOIL KMOX WIBW WAPI WREC WLAC KRLD KOMA KTSA KWKH WTUL WCCO WNAX to early broadcast, 8:30-9 p.m.

General Foods Corp. (Postum), *Lum & Abner*, effective Sept. 25, WGAR KRNT WJR WFBM WHAS KOIL WMOX WIBW WAPI WCCO KLRA WREC WLAC KRLD KTRH KOMA KTSA KTUL WTAQ WNAX to early broadcast, 7:15-7:30 p.m.

Liggett & Myers Co. (Chesterfields), *Paul Whiteman's Orchestra*, effective Sept. 27, KRNT WFBM WHAS KOIL KMOX WELA WMBD WIBW KFH WAPI WDOD WRBL WNOX KLRA WREC WCOC WSFA WLAC WWL KRLD KTRH KOMA KTSA KWKH KTUL WOC KDAL WTAQ WMFG WKBH WCCO WHLB WNAX to early broadcast, 8:30-9 p.m.

John H. Woodbury Co. (Woodbury soap), *The Parker Family*, effective Sept. 28, WBBM WCKY WGAR KRNT WJR WFBM KMBZ KFAB WHAS KOIL KMOX, to early broadcast, 7:15-7:30 p.m.

NBC program changes are all shifts from the rebroadcast time to the early broadcast, as follows:

General Foods Corp. (Jell-O), *The Aldrich Family*, effective Oct. 1, WIRE WTMJ KSTP WDAF WBOW WGBF WIBA WEVC KELO KANS WAVE WSM WMC WBRC WJDX WSMB KDOO WKY KTBS KARK WDAY KFYR to early broadcast, 7-7:30 p.m.

Liggett & Myers Co. (Chesterfield cigarettes), *Fred Waring*, effective Sept. 25, WTAM WWJ WLW WOOD to early broadcast, 7-7:15 p.m.

Miles Laboratories (Alka-Seltzer), *National Barn Dance*, effective Sept. 30, KWK WMT WTCN KSO WREN WBOW WBGF WEBC WAVE WMC WBRC WJDX WSMB KVOO WKY WBAP KTBS KPRC WOAI KTHS KARK KGNC WDAY to early broadcast, 9-10 p.m.

P. Lorillard Co. (Sensation cigarettes), *Sensations & Swing*, effective Sept. 25, WTAM WMBG WPTF WSOC WIS WCSC WJAX WFLA WLAK WIOD to early broadcast, 7:30-8 p.m.

Philip Morris & Co. (cigarettes), *Johnny Presents*, effective Sept. 26, WIBA WEBC KANS WAVE WSM WMC WBRC WJDX WALA WCOA KVOO KTBS KGBX KOA KDYL to early broadcast, 8-8:30 p.m.

Lever Series Returns

LEVER BROS., Cambridge, Mass. (Rinso), thru Young & Rubicam, New York, after a summer layoff, on Sept. 19 resumes *Big Town* with Edward G. Robinson, on 67 CBS and 26 CBC stations, Tuesday 8-8:30 p. m. (EDST), with West Coast repeat, 7:30-8 p. m. (PST). Ona Munson, film actress, is slated for the role of Lorelei in the series, a role played by Claire Trevor for several seasons. William N. Robson, recently transferred to Hollywood from the CBS New York production staff, is to produce under personal direction of Robinson. Crane Wilbur is story editor.

Lever's Plans

LEVER BROS., Cambridge, Mass. (Lifebuoy soap), which on Sept. 19 starts its new *Tuesday Night Party* program with Walter O'Keefe on CBS, has signed Bobby Dolan's orchestra for the program and on Oct. 3 will start Mary Martin as vocalist. Ruthrauff & Ryan, New York, handles the account.

Registration at Special NAB Chicago Convention . . . . .

Abert, Donald B., WTMJ, Milwaukee
Adcock, S. E., WROL, Knoxville
Aitkenhead, John, WADC, Akron
Akerberg, Herb V., CBS
Akerman, Ben, WGST, Atlanta
Alburty, E. A., WHBQ, Memphis
Alcorn, Wm. C., WBNX, New York
Allen, Edward A., WLVA, Lynchburg, Va.
Arnoux, Campbell, WTAR, Norfolk, Va.
Ashbacker, Grant F., WKBZ, Muskegon, Mich.
Atteberry, Ellis, KCKN, Kansas City, Kan.

Bailey, W. K., KFNF, Shenandoah, Ia.
Baker, Roy R., WTRC, Elkhart, Ind.
Bangert, H. W., WDAY, Fargo, N. D.
Bannister, Harry, WWJ, Detroit
Barrett, Neal, KOMA, Oklahoma City
Barroll, H. Hope Jr., WFBR, Baltimore
Batchelder, H. W., WFBR, Baltimore
Behrman, Wm. W., WBOW, Terre Haute, Ind.
Benson, Lester A., WIL, St. Louis
Betteridge, Harry W., WWJ, Detroit
Bill, Edgar L., WMBD, Peoria, Ill.
Bishop, Edward E., WGH, Newport News, Va.
Bishop, Frank, KFEL, Denver
Bliss, Sidney H., WCLO, Janesville, Wis.
Bondurant, Hale, WHO, Des Moines
Booth, Robert W., WTAG, Worcester, Mass.
Born, H. H., WHBL, Sheboygan, Wis.
Boyle, John J., WJAR, Providence, R. I.
Brennen, Hugh J., WJAS, Pittsburgh
Brennen, Kenneth H., KQV, Pittsburgh
Bridges, Walter C., WEBC, Superior, Wis.
Bright, Arthur L., KFPY, Spokane
Brown, Enoch, WMC, Memphis
Brunton, Ralph R., KJBS, San Francisco
Butcher, Harry C., CBS, Washington

Caley, Charles C., WMBD, Peoria, Ill.
Campbell, Martin, WFAA, Dallas
Carmichael, V. E., KWK, St. Louis
Carpenter, H. K., WHK, Cleveland
Cavey, Francis A., WWL, New Orleans
Chafey, C. M., WEEU, Reading, Pa.
Chapman, Roy T., KTSM, El Paso, Tex.
Church, Arthur B., KMBC, Kansas City
Cisler, Stephen A., WGRC, Louisville
Clark, Plez S., KFH, Wichita, Kan.
Clifford, Marie E., WHFC, Cicero, Ill.
Cline, William R., WLS, Chicago
Cobb, Wilton E., WMAZ, Macon, Ga.
Coleman, George D., WGBI, Scranton, Pa.
Coleman, Maurice C., WATL, Atlanta
Convey, Bob, KWK, St. Louis.
Cook, Samuel H., WFBL, Syracuse, N. Y.
Coulson, W. Lee, WHAS, Louisville
Cox, Lester E., KGBX, Springfield, Mo.
Craig, Edwin W., WSM, Nashville
Craney, Ed, KGIR, Butte, Mont.

Damm, Walter J., WTMJ, Milwaukee
Davis, Donald D., WHB, Kansas City
Dellar, Lincoln, WBT, Charlotte, N. C.
Dewing, Harold L., WCBS, Springfield, Ill.
Dirks, Dietrich, KTRI, Sioux City, Ia.
Dobyns, C. Merwin, KGER, Long Beach, Cal.
Dolph, Wm. B., WOL, Washington
Draughon, Jack M., WSIX, Nashville
Duckworth, Jack W., KID, Idaho Falls, Ida.
Dyer, Gene T., WGES, Chicago

Egner, C. Lloyd, NBC, New York
Elias, Don S., WWNC, Asheville, N. C.
Elmer, John, WCBM, Baltimore
Erwin, Chas. W., WTHT, Hartford
Ethridge, Mark, WHAS, Louisville
Evans, T. L., KCMO, Kansas City

Fair, Harold C., WHO, Des Moines
Fay, Wm., WHAM, Rochester, N. Y.
Fellows, Harold O., WEEI, Boston
Fetzer, John E., WKZO, Kalamazoo, Mich.
Fisher, Birt F., KOMO, Seattle
Fitzer, H. Dean, WDAF, Kansas City
Fitzpatrick, Leo, WJR, Detroit
Flanigan, E. Y., WSPD, Toledo
Foster, Cedric W., WTHT, Hartford, Conn.

Gammons, Earl H., WCCO, Minneapolis
Gately, Hugh L., WJBC, Bloomington, Ill.
Gentling, Gregory P., KROC, Rochester, Minn.
Gillin, John J. Jr., WOW, Omaha
Gilman, Don E., KPO, San Francisco
Gimbel, Benedict, Jr., WIP, Philadelphia
Glade, Earl J., KSL, Salt Lake City
Gluck, Earle J., WSOC, Charlotte, N. C.
Graham, Art W., WKST, New Castle, Pa.
Grignon, G. W., WISN, Milwaukee
Grizzard, Ted, WLAP, Lexington, Ky.
Gunzendorfer, Wilt, KSRO, Santa Rosa, Cal.

Haase, Walter, WDRC, Hartford, Conn.
Hagman, Clarence T., WTCN, Minneapolis
Halff, Hugh, WOAI, San Antonio
Halley, Geo. E., KMBC, Kansas City
Hanover, E. A., WHAM, Rochester, N. Y.
Harding, C. Francis, WBAB, Atlantic City
Havens, Wilbur, WMBG, Richmond, Va.
Hayek, E. E. L., KATE, Albert Lea, Minn.
Hedges, Wm. S., NBC, New York
Hibbs, E. Douglass, WTEL, Philadelphia
Hickox, Sheldon B., WEAF, New York
Hill, E. W., WTAG, Worchester, Mass.
Hill, Luther L., KSO, Des Moines
Hilliard, L. L., KGKY, Scottsbluff, Neb.
Hinkle, Felix, WHBC, Canton, O.
Hobby, Oveta C., KPRC, Houston
Hoffman, Ed., WMIN, St. Paul
Hoffman, Richard W., WHFC, Cicero, Ill.
Hollister, Herb, KANS, Wichita
Holliway, Harrison, KFI-KECA, Los Angeles
Holt, Thad, WAPI, Birmingham, Ala.
Hopkins, James, WJBK, Detroit
Hough, Harold, WBAP, Fort Worth
Hubbard, Stanley E., KSTP, St. Paul
Hurt, Frank E., KFXD, Nampa
Hutchinson, Wm. E., WAAF, Chicago

Imeson, Thos. C., WJAX, Jacksonville, Fla.
Ioset, Don, WLOK, Lima

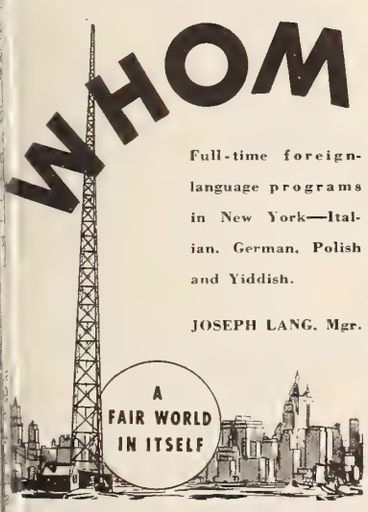
Jacobsen, Jessie, KFBB, Great Falls, Mont.
Jahncke, Ernest L., Jr., WJZ, New York
Jayne, Dan E., WELL, Battle Creek, Mich.
Johnson, Jay A., WTAX, Springfield, Ill.
Johnson, Les, WHBF, Rock Island, Ill.
Johnston, Henry P., WSGN, Birmingham, Ala.
Jones, Merle S., KMOX, St. Louis
Jordan, Ray P., WBDJ, Roanoke, Va.
Joy, Geo. E., WRAK, Williamsport, Pa.

Katzman, Louis, WINS, New York
Kay, Lambdin, WSB, Atlanta
Kaye, Sydney M., NAB, New York
Kelley, Don E., WLS, Chicago
Kelly, Geo. F., WCSH, Portland, Ore.
Kendall, John C. KGW-KEX, Portland, Ore.
Kendrick, A. J., WBS, New York
Kennedy, John A., WBLK, Charleston, W. Va.
Kettler, Stanton P., WALR, Zanesville, O.
Kirchhofer, A. H., WBEN, Buffalo
Koessler, Walter M., WROK, Rockford, Ill.
Kyler, Jim, WCLO, Janesville, Wis.

LaFount, Harold, A., WCOP, Boston
Lane, C. Howard, KFBK, Sacramento, Cal.
Lang, Joseph, WHOM, Jersey City, N. J.
Lanphier, Chas. J., WEMP, Milwaukee
Lasky, P. G., KSFO, San Francisco
LaStayo, Paul H., WAAT, Jersey City, N. J.
Laubengayer, R. J., KSAL, Salina, Kan.
Lawrence, Craig, KSO-KRNT, Des Moines
Leich, Martin L., WGBF, Evansville, Ind.
LeMasurier, Dalton, KFJM, Grand Forks, N. D.
LePoidevin, Harry R., WRJN, Racine, Wis.
Lindsay, Merrill, WJBL, Decatur, Ill.
Locke, C. B., KFDM, Beaumont, Tex.
Loeb, Howard M., WFDF, Flint, Mich.
Lohr, Lenox R., NBC, New York
Long, Dewey H., WSAI, Cincinnati
Lounsberry, I. R., WGR, Buffalo
Loyet, Paul A., WHO, Des Moines
Lucy, Calvin T., WRVA, Richmond, Va.
Ludy, Ben, WIBW, Topeka, Kan.

McCollough, Clair A., WGAL, Lancaster, Pa.
McCormick, John C., KWKH, Shreveport
McDonald, Geo., WGTM, Wilson, N. C.

(*Continued on page 85*)



5,000,000 POTENTIAL AUDIENCE

Results?
We Got 'Em!

Bumper Crops and rising prices in the Dakotas and adjacent areas mean that your advertising dollar will go the limit for you on

K F Y R

The Regional Station with the Cleared Channel Coverage

and

The only single medium capable of covering North and South Dakota, Western Minnesota and Eastern Montana.

550 Kc.
NBC Affiliate

Let Us Sell Your Story

5000 W. Day
1000 W. Night

Meyer Broadcasting Co.
Bismarck, N. Dakota

Gene Furgason & Co. . . . *National Representatives*

Pure Oil Renewal

PURE OIL Co., Chicago, has renewed its *Headlines & Sport Slants* 15-minute five-day weekly live talent feature on KTRH, Houston, for a 13-week period. Summer schedules of other stations on the list were not continued, although the radio billing of the company increased when its CBS program over 38 stations *Kaltenborn Edits the News* was expanded from twice to thrice weekly. The account is placed through Leo Burnett Co., Chicago.

Radio's Yachting Champs

YACHT racing champions of the broadcasting industry are Blair Walliser, WGN, Chicago, and MBS producer, and Ken Griffin, NBC and WGN feature dramatic actor, who jointly own a 10-meter sloop *Revenge*. On Sept. 10, the *Revenge* won the annual Triangular race on Lake Michigan, and the Commodore Noble trophy, for the second year, establishing a new record. Walliser and Griffin also have won the famous Mackinac Island race.

SAILORS of the Swank Grosse Pointe Yacht Club will race Sept. 24 for two trophies offered by Leo Fitzpatrick, executive vice-president of WJR, Detroit.

Facsimile Newspaper

A NEWSPAPER to be started late this fall or nearly this winter in Hartford, Conn., may be the first in the chain of facsimile-processed papers planned by Herbert Moore, head of Transradio Press Service [BROADCASTING, April 1]. At the outset the new paper will receive its news from Transradio by teletype, as there can be no prefabrication until a sufficient number of papers are signed up to make the idea economically feasible, Mr. Moore explained. After the paper has established a suburban and rural circulation, it plans to use facsimile broadcasting, in conjunction with a local station, to distribute its papers to subscribers in these sparsely populated areas, Mr. Moore added.

Malt-O-Meal Plans

CAMPBELL CEREAL Co., Minneapolis, (Malt-O-Meal) will inaugurate its 1939-40 season Oct. over an extensive list of station with the *Tena & Tim*, 15-minut dramatic transcriptions which proved effective during the las campaign. They will be heard fiv days weekly, placed through H. W Kastor & Sons, Chicago.

FTC Stipulation

THE Federal Trade Commission announces that Procter & Gamble Co Cincinnati, has stipulated that it wi cease certain claims allegedly based o exclusive properties of its Chipso an other laundry soaps.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
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McNARY and CHAMBERS
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HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

HERBERT LEE BLYE
RADIO CONSTRUCTION ENGINEER
THIRTEEN YEARS EXPERIENCE
LIMA OHIO

They Never Miss...
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service a great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Prominent agency seeking outstanding radio production man to produce and direct network shows. Preference to man who can write and create—should have good background in handling comedy. Submit full details, picture if possible. Replies strictly confidential. Box A514, BROADCASTING.

2 Salesmen: Midwest City of over one million. Full-time, independent station offers unusual opportunity on commissions, for a producer. Give complete details. Box A502, BROADCASTING.

Immediate opening for salesman who can produce in medium market. Virginia or North Carolina experience preferred. Give experience and references. Address Box A511, BROADCASTING.

National Radio Employment Bureau wants experienced salesmen, announcers, operators and other employes, except talent. Complete information free. Paramount Distributors. Box 864, Denver, Colorado.

Salesmen: Experienced radio advertising. Unusual opportunity. Permanent. Generous commission. Apply Tuesdays only at 2 P.M., or write Radio Station, WSNJ, Bridgeton, N. J.

Situations Wanted

Attention Station Owners: Station manager with real organizing and re-organizing ability accustomed bringing tough ones out of red, offers; higher grosses, real programming, result getting promotions, and profitable merchandising plans, along with efficient management. Sober, industrious, ambitious, personable, forty, married, employed. Box A497, BROADCASTING.

Experienced newscaster and commentator. Clear, distinctive voice. Background advertising, foreign travel. Ten years broadcasting experience. Seeks permanent opportunity with progressive station anywhere. Also continuity writing, interviews, special features. Box A512, BROADCASTING.

Commercial Manager with 12 years radio and newspaper experience. Exceptional knowledge local and national business. Thirty-six years old, married, sober and dependable. Splendid record, original ideas, large volume billings. Available October 1st. Box A503, BROADCASTING.

Station Owners: Successful station manager desires change. Fifteen years experience. Thorough knowledge of all phases of radio. Five years with major national network. Long record of successful station management. Box A515, BROADCASTING.

Position as manager of local or regional station. 14 years in radio. Highest recommendations. Now employed. Thoroughly experienced in sales, programming, and production. Prefer salary and commission. Box A496, BROADCASTING.

Chief Engineer. May I have an opportunity to present my qualifications. Employed at present but desire to improve my position. 1 kw or larger. Box A506, BROADCASTING.

Situations Wanted (Cont'd.)

Production Man, ten years' experience, pr duction, programming, promotion, wr ing. Employed, but wants to ma change. Married. Will accept small sa ary. Box A495, BROADCASTING.

Six years' experience as chief announce engineer, program and production wor continuity writer, salesman. Deep voi with special training. Box A508, BROA CASTING.

Announcer - Newscaster, experienced. N employed on 5 kw network static Prefer middle or Northwest. Transcri tion. Photo. References. Box A5 BROADCASTING.

Announcer, Program Director or Produ tion. 8 yrs. experience, married, sob reliable, go anywhere. A trial will co vince you. Box A505, BROADCASTING.

Operator, six years in commercial broa cast station, control room, maintenan and network experience. Best referenc Box A498, BROADCASTING.

Announcer—Experienced. Wishes annou ing anywhere. Handle news, narratic special features. Recording availab References. Box A507, BROADCASTING.

$5,000 a year will bring you services Chief Engineer. Present salary $4,2 14 years experience. Box A504, BROA CASTING.

Experienced Radio Engineer now employ in major network station desires bet opportunity. Box A513, BROADCASTING.

Instructor-Announcer—Teach voice, spee radio arts, commercial announcing, pr gramming, dramatics. References. B A510, BROADCASTING.

Sports Announcer — Handle play-by-pl all sports; sports commentary, reco ings. Box A509, BROADCASTING.

Pacific Coast Stations! Need young, go all-round announcer? Plenty experien Handle any show . . . news, spec events. Write copy. Do top job for a size station. Address Box A517, BRO CASTING.

Contemplating late or all-night progra Result getting specialist desires chan Prefer West coast. Address Box A5 BROADCASTING.

Newscaster - announcer who can wr "listenable" commercial and news co Recording. Considerable experience advertising. Available anywhere imm diately. Box A516, BROADCASTING.

Wanted to Buy

Experienced radio and newspaper accou ant and business manager wants to l all or part interest in middle west ra station. Strictly confidential. Box A5 BROADCASTING.

For Sale—Equipment

Used 100 watt transmitter complete, w crystal oven, tubes, etc., can be chang to 250 watts easily, meets all F.C.C. quirements. Just taken out of servi will sell to highest bidder. Box A4 BROADCASTING.

War Coverage Plan

(*Continued from Page 11*)

cognized that there are certain hazards in bringing these broadcasts direct to this country and extreme care will be exercised in so doing.

Domestic News

All the foregoing general principles will of course apply to domestic broadcasts on any phase of the war. All news broadcasts, whether sponsored or unsponsored, are to remain in the strictest control of the broadcaster in order that the standards herein set forth may be maintained. News analysts are at all times to be confined strictly to explaining and evaluating such fact, rumor, propaganda, and so on, as are available. No news analyst or news broadcaster of any kind is to be allowed to express personal editorial judgment or to select or omit news with the purpose of creating any given effect, and no news analyst or other news broadcaster is to be allowed to say anything in an effort to influence action or opinion of others one way or the other. Nothing in this is intended to forbid any news broadcaster from attempting to evaluate the news as it develops, provided he substantiates his evaluation with facts and attendant circumstances. His basis for evaluation should, of course, be impersonal, sincere and honest.

In order not to keep the public unduly disturbed and alarmed, each broadcaster, exercising his own news judgment, will endeavor to interrupt programs for news bulletins as little as seems consistent with good operations.

Commercial Programs, Speeches

No propaganda in connection with the war will be allowed in either the commercial announcements or the context of commercial programs. Nothing in this shall be interpreted as barring straight news or news analysis, as herein have been described, from commercial programs.

The safeguards of fairness and program balance now applied in the handling of speeches on controversial issues will continue to be applied and, in order to make this effective, every effort will be made to obtain the text of speeches before they are scheduled.

Stings of War

FIRST AMERICAN radio casualty of the European conflict was Ed Humphrey, WJJD, Chicago, announcer, who received his wounds by remote control. While reporting news of the European crisis, including aerial bombardment of Warsaw, he was besieged by a swarm of hornets that had entered the studio through a small opening in the window. Emerging after eight minutes, Humphrey was treated for severe stings on the neck, hands and legs.

Gruen Won't Add

ALTHOUGH to date spot business has not been noticeably affected by the outbreak of the European war, Gruen Watch Co., New York, is not adding to its contracts for further time signals. The company's signals are now heard on five stations in the East, but due to vagueness on Christmas shipments of watches from Switzerland, where tickers for the watches are made, no additional contracts, originally planned for this fall, have been signed, according to McCann-Erickson, New York, agency handling the account.

Your Sales Go

UP IN THE FALL

through intelligent advertising over
Connecticut's Distinguished Radio Broadcasting Station

WNBC

New Britain - Hartford

NBC Blue Network, plus local programs built to entertain and educate, as well as to produce results in excess of those anticipated by our advertisers.

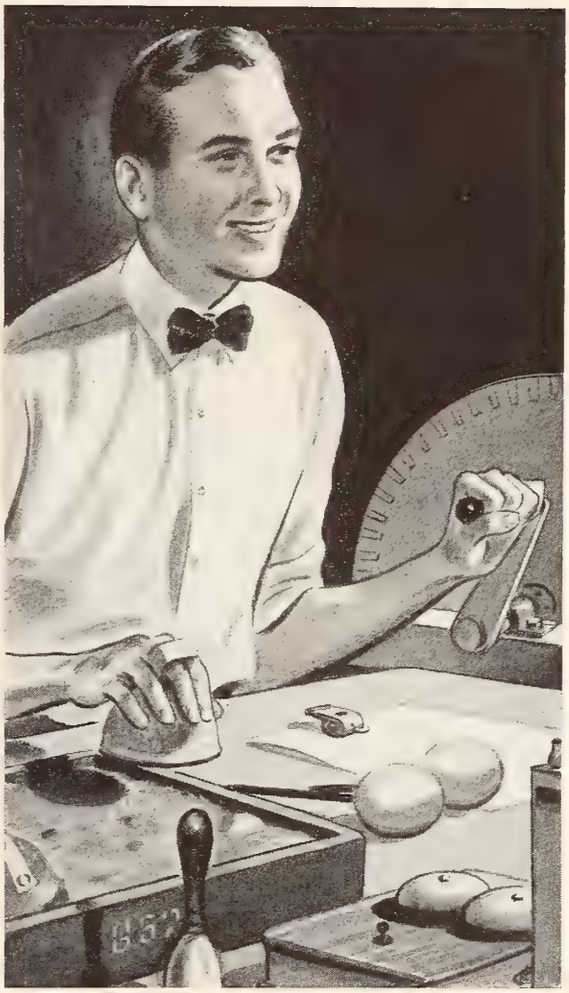
STATE BROADCASTING CORPORATION

Richard Davis, Mgr.

147 Main Street
New Britain

and

54 Pratt Street
Hartford



sound effects

From torrential rains to the tireless ticking of a clock — the illusion of sound effects creates dramatic background for the radio audience. Bell Telephone System engineers make it their job to preserve this illusion in network broadcasting.

Special circuits, developed through years of research and experiment, link the nation's radio stations. Modern equipment in the hands of trained supervisors stands guard all the way.

And in order that tomorrow's radio broadcasting may be even more nearly perfect, Bell Telephone Laboratories are constantly striving to improve the service and facilities offered to the radio industry.

BELL SYSTEM — AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES

NAB Creates $1,500,000 Music Fund

Adopts Kaye's Plan to Start Independent Corporation

(*Continued from page 9*)

quate music supply in the event an equitable contract cannot be worked out with ASCAP.

The vote followed three hours of floor discussion in which President Miller and members of the Negotiating Committee and the board outlined in detail the purpose, scope and objectives of the campaign. It was repeatedly emphasized that the industry seeks only to protect its supply of "raw material" and that ASCAP's unwillingness to deal at this time, with existing contracts expiring at the end of 1940, renders it essential to create the competitive music source.

Network Contribution

It was brought out that in 1937 the broadcasting industry paid into ASCAP's coffers $3,800,000. The 50% assessment, if all stations contributed, would yield an approximate $1,900,000 on that basis. It was concluded that the return should be in the neighborhood of $1,500,000 which was regarded as an "absolute minimum", taking into account possible non-participating stations.

Assurances were given that "no single group would control the new corporation". In response to questions from the floor, it was developed that NBC and CBS, for example, based on their 1937 ASCAP payments, would hold approximately 25% of the corporation's stock. This was computed on the basis of contribution by the two networks of $403,000, which, President Miller said, would amount to one-half of their payments to ASCAP during that year. It would constitute the largest single block of stock.

Whereas the convention atmosphere appeared to be surcharged from the moment the board held its initial session Sept. 13 with the Copyright Committee, the floor discussion brought debate only in favor of the plan. H. K. Carpenter, general manager of WHK and WCLE, inquired how the new plan differed from the ill-fated NAB Bureau of Copyrights and its predecessor, the Radio Program Foundation, both of which sought to set up tax-free music reservoirs. He made it clear, however, that he was not indulging in personalities and merely thought an explanation would be illuminating.

At the board discussions, there was spirited debate on the stock corporation plans, premised largely on the view that the NAB itself should administer it and finance it as an industry operation rather than create a separate corporation.

In lieu of the proposition for financing through the 50% assessment, Harold Wheelahan, WSMB, New Orleans, proposed that stations be assessed on the basis of 2% of their net receipts for that year, which he held would raise the requisite $1,500,000. This, however, was vigorously fought within the board by network representatives, since it would place them in the position of contributing a percentage of their entire income, rather than of the amount actually paid ASCAP.

New ASCAP Plan

It was revealed, coincident with the convention, that ASCAP has advanced a new formula for licensing stations, providing for clearance at the source by the networks. Paul M. Segal, Washington attorney, revealed that, at the request of certain station clients, he had conferred with John G. Paine, ASCAP general manager, during the preceding week. Mr. Paine, it was stated, said that ASCAP was prepared to enter into contracts with any and all stations, providing:

1. Extension of performing rights contracts for terms of one to ten years from Jan. 1, 1941.

2. Abolition of the so-called arbitrary sustaining fee, and substitution of a basic fee, payable in monthly installments, equivalent to 5% of the amount which the station estimates as its annual operating overhead. This would give the station the license to perform ASCAP music for both commercial and sustaining.

3. On "net receipts" exceeding the sum upon which the basic fee is declared, payment of an additional 5% royalty, except that payments received from networks by affiliated stations would be deducted from this total.

4. Networks would pay royalties for all programs originated by them (clearance at the source).

Disclosure of this proposal caused consternation at the convention, though it was not debated on the floor. In some quarters, it was felt that it might be construed as another eleventh hour effort of ASCAP to upset NAB plans. The fact that it provides clearance at the source, it was stated, might force readjustment of network contracts with affiliates, changing compensation terms.

Still Seek Agreement

Speaker after speaker at the convention stressed the "united front" of the industry and the determination to meet the ASCAP threats. President Miller stated that he felt the plan as devised and approved had a good chance of success. He pointed out, however, that because of the complexities of establishing a going concern, the precise operating plans could not be outlined at this time.

It was readily admitted that ASCAP had substantial control of existing music demanded by broadcasters and that the industry still hopes to obtain an agreement with ASCAP on a fair basis which would look toward payment only on ASCAP music used, rather than a tax on the station's entire income. The objective, it was declared, is to procure a "per program" basis of payment, with clearance at the source, as has been repeatedly resolved by NAB conventions and by other broadcasters' groups.

Basis of Fund

The view taken was that the additional catalogs of music would parallel and act as a partial substitute for the ASCAP catalog. If necessary, however, the industry would try to get along on its own music. The basis on which the $1,500,000 fund would be employed was outlined to the convention and approved as proposed. Under it, $300,000 of the total would be paid by stations for the stock, the remaining $1,200,000 to be paid for initial "license fees" to the corporation. There would be 100,000 shares of stock issued at $1 par value. Of this stock 80,000 shares would be offered at $5 a share, of which $1 would constitute capital and the remaining $4 capital surplus. Each broadcaster would be offered that number of shares which would make the total amount paid for stock equal to 10% of the broadcasters' 1937 ASCAP fee. To prevent alienation of stock, the broadcaster first would have to offer it to the corporation if he desired to sell.

Miller Recalls Steps

It was pointed out that expenses would be incurred not only in connection with acquisition, creation and selection of music, but also in connection with distribution and exploitation. It is planned to make the music available to other users, and to cooperate closely with motion picture producers and other potential sources of supply.

In opening the special convention, President Miller recounted the steps leading up to the special convention call last month after negotiations with ASCAP had been broken off. He pointed out that the problem transcended merely payments of music royalties, because if ASCAP is successful in its present efforts, other groups seeking tribute from the industry will receive encouragement. He said broadcasters somewhere along the line must take their stand and that the opportunity now presented itself.

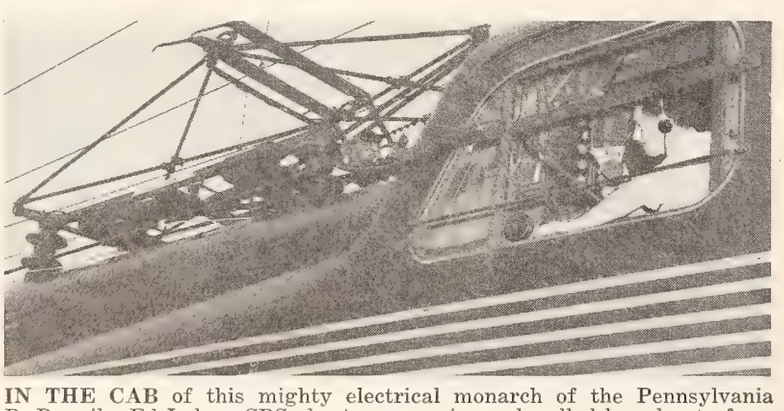
Radio Chief ASCAP Income

Mr. Miller pointed out that of ASCAP's total income of $6,000,000 some $4,000,000 annually is paid by the broadcasters. He asserted that other music users, such as motion picture exhibitors and hotels, have not been called upon to pay increased costs, while the burden on broadcasters has been boosted fivefold in the last half-dozen years.

John Elmer, president of WCBM, Baltimore, former NAB president, and representative of the independent stations in the copyright negotiations, brought the convention to its feet when he called for action. He went beyond the ASCAP question and sharply took to task phonograph record manufacturers proposing to exact tribute from stations for record performances. He told of the utter futility of dealing with ASCAP, and asserted that it was time to declare war. Regarding the phonograph record plan of RCA, he said there should be an adjudication of the issue to determine legal rights. He questioned how RCA could reconcile its demand for license fees on the ground that radio performances kill record sales while it buys time on stations to promote record sales. The industry must determine, he said, whether it will tolerate these conditions.

Mark Ethridge, last broadcaster-president of the NAB and leader in the reorganization of two years ago, paid tribute to President Miller and said he had no doubt about his integrity and ability to win the copyright fight. He said he did not like the principle of an arbitrary levy on gross recepts such as imposed by ASCAP. "If this process continues", he said, "it won't be long before we are in the position of the railroads today." He added that the industry was united and that all groups—networks, affiliates and independents — were pledged not to negotiate individual contracts. "The industry has a solidarity it has never had before," he declared.

Mr. Rosenbaum, as a member of



IN THE CAB of this mighty electrical monarch of the Pennsylvania R. R. rails, Ed Laker, CBS shortwave engineer, handled broadcasts from the train during the District of Columbia trip to the World Fair in N. Y.

Casualties by Radio

A NEW wrinkle in the "war of words" being waged on the other side was inaugurated by British Broadcasting Corp. this month when it was announced that the BBC would broadcast in German the names of German dead, wounded and prisoners as fast as they are identified. These will be shortwaved to Germany to encourage tuning in British broadcasts and thus hear information withheld by the Nazi radio.

the Negotiating Committee, injected a spirit of good humor by burlesquing the manner in which music publishers function. He paralleled this, however, with a factual dissertation of how the new NAB corporation would fulfill its mission of creating the independent and competitive music supply. He said that the purpose was not to destroy ASCAP. But since ASCAP has refused to bargain, the plan is to "build a replica next door". The new organization, he said, might not be able to duplicate the ASCAP catalog at once, but it would provide the necessary safeguard for the industry. He said NAB frankly and honestly hoped to make a deal with ASCAP "but we are not going to leave ourselves naked and unprepared in the event we don't come to terms on Jan. 1, 1941. We won't, at least, go out of business."

The industry should not get itself into a state of frenzy, Mr. Rosenbaum advised. He pointed out the project is purely a business matter and said the industry should be prepared to swap punches with the opposition in good humor and use good headwork and good footwork.

Referring to the reported new ASCAP proposal, which he described as a "stick of candy", Mr. Rosenbaum said that the reason ASCAP desires such a plan is because it wants to "tax the networks on all their revenue." He said such a move, in his opinion, would destroy the possibility of a per-program formula and also "let the other chislers in." Finally, he said it might change the whole network formula and bring about a dangerous revision of network operations. He said acceptance of such a formula would be a "betrayal" of the industry and would be "working behind the backs of the networks."

Miller Calls It Sound

Responding to a question by Harrison Holliway, KFI, Los Angeles, whether the independent music corporation plan would be pursued if ASCAP yielded, President Miller said such questions would have to be faced as they arose. He said he felt the independent music idea was sound in any event.

Mr. Miller made it clear, also, that the corporation would cooperate with existing transcription companies and seek to utilize other available facilities and services. The effort will be not to duplicate existing functions, he said. Similarly, he declared that utmost cooperation would be extended to the motion picture industry.

When Mr. Carpenter asked Mr. Miller to give his own personal opinion on the plan, the NAB president said he favored it as the best possible project that could be worked out after many months of discussion and consideration.

After the floor discussion on the music resolution, President Miller called for a roll call vote. Some 50 stations had been called, only about half responding and all in the affirmative. It was then Mr. Damm proposed that the roll call be dispensed with and that an oral vote be taken.

The Kaye plan itself was not read, but Mr. Morton outlined its purport in detail. Stuart Sprague, New York attorney, was Mr. Kaye's associate in its preparation. Mr. Kaye will direct the organization details of the new corporate structure, as chief NAB counsel.

Broadcasters Raise Issues

Before the final vote was taken, a score of broadcasters participated in the questioning from the floor. These included Edward A. Allen of WLVA, Lynchburg, who urged cooperation with existing public domain transcription producers; Stanley Schultz, WLAW, Lawrence, Mass., who advocated cooperation with the publishing houses controlled by motion picture producers; Art Mosby, KGVO, Missoula, Mont., who emphasized the desirability of developing the "per program" basis of royalty payment; Harold V. Hough, WBAP-KGKO, Fort Worth, who presented formally the copyright resolution and urged its passage as the "best weapon that the best brains of the industry can devise"; Tom Sharp, KFSD, San Diego, who raised the question of possible control of the new corporation by any single group or single interest; Hoyt Wooten, WREC, Memphis, who inquired whether the industry hoped to procure reductions in ASCAP fees to offset the investment in the new corporation; Don Elias of WWNC, Asheville, N. C., and Paul Lovet, of WHO, Des Moines.

Eugene C. Pulliam, WIRE, Indianapolis, cut short the floor questioning by observing that the convention appeared strongly in favor of the move and that since other business was to be handled, he urged an immediate vote. It was quickly taken up, after which the convention recessed for luncheon.

At the opening of the afternoon session, Ed Craney, owner of KGIR, Butte, Mont., proposed that President Miller be made the sole negotiator for NAB with ASCAP and seek to secure a contract based on clearance at the source and on per program payment. The motion, however, was tabled after brief discussion.

Resolutions Adopted

Several other resolutions dealing with copyright were adopted unanimously. These included renewal of support of the industry in its effort to press for prosecution of the anti-trust suit of the Department of Justice against ASCAP, pending in New York; support by all legislative means of amendment of the Copyright Act of 1909 to bring it into conformity with the needs of the industry, and continuance of the practice of assigning NAB counsel to assist broadcasters involved in copyright legislation in the States.

Harry C. Wilder, president of WSYR, Syracuse, offered a resolution, adopted unanimously, that members of the NAB exercise "the greatest possible care in the use, preparation and transmission of broadcasts dealing with war, to the end that these broadcasts will conform with and support the declared neutrality policy of this country."

Edgar L. Bill, WMBD, Peoria, newly-appointed chairman of the Code Compliance Committee, explained the manner in which the committee proposed to function in enforcing the self-regulation document. Ed Kirby, NAB public relations director, explained the scope of the compliance plans.

The convention concluded with an observation by President Miller regarding the phonograph record company plans for licensing stations. He advocated extreme caution before entering into any kind of agreement.

NAB Registrations

(*Continued from page 81*)

McGregor, A. M., WJBC, Bloomington, Ill.
McLaughlin, C. A., WIBC, Indianapolis
McNaughton, Henry B., WTBO, Cumberland, Md.
Macy, J. Noel, WFAS, White Plains, N. Y.
Maland, Joseph O., WHO, Des Moines
Mariotte, Donald A., NBC
Marshall, K. G., WBRC, Birmingham
Maslin, Robt. S. Jr., WFBR, Baltimore
Mason, N. G., WIRE, Indianapolis
Mason, Richard H., WPTF, Raleigh, N. C.
Mastin, Cecil D., WNBF, Binghamton, N. Y.
Meggee, R. F., KXA, Seattle
Meyer, P. J., KFYR, Bismarck, N. D.
Milbourne, L. W., WCAO, Baltimore
Mills, Frank R., WDWA, Champaign, Ill.
Moroney, James M., WFAA, Dallas
Moore, Robert, Transradio Press
Morency, Paul W., WTIC, Hartford, Conn.
Mosby, Art. J., KGVO, Missoula, Mont.
Murphy, Morgan, WEBC, Superior, Wis.
Musselman, B. Bryan, WCBA, Allentown, Pa.
Myers, Chas. W., KALE, Portland, Ore.
Nash, Edward C., WIBW, Topeka, Kan.
Norton, George W., WAVE, Louisville
Norton, John H., WJZ, New York
Nunn, Gilmore N., WCMI, Ashland, Ky.
Nunn, J. Lindsay, KFDA, Amarillo, Tex.
O'Brien, Martin R., WMRO, Aurora, Ill.
O'Dell, Wm. E., WTMV, E. St. Louis
Orr, P. F., KTRH, Houston

Patt, John F., WGAR, Cleveland
Patterson, Betty, WFAS, White Plains, N. Y.
Peak, Earl N., KFJB, Marshalltown, Ia.
Petry, Edward, Edw. Petry & Co.
Pitts, Barton, KFEQ, St. Joseph, Mo.
Powell, Hugh J. KGGF, Coffeyville, Kan.
Poynor, D. J., WMBH, Joplin, Mo.
Pulham, Gene, WIRE, Indianapolis
Pyle, K. W., KFBI, Abilene, Kan.
Pyle, Wm. D., KVOD, Denver

Quarton, S. D., Cedar Rapids, Ia.

Ray, Wm. B., WMAQ-WENR, Chicago
Reed, Dwight S., WSFA, Montgomery, Ala.
Reineke, Earl C., WDAY, Fargo, N. D.
Reinsch, J. Leonard, WHIO, Dayton, O.
Richardson, Duke, WDAN, Danville, Ill.
Ripley, Fred R., WSYR, Syracuse
Rodgers, James W., WROK, Rockford, Ill.
Roeder, George H., WCBM, Baltimore
Rollo, Reed, T., attorney, Washington
Rosenbaum, Samuel R., WFIL, Philadelphia
Roth, Eugene J., KONO, San Antonio
Roberts, John C. Jr., KXOK, St. Louis
Ruddell, Noel C., WJMS, Ironwood, Mich.
Russell, Frank M., WRC, Washington
Ryan, John, WSPD, Toledo
Runyon, M. R., CBS, New York

Sambrook, A. B., WBS, New York
Sanders, Wayne A., WWVA, Wheeling, W. Va.
Schultz, Stanley N., WLAW, Lawrence, Mass.
Schurz, Franklin D., WFAM, South Bend
Scripps, Wm. J., WWJ, Detroit
Searle, Don, KFAB-KOIL, Omaha
Sharp, Thomas E., KFSD, San Diego
Shaw, Don S., WMCA, New York
Schmitt, Kenneth F., WIBA, Madison, Wis.
Schudt, Wm. A., WKRC, Cincinnati
Shuman, Howard A., KWFC, Hot Springs, Ark.
Shouse, James D., WLW, Cincinnati
Shutz, Edgar P., WIL, St. Louis
Simmons, Allen T., WADC, Akron
Slavick, Henry W., WMC, Memphis
Smith, Calvin J., KFAC, Los Angeles
Smith, George W., WWVA, Wheeling, W. Va.
Smith, Harold E., WABY, Albany
Stoer, E. Maxwell, WINS, New York
Spence, Harry R., KXRO, Aberdeen, Wash.
Stone, Harry, WSM, Nashville
Stevens, Frank M., WSAL, Salisbury, Md.
Sprague, Stuart, New York
Stewart, Jack, KCMO, Kansas City
Strotz, Sidney N., NBC, Chicago.
Summerville, Howard, WGST, Atlanta
Swartley, W. C., WGL, Fort Wayne

Taft, Hulbert, WKRC, Cincinnati
Taylor, Ted, KGNC, Amarillo, Tex.
Thomas, Lloyd C., KGFW, Kearney, Neb.
Thomas, Norman A., WDOD, Chattanooga
Thompson, Charles R., WBEN, Buffalo
Thompson, Robert M., KQV, Pittsburgh
Thompson, Roy F., WFBG, Altoona, Pa.
Thornburgh, Don. W., KNX, Los Angeles
Tison, W. Walter, WFLA, Tampa
Townsend, Sam W., WJW, Akron

Uridge, Owen F., WJR, Detroit

Van Volkenburg, J. L., CBS
Veatch, J. P., KFEL, Denver

Walker, Geo. D., WAIR, Winston-Salem
Wallace, Forrest P., WWJ, Detroit
Watson, Loren L, WBAL, Baltimore
Way, Wm. B., KVOO, Tulsa
Weil, Ralph N., WBAL, Baltimore
West, Wm. H., WTMV, E. St. Louis
Westlund, Art, KRE, Berkeley, Cal.
Wheelahan, Harold, WSMB, New Orleans
Wheeler, Clarence, WHEC, Rochester
White, Max H., KWNO, Winona, Minn.
Whitlock, Edward S., WRNL, Richmond, Va.
Whitmore, Walter E., KGFL, Roswell, N. M.
Whitte, Clinton R., WCRW, Chicago
Wilder, Harry C., WSYR, Syracuse, N. Y.
Williamson, Warren, WKBN, Youngstown, O.
Wilson, L. B., WCKY, Cincinnati
Wood, L. W., WCLS, Joliet, Ill.
Woodruff, Jim W. Jr., WRBL, Columbus, Ga.
Wooten, Hoyt B., WREC, Memphis
Wrath, John H., WSJS, Winston-Salem
Wyler, Karl O., KTSM, El Paso, Tex.

Yocum, Ed., KGHL, Billings, Mont.
Young, Dr. George, WDGY, Minneapolis

Zimmerman, Ed, KARK, Little Rock

FCC Meets Tuesdays

TUESDAY has been adopted as the regular FCC meeting day until further notice. Regular broadcast actions will be handled on that day, along with other routine considerations. Oral arguments will be held on Thursdays, pursuant to the practice established last year, with the Motions Docket, presided over by a commissioner, to be held Fridays.

Institute Adding

UTILITY ENGINEERING Institute, Chicago, will add approximately 20 stations to its list by Oct. 1, increasing its total number of outlets to about 35. WCFL, Chicago, will carry three 15-minute programs weekly for the Institute. Agency is First United Broadcasters, Chicago.

Beaumont Discs

BEAUMONT LABS., St. Louis, (4-Way Cold Tablets), will begin in mid-October over a long list of stations with transcribed announcements. Several Canadian stations will be included. Agency is H. W. Kastor & Sons Adv. Co., Chicago.

F-M Plans of CBS

EFFECTIVE Sept. 17, CBS is making its evening programs available for rebroadcast on W2XMN, Alpine, N. J., Maj. E. H. Armstrong's experimental frequency modulation transmitter, which operates with 40 kw. on 42800 kc. CBS engineers plan to make extensive tests to determine the scope of Maj. Armstrong's invention as applied to broadcasting.

Sleininger Leaves Furgason

GENE FURGASON, head of Gene Furgason & Co., station representatives, announced Sept. 5 that he and Cliff Sleininger, as principal officers of the company, had agreed to separate. The company is now owned individually by Mr. Furgason with personnel remaining the same.

FINCH Telecommunications Laboratories Inc., New York, has shortened its name to Finch Telecommunications Inc., according to W. G. H. Finch, president of the company.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

AUGUST 31 TO SEPTEMBER 15, INCLUSIVE

Decisions . . .

AUGUST 31

WHDF, Calumet, Mich.; NEW, Copper Country Bcstg. Co., Hancock, Mich.—WHDF, Granted mod. license to full time and renewal license, and Copper Country Bcstg. Co. denied CP 1370 kc 100-250 w unl.

MISCELLANEOUS—KUSD, Vermillion, S. D.; KGBU, Ketchikan, Alaska; KTRB, Modesto, Cal.; KFQD, Anchorage, Alaska; WSPA, Spartanburg, S. C., granted temporary license renewals; WBZ, Boston, granted CP new trans., directional; NEW, Worcester Co. Bcstg. Corp., Worcester, Mass., granted petition intervene applic. C. T. Sherer Co., Worcester.

NEW, Niagara Falls Gazette Pub. Co., Niagara Falls—Granted CP 1260 kc 1 kw D.

SEPTEMBER 2

MISCELLANEOUS—Saginaw Bcstg. Co., Saginaw, Mich., denied continuance oral argument; KFRO, Longview, Tex., denied temp. auth. special programs; WEAU, Eau Claire, Wis., denied temp. auth. special programs.

SEPTEMBER 6

WSLA, WSLR, Boston—Granted CP's move trans.

MISCELLANEOUS — WBTH, Williamson, W. Va., granted petition intervene applic. Clarence H. Frey, Robert O. Greever, Logan, W. Va., 9-8-39, but denied enlargement of issues; WJLS, Beckley, W. Va., granted petition intervene same hearing; WMBR, Jacksonville, Fla.; WGRC, New Albany, Ind., NEW, Gateway Bcstg. Co., Louisville, NEW, WJMS Inc., Ashland, Wis., oral argument set for 10-3-39.

NEW, Worcester Telegram Pub. Co., Holden, Mass.—Granted CP high-freq. 1 kw.

NEW, Stromberg-Carlson Tel. Mfg. Co., Rochester—Granted CP high-freq. 1 kw

NEW, Journal Co., Milwaukee—Granted CP high-freq. 1 kw.

NBC, New York—Granted extension auth. transmit to Canada.

NEW, Bell Telephone Labs., Whippany, N. J.—Granted CP high-freq. 5 kw.

W1XEH, Avon, Conn.—Granted high-freq. license 150 w.

NEW, Westinghouse E & M Co., Boston—Granted CP high-freq. 1 kw.

NEW, NBC, New York—Granted CP high-freq. 1 kw.

NEW, Cincinnati Times-Star, Cincinnati—Granted CP facsimile.

CBS, New York—Granted extension auth. transmit to Canada.

KIT, Yakima, Wash.—Granted Mod. license N to 1 kw.

WJMS, Ironwood, Mich.; WSYB, Rutland, Vt.—Granted CPs 250 w unl.

NEW, Lakeland Bcstg. Co., Willmar, Minn.—Applic. CP in docket amended to 680 kc 250 w D only.

Modification of licenses to 250 w unl. granted to WCHV, Charlottesville, Va.; WRAL, Raleigh, N. C.; WRGA, Rome, Ga.; WSLI, Jackson, Miss.; KRMD, Shreveport, La.; KMLB, Monroe, La.; WJBC, Bloomington, Ill.; KLUF, Galveston, Texas; WEOA, Evansville, Ind.; KPQ, Wenatchee, Wash.; WDNC, Durham, N. C.; WGNC, Gastonia, N. C.; WSIX, Nashville, Tenn.; WSTP, Salisbury, N. C.; KCMC, Texarkana, Tex.; WHLB, Virginia, Minn.; WMFG, Hibbing, Minn.; WSAU, Wausau, Wis.; WTRC, Elkhart, Ind.; KSRO, Santa Rosa, Cal.; WIL, St. Louis, Mo.; WTMA, Charleston, S. C.; WKBZ, Muskegon, Mich.; WEED, Rocky Mount, N. C.; WAML, Laurel, Miss.; KBND, Bend, Ore.; KVEC, San Luis Obispo, Cal.; KPLC, Lake Charles, La.; WMBH, Joplin, Mo.; WCAX, Burlington, Vt.; WCBM, Baltimore; KOCY, Oklahoma City; WAYX, Waycross, Ga.; WEBQ, Harrisburg, Ill.; WNOE, New Orleans; WBBZ, Ponca City, Okla.; KELO, Sioux Falls, S. D.; WIBU, Poynette, Wis.; KXRO, Aberdeen, Wash.; KPFA, Helena, Mont.; KWYO, Sheridan, Wyo.; WABY, Albany; WNBF, Binghamton, N. Y.; WBEO, Marquette, Mich.; WEST, Easton, Pa.; WGH, Newport News, Va.; WATL, Atlanta; WMBS, Uniontown, Pa.; WSNJ, Bridgeton, N. J.; WPAX, Thomasville, Ga.; KOBH, Rapid City, S. D.; WHFC, Cicero, Ill.; KFAM, St. Cloud, Minn.; KGHI, Little Rock, Ark.; KGKL, San Angelo, Tex.; KVOX, Moorhead, Minn.; WTMV, E. St. Louis, Ill.; KRBC, Abilene, Texas; WMIN, St. Paul, Minn.; KRE, Berkeley, Cal.; WIBX, Utica, N. Y.; WBRE, Wilkes-Barre, Pa.; WDAS, Philadelphia; WMBO, Auburn, N. Y.; WCPO, Cincinnati; WRBL, Columbus, Ga.; WJNO, West Palm Beach; Fla.; WRDW, Augusta, Ga.; KWOS, Jefferson City, Mo.; KCKN, Kansas City.

SEPTEMBER 7

MISCELLANEOUS—KMMJ, Grand Island, Neb., denied reconsideration of grant to Neb. Bcstg. Co., for new station in Hastings; WJBO, Baton Rouge, La., denied rehearing re applic. KSAL, Salina, Kan., for CP change freq., increase power; WCPO, Cincinnati, denied rehearing on reconsideration of grant to WBOW, Terre Haute, Ind., to change freq.; WHDH, Boston, denied reconsideration of grant without hearing to North Shore Bcstg. Co., for new station in Salem, Mass.; WBBM, Chicago, retired to closed files applic. CP change trans., etc.; WLTH, Brooklyn, granted auth. remain silent pending action on applic. move to new site, and during actual move if applic. is granted.

SEPTEMBER 8

MISCELLANEOUS — NEW, United Theatres, San Juan, P. R., granted extension to file opposition for reopening case re applic. Enrique Abarca, additional 5 days to 8-28-39; WLEU, Erie, Pa., petition intervene Presque Isle Bcstg. Co. applic. withdraw; WTNJ, Trenton, N. J., granted petition to amend applic. re hours, and hearing continued, both to be heard together, opposition and motion to strike filed by WCAM and WCAP overruled; NEW, Moody Bible Institute Radio Station, Chicago, motion amend applic. referred to oral arguments; NEW, Las Vegas Bcstg. Co., Las Vegas, Nevada, denied continuance hearing Nevada Bcstg. Co.; KSO, Des Moines, granted intervention applic. Gazette Co., Cedar Rapids; KMA, Shenandoah, Ia., granted intervention WSBT applic.; WBRC, Birmingham, granted intervention and enlargement of issues in WSBT applic.; WDBJ, Roanoke, Va., same; KVOD, Denver, granted intervention KABC applic.; WMCA, New York, petition postponement WPG argument withdrawn; NEW, Las Vegas Bcstg. Co., Las Vegas, Nev., granted continuance hearing to 10-17-39 and granted order take depositions; NEW, Cascade Bcstg. Co., Everett, Wash., referred to Commission en banc all parties seeking to argue motion to amend applic. to 1430 kc 500 w unl., time extended; WSPR, Springfield, Mass., granted amendment to change name to WSPR Inc., directive antenna, increase to 500 w unl.; Thomas J. Watson, Endicott, N. Y., overruled motion withhold further consideration applic. WMFF to change assignment; NEW, Lackawanna Bcstg. Co., Scranton, Pa., granted order take depositions; NEW, St. Lawrence Bcstg. Corp., Ogdensburg, N. Y., granted motion amend applic. to 1370 kc 250 w unl.; NEW, Enrique Abarca Sanfeliz, San Juan, P. R., granted continuance argument on petition reopen hearing in re applicant and United Theatres.

SEPTEMBER 12

WMFO, Decatur, Ala.—Granted vol. assignment license to Tennessee Valley Bcstg. Co.

Modification of licenses to increase power to 250 watts granted WABI, Bangor, Me.; WJTN, Jamestown, N. Y.; WMAS, Springfield, Mass.; WGAL, Lancaster, Pa.; WMPC, Lapeer, Mich.; WJAC, Johnstown, Pa.; WWSW, Pittsburgh; WRAK, Williamsport, Pa.; WCMI, Ashland, Ky.; WOMI, Owensboro, Ky.; WHLS, Port Huron, Mich.; WFTC, Kinston, N. C.; KALB, Alexandria, La.; WJBY, Gadsden, Ala.; WJHL, Johnson City, Tenn.; KRIC, Beaumont, Texas; WOPI, Bristol, Tenn.; KFVS, Cape Girardeau, Mo.; WRJN, Racine, Wis.; WGL, Fort Wayne, Ind. and KAST, Astoria, Ore.

WIS, Columbia, S. C.—Denied rehearing applic. satellite station.

WFBR, Baltimore—Denied petition to accept amendment and for rehearing re applic. satellite station, denied 7-13-39.

SEPTEMBER 13

NEW, Lawrence J. Heller, Washington—Denied CP 1310 kc 100-250 w unl., with synchronous station.

WLAW, Lawrence, Mass.—Denied CP increase hours to LS San Francisco, directional N.

WNEL, San Juan, P. R.—Granted renewal.

NEW, Catawba Valley Bcstg. Co., Hickory, N. C.—Granted CP 1370 kc 100-250 w unl.

WCOV, Capital Bcstg. Co., Montgomery, Ala.—Granted mod. license to unl., 100 w.

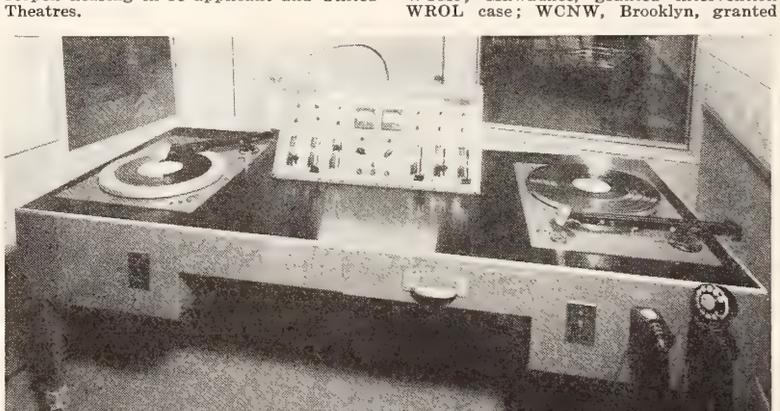
SEPTEMBER 14

NEW, Southern Ore. Bcstg. Co., Grants Pass, Ore.—Granted CP 1310 kc 100 w unl.

MISCELLANEOUS — WMC, Memphis, WTAR, Norfolk, granted extensions temp. auth. 5 kw N; WCOU, Lewiston, Me., granted license increase D to 250 w; WDGY, Minneapolis, denied extension temp. auth. operate evenings.

SEPTEMBER 15

MISCELLANEOUS — WLBZ, Bangor, Me., granted intervention WABI applic.; WBRC, Birmingham, granted enlargement issues in KMAC case; WDBJ, Roanoke, same; WHJB, Greensburg, Pa., granted intervention WROL case; NEW, Wm. F. Huffman, Wisconsin Rapids, granted motion allow amendment applic. to 1310 kc; WMAL, Washington, granted auth. withdraw petitions intervene KSD, KXOK, KWK cases; KMAC, San Antonio, denied without prejudice with leave to file amended petition to intervene WSBT, KABC cases; WTMJ, Milwaukee, granted intervention WROL case; WCNW, Brooklyn, granted supplemental request take depositions; WEEU, Reading, granted intervention WHDH case; WCBS, Springfield, Ill.; granted dismissal without prejudice applic. change freq., increase power; WHDH, Boston, granted motion take depositions re applic. increase power and time.



THIS REVOLVING CONTROL DESK is a feature of the KGER, Long Beach, Cal., new remote studios in Los Angeles, which is moved about on casters to permit the best possible view into either of the two large studios. The conduit of the panel wires is used as a pivot point and no flexible wires or cables are in sight, according to Jay Tapp, KGER technical director, who designed the desk and new control room, with assistance of Ron Oakley, Frank Ottoboni and Loree Anderson. Appearance is that of a desk with no visible connection with the speech bays, which are located about six feet back of the operator, he pointed out. The revolving desk has vertical Tech-Lab mixers, complete monitoring, audition and talkback facilities for operation of two studios simultaneously, remotes or transcriptions. Weston volume instruments were used with Stromberg-Carlson switches and Western Electric relays, lighting system and microphone. Almost entirely of metal, the desk is a combination of aluminum grey steel, satin chromium, and black Western Electric micarta, with lumiline tubes furnishing illumination for the control panel.

Proposed Decisions . . .

SEPTEMBER 13

W9XAA, Chicago—Denied renewal license international station and dismissed without prejudice applic. Radio Service Corp. of Utah for consent to assign W9XAA from Chicago Federation of Labor to it.

NEW, Bureau of Education, Los Angeles—Denied CP 1420 kc 100 w D.

KOY, Phoenix, Ariz.—Granted mod. license to 550 kc, 1 kw.

Applications . . .

SEPTEMBER 1

WGAN, Portland, Me.—Mod. license to unl.

KMBC, Kansas City—CP increase to 5 kw N & D.

NEW, J. D. Falvey, Ottumwa, Ia.—CP 1210 kc 100 w unl.

NEW, Stephenson, Edge & Korsmeyer, Jacksonville, Ill.—CP 1370 kc 250 w unl.

WALR, Zanesville, O.; WHDF, Calumet, Mich.—Mod. licenses to 250 w N & D.

WCAE, Pittsburgh—CP increase to 5 kw N & D.

KTRH, Houston—CP change to 710 kc 10 kw.

WSPB, Sarasota, Fla.—Mod. CP re studio, trans. sites new station.

WBOW, Terre Haute, Ind.—Mod. re antenna, trans.

KGFL, Roswell, N. M.—Mod. license re hours.

KDON, Monterey, Cal.—CP new trans., antenna, increase to 500 w 1 kw D, 1440 kc.

WLOK, Lima, O.; KOME, Tulsa; WBOW, Terre Haute, Ind.; KGLO, Mason City, Ia.—Mod. license to 250 w N & D.

SEPTEMBER 5

WELI, New Haven—License for new freq., hours, power, etc.

NEW, WIBX Inc., Marshall, N. Y.—CP 43400 kc 1 kw freq. modulation.

NEW, CBS, New York—CP television.

WCOL, Columbus—CP change to 1200 kc 250 w N & D.

WTSP, St. Petersburg, Fla.—Mod. CP re antenna, trans., studio.

WEDC, Chicago—License increase power, etc.

KFRU, Columbia, Mo.—CP change to 1370 kc 100-250 w unl., amended to 250 w N & D.

KGBX, Springfield, Mo.—CP increase to 5 kw.

KFEL, Denver—License for increased power, etc.

KVOL, Lafayette, La.; KFDA, Amarillo, Tex.—Mod. license to 250 w.

SEPTEMBER 7

WSAN-WCBA, Allentown, Pa.—Mod. license to 1 kw.

NEW, High Point, N. C.—CP amended to change name to High Point Bcstg. Co.

NEW, Burlington Bcstg. Co., Burlington, N. C.—CP 1420 kc 100 w D.

WSAV, Savannah, Ga.—Mod. CP new station re antenna, trans., change name to WSAV Inc.

WFLA, Tampa, Fla.—Auth. transfer control to Tribune Co.

NEW, Hunt Bcstg. Assn., Greenville, Tex.—CP 940 kc 1 kw D.

KVWC, Vernon, Tex.; WMSD, Muscle Shoals City, Ala.; KGFF, Shawnee, Okla.; KDLR, Devils Lake, N. D.; KGKY, Scottsbluff, Neb.—Mod. licenses to 250 w N & D.

SEPTEMBER 14

WVFW, Brooklyn—License for equip. changes.

NEW, Paducah Bcstg. Co., Hopkinsville, Ky.—CP 1200 kc 250 w unl.

WFMJ, Youngstown—License new station.

WCKY, Cincinnati—Mod. license move studio to Gibson Hotel.

KGKB, Tyler, Tex.—Mod. license to 250 w N & D; KPLT, Paris, Tex., same; KWJB, Globe, Ariz., same.

KVIC, Victoria, Tex.—Mod. CP new station re antenna, trans., studio.

WJNO, W. Palm Beach, Fla.—License new equip.

KFH, Wichita—CP increase to 5 kw N & D, directional N.

Network Accounts

All time EDST unless otherwise indicated.

New Business

STANDARD BRANDS, New York (Fleischmann's yeast), on Oct. 2 starts *I Love a Mystery*, on 51 NBC-Red stations, Mon. thru Fri., 7:15-7:30 p.m. (EST), with repeat 8:15-8:30 p.m. (PST). Agency: J. Walter Thompson Co., N. Y.

QUAKER OATS Co., Chicago, on Sept. 25 resumes *Girl Alone*, on NBC Red, Mon. thru Fri., 4-4:15 p.m. (CST). Agency: Ruthrauff & Ryan, Inc., N. Y.

WILSHIRE OIL Co., Los Angeles, on Sept. 18 starts participation quiz program, *Pull Over Neighbor*, on 15 California Don Lee network stations (KHJ KFRC KIEM KVCV KHSL KQW KDON KTKC KVEC KPMC KDB KFXM KVOE KGB KXO), Monday, 8-8:30 p.m. (PST). Agency: Dan B. Miner Co., Los Angeles.

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J. (shaving cream), on Oct. 8 starts *Bill Stern* on 43 NBC-Blue stations, Sun., 9:45-10 p.m. Agency: Benton & Bowles, Chicago.

LARUS & BROS. Co., Richmond, Va. (Edgeworth tobacco, Domino cigarettes), on Nov. 14 starts 24 hockey games on WAAB, and Colonial Network. Agency: Warwick & Legler, N. Y.

LUTHERAN LAYMEN'S LEAGUE, St. Louis, on Oct. 29 resumes *The Lutheran Hour* on 15 MBS stations, Sun., 1:30-2 p.m. (repeat, on 14 MBS, Don Lee and Oklahoma Networks, 4:30-5 p.m.). Agency: Kelley, Stuhlman & Zahrndt, St. Louis.

WHEELING STEEL Co., Wheeling, W. Va., resumes *Musical Steelmakers* Oct. 8 on 44 MBS stations, Sun., 5-5:30 p. m. (EST). Placed direct.

LAXTON-FISHER TOBACCO Co., Louisville (Twenty Grand), on Sept. 25 starts *Bob Garred's News* on 5 CBS Pacific stations, Mon. thru Fri., 5:45-6 p. m. Agency: McCann-Erickson, N. Y.

WARD BAKING Co., New York (Tip-Top Bread), on Oct. 5 starts Joe Penner's *Tip-Top Show* on 30 NBC-Blue stations, Thurs., 8:30-9 p. m. Agency: Sherman K. Ellis, N. Y.

WM. R. WARNER Co., New York, (Sloan's Liniment), on Oct. 14 starts *Youth vs. Age* on 104 NBC-Blue stations, Sat., 8:30-9 p. m. Agency: Warwick & Legler, N. Y.

GENERAL FOODS Corp., New York (Grape Nuts), on Oct. 6 starts *Kate Smith* on 77 CBS stations, Fri., 8-9 p. m. (reb. 12 midnight-1 a. m.) EST. Agency: Young & Rubicam, N. Y.

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End of Daylight Saving

DAYLIGHT Saving Time ends Sept. 24, with networks and stations preparing for the usual revision of schedules to conform to the shift. For list of network program time changes see page 80.

INTERNATIONAL SILVER Co., Niagara Falls, Ont., on Oct. 18 starts *Theatre of the Air* on CBC network, not including Quebec Province. Agency: Young & Rubicam, Toronto.

CONSOLIDATED DRUG Co., Chicago, on Oct. 15 starts for 52 weeks on Texas State Network Mon. thru Sat., 7-8 a. m., with production in Fort Worth. Agency: Benson & Dahl, Chicago.

AMERICAN TOBACCO Co., New York (Half & Half) on Oct. 8 resumes *Ben Bernie & All the Lads* on 55 CBS stations, Sun., 5-5:30 p. m. (EST). Agency: Young & Rubicam, N. Y.

GENERAL MILLS, Minneapolis (Bisquick), on Oct. 9 starts *By Kathleen Norris* on 30 CBS stations, Mon. thru Fri., 5-5:15 p. m. Agency: Knox-Reeves, Minneapolis.

TILLAMOOK COUNTY Creamery Assn., Tillamook, Ore., (cheese), on Sept. 28 resumes *Bennie Walker's Tillamook Kitchen* for 13 weeks on 6 NBC Pacific Red stations, Thurs., 10-10:15 PST. Agency: Botsford, Constantine & Gardner, Portland, Ore.

Renewal Accounts

PET MILK SALES Corp., St. Louis, on Sept. 30 renews *Saturday Night Serenade* on 53 CBS stations, Sat., 9:45-10:15 p. m. Agency: Gardner Adv. Co., St. Louis.

STANDARD OIL Co. of California, San Francisco, on Sept. 14 resumed *Standard School of the Air* on 13 NBC Pacific Blue stations, Thurs., 11-11:45 a. m. (PST). Agency: McCann-Erickson, San Francisco.

WESSON OIL & Snowdrift Sales Corp., San Francisco, on Sept. 25 renews *Hawthorne House* for 52 weeks on 8 NBC Pacific Red stations, Mon., 9:30-10 p. m. (PST). Agency: Fitzgerald Adv. Agency, New Orleans.

ANACIN Co., Jersey City (headache pills), on Sept. 25 renews *Our Gal, Sunday* on 31 CBS stations, Mon., Tues., Wed., 12:45-1 p. m. (EST). Agency: Blackett-Sample-Hummert, N. Y.

AMERICAN HOME PRODUCTS Corp., New York (Edna Wallace Hopper cosmetics, Hill's Nose Drops), on Sept. 25 renews *The Romance of Helen Trent* on 30 CBS stations, Mon. thru Fri., 12:30-12:45 p. m. (EST). Agency: Blackett-Sample-Hummert, N. Y.

KOLYNOS Co., New Haven, Conn. (toothpaste), on Sept. 25 renews *Our Gal, Sunday* on 31 CBS stations, Thurs. and Fri., 12:45-1 p. m. Agency: Blackett-Sample-Hummert, N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strike), on Oct. 4 renews for 13 weeks, *Kay Kyser's College of Musical Knowledge* on 80 NBC-Red stations, Wed., 10-11 p.m. Agency: Lord & Thomas, N. Y.

Network Changes

CONGRESS CIGAR Co., New York (LaPalina cigars), on Sept. 30 adds WAAB, Boston, to *Ed Thorgersen's Football News* making a total of 21 MBS stations, Sat., 5:45-6 p. m. (EST). Agency: Marschalk & Pratt, N. Y.

QUAKER OATS Co., Chicago (Puffed Wheat-Rice), on Oct. 7 replaces *Dick Tracy* with Milton Berle's *Stop Me if You've Heard This One* on 63 NBC-Red stations, Sat. 7-7:30 p.m. Agency: Sherman K. Ellis, Chicago.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Avalon cigarettes), on Sept. 27 shifts *Avalon Time* from 45 NBC-Red, Sat., 8:30-9 p.m. to 54 NBC-Red, Wed., 8:30-9 p.m. Agency: Russell M. Seeds, Chicago.

EUCLID CANDY Co., San Francisco (candy), on Oct. 5 shifts *Euclid Ballot Box* on 3 CBS California stations from Mon., 8:45-9 p. m. to Thurs. 8:15-8:30 p. m. (EST). Agency: Sidney Garfinkel Adv., San Francisco.

STANDARD BRANDS Inc., New York (Tenderleaf tea), on Oct. 5 shifts *One Man's Family* on 57 NBC-Red stations from Wed., 8-8:30 p. m. (EDST), to Thurs., 8-8:30 p. m. (EST), with repeat Sun., 9:30-10 p. m. (PST). Agency: J. Walter Thompson Co., N. Y.

PEPSODENT Co., Chicago (toothpaste), on Oct. 1 shifts *Mr. District Attorney* from 55 NBC-Red, Tues., 10-10:30 p.m. to 30 NBC-Blue, Sun., 7:30-8 p.m. Agency: Lord & Thomas, Chicago.

FELS & Co., Philadelphia (Naptha soap), on Oct. 8 shifts *Hobby Lobby* from NBC to 51 CBS stations, Sun., 5-5:30 p. m. (rebroadcast, 11-11:30 p. m. (EST). Agency: Young & Rubicam, N. Y.

BELL & Co., Orangeburg, N. Y. (Bell-Ans), on Sept. 5 added WHK, Cleveland, and WNAC, Boston, to *Red River Dave* making a total of 4 MBS stations, Mon. & Thurs., 8:15-8:20 a.m. Agency: Anderson, Davis & Platte, N. Y.

LEWIS-HOWE Medicine Co., St. Louis (Tums) on Sept. 27 will change *Quicksilver* from a 15-minute to a half-hour weekly show on an unannounced number of NBC-Blue stations. Agency: H. W. Kastor & Sons Adv. Co., Chicago.

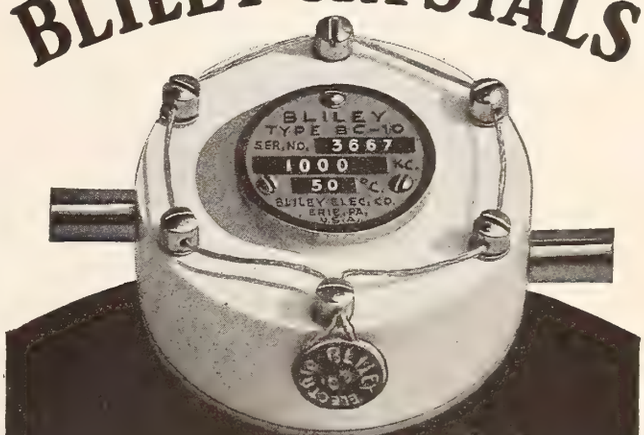
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SILVER-TONGUED portrayers of gridiron action are these announcers who met Sept. 13-14 in Philadelphia at the Atlantic Refiining-N. W. Ayer football announcers training session. Front row, seated, are Dave Bennett, WKBO; James Peterson, Ayer sports staff; Johnny Van Sant, WSAN; Herman Reitzes, WDEL; Tom McMahon, WSYR-WFBL; Jack Barry, KDKA-WWSW; Bailey Goss, WEEU; Claude Haring, KDKA-WWSW; Marcus Bartlett, WSB; Bill Slater, Yankee Network. Back row, Luther Voltz, WKAT; Add Penfield, WDNC; Dick West, WEST; Woody Wolf, WCAE; Joe Handlan, WCHV; Harry Schwartz, Temple U.; Bill Hightower, WKAT; Johnny Neblett, WBNS; Wallace Orr, Ayer account executive; Vic Diehm, WAZL; Harry Thomas, WBAX; Dave Brandt, WGAL; Harold Miller, WORK; Tom Manning, WTAM; Paul Douglas, WCAU; Lee Kirby, WBT; Jimmy Thompson, WFBC; Les Quailey, Ayer sports director.

Complete Schedule of Atlantic Refining Football Games

THE complete schedule of Atlantic Refining Co. football broadcasts, subject to revision because of the shift in Thanksgiving Day to Nov. 23, was announced Sept. 13 by N. W. Ayer & Son, Atlantic agency (see story on page 16). The schedule follows:

SEPT. 22

Furman-Erskine, Greenville, S. C., WFBC.*

SEPT. 23

Florida-Stetson, Gainesville, Fla., WDBO, WJAX, WRUF.*

Virginia-Hampton-Sydney, Charlottesville, Va., WBTM, WCHV, WDBJ, WLVA, WRVA, WSVA.

SEPT. 29

Duquesne-Illinois Wesleyan, Pittsburgh, WWSW.*

Temple-Georgetown, Philadelphia, WIP.*

SEPT. 30

Brown-R. I. State, Providence, R. I., WJAR.

Carnegie Tech-Wittenberg, Pittsburgh, WWSW.

Colgate-N.Y.U., Hamilton, N. Y., WESG, WFBL, WGR, WGY, WHEC, WIBX, WNBF.

Davidson-Duke, Davidson, N. C., WBT, WBTM, WCHV, WDBJ, WDNC, WLVA, WPTF, WRVA, WSVA.

F. & M.-Upsala, Lancaster, Pa., WGAL.

Gettysburg - Bucknell, Gettysburg, Pa., WORK.

Holy Cross-Manhattan, Worcester, Mass., WDRC, WEEI, WMAS, WORC, WPRO.

Lafayette-Ursinus, Easton, Pa., WEST.

Maryland-Hampton-Sydney, College Park, Md., WFBR, WJEJ, WSAL.

S. Carolina-Catholic U., Columbia, S. C., WFBC.

Texas-Florida, Austin, Tex., WDBO, WJAX, WRUF.

Villanova-Muhlenberg, Philadelphia, Pa., KYW, WSAN.

OCT. 6

Duquesne-Waynesburg, Pittsburgh, WWSW.*

Gettysburg - Albright, Gettysburg, Pa., WRAW.*

Miami-Wake Forest, Miami, Fla., WKAT.*

Villanova-S. Carolina, Philadelphia, WIP.*

OCT. 7

Boston Univ.-F. & M., Boston, WGAL, WORK.

Brown-Amherst, Providence, R. I., WJAR.

Cornell-Syracuse, Ithaca, N. Y., WESG, WFBL, WGR, WGY, WHEC, WIBX, WNBF.

Dickinson - Susquehanna, Carlisle, Pa., WKBO.

Duke-Colgate, Durham, N. C., WBIG, WBT, WBTM, WCHV, WDBJ, WDNC, WLVA, WPTF, WRVA, WSVA.

Florida-Miss. State, Gainesville, Fla., WDBO, WJAX, WRUF.*

Furman-Georgia, Greenville, S. C., WFBC.

Holy Cross-L.S.U., Boston, Mass., WDRC, WEEI, WMAS, WORC.

Maryland-Western Md., Faltimore, WFBR, WJEJ, WSAL.

Muhlenberg-Springfield, Allentown, Pa., WSAN.

Notre Dame-Georgia Tech., South Bend, Ind., WRDW, WSB, WTOC.

Ohio State-Missouri, Columbus, WBNS, WTAM.

Pennsylvania - Lafayette, Philadelphia, WCAU, WEST, WGBI, WHP, WKOK, WPG.

Penn State-Bucknell, State College, Pa., WWSW.

Pittsburgh-West Va., Pittsburgh, WCAE, WFBG, WLEU, WTBO.

Temple - Carnegie Tech., Philadelphia, KDKA, WIP.

Ursinus - Delaware, Collegeville, Pa., WDEL.

Yale - Columbia, New Haven, Conn., WHN, WNAC, WPRO, WTAG, WTIC.

OCT. 12

Boston College-Florida, Boston, WEEI.

OCT. 14

Bucknell - Albright, Lewisburg, Pa., WEEU.

Case-Carnegie Tech., Cleveland, WWSW.

Colgate-Brown, Hamilton, N. Y., WESG, WGR, WHEC, WIBX, WJAR, WNBF, WSYR.

Delaware - Dickinson, Newark, Del., WDEL, WKBO.

F. & M.-Lebanon Valley, Lancaster, Pa., WGAL.

Georgia-Holy Cross, Athens, Ga., WDRC, WEEI, WMAS, WORC.

Georgia Tech.-Howard, Atlanta, Ga., WRDW, WSB, WTOC.

Gettysburg - Drexel, Gettysburg, Pa., WORK.

Lafayette - Muhlenberg, Easton, Pa., WEST, WSAN.

Ohio State - Northwestern, Columbus, Ohio, WBNS, WTAM.

Penn State-Lehigh, State College, Pa., KDKA.

Pittsburgh - Duke, Pittsburgh, WBIG, WBT, WCAE, WDBJ WDNC, WFBC, WFBG, WLEU, WPTF, WRVA, WTBO.

Syracuse-Georgetown, Syracuse, N. Y., WFBL, WGY.

Tampa-Miami, Tampa, Fla., WKAT.*

Temple - Texas Christian, Philadelphia, WIP.

Texas A. & M.-Villanova, College Station, Tex., KYW.

Virginia-Maryland, Charlottesville, Va., WBTM, WCHV, WFBR, WJEJ, WLVA, WSAL, WSVA.

Yale-Pennsylvania, New Haven, WATR, WBRK, WCAU, WEAN, WFEA, WGBI, WHAI, WHP, WICC, WKOK, WLLH, WLNH, WNAC, WNBH, WNLC, WOR, WPG, WSAR, WSPR, WTAG, WTIC.

OCT. 19

Clemson-South Carolina, Columbia, S. C., WFBC.

OCT. 20

Miami-Rollins, Miami, Fla., WKAT.*

OCT. 21

Albright-Moravian, Reading, Pa., WEEU.

Boston College-Temple, Boston, Mass., WEEI, WIP.

Brown-Holy Cross, Providence, R. I., WDRC, WMAS, WORC, WPRO.

Cornell-Penn State, Ithaca, N. Y., KDKA, WESG, WGR, WHEC, WIBX, WNBF, WSYR.

Delaware-Lebanon Valley, Newark, Del., WDEL.

Duke-Syracuse, Durham, N. C., WBIG, WBT, WDBJ, WDNC, WFBL, WGY, WPTF, WRVA.

Florida-Tampa, Gainesville, Fla., WDBO, WJAX, WRUF.*

Georgia Tech. - Vanderbilt, Atlanta, WRDW, WSB, WTOC.

Minnesota - Ohio State, Minneapolis, WBNS, WTAM.

N.Y.U. - Carnegie Tech., New York, WWSW.

P.M.C.-F. & M., Chester, Pa., WGAL.

Pittsburgh-Duquesne, Pittsburgh, WCAE, WFBG, WLEU, WTBO.

Ursinus-Muhlenberg, Collegeville, Pa., WSAN.

V.M.I.-Virginia, Lexington, Va., WBTM, WCHV, WLVA, WSVA.

Wash. & Jeff.-Dickinson, Washington, Pa., WKBO.

Yale-Army, New Haven, Conn., WATR, WBRK, WCAU, WEAN, WEST, WFBR, WFEA, WGBI, WHAI, WHP, WICC, WJEJ, WKOK, WLLH, WLNH, WNAC, WNBH, WNLC, WOR, WORK, WPG, WSAL, WSAR, WSPR, WTAG, WTIC.

OCT. 27

Duquesne - Texas Tech., Pittsburgh, WWSW.*

Miami-Catholic U., Miami, Fla., WKAT.*

South Carolina-West Virginia, Orangeburg, S. C., WFBC.

Temple-Bucknell, Philadelphia, WIP.

OCT. 28

Albright-Upsala, Reading, Pa., WEEU.

Carnegie Tech.,-Notre Dame, Pittsburgh, KDKA.

Delaware - Hampden - Sydney, Newark, Del., WDEL.

Duke - Wake Forest, Durham, N. C., WDNC.

Fordham-Pittsburgh, New York, N. Y., WCAE, WFBG, WLEU, WTBO.

Georgia Tech.-Auburn, Atlanta, WRDW, WSB, WTOC.

Holy Cross-Colgate, Worcester, Mass., WDRC, WEEI, WMAS, WORC, WPRO.

Lafayette - Gettysburg, Easton, Pa., WEST, WORK.

Maryland-Florida, College Park, Md., WDBO, WFBR, WJAX, WJEJ, WRUF, WSAL.

Michigan - Yale, Ann Arbor, Mich., WATR, WBRK, WEAN, WFEA, WHAI, WICC, WLLH, WLNH, WNAC, WNBH, WNLC, WOR, WSAR, WSPR, WTAG, WTIC.

Muhlenberg-F. & M., Allentown, Pa., WGAL, WSAN.

Ohio State-Cornell, Columbus, WBNS, WESG, WGR, WHEC, WIBX, WNBF, WSYR, WTAM.

Pennsylvania - North Carolina, Philadelphia, WBT, WCAU, WGBI, WHP, WKOK, WPG, WPTF.

Roanoke-Dickinson, Salem, Va., WKBO.

Syracuse-Penn State, Syracuse, N. Y., WFBL, WGY, WWSW.

Villanova-Arkansas, Philadelphia, WIP.

Wash. & Lee - V.P.I., Lynchburg, Va., WBTM, WCHV, WDBJ, WLVA, WRVA, WSVA.

NOV. 3

Miami-Texas Tech., Miami, Fla., WKAT.*

NOV. 4

Albright-West Chester, Reading, Pa., WEEU.

Boston College-Auburn, Boston, Mass., WEEI.

Brown-Tufts, Providence, R. I., WJAR.

Cornell-Columbia, Ithaca, N. Y., WESG, WGR, WHEC, WIBX, WNBF, WSYR.

Detroit-Villanova, Detroit, KYW.

Dickinson-Wash. College, Carlisle, Pa., WKBO.

Duquesne-Marquette, Pittsburgh, WWSW

F. & M.-Clarkson, Lancaster, Pa., WGAL

Georgia Tech.-Duke, Atlanta, WBIG WBT, WDNC, WPTF, WRDW, WSB WTOC.

Gettysburg-Muhlenberg, Gettysburg, Pa. WORK, WSAN.

Holy Cross-Providence, Worcester, Mass. WDRC, WMAS, WORC.

N.Y.U.-Lafayette, New York, WEST.

Ohio State-Indiana, Columbus, WBNS WTAM.

Pennsylvania-Navy, Philadelphia, WCAU WFBR, WGBI, WHP, WJEJ, WKOK WPG, WSAL.

Penn State-Maryland, State College, Pa. KDKA.

Randolph-Macon-Delaware, Ashland, Va. WDEL.

South Carolina-Florida, Columbia, S. C. WDBO, WFBC, WJAX, WRUF.

Syracuse-Michigan State, Syracuse WFBL, WGY.

Temple-Pittsburgh, Philadelphia, WCAE WFBG, WIP WLEU, WTBO.

Virginia-Chicago, Charlottesville, Va. WBTM, WCHV, WDBJ, WLVA, WRVA WSVA.

Yale-Dartmouth, New Haven, WATR WBRK, WEAN, WFEA, WHAI, WICC WLLH, WLNH, WNAC, WNBH, WNLC WOR, WSAR, WSPR, WTAG, WTIC.

NOV. 10

Miami-Drake, Miami, WKAT.

Wash. & Lee-Virginia, Lexington, Va. WBTM, WCHV, WLVA, WSVA.

NOV. 11

Auburn-Villanova, Birmingham, KYW.

Chicago-Ohio State, Chicago, WBNS WTAM.

Clemson-Wake Forest, Clemson, S. C. WFBC.

Cornell-Colgate, Ithaca, N. Y., WESG WGR, WGY, WHEC, WIBX, WNBF WSYR.

Delaware-P.M.C., Newark, Del., WILM.*

Dickinson-Albright, Carlisle, Pa., WEEU, WKBO.

Florida - Georgia, Jacksonville, Fla. WDBO, WJAX, WRUF.

F. & M.-Gettysburg, Lancaster, Pa. WGAL, WORK.

Georgetown - Maryland, Washington WFBR, WJEJ, WSAL.

Georgia Tech. - Kentucky, Atlanta, WRDW, WSB, WTOC.

Holy Cross - Temple, Worcester, Mass. WDRC, WEEI, WIP, WMAS, WORC WPRO.

Lafayette-Rutgers, Easton, Pa., WEST.

Lehigh - Muhlenberg, Bethlehem, Pa. WSAN.

N. Car. State-Duquesne, Raleigh, N. C. WWSW.

Pennsylvania - Penn State, Philadelphia KDKA, WCAU, WGBI, WHP, WKOK WPG.

Pittsburgh - Carnegie Tech., Pittsburgh WCAE, WFBG, WLEU, WTBO.

V.M.I. - Duke, Lexington, Va., WBT, WDBJ, WDNC, WPTF, WRVA.

Yale - Brown, New Haven, WATR WBRK, WEAN, WFEA, WHAI, WICC WLLH, WLNH, WNAC, WNBH, WNLC WOR, WSAR, WSPR, WTAG, WTIC.

NOV. 18

Alabama - Georgia Tech., Birmingham WRDW, WSB, WTOC.

Boston College-Boston U., Boston, WEEI.
Brown-Connecticut U., Providence, R. I., WJAR.
Duke-N. Carolina, Durham, N. C., WBIG, WBT, WDBJ, WDNC, WPTF, WRVA.
F. & M.-Albright, Lancaster, Pa., WEEU, WGAL.
Furman-N. Car. State, Greenville, S. C., WFBC.
Gettysburg-Ursinus, Gettysburg, Pa., WORK.
Holy Cross-Carnegie Tech., Worcester, Mass., KDKA, WDRC, WMAS, WORC.
Lafayette-Wash. & Jefferson, Easton, Pa., WEST.
Lehigh-Delaware, Bethlehem, Pa., WDEL.
Miami-Florida, Miami, Fla., WDBO, WJAX, WKAT, WRUF.*
Muhlenberg-Bucknell, Allentown, Pa., WSAN.
Ohio State-Illinois, Columbus, WBNS, WTAM.
Pennsylvania-Michigan, Philadelphia, WCAU, WGBI, WHP, WKOK, WPG.
Pittsburgh-Nebraska, Pittsburgh, WCAE, WFBG, WLEU, WTBO.
Syracuse-Colgate, Syracuse, WESG, WFBL, WGR, WGY, WHEC, WIBX, WNBF.
Temple-Villanova, Philadelphia, WIP.
Virginia-V. P. I., Charlottesville, Va., WBTM, WCHV, WLVA, WSVA.
V.M.I.-Maryland, Norfolk, WFBR, WJEJ, WSAL.
Western Maryland-Dickinson, Westminster, Md., WKBO.
Yale-Princeton, New Haven, WATR, WBRK, WEAN, WFEA, WHAI, WICC, WLLH, WLNH, WNAC, WNBH, WNLC, WOR, WSAR, WSPR, WTAG, WTIC.

NOV. 23

F. & M.-Ursinus, Allentown, Pa., WGAL.
Gettysburg-Dickinson, Gettysburg, Pa., WKBO, WORK.
Maryland-Syracuse, College Park, Md., WFBR, WGY, WJEJ, WSAL, WSYR.

NOV. 25

Albright-Lebanon Valley, Hershey, Pa., WEEU.
Boston College-Kansas State, Boston, WEEI.
Carnegie Tech.-Duquesne, Pittsburgh, KDKA.
Delaware-Washington College, Newark, Del., WDEL.
Florida-Georgia Tech., Gainesville, Fla., WDBO, WJAX, WRDW, WRUF, WSB, WTOC.
Lehigh-Lafayette, Bethlehem, Pa., WEST.
Manhattan-Villanova, New York, N. Y., KYW.
Michigan-Ohio State, Ann Arbor, Mich., WBNS, WTAM.
Mich. State-Temple, East Lansing, Mich., WIP.
Muhlenberg-Moravian, Allentown, Pa., WSAN.
Pennsylvania-Cornell, Philadelphia, WCAU, WESG, WFBL, WGBI, WGR, WHEC, WHP, WIBX, WKOK, WNBF, WOR, WPG, WWSW.
Penn State-Pittsburgh, State College, Pa., WCAE, WFBG, WLEU, WTBO.
South Carolina-Miami, Columbia, S. C., WFBC, WKAT.

NOV. 30

Auburn-Florida, Auburn, Ala., WDBO, WJAX, WRUF.
Brown-Rutgers, Providence, R. I., WJAR.

DEC. 1

Miami-N. Car. State, Miami, WKAT.*

DEC. 2

Boston College-Holy Cross, Boston, WDRC, WEEI, WMAS, WORC, WPRO.
Duquesne-Detroit, Pittsburgh, WWSW.
Georgia Tech.-Georgia, Atlanta, WBT, WFBC, WJAX, WPTF, WRDW, WSB, WTOC.
Muhlenberg-Albright, Allentown, Pa., WEEU, WSAN.
Maryland-Wash. & Lee, Baltimore, WBTM, WCHV, WDBJ, WFBR, WJEJ, WLVA, WRVA, WSAL, WSVA.

DEC. 8

Miami-Georgia, Miami, WKAT.*

DEC. 30

Georgia Tech.-California, Atlanta, WRDW, WSB, WTOC.

* Night Game.

New General Mills Serial

GENERAL MILLS, Minneapolis, has arranged for the new serial *By Kathleen Norris*, recently tested on KYW, Philadelphia, to fill the first half of the 5-5:30 p. m. period five times weekly on CBS, starting Oct. 9. Second section of the half-hour program for Bisquick will be *Caroline's Golden Store*, which will be shifted from NBC. Knox Reeves, Minneapolis, is the agency.



SUNBURNED noses and stiff necks were the order of the day for Announcers Fred Joiner, of WHKC, Columbus (left), and Francis Pettay, of WHK-WCLE, Cleveland, as they described the National Air Races held recently in Cleveland.

On the Top

WHEN workmen started taking down KDKA's 718-foot antenna tower Sept. 8, preparatory to moving it piece by piece from the present location at Saxonburg to its new site near Allison Park, just outside Pittsburgh, Dave Garroway climbed to the top of the tower to tell the story of the removal of the first bolt. While up in the clouds, Garroway also interviewed one of the riggers on the job and rode down on the first section lowered to the ground, describing his sensations and the scenery as he descended to earth. During the broadcast Garroway and other men on the tower were photographed at work, by use of a camera attached to a telescope.

Fidler's Latitude

PROCTER & GAMBLE Co., Cincinnati (Drene), which resumed sponsorship of *Jimmie Fidler* on 61 CBS stations, Tuesday., 7:15-7:30 p. m. (EDST), with West Coast repeat, 7:15-7:30 p. m. (PST), has granted the Hollywood film commentator more freedom in choice of material used on his weekly program. At a recent conference with sponsor executives, Fidler asked for wider latitude in the broadcast of film gossip. Censorship restrictions imposed some months ago have been removed, but his sponsor cautioned him to keep within discretionary bounds on all items concerning film personalities. Fidler's current contract has been extended another two years, with the next option date set as June 30, 1940. Contract calls for progressive salary increases, with summer layoff of from six to eight weeks. Present salary is reported as $3,000 weekly.

P & G 'Jewish Homemaker'

PROCTER & GAMBLE Co., Cincinnati, on Sept. 11 and 12 started a thrice weekly quarter-hour program titled *The Jewish Homemaker Speaks* on WBNX, New York, for Ivory soap, and on WEVD, New York, for Crisco. At the end of the first three-week period, the products promoted will shift stations, and again at the end of six weeks. Program features Abe Lyman interviewing customers in Bronx, Manhattan and Brooklyn department stores. Interviews are recorded at stores for later broadcast. Compton Adv., New York, is the agency.

AFM Board to Meet

RADIO was not discussed at the last meeting of the executive council of the American Federation of Musicians, according to AFM headquarters, where the sessions were described as being confined to routine business of the union. Next meeting of the AFM executive board will be held the latter part of October, following the conclusion of the AFL convention in Cleveland, beginning Oct. 2 and lasting for two weeks. At this next board meeting, which it is hoped the union's president, Joseph N. Weber, ill for several months, will be well enough to attend, radio will be a major topic of discussion, with special attention given to terms for renewing the contracts with the network affiliate stations, which expire next January.

Walter E. Wood

WALTER E. WOOD, 53, traffic superintendent of RCA Communications Inc., died Sept. 14 at his home in Dumont, N. J., after a nine month illness. Mr. Wood, a World War veteran and lieutenant commander in the U. S. Naval Reserve, started his career at 17 as a telegrapher for the British Postoffice, later coming to the United States and entering the service of Marconi's Wireless Telegraph Co. and RCA. During the war he was assigned to the Naval Radio Station at Belmar, N. J. He became RCAC traffic superintendent in 1937. He is survived by his wife and two sons.

Evening Hour Authority Of WDGY Is Withdrawn

EXTENSION of special temporary authority to WDGY, Minneapolis, to operate evenings from Sept. 15 to Oct. 14 was denied Sept. 13 by Commissioner Frederick I. Thompson, in charge of FCC routine broadcast actions during September. The action brought to an end the authorization for the station's temporary unlimited operation originally granted by Commissioner George H. Payne on June 15, and which has been extended on a month-to-month basis since that date. Under the temporary authority WDGY operated fulltime on the 1180 kc. channel, on which KEX, Portland, and KOB, Albuquerque, are the dominant stations under regular authorization.

At the time of Commissioner Payne's original grant, made over the adverse recommendations of FCC engineers and attorneys, it was stated in informed quarters the procedure might lead to a possible breakdown of allocation fundamentals in broadcasting [BROADCASTING, July 1]. Particular significance was accorded the action at that time because of the projected reallocations under the new rules and regulations in accord with the terms of the so-called Havana Treaty.

APPLICATION to remove main studios from Covington, Ky., across the Ohio River was filed with the FCC Sept. 13 by WCKY. L. B. Wilson, president and general manager, asserted the plan was to retain present studios in Covington as auxiliaries. Additional space has been leased in the Gibson Hotel, Cincinnati, for three new studios and offices.



Radio Tops Media In Youth Survey

Magazine Finds Broadcasts Far Above Competitors

RADIO received 69.3% of the votes for the kind of advertising influencing children most in the second annual survey on "Youth" conducted recently by *Young America* among 3,000 junior high school students in nine States. Magazine advertising in this question received 17.5%, and newspaper advertising 13.2% of the total votes.

To the question, "How many different radio programs do you listen to each week?" the answers showed an average of 16 per week, while 99.4% replied yes to the query, "Do you have a radio in your home?"

Favorite radio program was *Gang Busters*, with *Chase & Sanborn Hour*, *Lux Radio Theatre*, *Jell-O* program and *Lone Ranger* following in that order. Jack Benny jumped from third position last year to first in this year's poll of favorite radio stars, with Fanny Brice, Charlie McCarthy and Eddie Cantor next.

Identifying the Product

Although 80% of the students questioned said they listened to radio commercials as well as to the main part of the program, an average of only 66%, or 14% less than the total who listened to commercials, could name the products advertised by five favorite stars of the previous year.

According to *Young America*, the figures, nevertheless, "tend to justify the value of radio advertising and the faith which advertisers have in the radio as an advertising medium." When taken separately, Jack Benny was correctly connected with the product by 88%, Charlie McCarthy by 69.2%, Eddie Cantor by 62%, Fred Allen by 57.3% and Kate Smith by 52.4%.

GE Completes Plans

GENERAL ELECTRIC Co., Cleveland (Incandescent Lamp Division), which on Sept. 17 resumes the *Hour of Charm* program on NBC-Red, has signed John Anderson, dramatic critic of *The New York Journal & American*, as m.c. Mr. Anderson will handle a new feature of the program, "Woman of the Week", which will present leading feminine celebrities as guest stars. Joint agncies handling the account are BBDO and Foster & Davies, Cleveland.

Oakite Returns

OAKITE PRODUCTS, New York, on Sept. 13 started its fall radio campaign for Oakite cleanser using twice-weekly quarter-hour participations on the *Women's Club of the Air* on WCAU, Philadelphia. On Sept. 25, the company will start weekly participation on the *First National Foods* program heard daily on the Yankee Network. Calkins & Holden, New York, is the agency.

PROGRAM service maintained by WOR, Newark, known as the Radio Quality Group Service, on Oct. 1 will change its name to WOR Program Service, which the station feels is a name more distinctly allied with broadcasting.

'Broadcasting' Publishes Second Printing of Book of FCC Rules, Regulations and Standards

FIRST printing of the newly promulgated *FCC Rules and Regulations and Standards Applicable to Standard Broadcast Stations*, published by BROADCASTING and available for the first time under one cover, has been exhausted, and BROADCASTING has published a second revised printing. The 72-page book contains (1) the Rules Governing Standard Broadcast Stations; (2) Standards of Good Engineering Practice, with charts and graphs; (3) General Rules and Regulations pertaining to all classes of service, and (4) Rules of Practice and Procedure. Copies are obtainable from BROADCASTING at 60 cents each, postpaid, or 50 cents each in quantities of two or more.

Radio Libel Case

(*Continued from Page 16*)

ernment's consent and that they are the freest medium of communication in the country, determining their own policies, printing as they desire, and having protection under the Constitution. Radio, on the other hand, must have a Government license, renewed from time to time under the public interest mandate, and governmentally regulated in other ways.

All of these considerations, the court said, "cause the newspaper analogy to utterly fail, and no consideration of public policy could in any sense cause a broadcaster to be punished by a rule of absolute liability such as that invoked by the court below. If, as has been suggested, the imposition of such liability on newspapers was originally desirable as a matter of public policy because of the frequency of defamatory publications, and because no other means of discouraging the practice was available, these reasons do not exist in the case of radio broadcasting. Radio defamations have been infrequent, and Governmental regulation affords a potent check."

Open Door to Fraud

To inflict the rule of absolute liability, the court held, would serve no useful purpose. "It would not only place an unreasonably heavy burden upon the industry, but would open the door to frauds and perjuries as gross as could be practiced in actions of slander and which could never be practiced successfully against a newspaper publication for libel. In situations like the present case, for instance, the broadcasting company might just as easily be the victim of a conspiracy to defame, participated in by the hotel and the speaker. Such conspiracies to defame might wreck the strongest broadcasting company and might become a widespread evil. Here lies the strength of the newspaper, for its printed word cannot be distorted or fabricated."

The suggestion that absolute liability should be imposed because the network could protect itself by indemnifying bond, the court said, "is the weakest of all arguments, and begs the question." "It is indeed a new theory that a substantive rule of law should be based upon the possibilities of an indemnifying bond to save an innocent person from loss. * * * It is inconceivable that any bonding company would place at a reasonable figure a bond to indemnify a broadcaster against absolute liability, and against the revocation of its license by the Federal authorities, as a result of an act which it did not perform, inspire nor control."

Before announcing the judgment, reversing the lower court, Chief Justice Kephart said a rule unalterably imposing liability without fault on the broadcasting company under any circumstances "is manifestly unjust, unfair and contrary to every principle of morals. A fair aspect of the harm to the persons injured must be considered as well as the circumstances under which the incident occurred. An essential consideration in formulating a rule is the grave possibility of pyramiding damages as well as establishing criminal responsibility if defamatory broadcasting is treated as libel."

WMCA Denies Charge

(*Continued from Page 14*)

"Desirous of protecting its news sources in the interest of competitive reporting," he added, "WMCA made no effort to correct the erroneous impressions of its coverage which were rumored."

Newspaper Comment

The *New York Times*, in an editorial headed "Broadcaster in Trouble", on Sept. 14 pointed out that the station appears to have only itself to blame for publishing an advertisement which was "in error".

"The FCC's action thus far," the editorial continued, "should at the very least be a healthy lesson in advertising restraint. But the way in which the Commission now proceeds to deal with this matter concerns not merely the station directly involved but the whole radio industry. Apparently the company involved can only clear itself of the charge of intercepting and decoding 'secret orders' by pleading guilty to misleading advertising. But if the Commission takes disciplinary action, it is not merely the Commission itself but the general public that will have to be convinced that this action is just. In any case, revocation of a license for a single offense of this sort seems an excessive punishment which could only have the effect of intimidating broadcasters and indicating the presence in the hands of the FCC of inordinate powers of censorship."

OLSON RUG Co., Chicago, is broadcasting for eight weeks, three times a week, *Oddities With Joe Bier*, on WOR, Newark. Agency is Presba, Fellers & Presba, Chicago.

Late Personal Notes

PERCY L. DEUTSCH, president of World Broadcasting System, has left the New York hospital where he has been confined for several weeks, and is taking a short vacation before returning to his desk.

FRANK R. RAND, CBS public relations director in Chicago, on Sept. 11 was put in charge of both network and local CBS press activities in Chicago. Formerly local publicity was directed by Hal Burnett, with Mr. Rand handling national matter, but with the recent resignation of Mr. Burnett, the local office was abolished. Under Mr. Rand are Chuck Logan, Bob Hartman, Beatrice Ferbend, Robert J. Morard. Lavinnia S. Schwartz heads the educational staff, temporarily contained in the public relations division. Louis Ruppel, CBS public relations director, New York, is to arrive in Chicago soon to complete the reorganization.

J. ALLEN BROWN, commercial manager of WHMA, Anniston, Ala., has been named sales and production manager of the new KXOX, Sweetwater, Tex., which is to open about Nov. 1.

ALBERT M. SNOOK, formerly in the sales department of KOMA, Oklahoma City, was appointed sales representative of WJJD, Chicago, Sept. 11 by H. P. Sherman, sales manager.

NORMAN WINTER, former production manager of WRC-WMAL, Washington, and previously radio director of Dundes & Frank, New York, on Sept. 18 joins Weill & Wilkins, New York, as account executive.

WILLIAM GARTLAND, formerly salesman for Star Radio, New York, on Sept. 27 joins the sales staff of NBC *Thesaurus*.

HOWARD O. PETERSON, promotion manager of WOW, Omaha, is participating in the University of Omaha Adult Education Course as instructor in "Commercial Radio".

ROBERT INGHAM, sports announcer of WTOL, Toledo, is the father of a boy born Aug. 28.

ARCH SHAWD, recently appointed manager of WTOL, Toledo, has been elected executive vice-president.

BOB COWDEN, formerly of NBC, San Francisco, has joined WDRC, Hartford, as a copywriter. Jack Zaiman, former newspaperman, has joined WDRC as publicity director and sports commentator.

FLORENCE BALLOUT has been promoted to program director of WICC, Bridgeport, Conn. Valeria Lomas has been named librarian, and Dorothy Whitehead and Ruth Smelter have joined the office staff.

RUSS LAMB, of KFJZ, Fort Worth, has been named chief announcer of the station, and John Hughes, Guy Corley and John Farris have joined the KFJZ announcing staff. John Hopkins has left KFJZ to join the Texas State Network as announcer and news commentator.

ELMER BAUGHMAN, formerly of WCKY, Cincinnati, and Dan Riss, formerly of WRUF, Gainesville, Fla., on Sept. 25 join the announcing staff of WFAA, Dallas.

JACQUES RENARD, Hollywood music director, has been signed for the NBC *Tip Top Show* with Joe Penner, which starts Oct. 5 under sponsorship of Ward Baking Co. Jim Bannon is to announce the series.

LEITH STEVENS, CBS New York music conductor, has been signed for the *Big Town* series, sponsored by Lever Bros., when the weekly program featuring Edward G. Robinson resumes Sept. 19 on that network.

WARREN GREENWOOD, program director of WHAI, Greenfield, Mass., is the father of a boy born Sept. 3.

GLENN TAYLOR, announcer of WJJD, Chicago, is the father of a girl born early in September.

HERE ARE THE RESULTS OF

Our 7 Additional Market Survey:

During the week of March 22, 1939, A Coincidental Survey was conducted by Ross Federal Research Corporation, and the Alberta Burke Research Company, for WLW in 13 markets.

Due, probably, to the wide distribution of the facts revealed in this Survey, and the resultant publicity, there developed a tendency on the part of advertisers and agencies to "peg" WLW as a 13-market station only!

We, therefore, contracted with the Ross Federal Research Corporation to conduct an identical type Survey, for one week (7 days), from 8:30 A. M. to 10:30 P. M., in the following 7 additional markets. At the time we announced the new survey we also promised to "make available all of the facts about all of the markets, regardless of what those facts may be". Brief summary is as follows:

CITIES	WLW % OF LISTENING AUDIENCE	NEXT STATION % OF LISTENING AUDIENCE
Anderson, Indiana	70.8	7.0
Huntington, West Virginia	50.2	26.1
Ironton, Ohio and Ashland, Kentucky	54.1	32.6
Marion, Indiana	55.0	10.9
Marion, Ohio	48.8	21.3
Portsmouth, Ohio	47.6	44.2
Zanesville, Ohio	45.2	28.5

Unfortunately space does not permit us to show the breakdown on each individual station. However, a breakdown is being prepared, showing the Analysis of individual station popularity by hourly periods in these 7 markets, and when completed it will be mailed to our regular list.

In addition, combined Analyses of the entire 159,299 Call Coincidental Survey in all 20 markets will be ready to release shortly. If you have not received the original "13 Market Study", and would like a copy complete with a study of the 7 recently surveyed markets, please direct your request to Transamerican Broadcasting and Television Corporation, or

WLW

THE NATION'S STATION

See the Crosley Building at the New York World's Fair



How WFBR goes RCA all the Way

Progressive Station Installs RCA 5-D Transmitter and Custom-Built RCA Speech Input System!

FROM the experience of WFBR in Baltimore you can get a better understanding of how your station can benefit by going RCA All The Way.

RCA 5-D Transmitter Selected!

With an eye to economy of operation as well as to high fidelity transmission, WFBR chose the RCA type 5-D, 5000-Watt Transmitter. Noteworthy features of this transmitter include the use of RCA air-cooled tubes to eliminate need of water cooling equipment . . . high efficiency circuit which greatly reduces power consumption and lowers tube expenses . . . and low audio distortion.

RCA Custom-builds Speech Input System to WFBR Specifications!

The flexibility of the service RCA offers stations is well illustrated by the Speech Input System which RCA designed to meet WFBR's needs. It consists of control room equipment for each of three studios, master control room desk and racks for pre-setting and switching the outputs of the four studios, remote lines and incoming networks to four outgoing channels. RCA microphones, turntables and loudspeakers are used exclusively.

The service RCA rendered WFBR is available to your station. It will be to your advantage, too, to go "RCA All The Way."



New Master Control Room at WFBR



New Studio Control Room

Use RCA tubes in your station . . . for quiet, reliable performance

RCA **Broadcast Equipment**

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of the Radio Corporation of America

New York: 1270 Sixth Avenue · Chicago: 589 E. Illinois Street · Atlanta: 530 Citizens & Southern Bank Bldg. · Dallas: Santa Fe Bldg. · San Francisco: 170 Ninth Street · Hollywood: 1016 N. Sycamore Avenue

PRINTED IN U.S.A.

BROADCASTING

Broadcast Advertising

Vol. 17 • No. 7

OCTOBER 1, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



By Special Appointment

SALESMAKER TO—PROCTER & GAMBLE, AMERICAN TOBACCO CO., BRISTOL-MYERS, GENERAL MILLS, METROPOLITAN LIFE INSURANCE CO., PHILIP MORRIS CO., LTD., AND EIGHTY-ONE OTHER SPONSORS, MORE THAN 72% OF WHOM ARE AMONG AMERICA'S ADVERTISING ROYALTY.

★

WOR, AT 1440 BROADWAY, IN NEW YORK CITY

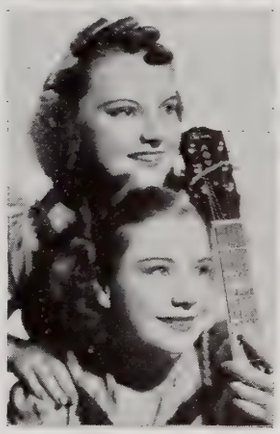
WLS Personalities Build WLS Popularity

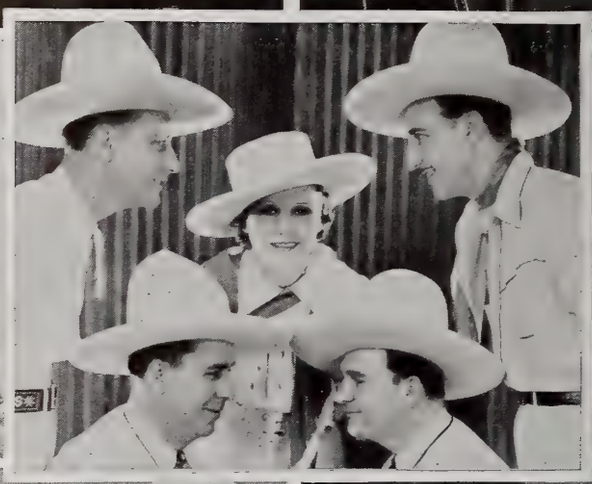




Left: Maple City Four

Right: Hoosier Sodbusters with Rusty Gill







Left: DeZurik Sisters

Center: The Westerners

Right: Arkie





Left: Prairie Ramblers

Right: Mac and Bob

These WLS acts are a part of the 150 artists who comprise one of the largest regular live talent radio staffs in the country. They have broken mail records for sponsors, box office records for theaters, and sales records for WLS advertisers.

Their PROVED popularity is your proof of results on WLS.

For WLS availabilities, write, wire or call—

JOHN BLAIR & COMPANY

New York Chicago Detroit Los Angeles San Francisco

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* (Chicago) Glenn Snyder, *Manager*



NEW ENGLAND IS AN 18-HOLE COURSE

WNAC	Boston	WSAR	Fall River
WTIC	Hartford	WNBH	New Bedford
WEAN	Providence	WHAI	Greenfield
WTAG	Worcester	WBRK	Pittsfield
WICC	Bridgeport, New Haven	WLLH	Lowell, Lawrence
WNLC	New London	WLNH	Laconia
WCSH	Portland	WRDO	Augusta
WLBZ	Bangor	WCOU	Lewiston, Auburn
WFEA	Manchester	WSYB	Rutland

EDWARD PETRY & CO., INC., *National Sales Representative*

THIS is a rich and populous territory, as self-contained as a golf course — and a most profitable course for those who know how to play it.

Here are 18 prosperous trading areas served by a network of 18 stations.

Each local station has its own loyal, "Home-Town" following, is indispensable to its listeners because of its network features. That is why The Yankee Network gives complete coverage, makes New England easy to win.

The Yankee Network's 18 stations will put you into close contact with all New England cities of 100,000 or over and with all the contributory areas that lie between.

You need all of these territories. Use the complete Yankee Network for efficiency, for economy and for results.

THE YANKEE NETWORK

21 BROOKLINE AVE. BOSTON, MASS.

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

This new CBS power...

WCKY 50,000w

CINCINNATI, O.

WRVA 50,000w

RICHMOND, VA.

WWL 50,000w

NEW ORLEANS, LA.

KRLD 50,000w

DALLAS, TEX.

KWKH 50,000w.

SHREVEPORT, LA.

WJSV 50,000w.

WASHINGTON, D.C.

in addition to . . .

WABC 50,000w.

NEW YORK, N.Y.

WBBM 50,000w.

CHICAGO, ILL.

8 MORE COMING!

WCAU 50,000w

PHILADELPHIA, PENN.

WJR 50,000w

DETROIT, MICH.

KNX 50,000w

LOS ANGELES, CALIF.

WCCO 50,000w

MINNEAPOLIS, MINN.

KMOX 50,000w

ST. LOUIS, MO.

WBT 50,000w.

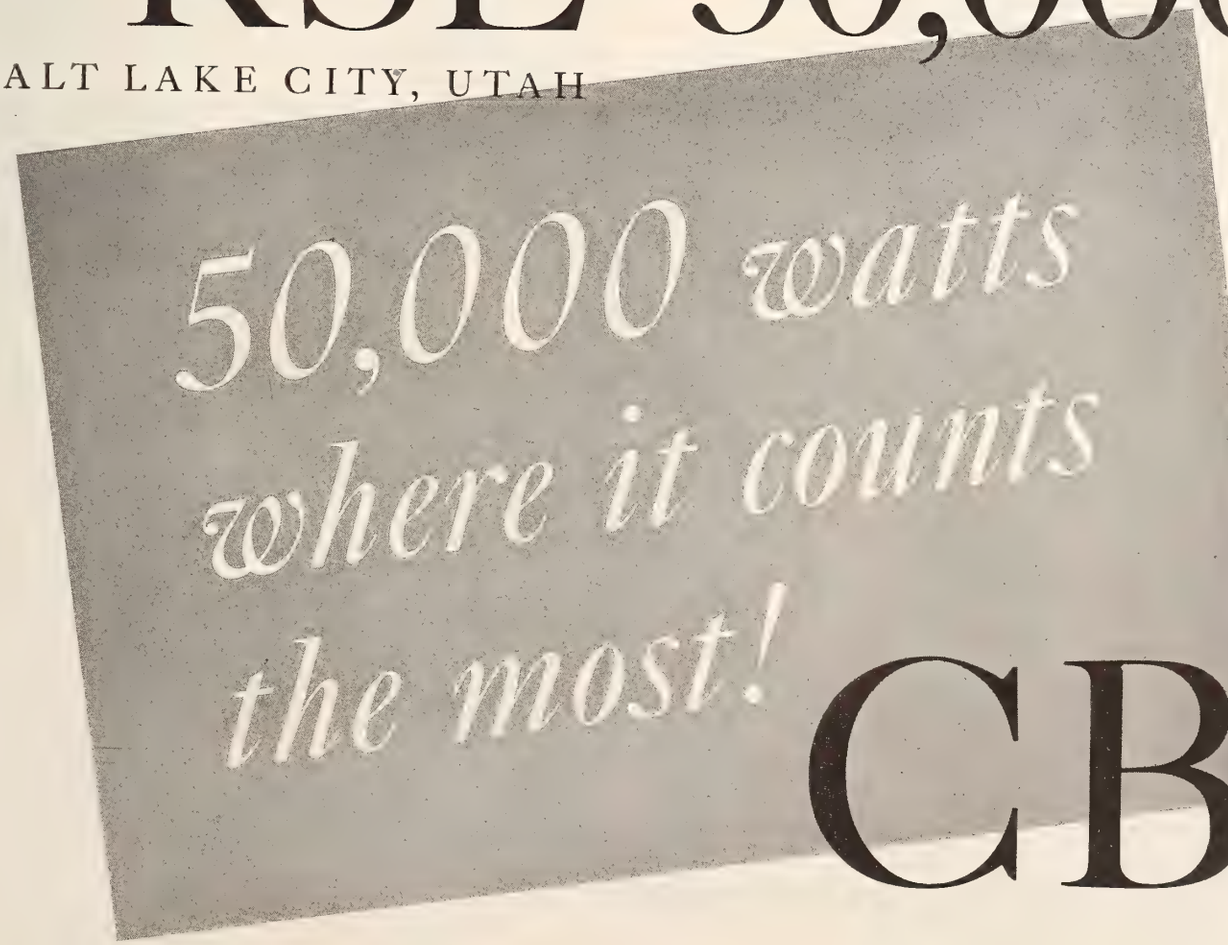
CHARLOTTE, N. C.

WHAS 50,000w.

LOUISVILLE, KY.

KSL 50,000w.

SALT LAKE CITY, UTAH



CBS

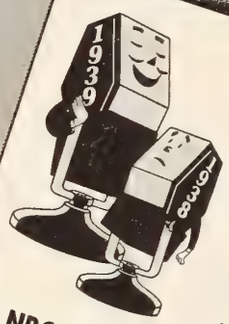
Did you hear what's happened to the NBC Blue Network ...and to KGO?*

Blue Network Strengthened in Southern California by new KECA Kilocycle Spot!



In taking over the 780 Kilocycle wave length recently occupied by KEHE, KECA presented the Blue Network with one of the choicest spots on Southern California radio dials and gave NBC another reason for suggesting "Better Buy Blue" to advertisers.

NBC



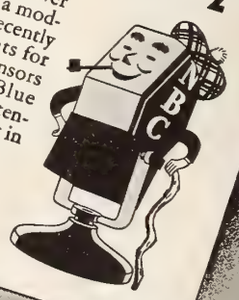
NBC Blue Revenue increases 41% over same period 1938

NBC attributes the Blue Network's phenomenal 41% revenue increase this year to (1) the Blue's high percentage of regular listeners, (2) its having the lowest cost per listening family and (3) the excellent choice of broadcasting times the Blue offers.

NBC

NBC Blue Offers Lowest Cost in Network History

Making it easier than ever to "go national" on a modest budget, NBC's recently announced discounts for Transcontinental sponsors have dropped the Blue Network's cost per listening family to the lowest in network history.



NBC

*Such goings-on throughout the radio world can mean only one thing to advertisers—the NBC Blue Network has taken a renewed lease on life. All of which makes KGO, San Francisco's second most powerful station, a better buy than ever. For not only does KGO command the rich San Francisco Exposition Market, but now it offers sponsors the additional audiences created by a score of high-ranking Blue national shows.

KGO

COMMANDS THE EXPOSITION MARKET

NATIONAL BROADCASTING COMPANY.
A Radio Corporation of America Service.
111 Sutter Street • San Francisco, California



YOU GET *More* FOR LESS!

WENR's new transmitter—50,000 watts of power—clear channel—and increasingly popular program schedule assure advertisers a potential and profitable listening audience of 3,405,000 radio homes in the great Chicago market, the second largest in the United States. Add to this WENR's new and attractive discounts and you have the best radio opportunity that Chicago has to offer.

WENR

CHICAGO KEY STATION
NBC—BLUE NETWORK
870 ON YOUR DIAL.



WHERE *Three Million Electrical Servants* WILL FIND JOBS IN 1940

Help Wanted—Reliable electrical appliances by homemakers of the Golden Horseshoe!

Last year, within this super market blanketed by WJR in Detroit and WGAR in Cleveland, folks purchased more than two and one-half million electrical hired hands, totaling more than forty-eight million dollars in retail value. Believe it or not, here's an electrical appliance market greater than New York City . . . and still increasing by leaps and bounds!

Ever-increasing is our present automobile ownership, now greater than any single state; our grocery bill of three-quarters of a billion annually; our population of eight million spenders. And ever-increasing too is the number of advertisers who are meeting new radio success on two successful radio stations . . . WJR and WGAR, of course!

THE GREAT STATIONS OF THE GREAT LAKES

W·J·R
THE GOODWILL STATION
Detroit



W·G·A·R
THE FRIENDLY STATION
Cleveland

BASIC STATIONS ... COLUMBIA BROADCASTING SYSTEM ★ EDWARD PETRY & COMPANY, INC., NATIONAL SALES REPRESENTATIVES

BROADCASTING
and
Broadcast Advertising

Vol. 17. No. 7 WASHINGTON, D. C., OCTOBER 1, 1939 $3.00 A YEAR—15c A COPY

Advertising Not Yet Affected by the War

Most Schedules to Be Carried Out As Planned

By BRUCE ROBERTSON

UNDOUBTEDLY the war now raging in Europe will produce a change in American business and in American advertising which will in turn affect the income of broadcasters from the nation's advertisers. But what that effect will be no one at this time is able to say or willing to prophesy. About all that can be said definitely at the moment is that to date the war has had practically no effect on radio advertising in this country.

What History Shows

A survey of major advertising agencies shows that, with the exception of a few cancellations of campaigns for imported products, all schedules are being continued as planned in the spring and summer before the war began. Networks, entering the fall and winter season with more commercial contracts than ever before, have had no cancellations traceable to the war. Station representatives report a similar rise in spot business, but aside from an increased interest in news periods on the part of advertisers, the representatives do not believe that the war has had anything to do with this business. As one agency executive put it, "American advertising doesn't know there's a war going on."

Approaching the question from another angle, BROADCASTING endeavored to find out what happened to advertising during the war years, 1914-1918, which might be used as a basis for forecasting the probable effects of the next few years. But here again there is little evidence on which to formulate more than a few broad generalizations. In the first place, there was no broadcasting in those years. Secondly, there could be found no figures giving an overall picture of advertising's progress at that time, as most of the statistical organizations which now measure advertising from every angle were not then in existence.

From such figures as are available, however, it is evident that advertising did increase somewhat during the last war and that it increased much more rapidly immediately after the war ended. Linage figures published by *Editor & Publisher* show that in 23 major cities in the United States the total newspaper advertising rose from 662,586,542 agate lines in 1914 to 1,175,021,331 agate lines in 1920, an increase of 77%. Magazine linage in the same period, according to *Printer's Ink* summary covering between 75% and 85% of the total magazine linage for each year, rose from 18,290,014 agate lines in 1914 to 33,636,720 in 1920, a gain of 84%.

Breakdowns of magazine advertising during the war years by classes of business and by individual advertisers were published by Crowell Publishing Co. (now Crowell-Collier Publishing Co.) in 1929, which included advertisers spending $10,000 or more annually with any of 30 general, non-farm magazines. But while these figures show almost uniformly consistent gains in the advertising expenditures of all large companies, they tell us little of the actual effect of the war itself. The only general conclusion that seems warranted is that sales of food and munitions abroad produced higher wages and increased purchasing power at home which resulted in increased sales and increased advertising to get those sales.

Some Effects Already

Whether the same conditions will hold good in the months and years to come depends on a number of factors which are at the moment unknown. The first World War caught everyone unprepared for such an extended struggle. American fields fed the Allied troops; American factories furnished them with the materials of war. The present war came only after long preparations; food and munitions sufficient to last for years have already been stowed up in European depots. Congress is now in session to determine principally what America will be allowed to sell to warring nations and on what terms it may be sold.

On some industries the war has already had an effect. Steel mills, railroads, coal mines, shipyards and aircraft factories have been steadily increasing their payrolls since the outbreak of the war a month ago. Prices of woolen goods, diamonds, Scotch whiskey, German cameras, have risen. RKO has announced salary cuts for employes in the higher brackets because of the loss of foreign markets for its films.

Boosts Wages and Demand

A survey of department stores conducted by the National Retail Dry Goods Assn. shows general agreement that the depression that coincided with the start of hostilities in 1914 will not be repeated this year; that as the war goes on heavy demands for American products will accelerate business here; that this demand will serve to

Periodical Linage During First World War

World War Began July 28, 1914; U. S. Entered War April 6, 1917; World War Ended November 11, 1918.

	NEWSPAPERS			MAGAZINES		
	Agate Lines	*% Increase Over 1914*	*% Increase Over Previous Year*	*Agate Lines*	*% Increase Over 1914*	*% Increase Over Previous Year*
1914	662,586,542	----	----	18,290,014	----	----
1915	668,738,839	.9	.9	16,879,630	7.7*	7.7*
1916	750,629,333	13.3	12.2	20,025,069	9.5	18.6
1917	769,734,736	16.2	2.5	21,259,123	16.2	6.2
1918	743,206,365	12.2	3.4*	18,566,206	1.5	12.7*
1919	1,028,047,134	55.2	38.3	25,701,720	40.5	38.4
1920	1,175,021,331	77.3	14.3	33,636,720	83.9	30.9

* Decrease.

Total *Linage* in 23 Large Cities in U. S. Source: Editor & Publisher Year Book.

Source: *Printers' Ink* Summary of Magazine Linage—The figures represent between 75% and 85% of the total magazine linage for each year.

National Markets and National Advertising

1931-1921 Totals

FOLLOWING are the total expenditures of 75 ranking advertisers spending $10,000 or more in any of 30 national, non-farm magazines, as compiled in 1929 by the advertising department of the Crowell Publishing Co.:

1913	$10,414,249
1914	10,914,805
1915	11,595,376
1916	15,261,524
1917	18,584,546
1918	20,380,652
1919	27,011,451
1920	33,933,643
1921	28,465,869

FCC Quietly Inters International Rule As a Result of Disturbed World Scene

QUIET interment of the international broadcast rule promulgated last May,, which evoked an outcry of unprecedented proportions over censorship, was effected Sept. 27 by the FCC upon motion of its new chairman, James Lawrence Fly.

Language of the Rule (No. 42.03 (a)), providing that international programs shall promote international goodwill and understanding as well as depict American "culture" was suspended last July coincident with a hearing at which the industry sought to have the rule revamped. In its action Sept. 27, based largely on the European war situation, the FCC resolved that the rule should be further suspended "pending the conclusions" of studies and conferences by a committee of the FCC created Sept. 6 and comprising Chairman Fly and Commissioners Brown and Craven. Text of the resolution:

WHEREAS, on May 23, 1939, the Commission adopted Rule No. 42.03 (a) having to do with the conduct of international broadcast stations, which rule was thereafter suspended pending further investigation, and

WHEREAS, the outbreak of the European war has injected into the problem of international broadcast regulations various additional significant factors, and

WHEREAS, on September 6, 1939, this Commission appointed a committee composed of Chairman Fly, Commissioner Brown and Commissioner Craven to study the various phases of the communications problem in relation to current war conditions, to maintain contact with the various Government agencies and the industry and to report to the Commission its recommendations, which committee has made studies and held various conferences on the problems in relation to international broadcasting.

THEREFORE, BE IT RESOLVED, That said rule is hereby further suspended pending the conclusion of said studies and conferences and subject to the report of said committee recommending to the Commission such further action as it may deem appropriate.

boost prices but much less steeply than in the last war; that wage levels will tend to increase with price levels; and that a shutdown in imports from Europe will not produce problems such as resulted from the loss of German dyes in 1914-1918.

In advertising, prices of posters and direct mail are expected to rise first, because of the increased prices already effected in kraft paper and certain types of board. Newsprint prices, which advanced tremendously in the last war, have not yet risen, however. Radio, fortunately, is not concerned with raw material, and the only thing that might cause broadcasting costs to increase would be a general advance in the costs of living that would necessitate a similar increase in salaries of station employes.

To date, however, the effect of the war has been beneficial to radio advertisers. Interest in war news has kept listeners at their sets in far larger numbers and for far longer periods than normally, with the result that all advertisers on the air have been given bonus audiences at no extra cost.

Few Sponsor Contracts Stopped Because of War

BECAUSE they could not count on shipments from abroad four radio advertisers have cancelled or curtailed their campaigns. Atlantis Sales Corp., Rochester, has cancelled its announcement campaign for Coleman's Mustard, placed through J. Walter Thompson Co., New York, because the product is packaged in England.

Carleton & Hovey Co., Lowell, Mass., has cancelled its announcements for Father John's medicine, handled by John W. Queen, Boston, because one of the ingredients comes from abroad. Longines-Wittenauer Co., New York, has cut about 25 stations from its list, but time signals for Longines watches are still being broadcast by some 60 stations.

Difficulty in obtaining these watches from Switzerland is the reason given by the agency, Arthur Rosenberg Co., New York, for the curtailment, which will be extended if more watches are not received. Gruen Watch Co., Cincinnati, whose watches are assembled here from parts received from Switzerland, had likewise cancelled its time signals on a few stations, but receipt of a shipment of parts large enough to carry the company through until Christmas has caused McCann-Erickson, New York, Gruen agency, to expand its radio campaign again.

American Beverage Corp., New York, has cancelled its weekly program on WOR, Newark, starring Benay Venuta, effective with the Sept. 25 broadcast. The reason given by the company for the cancellation is that the increased price of sugar due to the European war has affected the manufacturing price of the company's product Cel-Ray, a beverage using a large amount of sugar. Miss Venuta, on Oct. 1 starts a sustaining variety program on WOR, Sundays, 9-9:30 p.m.

LEADING MAGAZINE ADVERTISERS OF WAR YEARS

ADVERTISER	1913	1914	1915	1916	1917	1918	1919	1920
Amer. Telephone & Telegraph Co.	$90,615	$102,762	$104,535	$96,075	$87,842	$92,246	$76,083	$79,440
Amer. Tobacco Co.	219,544	448,767	486,767	256,365	238,421	164,611	346,672	41,348
Armstrong Cork Co.	.....	.....	.....	.....	30,565	123,230	197,297	302,125
Bon Ami Co.	83,487	113,972	111,275	127,998	208,660	223,054	234,264	307,995
Borden Co.	42,623	109,036	98,532	103,498	103,725	334,542	325,403	443,552
Cal. Fruit Growers Exch.	.....	32,640	120,611	185,088	195,623	201,604	337,826	297,649
Cal. Packing Co.	.....	.....	.....	.....	74,800	195,599	256,122	271,090
Campbell Soup Co.	187,257	226,459	288,204	466,640	454,286	747,038	863,750	993,785
Chrysler Corp.	150,418	159,232	186,353	417,747	177,495	36,360	122,474	446,505
Coca-Cola Co.	116,248	130,169	105,131	116,302	158,621	38,546	179,207	182,961
Colgate-Palmolive-Peet	453,303	405,201	390,537	427,095	591,917	673,204	916,820	1,264,241
Congoleum-Nairn Co.	34,274	31,712	68,800	144,632	216,400	277,099	279,905	455,365
Cream of Wheat Corp.	179,819	201,140	213,742	262,394	292,359	450,022	309,725	289,550
Cudahy Packing Co.	199,765	260,745	287,162	285,827	404,109	423,592	512,836	395,315
Dodge Bros.	.....	31,891	138,736	174,920	93,313	72,356	90,376	185,807
DuPont de Nemours Co.	3,303	17,237	56,020	34,978	69,898	227,654	163,831	108,545
Eastman Kodak Co.	260,361	258,984	295,563	362,531	405,991	403,673	416,743	479,306
Fels & Co.	.....	.....	24,072	49,850	50,354	4,827	.....	162,465
Firestone Tire & Rubber Co.	112,046	95,259	81,900	139,620	295,662	203,083	440,424	292,105
Forhan Co.	.....	.....	2,186	9,795	20,565	45,920	89,250	129,312
General Electric Co.	138,873	195,501	140,737	118,030	193,282	311,844	390,819	448,649
General Motors Corp.	202,017	395,810	483,992	628,984	509,835	466,794	846,194	1,447,978
B. F. Goodrich Co.	147,546	92,220	63,849	148,316	224,737	62,542	78,675	113,195
Goodyear Tire & Rubber Co.	192,053	268,000	331,192	754,809	1,134,412	804,257	1,187,702	1,574,160
H. J. Heinz Co.	65,328	47,008	68,371	130,369	64,944	286,444	467,705	441,630
Hoover Co.	337	.....	2,488	5,967	19,538	43,710	64,326	268,835
Hudson Motor Car Co.	121,210	217,484	175,696	226,020	215,396	33,894	415,353	559,285
Hupp Motor Car Co.	97,804	104,098	81,989	110,102	136,272	183,171	191,651	235,430
International Silver Co.	126,892	131,832	133,553	130,170	249,141	150,040	240,193	317,335
Andrew Jergens Co.	100,845	111,090	144,270	167,119	255,783	335,079	533,887	591,360
Johns-Manville Corp.	24,125	108,099	104,262	123,988	210,509	220,165	341,517	383,475
S. C. Johnson & Sons	32,974	16,040	29,203	75,673	125,300	172,545	202,271	433,460
Kroehler Mfg. Co.	.....	14,072	14,578	.....	45,250	26,717	100,507	152,105
Lambert Pharmacal Co.	.....	33,614	56,306	87,921	90,483	93,736	100,571	187,960
Lehn & Fink, Inc.	125,616	166,811	181,580	224,390	390,069	394,515	426,800	484,376
Lever Bros. Co.	69,435	75,067	43,056	44,948	148,932	282,882	456,281	518,290
Liggett & Myers Tobacco Co.	91,845	117,680	333,453	324,891	358,199	181,809	465,364	447,205
Mennen Co.	68,645	94,966	84,415	117,912	104,172	158,447	153,435	186,182
Nordyke & Marmon Co.	22,706	7,173	.....	8,968	14,803	65,057	49,344	213,815
Northam-Warren Corp.	9,205	.....	5,240	5,338	39,071	162,367	228,260	323,450
Oneida Community Ltd.	130,072	81,224	88,231	126,368	147,450	72,653	92,502	243,805
Packard Motor Car Co.	37,874	35,751	49,847	86,946	62,740	66,279	118,534	183,740
Pepsodent Co.	.....	.....	.....	.....	103,484	169,606	407,501	626,358
Pond's Extract Co.	35,605	26,560	20,200	34,920	37,961	60,639	94,848	122,030
Postum Cereal Co.	478,049	427,244	344,263	423,452	558,448	464,198	998,394	863,989
Procter & Gamble Co.	705,009	620,426	606,592	752,000	590,085	735,730	1,348,590	1,321,280
Quaker Oats Co.	367,492	578,894	738,289	600,184	631,078	940,434	1,043,390	1,614,363
Reo Motor Car Co.	122,940	107,999	52,822	160,254	142,209	113,792	172,421	164,505
R. J. Reynolds Tobacco Co.	204,210	212,190	279,577	187,516	168,019	166,536	368,803	335,105
W. A. Sheaffer Pen Co.	.....	5,440	4,648	6,073	5,281	8,913	27,756	38,320
Simmons Co.	.....	.....	.....	98,240	65,600	.....	173,895	112,965
So. Cotton Oil Co.	5,376	6,720	6,160	2,705	126,485	310,600	318,036	453,810
Sun-Maid Raisin Growers	.....	31,270	93,140	61,120	97,584	166,117	207,021	298,930
Swift & Co.	35,593	62,950	53,093	58,956	90,704	432,314	530,824	595,105
Union Carbide & Carbon	83,352	14,330	89,745	225,447	312,551	184,478	237,293	278,914
Vacuum Oil Co.	65,657	68,329	65,290	76,335	88,887	98,585	283,748	374,875
Valentine & Co.	46,976	38,674	46,595	74,852	93,996	108,907	123,237	184,270
Victor Talking Machine Co.	358,261	386,915	379,178	596,299	826,639	772,496	810,929	1,004,555
Stephen F. Whitman & Sons	14,858	21,905	26,554	20,986	30,165	31,086	111,782	120,387
Willys-Overland, Inc.	296,130	291,978	728,271	1,004,846	847,120	465,660	510,189	676,125
Wm. Wrigley, Jr. Co.	139,657	154,446	10,959	22,960	.....	35,000	95,374	104,800

SOURCE:—Crowell Publishing Co. *National Markets and National Advertising.*

EXPENDITURES OF ADVERTISERS BY PRODUCTS, 1913-1920

CLASSES	1913	1914	1915	1916	1917	1918	1919	1920
Totals for all classes	$25,232,173	$26,368,384	$26,509,383	$35,091,861	$44,620,813	$48,625,821	$78,055,825	$108,178,014
Automotive Industry	3,932,561	4,115,134	5,006,845	8,513,700	10,453,968	9,108,574	15,067,186	21,093,900
Building Materials	830,389	856,510	945,023	1,219,215	1,698,508	1,847,109	3,304,931	5,158,760
Cigars, Cigarettes & Tobacco	1,123,398	1,147,469	1,670,645	1,350,986	1,143,484	1,102,169	1,844,074	1,527,935
Clothing & Dry Goods	2,960,316	2,805,512	2,409,832	2,664,850	2,922,040	3,847,580	6,337,767	8,984,041
Confectionery & Soft Drinks	669,803	781,966	475,266	543,116	676,563	602,696	1,774,509	2,199,875
Department, Mail Order & Chain Stores	341,517	310,596	193,253	295,067	283,701	358,033	389,578	632,085
Drugs & Toilet Goods	2,639,771	2,767,708	2,543,076	3,555,611	4,955,078	6,740,200	9,412,202	12,765,927
Foods & Food Beverages	3,572,360	3,957,030	4,022,573	4,273,246	5,572,658	7,614,785	11,901,536	14,691,467
Furniture & Furnishings	1,480,014	1,931,988	1,629,355	2,141,621	2,890,843	3,015,055	5,733,426	9,575,690
Garden	60,163	76,365	71,414	105,161	126,089	175,812	155,029	169,820
General (Non-Manufactured Products)	587,963	672,828	618,790	913,690	1,101,082	1,470,787	2,588,915	3,340,511
Jewelry & Silverware	859,128	868,650	925,140	956,721	1,542,413	1,195,031	1,622,531	2,350,144
Lubricants & Gasoline	251,252	420,328	161,908	265,892	352,474	382,790	642,163	779,826
Machinery & Mechanical Supplies	68,435	178,732	160,306	278,933	676,761	994,111	1,770,281	2,579,769
Musical Instruments	795,731	717,886	835,008	1,706,097	1,932,503	1,680,180	2,154,929	4,404,499
Office & Store Equipment	623,448	428,482	370,147	551,725	762,210	861,298	1,465,970	2,143,135
Paints & Hardware	498,691	618,453	472,672	630,015	1,077,813	1,449,018	2,211,907	3,086,654
Shoes & Shoe Furnishings	481,089	332,084	611,373	605,697	1,232,701	1,220,641	1,658,728	2,485,396
Soaps & Housekeepers' Supplies	861,876	937,116	789,945	993,691	1,373,530	1,716,008	2,889,745	3,486,437
Sporting Goods	551,577	513,850	446,449	396,724	596,975	621,204	681,020	572,692
Stationery & Books	1,159,124	1,032,930	965,279	1,614,184	1,587,250	1,427,559	2,532,825	2,975,908
Travel & Amusement	754,418	746,934	999,188	1,183,366	1,361,083	947,201	1,541,199	2,183,969
Miscellaneous	129,149	149,833	185,896	332,553	301,086	247,930	375,374	989,574

SOURCE:— *National Markets and National Advertising,* Published 1929, by Crowell Publishing Co., New York, covering advertisers spending $10,000 or more annually in any of 30 national, non-farm magazines.

Canadian Food Sponsor Places Large Campaign

SIGNS that the war will not interfere with domestic business of Canadian food manufacturers is evident from the fact that several are starting schedules or planning schedules for the autumn and early winter. At the outbreak of war these radio advertisers were hesitant as to the effect on their business insofar as war supplies were concerned. Evidently the situation has cleared, for a large account has been placed by Western Canada Flour Mills, Toronto, starting Oct. 16 and running thrice weekly to Dec. 13, then renewing in January for most of 1940.

The autumn schedule is for 65 episodes of *Cavalcade of Drama*, a C. P. MacGregor production, on CJCB, Sydney, N. S.; CHNS, Halifax; CFCY, Charlottetown, P. E. I.; CFNB, Fredericton, N. B.; CHSJ, St. John, N. B.; CHNC, New Carlisle, Que.; CBO, Ottawa; CFCH, North Bay, Ont.; CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CKCL, Toronto; CKOC, Hamilton, Ont.; CJCS, Stratford, Ont.; CKNX, Wingham, Ont.; CKSO, Sudbury, Ont.; CJIC, Sault Ste. Marie, Ont.; CKPR, Fort William, Ont.; CKY, Winnipeg; CKCK, Regina, Sask.; CFQC, Saskatoon, Sask.; CKBI, Prince Albert, Sask.; CJOC, Lethbridge, Alta.; CFAC, Calgary; CJCA, Edmonton; CFGP, Grande Prairie, Alta.; CKOV, Kelowna, B. C.; CKWX, Vancouver. Account was placed by A. McKim Ltd., Toronto.

Ban on Coughlin Under Code Indicated

Enforcement Committee Meeting First Test; Other Citations

IN THE FIRST test of the rigid self-regulation code of the NAB, which becomes effective Oct. 1, a ruling is strongly indicated which will bar Father Charles E. Coughlin, militant Detroit priest, from purchasing time for his regular Sunday broadcasts.

While the code deals with clearly enunciated principles rather than with personalities, it has become apparent that Father Coughlin falls within the ban on the discussion of controversial issues in sponsored programs. The NAB Code Compliance Committee meets in Washington Oct. 2, at the call of its chairman, Edgar L. Bill, president of WMBD, Peoria, to evolve its first interpretations of the code provisions, and the Coughlin case heads the docket. Observations of Code Committee members gleaned since the Coughlin code issue arose reflect an almost unanimous view that the priest cannot be classified as a proper program sponsor within the code terms.

Other Citations

Beyond the Coughlin issue, the Code Committee will be confronted with several other program citations requiring interpretations under the clause relating to discussion of controversial questions. These include the broadcasts of Rev. Walter E. Cole, spokesman for the Unitarian Fellowship for Social Justice, who has purchased time over independent stations to answer Father Coughlin; determination whether State tax association radio schedules dealing with legislation pending in State legislatures are in fact proposals subject to ballot and therefore open to sponsorship under the code; and the question posed by liquor interests in New York desiring to purchase time in connection with local option balloting on prohibition.

With the arrival of the enforcement deadline, it was evident that the Coughlin issue would prove vexatious. While no accurate list is available, it is understood upwards of 40 stations are being used by Father Coughlin for his Sunday broadcasts, which in recent weeks have been devoted to discussions of war and neutrality. Thousands of telegrams and letters have deluged members of Congress by virtue of Father Coughlin's opposition to the lifting of the arms embargo. It is estimated this network entails an expenditure, for time and lines, of $6,600 a week.

The Code Compliance Committee, in addition to handing down its initial interpretations, also will seek to devise enforcement machinery and establish means of penalizing non-complying stations. Expulsion from NAB membership presumably will be the penalty, although provision would be made for appeal from the Code Compliance Committee's ruling to the NAB board of directors.

Even before the committee foregathered in Washington Oct. 2, word was spread that a number of stations have cancelled the program. WHAM, Rochester, it is understood, declined a renewal proffer. The average cancellation clause in station contracts carrying the Coughlin series is said to be two weeks and if the Code Committee performs as is anticipated, the stations will be called upon to notify the Coughlin agency, Aircasters Inc. of Detroit, that the series cannot be accepted under the code provisions.

Detroit Meeting

It was reported that a meeting is scheduled in Detroit on Oct. 2 in an effort to explore every possible way of having the Coughlin broadcasts conform to the code provisions. A number of broadcasters, including Leo J. Fitzpatrick, executive vice-president of WJR, it was reported, planned to attend the session. Despite this, the view prevailed that Father Coughlin's case is "open-shut" under the code and that the Committee is left no alternative.

In intra-industry discussion of the Coughlin situation, it has been pointed out that if Father Coughlin indulged in purely theological discussions, he could purchase time under the code provisions. However, his past broadcasts do not fall in the "religious" category. During a political campaign, it was pointed out, he might purchase time in behalf of or in opposition to the candidacy of a qualified nominee or purchase time in favor of or against a particular public issue subject to ballot.

Throughout the preliminary discussions of the Code Committee and at the July Atlantic City convention of the NAB, at which the subject was discussed, it was emphasized that the issue is one of principle rather than personality. The same ban applies to other speakers on controversial issues, such as Dr. Townsend, American Civil Liberties Union or Ford Motor Co. The code does not ban any individual from using time but simply denies the right to purchase time for discussion of controversial issues.

Another interpretation likely to be devised by the Code Compliance Committee will be in connection with certain types of commercial religious broadcasts such as those of Dr. J. F. Rutherford of Jehovah's Witnesses. If such broadcasts attack any race or creed or disparage any other religious belief, they are barred under the code.

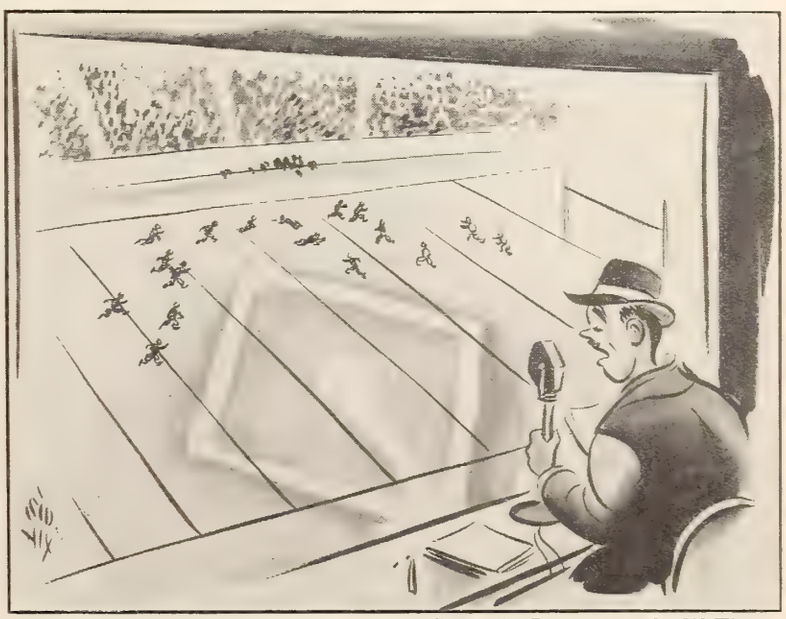
Functions Oct. 1

Preparatory to the Code Committee session, it developed that Stanley G. Boynton, president of Aircasters Inc., offered stations contract renewals for an additional 52 weeks. Stations were advised that the new series will carry a "very patriotic trend in the form of a neutrality sermon" and would in no way conflict with the NAB code. He added that Father Coughlin would not attack any race or creed "but would" keep the patriotic tenor of "trying to keep America out of war".

Despite this, it was apparent a majority of the Code Committee members felt that the code clearly prevented acceptance of the renewal proffer, which was viewed as constituting an effort to purchase time for the discussion of controversial public issues.

The Code Committee was authorized by the NAB board on July 11 to begin functioning as of Oct. 1. The resolution adopted by the board provided that exisiting commercial contracts should be respected for their duration provided

(*Continued on page 69*)



Drawn for BROADCASTING by Sid Hix

"Visit your neighborhood dealer and try a heaping bowl of crispy, crunchy Zingolube motor oil!"

Liquor Protestants Get FCC Reply

Cannot Compel Stations to Accept Programs, Fly Says

COMPLAINTS to the FCC by the State Restaurant Liquor Dealers Assn. of New York, that WHAM, Rochester, has improperly denied it time to present before upstate New York voters the liquor industry's side of the local option prohibition issue, on Sept. 25 brought from FCC Chairman James Lawrence Fly the rejoinder that the FCC has no power to compel stations to permit a particular individual to use its facilities, except where candidates for public office are involved.

Mr. Fly suggested that the two complainants, both officials of the Association, furnish additional facts as to how the facilities of WHAM have been used for discussion of the question, after which the matter would be given "further consideration." He pointed out it was impossible to determine from the letters of complaint whether WHAM had permitted its facilities to be used for any discussion of the liquor law, or whether the Association was denied the use of time after use by others for discussion of the subject.

Discrimination Claimed

James J. Balfe, chairman of the Radio Committee of the Association, and Philip Slone, publisher of the *Bar & Grill Journal* and a member of the same committee, each had protested on Sept. 5. It was argued that the refusal to allot time discriminated against a legal business, and was inconsistent with the NAB Code provision dealing with discussion of controversial issues "subject to ballot." Mr. Slone said that in the broadcasts, the organization did not propose any "subtle or other means to encourage the use of alcoholic beverages", but simply desired to present the liquor industry's side of the issue subject to ballot. He charged that by refusing time, stations are denying responsible businessmen and taxpayers "a fundamental civil liberty", and it constitutes "a dangerous abuse of power by certain radio stations licensed by the FCC".

Chairman Fly advised both complainants that under the Communications Act broadcast stations are not "common carriers", and that under both the law and the FCC rules and regulations responsibility for the selection of program material and participants in programs rests upon the individual station licensees. "However," he added, "it is the duty of the Commission to require that such licensees shall utilize their facilities to serve the public interest and insofar as such facilities are used to discuss controversial political issues, it is the responsibility of the licensees to provide a well-rounded as distinguished from a one-sided presentation of such subjects."

Mr. Slone recited that he sought to purchase time from WHAM and other stations which he did not specify, and that "each of said stations refused to handle these broadcasts, and each station found these proposed broadcasts unacceptable" because the sponsors were an organization connected with the manufacture and sale of distilled spirits.

Decision On WMCA Awaited As Code Charge Meets Denial

FCC Has Case Under Advisement; Future Course In Handling Crisis Charges May Be Charted

OUTGROWTH of the first case to be instituted by the FCC as a result of the war situation is being awaited following an all-day hearing Sept. 27 before the FCC at which WMCA, New York, unequivocally denied allegations that it had violated the Communications Act through alleged interception of code messages from Germany or Great Britain [BROADCASTING, Sept. 15].

The FCC immediately took the case under advisement with the likelihood of an early ruling—possibly within a week or ten days. The case had aroused extreme interest because it was viewed as an indication of the possible future course of the FCC in its efforts to have licensees maintain strict neutrality during the war crisis.

Operator Testifies

The first witness, Stanley Wolff, chief radio operator of the *New York Herald-Tribune*, in direct testimony absolved WMCA of any direct participation in the picking up of the questioned dispatches—one German and the other English—relating to instructions to vessels of those nationals. He said that the dispatches, in international code rather than cipher, were interpolated in regular "free press" shortwave news broadcasts and were communicated to WMCA which had contracted for purchase of *Herald-Tribune* news during the period Aug. 25 to Sept. 5.

Apparently the major issue confronting the FCC on the technical question of violation of Section 605 of the Communications Act, dealing with unauthorized publication of communications, is whether the intercepted broadcasts actually were "free press" communications or in the category of secret code instructions to vessels of the nations involved. There was also the question of the possible culpability of the *Herald-Tribune* in intercepting the messages, though the FCC's jurisdiction over other than actual communications licensees is doubtful.

After the testimony of Mr. Wolff, a Naval Reserve chief petty officer, the Commission concentrated its questioning on the truth or falsity of an identical advertisement published in two trade papers, *Variety* and *Radio Daily*, claiming a "scoop" by virtue of these broadcasts. The advertisement quoted two New York columnists—George Ross of the *World-Telegram* and Ben Gross of the *New York Daily News*—who credited WMCA with hiring an expert on naval code as a means of procuring these news beats. Witnesses for WMCA under examination disclaimed responsibility for these assertions but admitted approval of the advertisement itself.

Chairman James Lawrence Fly led the rigid examination of principal WMCA witnesses — Donald Flamm, president, and Leon Goldstein, director of special events, public relations and publicity. William J. Dempsey, FCC general counsel, also participated actively in the proceedings.

Because Section 605 prescribes that no person not authorized by the sender shall intercept any communication or publish its substance or purport, it was evident that the question still exists whether there has been a technical violation of this provision. Ignorance of the requirements of the statute, it was pointed out, cannot be construed as proper defense.

Charge Doubtful

It was apparent, after Mr. Wolff's testimony that the chief premise of the FCC—the allegation that WMCA had intercepted the communications, based on the statement of the columnists quoted in the trade paper advertisement—had collapsed. Because of the tense war situation, however, and in view of other recent expressions of the FCC, it was an open question how that agency might proceed in determining the case. Observers were of the opinion that no case had been made on the basic complaint and that the only clearcut disclosure was that the trade paper advertising was not accurate.

Chairman Fly pressed WMCA witnesses on the "public interest" responsibility of the station in its dissemination of advertising making claims which were not factual. In this connection it was pointed out that the Federal Trade Commission, rather than the FCC, is the agency responsible for prosecution of false or misleading advertising.

The fact that the FCC on Sept. 20 suspended licenses of two radio amateurs for six months instead of the usual three-month period because of the war situation was seen as another indication of its "crackdown" attitude. Bruce A. Koppenhaver of Pottsville and Albert E. Chatel of Wales, Mass., received the suspensions, the former for communicating with an unlicensed station and Chatel for "wilfully and knowingly" permitting his amateur station to be operated by an unlicensed operator.

At that time the FCC said the international situation "made it doubly necessary that the amateurs of this country observe closely the rules and regulations laid down for them." It added that further unauthorized activities by amateur stations during the war period "may tend to bring about curtailment of shortwave operations of amateurs generally and urged that the 60,000 amateurs take all appropriate steps to protect their standing and their beneficial operations."

This action, coupled with the WMCA citation, have caused no little concern throughout the radio and communications industries. Under ordinary circumstances, it was felt this drastic procedure would not have been initiated.

In his initial appearance on the stand, Mr. Wolff explained that on Aug. 28 his operators had picked up a message from the German station during the course of a regular "free press" broadcast in English. There was an interruption, at which time a message was sent in German which was translated as meaning: "Upon receipt of this transmission, act upon your special secret instructions." He said this was immediately telephoned to WMCA and broadcast as a news dispatch. Because the message was contained in a regular news press transmission of the German agency "Transocean News", he said he did not regard it as the type of communication prohibited under Section 605, with which he was familiar. At this point General Counsel Dempsey advised the witness he had the right to object on the ground that the testimony might be incriminating but Chairman Fly instructed him to answer, presumably thereby giving him legal immunity.

Other Dispatches

The second dispatch in question, on Aug. 30, likewise was intercepted in a British "free press" broadcast and was in the nature of an admiralty message to all British vessels from the code station GBR. It instructed British vessels to proceed to specified ports. Mr. Wolff declared this was also communicated to WMCA and later contained in a news broadcast. A recording of the Berlin WMCA bulletin had been made, Mr. Wolff explained, and was performed for the benefit of the FCC in the hearing room. Arthur Batcheller, radio inspector in charge of the New York field office of the FCC, who participated in the investigation, performed the recording.

Under examination by Mr. Dempsey, Mr. Wolff explained that these messages were in "plain language" and not in secret cipher. He said he communicated the information to Mr. Goldstein of WMCA and that he understood the special events director had broadcast them himself.

Under cross-examination by John M. Littlepage, WMCA chief counsel, Mr. Wolff explained that arrangements had been made by WMCA with the *Herald-Tribune* for a similar type of news service during the Munich crisis and the Czech invasion. The service had been discontinued when the situation abroad subsided, he said.

When the European situation became tense, Mr. Wolff said he called Mr. Goldstein to ascertain whether the service would be renewed. Arrangements then were made for the news service, which included dispatches from *Herald-Tribune* foreign correspondents, as well as other news. He said he had never mentioned in his conversations with Mr. Goldstein that the *Herald-Tribune* would furnish "any illegal messages". He emphasized, moreover, that he had never furnished WMCA any "secret code" and that if dispatches were picked up mentioning movement of specific vessels, these were not reported to the *Herald-Tribune*.

It was revealed during the testi-

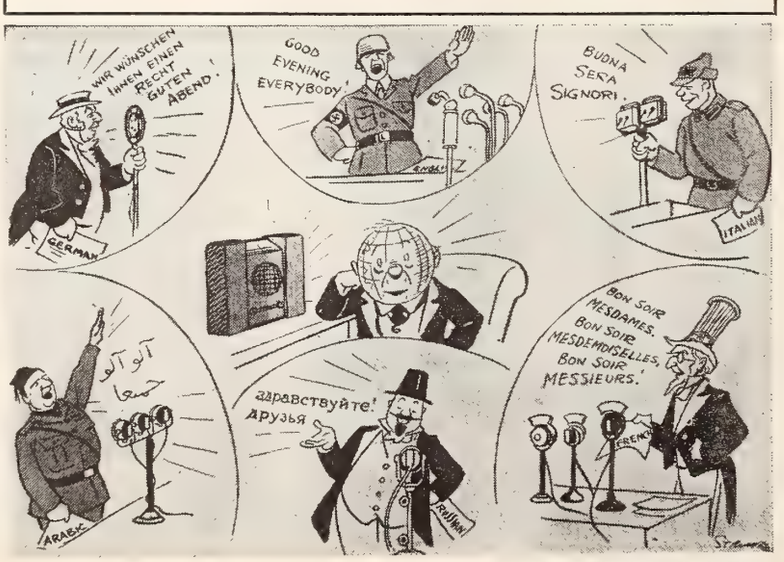
(*Continued on Page 71*)

WAR NEWS ON NETS
CBS anb NBC Specify New War Schedules

CBS has set aside the time from 8:55 to 9 p.m. (EST) for a regular mid-evening war news summary, broadcast seven days a week by Elmer Davis. Since this time falls within the normal range of the 8:30-9 period, containing sponsored programs on every evening except Saturday, CBS is standing the additional expense of the proportionate rebates to these sponsors to bring its audience this daily war summary.

NBC has announced a regular schedule of broadcasts from Berlin at 7:25-7:30 p.m. on the Red Network, Monday through Friday; 7:40-7:45 p.m. on the Red, Saturday, and 7:25-7:30 p.m. on the Blue, Sunday. MBS is scheduling a European pickup from 10:20 to 10:30 each Friday evening, with John Steele in London and Waverly Root in Paris alternating as commentators.

'Nation Shall Speak Unto Nation'



From The New York Times

Many Upsets Seen in Network Report

New Laws and Policies Now Contemplated; Near Completion

IF PRELIMINARY indications can be accepted, the report of the FCC Network-Monopoly Committee's six-month inquiry, to be submitted to the full FCC within a few weeks, will precipitate the biggest blast yet heard against the status quo of network operations.

Realignment of radio regulation as it affects the networks, both through recommendations for enactment of new legislation and through introduction of new regulatory policies, is foreshadowed, according to these reports. It was clear from the questioning of certain committee members during the hearing that their inclinations were in the direction of drastic action. Developments since then, growing out of analysis of the 2,000,000-word record amassed during the hearing, have tended to indicate that some committee members favor stiffer rather than more moderate recommendations.

Committee Changes

The committee membership has undergone two changes since the hearings. Frank R. McNinch, who retired as FCC chairman Sept. 1, will not participate in the report. Frederick I. Thompson, who succeeded Judge E. O. Sykes, actually sat only during the last day or two of the long inquiry, but he has been active in the committee discussions and quite pointed in his views, which tend to the drastic side. Thad H. Brown, acting chairman of the committee, and Paul A. Walker are the only two present committee members who sat through most of the proceedings.

In the pre-report conversations, Messrs. Walker and Thompson have been bracketed as leaning toward the extreme view of "cracking down". Commissioner Brown, a veteran of a decade on both the Radio Commission and the FCC, is regarded as having conservative leanings. Whether Chairman James Lawrence Fly, successor to Mr. McNinch, will participate in the committee findings, is not yet known, since the new chairman has to make the decision himself. The report, in any event, will be subject to approval, revision or rejection of the full Commission membership of seven.

Soon to be Ready

A special staff of the FCC, headed by S. King Funkhouser, special counsel for the investigation since Aug. 3, has been rushing its draft of the proposed report for the Committee. Orders were issued to that end by then Acting Chairman Walker. It is now expected the staff will have its final draft in readiness for the committee within a fortnight.

Precisely what the committee will recommend, of course, is conjectural. It appears a certainty, however, that it is not disposed to pull its punches. For what they may be worth at this stage, rumors presumably based on the views of the more radical members, may be recounted in this manner:

1. Recommendation that there be new legislation against ownership of a multiplicity of stations by any network; or perhaps of any stations at all, even in key cities.

2. A legislative recommendation that a single entity be restricted from operating more than one network, which would presumably strike at NBC's Red and Blue operation.

3. Legislation which would authorize the actual licensing and regulation of networks, since the existing law permits only the regulation of stations engaged in chain broadcasting.

4. Legislation which would bar the ownership of more than a single clear - channel high - power station by any one entity.

5. Enactment of policy, perhaps to be gradually enforced, preventing ownership of more than one station in the same community by the same interests, on the ground that it suppresses program competition and deprives listeners of maximum service.

6. Adoption of policy whereby licensees themselves would be required to operate stations or forego their franchises, striking at NBC program and sales management of Westinghouse and General Electric stations, CBS association with such stations as WAPI, and several other contract-operated stations.

7. Divorcement of network or station operations from artist bureaus, transcription companies and similar enterprises not intrinsically licensed for broadcasting, on the ground that these other activities may be suppressed.

8. Avoidance of anything smacking of out-and-out rate regulation or actual approval of network-affiliate contracts, but an expression condemning the forms of major network contracts, particularly the "exclusivity" and "optioned time" features, which may be interpreted in a measure as relinquishing partial control by affiliates. Also, there may be more than cursory mention of compensation provisions. At best, the committee is expected to brand the provisions as faulty.

9. Discouragement, or perhaps prevention of network-affiliate contracts carrying automatic renewal options, unless one-year notice is given, which run for as long as 10 years. There has been suggestion that such tenures be limited perhaps to three years.

10. Thorough-going analysis of both CBS and NBC parent company (RCA) financing, security and other corporate structural activities, with possible inferences smacking of manipulations.

Because of the ponderous task of digesting, weighing and projecting the testimony adduced during the six-month inquiry, committee members may find reasons to modify any preconceived notions as to recommendations. But in Washington circles, it is apparent that, because of the so-called "grapevine" reports carrying dire forebodings, networks have conditioned themselves for the anticipated "shock" of the committee report.

Net Inquiry May Bring Repeal Of Disc Announcement Ruling

Transcriptions Would Be on Equal Basis With Network Renditions; FCC Names Committee

REPEAL of the transcription announcement requirement in rules governing broadcasting, so that transcribed productions made exclusively for broadcast purposes will be on equal footing with network renditions, is seen as a possible outcome of the FCC's six-month network-monopoly investigation.

While the FCC Committee which conducted the hearings has not completed drafting of its report, events of the last few days have focused attention in that direction. Considerable testimony on transcriptions was introduced at the hearings, which ran from November, 1938 to last May, and a deep impression apparently was made on committee members that transcription quality is as good as or better than "live" renditions. Moreover, the view appears to have taken hold that by removing the announcement "stigma" a greater degree of program competition will be introduced to the public's benefit.

Such figures as Percy L. Deutsch, president of World Broadcasting System, and Jerry King, head of Standard Radio, appearing on behalf of independent transcription producers, strongly urged the FCC to remove the announcement requirement before each transcription rendition. It was argued that network broadcasting technically is also "delayed" transmission, and that the only practical difference was the length of the wire used—perhaps 10 feet for transcription recording and a multiplicity of miles of telephone lines for networks.

There is no intention whatever, of removing the restriction on phonograph record announcements. On the contrary, the view apparently prevails that records not made for broadcast purposes exclusively, and which can be purchased at the corner music store, specifically and regularly should be announced as such, lest the public be misled.

Coupled with the evident attitude of FCC members is the disclosure that a new committee on Sept. 20 was appointed to study further the matter of transcription announcement requirements with a view toward removing any hardships it may entail. This committee comprises Andrew W. Ring, assistant chief engineer for broadcasting, chairman, Geoge B. Porter, assistant general counsel, DeQuincy V. Sutton, head accountant and Frank M. Utter of the Accounting Department.

Other factors which might conduce to elimination of the announcement requirement have been cited, such as perfection in rendition, made possible through rehearsal and correction, elimination of slips occasioned in the so-called instantaneous "live" performances, and superior reproduction quality.

Elimination of the announcement unquestionably would prove a boon to spot broadcasting, and lead to more widespread use of transcriptions by national and regional accounts. While transcriptions have largely overcome the "canned music" resistance, the announcement requirement nevertheless has retarded its peak development commercially.

MacFADDEN STOPS NBC-BLUE SERIES

MACFADDEN Publications, New York, has cancelled its *True Story Time* series on NBC-Blue, following the broadcast of Oct. 3, halfway mark in the 52-week contract which was started April 4. Cancellation follows publication in the sponsor's *Liberty* Magazine of a column by Fulton Oursler, editor of *Liberty* and a featured speaker on the network program. In an article "They Wouldn't Let Me Tell It on the Air," he wrote that "the most interesting things I had to tell were never spoken because censors, in the name of policy, cut out the vital and important passages," Mr. Ousler cites three instances of alleged censorship of his scripts, which he says was due to radio's "frightened behavior under the threat of Government censorship." He concludes: "Meanwhile the public cannot hear what the broadcasting companies think they should not hear. This is what they have in Italy, in Germany, in Russia. It is a hell of a condition in a free country like ours."

Although the series was cancelled at the half-way point, the sponsor, by virtue of preceding contracts, had earned his maximum discount for 52 weeks consecutive broadcasting. Series, advertising *True Story* Magazine was placed by Arthur Kudner, New York.

Benny Back Oct. 7

GENERAL FOODS Corp., New York (Jell-O) on Oct. 8 for the sixth consecutive year, resumes the *Jack Benny Show* on 89 NBC-Red stations, Sunday, 7-7:30 p.m. (EST), with repeat, 8:30-9 p.m. (PST). Program will continue to feature Jack Benny, Mary Livingstone, Andy Devine, Eddie Anderson (Rochester) and Harry Baldwin. Don Wilson, besides announcing, will be part of the cast. Kenny Baker, vocalist, will not return to the program. His successor has not been announced at this writing. Baker is being featured now on the CBS *Texaco Star Theatre*, sponsored by Texas Co. Phil Harris will continue as musical director of the Jell-O program, and Murray Bolen, of Young & Rubicam, agency servicing the account, will produce. Ted Hediger will represent the network. Bill Morrow and Ed Beloin again are writing the series.

ASCAP Appoints Group to Handle NAB Negotiations

Committee Was Authorized by Board at July Meeting

A POSSIBLE new turn in the strained relations between ASCAP and the broadcasting industry was seen Sept. 28 when Gene Buck, ASCAP president, announced he would appoint a committee "to negotiate" with the NAB Copyright Committee regarding new contracts to supplant those which expire Dec. 31, 1940. The announcement came immediately following the monthly ASCAP board meeting the same day.

Accused by the NAB Negotiatinging Committee and President Neville Miller of having "stalled" in repeated efforts of NAB to procure from ASCAP a basis on which to negotiate, Mr. Buck previously had stated an ASCAP committee would be named for that purpose. As a matter of fact, the ASCAP board on July 13 authorized Mr. Buck to appoint the committee but, according to the NAB, the ASCAP head departed for a vacation without taking action. The conversations collapsed when the NAB Negotiating Committee on Aug. 3 was met by John G. Paine, ASCAP general manager, rather than by a committee. Mr. Paine stated that ASCAP was not ready to make any proposal to broadcasters.

Follows NAB Action

Since the development, the NAB has officially declared war on ASCAP and has set in motion a $1,500,000 project to set up an independent music supply for the industry [See Page 24]. The fact that the ASCAP board now has ordered appointment of a committee and presumably ordered negotiations with the industry on contract renewal was interpreted as a step taken because of the threat of the broadcasting industry action. The next move will be ASCAP's.

The NAB Copyright Negotiating Committee comprises, in addition to President Miller, Lenox R. Lohr, NBC president; Edward Klauber, CBS executive vice-president; John Elmer, WCBM, Baltimore; Samuel R. Rosenbaum, WFIL, Philadelphia; Walter J. Damm, WTMJ, Milwaukee; John Shepard 3d, Yankee Network.

Pepsi-Cola's N. Y. Test

PEPSI-COLA Co., Long Island City, N. Y., starts a test campaign in New York Oct. 2 using a total of 2,020 transcribed announcements on WOR, WINS, WMCA, WHN, WNEW, the first radio used by the sponsor. Agency is Newell-Emmett Co., New York. The campaign may be extended nationally.

Packard Shaver's Discs

PACKARD ELECTRIC SHAVER Co., New York, has a series of five-minute transcriptions, cut by Strong Studios, New York, ready for use by dealers throughout the country but being held up pending outcome of litigation by Schick Dry Shaver Inc. Packard agency is S. G. Krivit Co., New York.

QUAKER OATS Co., Chicago (Aunt Jemima flour), on Oct. 2 starts 12 weekly minute announcements on 15 stations. Agency is Sherman K. Ellis Co., Chicago.

Staff for World Series Is Complete; Controversy on Rights Still Simmers

COLOR announcers for the World Series broadcasts to begin on MBS Oct. 4 will include Lowell Thomas, Edwin C. Hill, Grantland Rice and Gabriel Heatter. Stan Lomax, sportscaster of WOR, Newark, will handle the commercials for Gillette Safety Razor Co., sponsor of the series. According to MBS officials, the color announcers will work in rotation, with one broadcasting each day. Bob Elson, of WGN, and Red Barber, of WOR, will announce the games [BROADCASTING, Sept. 15].

Unless rained out the series will start in New York Oct. 4 and remain there for the next day's game. Teams travel on Oct. 6, playing in Cincinnati Oct. 7-9, traveling on Oct. 10 with the final games played in New York Oct. 11 and 12, providing the series lasts that long.

Revised Station List

The World's Series station list, as of Sept. 27, included 179 stations in the United States and Hawaii and 35 stations in Canada with about a dozen additional stations desired, but which MBS had been unable to clear, chiefly, it was stated, because of opposition on the part of NBC and CBS. At NBC it was said that in no case had this network granted any affiliate permission to carry the World's Series from MBS, nor had any affiliate been given authority either to cancel a network commercial or to record it for delayed broadcast. CBS said that it has no knowledge of any of its outlets taking the series.

Station list for the United States, as reported Sept. 27 by MBS, is as follows:
MBS affiliates: WOR WGN CKLW WHKC KFEL KFKA WHB WDGY WHBF WOL WBAX WSOC WRAL WAIR WSIX WFIL WLAP WGRC WCMI WKRC WSTP KTHS WEBC KFJX and the Colonial, Don Lee, Oklahoma and Texas State regional networks.
NBC affiliates: WHK WABY WBAL KSO WIRE KWK KMA WSYR WSPD WMFF WAPO WIS WCSC WJAX WIOD WFLA WSUN WSGN WSMB KTBS KUTA KLO KGIR KPFA WMPS WROL KOB WALA KANS KIDO KGBX KOAM WDAY WJIM KYSM KROC KFAM KGA.
CBS affiliates: WKBW WMT WNAX WRVA KGMB KHBC WKBW WSFA.
Independents: KQV WHJB WSAY WATL KRBM KABR KFPW WHMA WJRD WKEU KFEQ WFMD KEUB KTRI KWOS WBEO KWYO WHBL WJBY WHBB KSAL WGNC WCBS WPAD and Mason-Dixon regional network.

Other Nets Refused

Controversy over the exclusive MBS deal appears stalemated with Judge Kenesaw M. Landis, high commissioner of baseball, refusing NBC and CBS permission to carry the Series broadcasts. In addition to the difficulties experienced by some CBS and NBC affiliates in clearing time for the series [BROADCASTING, Sept. 15] other phases of the controversy have become known.

It is understood from reliable sources that soon after the MBS broadcast of Aug. 17 announcing the exclusive deal, Niles Trammell, executive vice-president of NBC, phoned J. P. Spang Jr., president of the Gillette Razor Co., in behalf of NBC and CBS. Mr. Trammell is said to have offered the combined CBS and NBC networks free of charge with free courtesy announcements for Gillette. Mr. Spang was understood to have declined the offer because of his prior commitment to and contract with MBS. Following this refusal Judge Landis received a letter from Mr. Trammell which held that the Series should not be given exclusively to any network because it is an outstanding sporting event with a national following. On the same day a letter was received from Edward Klauber, CBS executive vice-president, in which he contended MBS should not have been given the Series exclusively. Judge Landis answered neither of the letters beyond a formal acknowledgment. From sources close to Judge Landis it was learned that he refused Mr. Trammell's suggestion because he felt the Series to be of no greater interest than the Kentucky Derby, Rose Bowl game, and numerous boxing events that have been carried exclusively on a single network.

Refusal of World Series Mentioned to the FCC

THE BASEBALL World Series broadcast situation was brought to the attention of officials of the FCC informally Sept. 26 by Fred Weber, MBS general manager, and Louis G. Caldwell, Washington counsel, but little likelihood of a protest of any kind was foreseen.

Purported refusal of NBC and CBS to permit certain of their stations to take the series, exclusively booked by MBS under Gillette Safety Razor Co. sponsorship, is understood to have been the basis of the informal conversations. There are no indications, it was stated, of filing of a formal protest with the FCC, which would involve a fundamental program issue. Both NBC and CBS have contended in communications to baseball's czar, K. M. Landis, that the World Series is of such public interest that it should not be scheduled exclusively on any single network.

Wrigley Autumn Series Continues RKO Tieup

WM. WRIGLEY Jr. Co., Chicago (Doublemint gum), on Oct. 8 resumes the talent hunt program, *Gateway to Hollywood*, on 66 CBS stations, Sundays, 6:30-7 p.m. (EST), with Jesse Lasky continuing as director. Fall series will continue its tie-up with RKO Pictures, with final winners in the talent hunt awarded film contracts.

Bobby Brown, CBS Chicago program director, is the new producer of the series. He is on leave of absence from his Chicago duties. Charles Vanda, now CBS western program director, handled the show last season. He will act as consultant on the new series. Gwen Streeton looks after the financial end of the show and is on leave from her duties as secretary to Mr. Vanda. Ken Niles is talent coach and chief announcer. Cliff Howell and Gary Breckner are assistant announcers. Ray Wilson, Chicago freelance writer, heads the writing staff. Frances Hooper, head of Frances Hooper Agency, Chicago, servicing the account, will be in Hollywood for start of the fall series.

DR. W. B. CALDWELL Inc., Monticello, Ill., is using thrice-daily minute announcements varying with 15 minute shows on 60 stations. Agency is Benton & Bowles, Chicago.



AS MOST popular player on the Philadelphia National League team, Morrie Arnovich (left) received the General Mills-WCAU trophy from Dr. Leon Levy, WCAU president, at a Sept. 24 ceremony. Bill Dyer is General Mills sportscaster on WCAU.

Powel Crosley Subject Of Satevepost Article

POWEL CROSLEY Jr., subject of an article by Forrest Davis in the Sept. 30 *Saturday Evening Post*, is reported as holding no rancor against the FCC for having reduced the power of WLW from 500,000 to 50,000 watts recently, although he is represented as convinced that rural and remote listeners as well as owners of small low power radios will eventually insist upon restoration of such power. Mr. Crosley at least has the satisfaction, it is stated, of having proved that so called "superpower" is technically feasible.

The article, titled "The Crosley Touch—and Go!" deals only passingly with the WLW power fight. It is chiefly a personality sketch and deals largely with his interest in the Cincinnati Reds, which he owns, the new midget car which he recently introduced, his radio and refrigerator manufacturing business and his interest in farming. It discloses that Charles Michelson, publicity director of the Democratic National Committee, is still on the payroll of the Crosley Corp., which is said to have paid him $25,000 a year as a publicity consultant.

One of the illustrations shows Mr. Crosley at the wheel of one of his midget cars, with Fred Weber, general manager of the Mutual Network, as one of the passengers.

Colgate Serial on Red

COLGATE - PALMOLIVE - PEET Co., Jersey City, starts a quarter-hour five-weekly serial *Ellen Randolph* on a combination of 49 NBC Red and Blue stations in the interests of Concentrated Super Suds. Starting Oct. 9, the program concerns the problems of a young missionary's wife, starring Elsie Hitz and John McGovern. The majority of stations used will carry the program from 1:15 to 1:30 p. m. (EST), while 14 NBC stations will broadcast the serial via transcription at different periods daily between 1:45 and 5:15 p. m. Benton & Bowles, New York, handles the account.

Two Added to NBC-Red

WJAC, Johnstown, Pa., and WFBG, Altoona, join NBC-Red Oct. 1, available at a combination rate of $140 per evening hour. The additions bring the list of NBC affiliates to 176.

New Autos Bring Spot Drives; Industry Sees Better Season

Export Business Brings Hopeful Note in Detroit; Fear of Higher Prices Used as Sales Weapon

THE automobile industry is on the rebound, looking forward to its best model year since the highly successful 1937 season, and advertising schedules are being planned on that basis. Radio is being favored with extensive spot campaigns in September and October as introductions follow rapidly upon one another, and there are indications that if business keeps up to the expectations of the sales departments, the reinstatement of some of the many chain shows of two years ago will be considered.

Two factors are interplaying in the present automotive situation—an evident quickening of domestic business activity manifesting itself already in increasing volume figures, and the expectation of an enlarged export business, to the belligerents of the European war and the neutral countries. Warring nations are expected to be heavy truck, engine and road tractor purchasers; neutrals are rapidly shifting their automotive purchasing from former major sources of supply—particularly Britain and Germany—to United States factories.

One other point has arisen this early in the model year to quicken buying, that being the fear of higher prices later. Quotations for 1940 models have ranged from equivalents of the 1939 tags down to 3 or 4% lower. In the wave of advancing raw materials prices, and possible higher wage demands by labor, there is little doubt in Detroit but that car prices are likely to be marked up sometime during the model year. Salesmen are reported using this argument on prospects with successful results.

Few Changes in Cars

Basically the cars have been changed only in comparatively minor detail from the 1939's, and sales stories, as reflected in advertising already appearing, have been general ones. The cars have been uniformly made larger, and the added comfort secured thereby has been stressed. So has the additional beauty of the 1940 models. Front end treatment centered in smoothed-out noses and wide-flaring fenders have definitely improved the automobiles appearancewise.

Mechanically, the year is distinguished chiefly by the introduction of the "hydra-matic" drive of Olds, an installation eliminating clutch pedal entirely. The device is a combination of the semi-automatic transmission introduced by Olds two years ago plus the "fluid flywheel" pioneered in the auto field by Chrysler several months back. Observers were enthusiastic with performance results. The device will be optional on most of the Olds cars.

The 1939 model year saw produced approximately 3,400,000 cars and trucks in all United States and Canadian plants. Expectations for 1940 range from 3,500,000 up to one optimistic forecast of 4,000,000, with best prophecies about half way between these two figures. By way of comparison, the 1938 year resulted in 2,600,000 assemblies; that of 1937 in slightly more than 5,000,000. When it is remembered that automotive advertising is doled out in fairly close proportion to the volume of sales, promotional spending can be fairly well appraised now. In any consideration, however, it should be remembered that radio is apt to benefit in an increasing share against other mediums as volume increases.

Ford Plans Spots

Ford and Chrysler will again be the top time users of radio throughout the year, with their respective shows, the *Sunday Evening Hour*, and *Ma or Bowes*, scheduled for all-winter presentation. Ford continues to place the chain show through N. W. Ayer & Son, while Chrysler's corporation-wide presentation is out of Ruthrauff & Ryan.

In addition, Ford is scheduling for airing from Oct. 6 for about two weeks a large number of spot announcements over a station list which may total 150 outlets when finally completed. These spots are being placed in some instances by Ayer, in others by McCann-Erickson, which handles Ford advertising in many areas of the country.

Ford Dealers, placing through McCann-Erickson, Chicago, on Oct. 23 starts a series of three to six weekly quarter-hours on KFYR WDAY KOA KMMJ KFAB WNAX WIBW KFH WKY KVOO WFAA KTSA KGNC WCCO WHO KMA KMOX KMBC KWTO KTHS WLS WSM WAPI WJDX WGY WBT WPTF WRVA WLBZ WCSH WLW plus 12 stations on the West Coast.

The Plymouth division of Chrysler Corp., through J. Stirling Getchell Inc., is placing spots for the first two weeks of October over what may be the largest number of stations it has yet used in this respect. The total list currently is around 140. The spots are short, running from 100-word announcements down.

Dodge used spots during the last two weeks of September to announce its 1940 models. These were placed by Ruthrauff & Ryan. An undetermined number of Chrysler division dealers are using spots placed on a cooperative basis, the agency for the Chrysler division being Lee Anderson Adv. Agency, Detroit. The fourth Chrysler Corp. division, DeSoto, has no definite radio plans.

The largest spot user of recent years, Chevrolet, has no definite program scheduled at this time. Other General Motors units, however, are scheduling — notably Buick, which placed spots over around 100 stations late in September to herald its 1940 cars. Arthur Kudner Inc. placed these. Pontiac division, through MacManus, John & Adams Inc., is making available to dealers one-minute spot transcriptions, but does not now plan a factory campaign.

Among the independents, Studebaker Corp., which has used radio frequently in the past, is back on the air with a 15-minute program, through Roche, Williams and Cunnyngham, Chicago.

Willys-Overland Motors, of Toledo, indicated earlier that it would employ radio in its drive to reestablish itself in the small car market. No definite word has since come out of Toledo. The agency is U. S. Adv. Corp. of Toledo.

Hudson Motor Car Co. is making spots available to dealers wanting them. The agency preparing the spots is Brooke, Smith & French.

Hudson Motor Car Distributors, Chicago, have started a thrice-weekly quarter-hour news program on WGN. Schwimmer & Scott is agency.

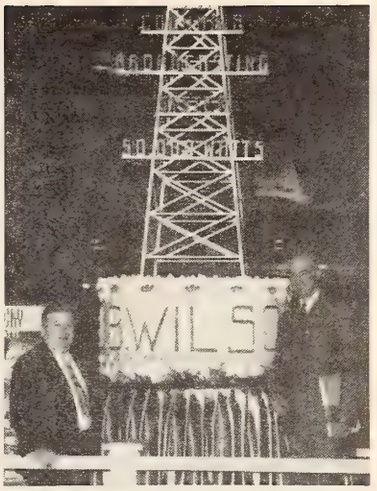
Nash Motors Division, Nash-Kelvinator Corp., Kenosha, Wis., on Sept. 22 started a fall campaign for its new models using daily spot announcements for a month's period on seven stations, WMFD KGVO KGBX WCSC WQAM WPAD KOBH. Agency is Geyer, Cornell & Newell, New York.

Studebaker Campaign

The Studebaker campaign includes a thrice-weekly night quarter-hour series starting Oct. 8 using Richard Himber's orchestra, Rhythmic Swingsters, vocalists, and Stuart Allen, baritone, as well as dramatized announcements and interviews with company craftsmen. Stations are:

WMAQ WSBT WJR WSYR WSB WMAS WQAM WTAG KHQ WEBC WICC WOC WOR KMOX WIRE KOMO KMBC WADC WHO WSM WMBG KWKH WFLA KTSM KFI WTAM WCCO WBNS KGW KSL KVOO WCHS WTIC WWL KOY WBRE KYW WBEN WMC WCAE KTSA KFSD WLW KFBK KVI WKBN WTAR KARK WCAU KPO WFBR WSPD KPRC WWVA KOA WGBF WJAR WHAS WABY WBOW WTMJ WRC WNAC WHAM WMBD WFAA WOW WIBX WLEU WDBJ WKY.

CREAM OF WHEAT Corp., Minneapolis (cereal), through BBDO, Minneapolis, will soon start a campaign of announcements and participations nationally.



ABOUT 50,000 calories of cake, to balance off WCKY's new 50,000 watts and its switch in affiliation to CBS on Sept. 24, was presented to L. B. Wilson (left) by H. Fuller Stevens, manager of Cincinnati's Gibson Hotel in which the station's new studios and offices are located. At right is Lieut. Gov. Keen Johnson of Kentucky, a speaker on the dedicatory program.

Network Affiliates In Cincinnati Hold Day of Dedication

Gala Event as WCKY Joins CBS; WKRC to Mutual

RADIO "moving day" took place in Cincinnati Sept. 24 with three major changes in network affiliations. WCKY moved from NBC-Blue to CBS, at the same time dedicating its new 50,000-watt transmitter, while WLW and WSAI became exclusive outlets for both NBC Red and Blue networks and WKRC, CBS-owned station, joined MBS as the key for its new Southern link.

All three networks vied for public attention with elaborate dedicatory programs. There were proclamations by Mayor Stewart of Cincinnati in connection with the observances and city and State officials also participated.

Newspaper Sections

To commemorate the event, WCKY published special radio sections in the *Cincinnati Times-Star* and the *Post*. The *Times-Star* has entered into a contract to purchase WKRC, now awaiting FCC approval.

The WCKY switch to CBS and dedication of its 50,000-watt transmitter climaxed a three months' campaign, involving newspaper tie-ins, special programs, window displays, billboards, taxicab tire covers and a wide range of other promotional media. Speakers on the dedicatory program over CBS included Lieut. Gov. Keen Johnson of Kentucky, Col. C. O. Sherrill, city manager of Cincinnati, and Mr. Wilson. On a previous WCKY program, Mayor Stewart read his proclamation setting aside the week as "WCKY 50,000-Watt Week". On this program telegrams of congratulations from Hollywood stars, radio celebrities and broadcasters, including one from FCC Chairman James Lawrence Fly, were read.

One hundred billboards announcing "Columbia Comes to WCKY" were spotted throughout Cincinnati and two dozen window displays in restaurants and other business places featured photos of CBS and WCKY artists.

The WCKY dedication was highlighted by festivities in Cincinnati's historic Fountain Square, at which Mayor Stewart formally dedicated the new transmitter in a highly laudatory extemporaneous talk. Use of the Square was granted WCKY by the City Council, after opposition had arisen from other broadcasting interests. H. V. Kaltenborn also participated in the dedicatory event.

Crosley employed two huge searchlights atop Carew Tower, highest building in the Midwest, to bathe downtown Cincinnati in red and blue lights. Mayor Stewart's proclamation decreed the week of Sept. 24 to Oct. 1 as "Red and Blue Week." A score of girls marching in pairs through Cincinnati's crowded streets were clad in red and blue dresses, carrying parasols of the same colors. Waitresses in restaurants and night clubs wore aprons of red and blue material while other merchandising tie-ins in the same color theme were introduced. Fireworks on a barge anchored in the Ohio River were red and blue.

Tension at War Outbreak Is Subsiding

Normal Operations at Stations, Networks Now Prevail

TENSION which gripped the broadcasting industry with the outbreak of the war has relaxed to the point where operations are virtually normal with a corresponding tranquility apparent on the Washington regulatory scene.

While there has been no material let-down of the vigilance to preserve neutrality by radio by the Federal Government, the fact that the broadcasting industry immediately set about to put its own house in order has satisfied the Government for the present. In one quarter it was observed that the biggest news in connection with radio's part in the war picture during the last fortnight is that there has been "no news".

The so-called WMCA incident, of course, highlighted the Washington scene. Now in the lap of the FCC, after hearings on Sept. 27 [see page 14], not only the broadcasting industry but the entire communications world is watching the outcome with interest. Regarded in some cases as a development which grew out of the war "fever" and the desire to exemplify the dangers inherent in the situation, the incident resulted in renewed steps by the industry to appraise operations and avoid any position which might be construed as endangering this country's neutrality.

Wartime Control

The activity evident at both the State Department and the FCC when hostilities broke out, in connection with communications generally and radio in particular, has subsided considerably. There have been additional meetings of the so-called Radio Neutrality Committee representing various Governmental departments and agencies identified with communications, but the purpose largely has been to make "refinements" in plans which have been drafted for executive consideration in the event this country becomes involved in the hostilities. In the deliberations of officials of Governmental agencies, there have been preliminary skirmishes which in some quarters have been interpreted as an effort to jockey for "control" of communications, and possibly broadcasting, in the event the situation becomes more serious. The FCC, by virtue of its authorized functions as the radio regulatory body, obviously is urging maintenance of normal Governmental processes. The military agencies, on the other hand, have espoused the view that in time of stress, all instrumentalities necessary to the nation's defense should be coordinated through the military. But at present the matter has not reached the stage of controversy and all interested groups appear to favor a policy of maintenance of normal operations.

Whereas at the outset of the war situation, there were indications that a proclamation dealing with radio and communications might be issued, this now has diminished to the point where it is not regarded as a likelihood any time soon. The Radio Neutrality Committee, meeting at the call of the State Department, has drafted and revised several proposed proclamations but only in the interest of "preparedness" in the event this nation should become involved or in case the intensity of the situation abroad increases to the point where such action is deemed advisable. Of course, if the provocation existed because of a series of acts construed as endangering our neutrality, action might come at any time.

The broadcasting industry received added assurance that the Federal Government does not propose to interfere with normal broadcast operation from the Chief Executive himself. President Roosevelt, in his address convening the special session of Congress on Sept. 21, said he saw no need for further legislation aside from revision of the neutrality laws.

While the Chief Executive is clothed with broad powers in time of a proclaimed national emergency, it has been emphasized there is no movement afoot to molest normal operation of stations in any way. This presupposes stations will strictly observe self-imposed restrictions designed to safeguard this country's neutrality.

In responsible quarters, it was pointed out that if the situation abroad grows more acute, likelihood of imposition of more stringent Government regulatory methods will be accelerated. It has been openly stated at the White House and the FCC that the Government welcomes voluntary regulation by the industry but nevertheless is on the alert lest "improper acts be permitted". It is just as frankly stated that the industry's cooperation has been excellent. Even the military services have praised the action of networks and stations alike in relegating "war propaganda news" to what amounts to "the second section" of the radio "newspaper" and of returning to practically normal operations.

When the magnitude of broadcast service, emanating from the networks and their nearly 800 stations, is taken into account, it was observed officially, the fact that there have been so few transgressions is "remarkable."

The so-called Neutrality Committee met Sept. 20 and 21 to appraise the situation. Represented on the committee are the State, War, Navy, Justice and Post Office Departments and the FCC and Coast Guard. This committee will meet from time to time at the call of the State Department and as conditions warrant.

Legislative Plans

Because the President, in his personally delivered message convening the special session, asked in effect for a "one purpose" session dealing with revision of the neutrality laws, it is not anticipated that any other legislation will be finally considered. While two dozen bills affecting radio are still on the Congressional calendar, indications are that they will not receive consideration either in committee or on the floor during the special session.

Because of the status of radio generally as an instrumentality for mass communication, however, the subject may crop up in floor debate relating to maintenance of neutrality.

The only indirect mention of free speech came in the very last sentence of the address when the President observed:

"In a period when it is sometimes said that free discussion is no longer compatible with national safety, may you by your deeds show the world that we of the United States are one people, of one mind, one spirit, one clear resolution, walking before God in the light of the living."

President Roosevelt advocated a return to processes of international law in convening the special session. Maintenance of normal operations as far as possible, is the crux of these principles, insofar as they apply to the broadcasting and communications. These principles provide that belligerents are forbidden to erect on a neutral territory any apparatus for the purpose of communicating with belligerent forces on land or sea and belligerents are prohibited from using any stations established by them before the war on the territory of a mutual power for purely military purposes.

This Hague Convention also provides that belligerents are forbidden to use neutral ports and waters as a base for naval operations. Practically all of the articles of international law deal with radio telegraph communications, rather than with broadcasting. The 1922 convention of jurists at The Hague established the principle of maintaining communications operations, especially radio, as normal as possible by neutral nations. Article IV of this Commission's rules, provide "a neutral power is not called upon to restrict or prohibit the use of radio stations which are located within its jurisdiction except so far as may be necessary to prevent the transmission of information destined for a belligerent concerning military information."

NEUTRALITY PRECAUTIONS

As Seen by Government and Industry Leaders

LARGELY because of the anti-censorship provision of the Communications Act, no Governmental agency has essayed to impart to the broadcasting industry anything approaching "guideposts" which would augur for strict maintenance of neutrality. The desire is to have the industry assume the responsibility voluntarily, which it has done, but the requirements change almost from day to day.

The big question to the broadcaster, whatever his operating status, is "What might be considered an unneutral act?" While it appears impossible to enumerate all acts or events which might give "aid and comfort" to a belligerent, to the detriment of his enemy, there are certain obvious precautions which can be taken by station executives to avoid most of the pitfalls.

After sounding out sentiment not only within the industry but among responsible Government officials, BROADCASTING found a substantial unanimity of view on these points:

1. Have all matter relating to the war situation, irrespective of its nature, clear through a responsible station official.
2. Ascertain that station employes who have access to the microphone or prepare script are entirely without bias insofar as their station functions are concerned.
3. Qualify all news broadcasts where qualification appears necessary to make clear to the audience the source of the information.
4. Eliminate news commentaries or broadcasts in other than English because of the extreme difficulty in checking such comments.
5. Check carefully speeches, forum discussions or other "talk" programs picked up locally lest partisan comments be imparted. A safe practice would be to make instantaneous transcriptions, which would permit "editing" and safeguard against "ad libbing".
6. Ban all war discussions in sponsored programs except by recognized and qualified news commentators. Do not allow sponsors to espouse one cause or another in their commercials.
7. Exercise extreme diligence in remote pickups or in audience participation program, avoiding any questions relating to the war.
8. Avoid transmission of information on ship movements, which might make them easy prey for belligerent craft.
9. Avoid interviews with refugees unless they are absolutely responsible or unless advance script has been prepared and scrutinized.
10. Beware of "handouts" or news releases relating to any phase of the war or neutrality situations unless the sources are known to be bona fide.
11. Prohibit appeals for funds for war causes or any other appeals relating to the war, such as exhortations for enlistment in foreign military services.
12. Re-read and perhaps post in a conspicuous place the war coverage rules adopted by the major networks [BROADCASTING, Sept. 15] as a guide to all station employes having direct or indirect access to the microphone.
13. Avoid jokes about the war;—it is a grim business.

"The Green Hornet"

HALF HOUR MYSTERY DRAMA — TWICE WEEKLY



America's number one thriller—produced by the same organization which gives you "The Lone Ranger"

●

Transcriptions now available in all markets—subject to prior sale.

Write or wire for the "Green Hornet" case history.

●

KING-TRENDLE BROADCASTING CORPORATION
Station WXYZ
Detroit, Michigan

TRANSCRIPTIONS

The FHA Sends an Invitation to Sponsors

Aids Stations in Developing a Potential Field of Building Industry Income

By GEORGE T. VANderHOEF

Chief, Radio & Motion Picture Section
Federal Housing Administration



MR. VAN der HOEF

FIRST radio effort of the FHA five years ago presented Hilmar Baukhage in a Saturday evening network series, 'The Master Builder'. A lot of FHA radio words have gone over the kilocycles since that time, and FHA has learned a lot about radio's ability to influence people. So have cooperating sponsors. Meanwhile the 'Master Builder' has had a few offspring, whose conception can be traced to the mental faculties of the author. His newest idea takes a practical approach to Radio by The American Plan.

FIVE YEARS ago last month Hilmar Baukhage, now NBC's commentator in Europe, went on the air as *The Master Builder*. It was a far cry from war-torn Europe and the sound of saw and hammer were strangely dissimilar to the shriek of the air-raid sirens which punctuate Baukhage's resonant sentences today.

But *The Master Builder* was a significant program in many ways. Not only did it represent the debut of a character which during four active years established a warm place in the heart of thousands of home-owners, but it also represented two other "firsts" which time has shown to be of even greater importance.

The Master Builder program heralded the radio debut of the then infant Federal Housing Administration and gave to the great sprawling building industry not only a taste, but also a sustained example of the usefulness of radio as a coordinating and selling medium. During the life of this program FHA grew from a small organization to one which transacted over two billion dollars worth of business. Hundreds of thousands of American home-owners benefited from its activities and the building industry began to take heart and see profits for the first time in almost a decade.

Sponsored Programs

Under the leadership of the first Administrator, James A. Moffett, FHA organized its radio activities primarily to inform the public of the provisions of the new-born National Housing Act. Under the guidance of Mr. Moffett's successor, Administrator Stewart McDonald, these activities were patterned progressively along lines leading to eventual liquidation of sustaining programs in favor of commercially sponsored ones. In other words, Administrator McDonald envisaged the time when educational activities in the housing field could logically be turned over to those with a primary interest to be served. However, the lag between hypothesis and axiom is frequently great and FHA was realistic enough to see the wisdom of example rather than dictation. *The Master Builder* and such other programs as *The House Detective* with Roger B. Whitman, *Hometown, Your Home & Mine*, *Martha Holmes* and a score of other network, serial sustaining programs, served as useful examples to demonstrate to finance and industry the practicability of the medium of radio in the housing field.

In 1936 the first attempt at transference of responsibility was made. Through the now widely used transcription series *Famous Homes of Famous Americans*, the ice was broken. These programs were designed for either local sponsorship or a sustaining bases. Encouragement, however, was given to sponsored presentation. As could have been forecast, acceptance of this principle was slow and out of the 500 odd stations which presented this series only about half obtained sponsors. With the issuance of the second *Famous Homes* series in 1938, however, the picture began to change rapidly and while this series is still in circulation all evidence is overwhelmingly to the effect that when final tally is taken sponsorship will be around 90%.

With the foregoing as a background, FHA is entering its fifth year of broadcasting this month with a fundamental change in policy. Beginning Oct. 1 emphasis will be taken away from the FHA's own production activities and centered upon the stimulation of production activities on the part of private industry. This means that the FHA will encourage the use of radio by finance, building and allied industries.

Questionnaire Data

As a preliminary step, a questionnaire was sent the commercial managers of all radio broadcasting stations. Issued in late July, this questionnaire sought the frank opinions of the commercial managers on four points:

1. Did they feel building, its allied industries and finance offered a fruitful source of potential revenue?

2. Had they carried an appreciable number of such programs in the past?

3. Had an appreciable number of such programs tied-in with the program of the FHA?

4. In what way did they believe the FHA could be of assistance in encouraging such business?

The returns were gratifying. The following conclusions were drawn from these answers:

1. That most commercial managers felt building, its allied industries and finance offered a fruitful potential field of revenue but one which to date remained practically untapped.

2. There was a great variance in the replies as to the number of such programs carried by various stations in the country. Apparently a fair number of stations, in all sections of the country, with energetic commercial departments had found a profitable source of revenue in such accounts.

3. Such stations reported that the majority of these programs were tied-in with the program of the FHA.

4. Practically all of the stations were unanimous in the opinion that the Federal Housing Administration has already made progress in stimulating interest in promotional work on the part of building and its allied industries. They were practically unanimous in expressing the opinion that the FHA could render signal service to the radio industry by encouraging this type of work more extensively. The commercial managers were profuse in the number of helpful suggestions concerning the stimulation of such encouragement.

FHA is paying careful attention to all such suggestions and anticipates that within the coming year by far the large majority of them will be carried into effect.

A Sales Forum

In line with the expressed wishes of the radio industry, FHA's Radio & Motion Picture Section will issue a letter once a month during the fall and winter to all managers of commercial broadcasting stations incorporating a typical sales technique, an experience successfully undertaken by one of the broadcasting stations of the country in developing commercial programs tying-in with the FHA.

In addition, an analysis is under way of the coverage areas of all commercial broadcasting stations of the country so that in the coming months the FHA will be able to supply the commercial manager of each station—upon request—with a breakdown list of the total potential business available in his coverage area. This means, for example, that the following information will be available in connection with the modernization and repair program of the FHA: How many eligible financial institutions there are in a given coverage area; how much FHA business has been done in the past and is currently being done; how many hardware stores, paint dealers, contractors, plumbing concerns, etc., are in the same coverage area.

The same information will be available in connection with the Insured Mortgage Program in informing the commercial managers of the number of eligible mortgages in his coverage area; the amount of business FHA has done and is currently being done; the number of contractors, operative builders, etc., who offer a potential market. In addition, with the cooperation of the major networks, an effort will be made in their major sales areas to have sales representatives of these networks illustrate to national advertisers in terms of the total potential national housing business what their potential radio sales opportunities are.

FHA has been gratified with the amazing reception its few preliminary excursions into this field have received. As a test program, NBC, through its Thesaurus Service, on Sept. 15 began offering as part of its regular script service to its subscribers a series of 13 script programs tying-in with the activities of the FHA [BROADCASTING, Sept. 15]. These programs feature letters from the nationally known housing authority, Roger B. Whitman, and have been based upon the type of program the FHA has found to be greatly in demand by commercial sponsors.

After five years of activity it is felt by FHA that the "log-jam" in housing has been broken and the rapidly increasing volume of business done by the FHA gives tangible indication that the housing "snow-ball" has begun to roll.

Wm. R. Warner Change

WM. R. WARNER Co., New York, will not sponsor its usual Warden Lawes program for Sloan's Liniment on NBC this fall, but will use instead Cal Tinney's *Youth vs. Age*, an audience participation program tested last June on 2 NBC-Red stations for Vince, another of the company's products. The new program starting Oct. 14 will be heard for the liniment on the NBC-Blue network, Saturdays, 8:30 to 9 p. m. Warwick & Legler, New York, handles the account.

WBZ



DOMINATING BOSTON — WBZ's

NEW 50,000 WATT TRANSMITTER AT HULL

Westinghouse WBZ-Boston • Completely Programmed by NBC

BOSTON


BUGLER
SWEETHEART
BATH-SOAP
COLGATE
SHAVE CREAM
RALSTON CEREAL
TUMS
PEPSODENT
TOOTHPASTE
JELL-O PUDDING
WARD BREAD
AND CAKE
THRIVO
DOG FOOD
SLOAN'S LINIMENT
ADAM HATS
SHERWIN-WILLIAMS
PAINTS
GAS
SUNOCO
OILS
CAMAY
OXYDOL
CRISCO
Williams
Old Gold

Accent on Experience

GROVES BROMO QUININE

WOODBURY SOAP

FLEISCHMANN'S YEAST

MUSTEROLE

...AS 14 MORE ADVERTISERS BUY BLUE!

We believe it's real news, when this fall fourteen more experienced and canny advertising buyers like these join the Blue Network's ever increasing list of clients. Here they are:

Adam Hats (fight broadcasts on Fridays)
10:00 PM till finish

Colgate Shave Cream
9:45 — 10:00 PM Sunday

General Foods (Jell-O Pudding)
8:00 — 8:30 PM Tuesday

Groves (Bromo Quinine)
8:00 — 8:30 PM Monday

Jergens (Woodbury Soap)
9:15 — 9:30 PM Sunday

Lewis Howe (Tums)
8:30 — 9:00 PM Wednesday

Modern Food (Thrivo Dog Food)
5:00 — 5:15 PM Sunday

Musterole
8:30 — 9:00 PM Friday

Pepsodent (Toothpaste)
7:30 — 8:00 PM Sunday

Ralston Cereal
5:45 — 6:00 PM Mon. thru Fri.

Sherwin-Williams (Paints)
5:30 — 6:00 PM Sunday

Ward Baking Co. (Bread and Cake)
8:30 — 9:00 PM Thursday

Warner (Sloan's Liniment)
8:30 — 9:00 PM Saturday

Standard Brands (Fleischmann's Yeast)
11:45 — Noon Mon. thru Fri.

We believe they share our convictions that this network is 1939's most economical advertising investment.

That's due, of course, to the famous Blue Discount Plan . . . which enables advertisers to "go National" on a truly modest budget.

By the way, there are still *good evening time periods open!*

IMPORTANT ANNOUNCEMENT

On September 22, KVOD, Denver, commenced operation on 630 kc — one of the best frequencies on the dial—which means greatly improved Blue Network coverage in this very productive market.





NBC Blue NETWORK

"Better Buy Blue"

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

NAB Makes Music Fund Plans As Head of Project Is Sought

Rosenbaum Being Mentioned by Industry Leaders; Formula for Fund Raising Is Considered

QUEST for an outstanding figure in the music or radio world to head the $1,500,000 Broadcast Music Inc. project is going forward by the NAB as preliminaries are being whipped into shape for the venture, designed to inject competition into the copyright music field and force ASCAP to deal equitably.

While Neville Miller, NAB president, who espoused the independent music corporation plan after negotiations with ASCAP had collapsed, has interviewed a number of music experts in connection with the Broadcast Music post, no selection has been made. Some thought had been given to retention of Sydney M. Kaye, New York attorney, and counsel for the NAB in drafting of the plan as president of Broadcast Music Inc., but his selection is regarded as unlikely. Unquestionably he will be asked to remain as chief counsel when the project crystallizes.

Rosenbaum Suggested

The name of Samuel R. Rosenbaum, president of WFIL, Philadelphia, and chairman of Independent Radio Network Affiliates, has cropped into the preliminary discussions. Mr. Rosenbaum, himself an amateur composer and vice-president of the Philadelphia Symphony Orchestra, proved a potent figure at the Chicago convention Sept. 15. His address defining the background of the music situation and the scope and purpose of the new corporation was hailed as an important factor in bringing about the unanimous vote for the project.

A number of influential broadcasters, it was understood, had suggested that Mr. Rosenbaum be drafted, at least temporarily, to head the enterprise because of its fundamental importance to the future of broadcasting. Whether this move will develop, however, appeared to depend upon the progress made by the directors of the new corporation designated at the convention.

While President Miller is seeking to expedite the preliminary phases of the plan in order to get the entire project underway as speedily as possible, some difficulties have developed. Registration of the stock of the corporation with the Securities & Exchange Commission is expected to require at least another fornight.

The first barrier to be surmounted, it is understood, is that of agreement by the broadcast music directors on the proportionate payments to be made to the corporation, for both stock and license fees after the first year of the project. The Chicago convention adopted a resolution under which stations and networks alike would pledge a fund made up of 50% of their payments to ASCAP in 1937. Station members of the committee, it is reported desire a basis under which the networks would contribute a percentage of their gross receipts, rather than of their payments to ASCAP in 1937. The networks, on the other hand, have urged that they be assured that the 50% formula will not be altered.

President Miller, at the convention, asserted the 50% fee by the networks would amount to $403,000. Opponents of this method of payment contend that the networks should subscribe in the future on the basis of a given percentage of their gross income, which is the same basis prescribed for other stations, which have paid ASCAP on the basis of 50% of their income plus an arbitrary sustaining fee.

Members of the proposed Broadcast Music board, in addition to President Miller, are Walter Damm, WTMJ, Milwaukee, representing newspaper stations; John Elmer, WCBM, Baltimore, for independent stations; Edward Klauber, executive vice-president, for CBS; Lenox R. Lohr, president, for NBC; Mr. Rosenbaum, representing IRNA, and John Shepard 3d., representing regional networks.

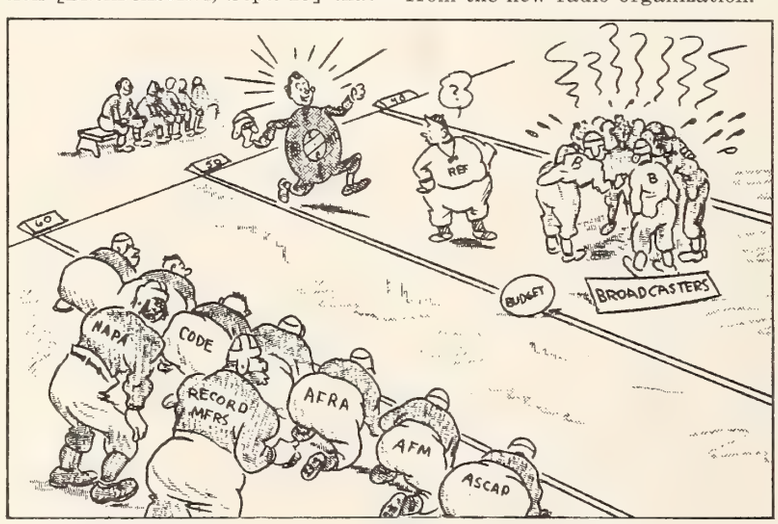
Once the network pledges are received, it is expected the board will immediately take action on appointment of an executive head for the project. When that is accomplished, it is assumed district meetings will be scheduled throughout the country for the actual solicitation of the million-and-a-half dollar fund. President Miller and members of his staff presumably will make a fast tour for that purpose, since time is regarded as of the essence, with existing ASCAP contracts expiring at the end of 1940.

Meanwhile, no further word has emanated from the ASCAP camp. It was revealed during the convention [BROADCASTING, Sept. 15] that ASCAP had offered a new type contract to certain stations providing for network clearance at the source. This contract provided for abolition of the so-called sustaining fee and substitution of a new fee equivalent to 5% of the amount which the station estimates as its annual operating overhead. On all receipts exceeding this predetermined sum, the station would pay an additional 5% royalty with income from networks deducted. The latter provision would make way for network clearance at the source.

Mr. Kaye, regular copyright counsel for CBS, was instrumental in drafting the fundamental plan adopted by the convention. He was assisted by Stuart Sprague, former NBC attorney now in private practice in New York. Because of Mr. Kaye's CBS affiliation, it was understood the NAB board was dissuaded from considering him for the executive post with Broadcast Music Inc., although it was tacitly agreed that he should be retained as counsel because of his wide experience in the music publishing and copyright fields.

As soon as the preliminary SEC registration is completed, it is expected broadcasters will receive forms of license agreements and stock agreements along with a prospectus from Broadcast Music Inc. The logical first step, it is believed, will be to make a thorough analysis of radio's musical needs, based on records of numbers actually performed during recent years.

An inventory of public domain music performed, public domain arrangements, availability of tax-free transcription catalogs and pertinent data also will be determined. In the popular field, a study of ASCAP has revealed, it is reported, that there are only a few hundred ASCAP members currently creating new music and that a great deal of writing talent not within ASCAP is available. The plan is to seek to attract this non-ASCAP talent to radio. Moreover, a number of foreign societies, which have working arrangements with ASCAP, might be open to proposals from the new radio organization.



THE LINEUP, as seen by Standard Radio's *Transcription Topics* which says, "What a battle! They're still tied up despite heavy kicking and frequent passing by both teams. The broadcasters are complaining to Coach NAB that ASCAP is guilty of clipping and should be penalized. They're warming up Tax-Free Music and may put him in as regular guard against that All-American Setback, License Fees. They're going into a huddle now with Captain Miller calling the signals. But wait—here's a substitution by the Broadcasters! It's Discs for Records! Yessir, here's betting it'll be a shift to Discs to carry the budget right into the profit zone! Okay team, here we go!"

Dill Asks Change In Copyright Act To End Difficulty

Declares Amendments to Law Would Solve ASCAP Issue

SOLUTION of the "never-ending radio ASCAP - musical - copyright fighting" through enactment of a simple amendment to the antiquated Copyright Act of 1909, providing a "payment-for-use plan", was advocated Sept. 29 by former Senator C. C. Dill, co-author of the Dill-White Radio Act of 1927 and the Communications Act of 1934.

The former legislator from the State of Washington, now a practicing attorney in Washington, D. C., declared that under such a plan those who reproduce copyrighted music for profit would be "required to pay for the music used and no more". His suggestion was in line with proposals repeatedly endorsed by broadcasters, through NAB, for a "pay-as-you-use" or "per program" method, in lieu of the percentage-of-gross formula insisted upon by ASCAP.

Mr. Dill declared that "block booking" licenses, covering the use of all music controlled by a combination of copyright owners as a prerequisite to the use of any of its music, would no longer be compulsory under his recommendation.

Praises NAB Project

"ASCAP's present method of compelling those desiring to use any of its music, to pay for a license to use all of its music, is so intolerable and indefensible, that Congressmen and Senators can readily be convinced of the justice and fairness of this amendment," Senator Dill asserted.

"The plan to set up a library of musical copyrights and public domain music to be owned by the broadcasting stations, is most commendable. It will be a great defense and protection against unreasonable demands by ASCAP in the future, but it does not solve the problem of securing the use of ASCAP's music on fair and reasonable terms.

"Even with this library of music available, it will be impossible to induce all radio stations to refuse to sign the proposed 'block booking' ASCAP contracts. When some stations sign, then the others will conclude they are compelled to sign. This will break the solid front which the radio industry should present in its fight with ASCAP.

"The public wants to hear ASCAP's music. Much of its good copyrighted music will remain copyrighted for from 40 to 50 years in the future. Radio stations will want to use that music. ASCAP is entitled to be paid for whatever music is used for profit. Unless the law is changed, ASCAP will almost certainly force the acceptance of its contracts on radio users for another period of years.

"On the other hand, the passage of the proposed amendment would make it impossible for ASCAP to compel users of any of its music to sign these 'block booking' contracts for all its music, and the even more unfair part of the contracts giving ASCAP a flat per-

(*Continued on page 67*)

5 out of 6

THE success of any research organization — in reputation for integrity and usability of results obtained—depends almost entirely on the type of men employed, as well as on how they are trained.

Hooper-Holmes has ever realized and appreciated the full importance of this. Our men are rigidly selected, rigidly trained, rigidly supervised.

But then, let the following incident tell its own story.

Recently one of the nation's largest publishing companies asked us to conduct an intensive survey for them.

This job was so important to our client that a major executive worked closely with our men for one week. He made a point of checking up on the men, the work they did, how they did it.

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This executive discovered for himself the secret of why Hooper-Holmes research is usually so satisfactory, in integrity and usability, for its ever-expanding list of important agency, publisher, radio and manufacturer clients.

It is not our policy to publish the names of our clients. However, if in the market for any type of research or survey, we will gladly furnish a list of references you may consult for first-hand opinions of our service.

★

WHAT IS THE HOOPER-HOLMES BUREAU?

For 40 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. Most of these are made and written by trained Inspectors, all of whom are full-time men. Their work is supervised by 81 Branch Offices. They regularly cover 13,577 cities and towns in their insurance work and their efforts are supplemented by 55,000 part-time correspondents.

Address all inquiries to Market Research Division, Chester E. Haring, Director.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK

Nelson and Yoder Given New Posts

Former Now Heads KPO-KGO; Yoder Manager of KOA

A. E. NELSON, for the past year sales manager of NBC's Blue Network, on Oct. 1 becomes general manager of KPO and KGO, San Francisco outlets for the Red and Blue network respectively. On the same date Lloyd E. Yoder, former manager of these stations, moves to Denver as manager of KOA, Red



Mr. Nelson



Mr. Yoder

outlet in that city. R. H. Owen, formerly manager of KOA, remains at that station as assistant to Mr. Yoder. All three stations are operated by NBC, although of the trio it owns only KPO, KGO and KOA being owned by General Electric Co. but managed by the network.

Mr. Nelson is one of broadcasting's pioneers, having entered radio in 1923 when he founded WIBO in Chicago, remaining as its principal owner until 1933, when the station was discontinued under the "overquota" provision, since repealed, of the radio law. In 1934 he joined NBC and shortly was appointed general manager of KOA. Three years later he was made manager of KDKA, Pittsburgh, and in 1938 moved into NBC's New York headquarters as sales manager of the Blue Network.

Yoder's First Shift

This move was the first in a consistent campaign for strengthening the Blue that culminated this summer with the appointment of Keith Kiggins, previously manager of station relations, as Blue director, to coordinate all activities of NBC's sales, program, promotion, stations and press departments as they affect the Blue Network. Mr. Kiggins' department will absorb the duties performed by Mr. Nelson as Blue sales manager, it was stated.

In moving to Denver, Mr. Yoder leaves San Francisco for the first time in his radio career. Joining the NBC staff in that city as an announcer, shortly after its organization, Mr. Yoder was next made press representative and later manager of the press division on the West Coast. In 1937 he was appointed manager of NBC's San Francisco offices, with jurisdiction over KPO and KGO.

The transfers were announced by William S. Hedges, vice-president in charge of NBC's stations department, to whom both Mr. Nelson and Mr. Yoder, as managers of network operated stations, will report.

ALKA-SELTZER *National Barn Dance* on Sept. 30 celebrated its sixth anniversary on NBC-Blue. The show started on WLS, Chicago, in April of 1924 with a program of American folk songs and popular tunes, retaining its original characteristics throughout 15 years of uninterrupted broadcasting.

Independents Ponder Baldwin As NIBI's Executive Director

POSSIBILITY of retention of James W. Baldwin, former managing director of the NAB, as executive director of National Independent Broadcasters Inc. was seen with the reorganization of the independent group on a permanent basis, approved last month.



Mr. Baldwin

Preliminary conversations, it was learned, already have taken place between Mr. Baldwin and members of the new NIBI board. It was decided at the independents' convention in Chicago Sept. 14, held in conjunction with the NAB special copyright convention, to incorporate the organization and retain a secretary-treasurer.

It is presumed the discussions with Mr. Baldwin were in connection with his appointment to the latter post, now temporarily held by Lloyd Thomas, KGFW, Kearney, Neb. H. A. LaFount, former radio commissioner and head of the Bulova radio interests, was elected president, and Edward A. Allen, WLVA, Lynchburg, former NIB president, was elected vice-president.

Scale of Dues

In setting up a scale of dues for independent stations, ranging from $3 to $15 per month, it was concluded that NIBI should have a paid executive. Such issues as phonograph record licensing, labor, and other matters peculiar to independent stations, it was felt, should be handled by a full-time executive rather than on a hit-and-miss basis.

Mr. Baldwin retired from the NAB Feb. 15, 1938, after a three-year tenure, at which time the trade association was completely reorganized. His post as managing director had been abolished. Former principal owner of WGH, Newport News, Va., a local independent, Mr. Baldwin is thoroughly familiar with actual operating problems confronting that classification of station. Before joining the NAB, he was secretary of the Federal Radio Commission. He now maintains a law practice in Washington.

In informed quarters, it was stated that no definite arrangement had been made with Mr. Baldwin, who was present at the Chicago sessions. Presumably, NIBI desires to canvass the independent field on the permanent organization, which would become affiliated with the NAB, before embarking on plans for a permanent office staff. It is understood others also have been considered in connection with the post.

The NIBI plan parallels to some extent that adopted by Independent Radio Network Affiliates, which likewise agreed to set up a permanent organization at the NAB convention and establish a $20,000 budget for it first year [BROADCASTING Sept. 15]. Thus far, however, there has been no indication from IRNA regarding its personnel plans.

Herzog Manages WTMJ

APPOINTMENT of L. W. Herzog, public service manager of the *Milwaukee Journal*, as manager of its station, WTMJ, was announced Sept. 22. He succeeds Don B. Abert, who has assumed an executive position on the newspaper. Walter J. Damm, general manager of all *Journal* radio activities, continues in the same capacity, a post he has held for more than 15 years. He has been with the *Journal* since 1916. Mr. Herzog as public service manager of the *Journal*, has directed much of the company's experimental radio work as assistant to Mr. Damm.

New Joe Lowe Discs

JOE LOWE Corp., New York, which has been sponsoring the thrice-weekly half-hour *Buck Rogers* transcriptions on 100 stations in the interests of Frozen Popsicles, on Sept. 18 started the program on 18 stations for doughnut flour mix. Three to four stations per week will be added for the next five weeks, some of which are signed on a local basis by bakers in different sections of the country. Station list to date follows: WGAR KDKA WBNS WGR WFBL WOKO WCKY KHQ WFIL KLZ KSD WEEU WSAN WMBD WDWS WDZ KHJ WHB. Biow Co., New York, handles the account.

THE "Pals of the Golden West," a girl and four youths who sing old-time songs on KOIN-KALE, have gone to Hollywood to appear in a Gene Autry film at Republic Studios.

NIGHT POWER JUMP GIVEN 22 LOCALS

TO THE 106 local stations authorized during the first two weeks in September to increase their powers to 250 watts fulltime [BROADCASTING, Sept. 15], the FCC on Sept. 19 and 26 added 22 more in line with its new rules reclassifying stations, which became effective Aug. 1.

On Sept. 19 the following eight stations were granted night power boosts to 250 watts: WJIM, Lansing, Mich.; WSAY, Rochester, N. Y.; KTEM, Temple, Tex.; WDAN, Danville, Ill.; WKAT, Miami Beach, Fla.; KNOW, Austin, Tex.; KRMC, Jamestown, N. D.; WIBM, Jackson, Mich.

On Sept. 26 the same grants were made to the following 14 stations: WMFF, Plattsburg, N. Y.; WJBK, Detroit; WJW, Akron; WPAD, Paducah, Ky.; KGFW, Kearney, Neb.; KOME, Tulsa; WHDF, Calumet, Mich.; WBOW, Terre Haute, Ind.; KVOL, Lafayette, La.; KGFF, Shawnee, Okla.; KVWC, Vernon, Tex.; KDLR, Devils Lake, N. D.; KGKY, Scottsbluff, Neb.; KGLO, Mason City, Ia.

Skelly Adds 4

SKELLY OIL Co., Kansas City, has added these stations to its list carrying the five-weekly transcribed quarter-hour show *Captain Midnight:* WTCN, Minneapolis; KROC KYSM KFAM (Minnesota Network). WCCO has been deleted from the list of 25 stations [BROADCASTING Sept. 1]. Blackett-Sample-Hummert, Chicago, is agency.

Funds Are Sought To Operate IRNA

Executive Committee Seeking $20,000 for First Year

FOLLOWING through on action in Chicago last month establishing Independent Radio Network Affiliates as a permanent organization, the IRNA executive committee Sept. 28 solicited all independently-owned network outlets for first contributions. A budget of $20,000 is sought for the first year, unless other contingencies arise, with provisions made for retention of paid employes and counsel.

In a notice to all affiliates dispatched by Samuel R. Rosenbaum, IRNA chairman and president of WFIL, stations were asked to pay as annual dues a sum equal to their highest published quarter-hour rate. The stations also were notified of the platform principles at the Chicago convention Sept. 24, as well as the bylaws of the permanent organization [BROADCASTING, Sept. 15]. Not only the copyright problem but negotiations or dealings affiliates may face with national organizations in the field of labor confront the IRNA, the notice pointed out. Employment contracts with the American Federation of Musicians expire in January, 1940, a year before current ASCAP contracts terminate, it was pointed out.

Copyright Unity

In addition to these matters, IRNA has placed itself on record for revision of network operating practices construed as vital "not only for improvement of broadcasting for the listener, but to protect the economic structure essential to preserve our ability to render a good service to the public."

Regarding copyright, the letter stated that whatever course is taken in the negotiations with ASCAP, or whatever instrumentality is set up by the industry to supply its needs in the event a satisfactory deal cannot be made with ASCAP, "it is evident that the only hope of the affiliates to obtain and preserve an equitable relationship in the copyright formula is to be represented as a group by their organization, properly equipped to speak for the affiliates and take their part."

In addition to Mr. Rosenbaum, other members of the executive committee who signed the letter, were Mark Ethridge, WHAS, Louisville; Walter J. Damm, WTMJ. Milwaukee; L. B. Wilson, WCKY, Cincinnati, and John Shepard 3d., WNAC, Boston.

Goodyear Drive

GOODYEAR TIRE & RUBBER Co., Akron, during the week of Sept. 25 started a campaign for tractor tires using quarter-hour programs titled *Your Goodyear Country Neighbor* on 20 stations in large farm areas at different periods between 12 noon and 1 p. m. Program features transcribed music by Louise Massey and Westerners with local farm news, market quotations, and planting information by local farm commentators. More stations may be added to the list after the first 13 weeks, according to Arthur Kudner, New York, the agency in charge.

NOW HEARD From

Coast to Coast

For RALEIGHS

WADC—Akron
WCKC—Albany
WCAO—Baltimore
WEEI—Boston
WGR-WKBW—Buffalo
WBBM—Chicago
WCKY —Cincinnati
WGAR—Cleveland
WBNS—Columbus
KLZ—Denver
KRNT—Des Moines
WJR—Detroit
KARM—Fresno
WDRC—Hartford
WFBM—Indianapolis
KMBC—Kansas City
KFAB—Lincoln
KNX—Los Angeles
WABC—New York
KOIL—Omaha
WCAU—Philadelphia
WJAS—Pittsburgh
KOIN—Portland
WPRO—Providence
WHEC—Rochester
KMOX—St. Louis
KSL—Salt Lake City
KSFO—San Francisco
KIRO—Seattle
KFPY—Spokane
WFBL—Syracuse
KVI—Tacoma
WJSV—Washington



PAUL SULLIVAN, brilliant WHAS news reporter, was selected by Brown & Williamson Tobacco Co. to carry their message to the Nation over the Columbia Network. WHAS is happy to share this outstanding personality with these other affiliates of the Columbia Broadcasting System.

WHAS

820 Kilocycles 50,000 Watts

BASIC COLUMBIA OUTLET

owned and operated by

THE COURIER-JOURNAL -- THE LOUISVILLE TIMES

Associated Oil Grid Schedule Involves Expense of $250,000

Eighty-eight Games to Be Broadcast in Far West; Three Network Groups, Independents Lined Up

A TOTAL of 87 stations in six Western States and Hawaii will broadcast a total of 88 collegiate football games for Tide Water Associated Oil Co., Associated Division, Harold R. Deal, advertising and sales promotion manager, announced Sept. 25 in San Francisco.

The expenditure this year, the 14th consecutive year of football broadcast sponsorship by the oil firm, will be approximately the same as last year, an estimated quarter - of - a - million dollars, Mr. Deal said. The figure includes station time, sums paid to colleges, salaries of the young army of commentators and assistants, and sales promotion.

Starting in 1925 with a two station hook-up, the broadcasting of football under Associated sponsorship has steadily increased to a point of where, during the coming season, Associated has selected NBC Red, CBS and Mutual-Don Lee networks, supplemented by independent stations where networks do not have outlets.

Network Facilities

An innovation this year is the decision by Associated to use complete network facilities on all games to be carried on the Pacific Coast chains, thus making for a greatly increased volume of football to be aired during the season. The schedule calls for the covering of all games of Pacific Coast Conference teams, as well as complete schedules of St. Mary's, Santa Clara, the University of San Francisco, Loyola and Gonzaga.

NBC had threatened a break with Associated this year if the oil firm insisted on tying up the entire Coast network for the release of games over only a few of the NBC affiliates, leaving the others to fill with their own programs. Don Gilman, NBC vice - president, had stated this had been too costly to the affiliates in the past and had prevented them from obtaining any other network show because the lines were tied up by Associated [BROADCASTING, Sept. 15].

The Friday night and Sunday games scheduled for the San Francisco Bay area are to be handled this year by KQW, San Jose, Mr. Deal stated. In the Los Angeles area similar coverage is planned, using KFAC on the Loyola Friday night and Sunday afternoon schedule as well as for a Friday night game between UCLA and Texas Christian. General plans anticipate coverage throughout Arizona, California, Nevada, Oregon, Washington, Idaho and Honolulu and Hilo in Hawaii.

The same basic plan as in past seasons calls for handling of all games by a sportscaster and a commentator. They will be assisted by several observers, both in the broadcast booth and on the field. One change in technique this year provides for the commentator to give the selling commercials, rather than switching back to the broadcast studio for the station announcer to give it.

All sportscasters who will handle broadcasts for Associated held a two-day conference in San Francisco Sept. 11-12, with Coach E. P. (Slip) Madigan, of St. Mary's College, giving the broadcasters thorough instruction in systems of play. Mr. Deal and L. L. Lovett, advertising assistant at Tidewater, also attended.

Sportscasters expected to handle the schedule in the West include:

Los Angeles area, Frank Bull and Mike Frankovich; San Francisco area, Doug Montell, Phil Ray and Ernie Smith; Oregon area, Stan Church and Art Kirkham; Seattle area, Ted Bell; Spokane area, Del Cody; Lewiston, Idaho, Roy Klise; Boise, Idaho, Roy Seville. John Carpenter, Northwest advertising representative of Associated will handle roving pickups at various points.

Promotion Drive

As in the past, Associated has an elaborate merchandising campaign in which thousands of Associated dealers play a major role. Poster boards will be maintained at all dealers, with current, concise copy pertinent to the grid sportscasts that brand the "Smiling Associated Dealer" as a co-sponsor of the broadcasts. There will be colorful cards inserted in the clip board on which the gasoline customers sign for credit card receipts, seen time after time by the customer as he makes purchases. The weekly window sportscast posters will be mailed from San Francisco to the dealers each week. They will carry all the games, with stations, times and points of origination of sportscasts to be heard in the dealer's particular area during the next week-end.

Associated is publishing a Dealer's Pocket Schedule for customers. The pocket schedule is issued in two editions, the first covering September and October, the second November and December.

To keep dealers enthused, Associated has planned a contest in which dealers pick the winners of 20 games per week. They are required to mail their replies not later than Thursday prior to the games. The contest has three weekly prizes for nine consecutive weeks. A Football Display Contest runs Oct. 1-Dec. 1. Prizes will be awarded by Associated for the best displays using football sportscasts as a theme. There will be four prizes in cash for each of the seven sales districts on the Pacific Coast.

The Associated Oil account is handled by Lord & Thomas.

The complete schedule of games, as of Sept. 28, follows:

SEPT. 17
U. S. F.-St. Mary's of Texas, KQW.

SEPT. 22
Loyola-Redlands, KFAC.

SEPT. 23
W. S. C.-Gonzaga, KGA KOL KMO KIT KPQ KVOS KXRO KGY KELA KWLK KUJ.
U. S. F.-San Jose State, KFRC KQW KDON KIEM KTKC KVCV KHSL KYOS.

SEPT. 27
Loyola-Whittier, KFAC.

SEPT. 29
U. S. F.-Hardin Simmons, KQW.
U. C. L. A.-Texas Christian, KFAC.

SEPT. 30
Washington-Pittsburgh, KOMO KHQ.
U. S. C.-Oregon, KFI KMJ KMED KGW KTAR KVOA.
Stanford-O. S. C., KSFO KNX KARM KOH KROY KOIN KIRO KVI KFPY (wire report KIEM KFJI).
California-Cal. Ags & C. O. P., KLX.
Santa Clara-Utah, KGO (wire report).
Idaho-Montana State, KIDO KRLC.

OCT. 1
St. Marys-Gonzaga, KQW (wire report KFIO).

OCT. 6
Loyola-C. O. P., KFAC.
Santa Clara-Texas A. & M., KQW.

OCT. 7
Washington-U. C. L. A., KIRO KVI KARM KNX KOY KTUC KSUN.
O. S. C.-Idaho, KOIN (wire report KIDO KRLC).
California-St. Marys, KSFO KLX KOH KROY KGMB KHBC.
Texas Tech.-Gonzaga (wire report KGA).
U. S. C.-W. S. C., KHJ KGB KDB KFXM KPMC KVOE KXO KVEC (wire report KFPY).
Oregon-Stanford, KALE KSLM KORE KOOS KRNR KAST KOL KMO KIT KPQ KVOS KXRO KGY KELA KWLK KUJ KFRC KQW KDON KIEM KTKC KVCV KHSL KYOS (wire report KFJI).
Montana-U. S. F., KQW (wire report).

OCT. 13
Gonzaga-Idaho, KGA KIDO.

OCT. 14
W. S. C.-Washington, KHQ, KOMO.
Stanford-U. C. L. A., KPO KMJ KFI KMED KGU.
Portland-O. S. C., KGW.
California-Oregon, KSFO KLX KARM KOH KROY KOIN KIRO KVI KFPY (wire report KIEM and KFJI).
U. S. C.-Illinois, KNX KOY KTUC KSUN.

OCT. 15
U. S. F.-Santa Clara, KQW.
Loyola-St. Marys, KFAC.



ALL SPORTSCASTERS of Tide Water Associated Oil Co. who will handle Pacific Coast football broadcasts during the 1939 season held a two-day conference in San Francisco Sept. 11-12. Coach E. P. (Slip) Madigan (at blackboard), of St. Mary's College, gave instruction in systems of play. In foreground are Harold R. Deal (left), advertising and sales promotion manager of Associated, and L. L. Lovett, advertising assistant.

OCT. 21
California-W. S. C., KPO KLX KFI KMJ KMED KOMO KHQ KTAR KVOA.
Oregon-Gonzaga, KGW (wire report KGA).
Washington-O. S. C., KOL KMO KIT KPQ KVOS KXRO KGY KELA KWLK KUJ KALE KRNR KSLM KORE KOOS KAST KFRC KQW KDON KIEM KTKC KVCV KHSL KYOS (wire report KFJI).
U. C. L. A.-Montana, KHJ KGB KDB KFXM KPMC KVOE KXO KVEC.
Idaho-Utah, KIDO KRLC.
Arizona-Loyola, KFAC (wire report).

OCT. 22
St. Marys-Santa Clara, KQW KFAC.

OCT. 27
Loyola-Hardin Simmons, KFAC.

OCT. 28
O. S. C.-W. S. C., KOIN KIRO KVI KFPY.
California-U. S. C., KSFO KLX KNX KARM KOH KROY KOY KTUC KSUN KGMB KHBC.
Washington-Stanford, KOMO KHQ KGW KMED KPO KMJ KFI.
U. C. L. A.-Oregon, KHJ KGB KDB KFXM KPMC KVOE KXO KVEC KTKC KYOS KDON KHSL KVCV KIEM KALE KRNR KSLM KORE KOOS KAST KOL KMO KIT KPQ KVOS KXRO KGY KELA KWLK KUJ (wire report KFJI).
Santa Clara-Purdue, KFRC KQW.
Idaho-Montana, KRLC KIDO.
Fresno State-U. S. F., KQW (wire report).

OCT. 29
St. Marys-Portland, KQW (wire report KALE).

NOV. 4
U. C. L. A.-California, KNX KSFO KARM KOH KROY KOY KTUC KSUN.
Oregon-W. S. C., KOIN KVI KIRO KFPY.
O. S. C.-U. S. C., KGW KMED KMJ KFI (wire report KFJI).
Stanford-Santa Clara, KPO (wire report KIEM).
Idaho-Utah State, KRLC KIDO.
Washington-Montana, KOMO KHQ.

NOV. 5
Loyola-U. S. F., KFAC.
St. Mary's-Dayton, KQW.

NOV. 11
U. S. C.-Stanford, KFI KPO KMJ KTAR KVOA KGU.
Oregon-O. S. C., KGW KMED.
W. S. C.-Idaho, KHQ KOMO KIDO.
California-Washington, KFRC KLX KQW KDON KIEM KTKC KVCV KHSL KYOS KHJ KGB KDB KFXM KPMC KVOE KXO KVEC KALE KRNR KSLM KORE KOOS KAST KBND KOL KMO KIT KPQ KVOS KXRO KGY KELA KLWK KUJ.
Montana-Gonzaga, KGA (wire report).
Santa Clara-Michigan State, KSFO.

NOV. 12
U. S. F.-St. Mary's, KQW.

NOV. 17
Loyola-San Jose State, KFAC KQW.

NOV. 18
O. S. C.-California, KALE KSLM KORE KRNR KOOS KAST KBND KOL KMO KIT KPQ KVOS KXRO KGY KELA KWLK KUJ KFRC KHSL KVCV KIEM (wire report KFJI).
Stanford-W. S. C., KSFO KARM KNX KROY KOH KOIN KVI KIRO KFPY.
U. C. L. A.-Santa Clara, KHJ KGB KDB KFXM KPMC KVOE KXO KVEC KQW KTKC KDON KYOS KOY KTUC KSUN.
Denver-Idaho, KIDO KRLC (wire reports).
Gonzaga-E. Wash. Coll., KGA.

NOV. 25
Stanford - California, KFRC KIEM KVCV KHSL KQW KDON KTKC KYOS KHJ KGB KDB KFXM KPMC KVOE KXO KVEC KOY KTUC KSUN KALE KSLM KORE KRNR KOOS KAST KBND KOL KMO KIT KPQ KVOS KXRO KGY KELA KWLK KUJ KGA KGMB KHBC.
Washington-Oregon, KIRO KVI KFPY KOIN KARM KSFO (wire report KFJI).
U. C. L. A.-O. S. C.,KNX (wire report KGW).

NOV. 26
Portland-Gonzaga, KFIO (wire report).
Loyola-Santa Clara, KFAC KQW.

NOV. 30
U. C. L. A.-W. S. C., KHJ KGB KDB K XM KPMC KVOE KXO KVEC KFRC KQW KDON KIEM KTKC KVCV KHSL KYOS KRNR KALE KSLM KORE KOOS KAST KBND KOL KMO KIT KPQ KVOS KXRO KGY KELA KWLK KUJ KGA.

DEC. 2
U. S. C.-Washington, KNX KSFO KARM KOH KROY KOIN KIRO KVI KFPY KOY KTUC KSUN KGMB KHBC.

DEC. 3
U. S. F.-Creighton, KQW.

DEC. 9
U. S. C.-U. C. L A., KFI KPO KMJ KMED KGW KOMO KHQ KTAR KVOA.

DEC. 30
California-Georgia Tech, plans incomplete

JAN. 1
East-West Shrine Game, plans incomplete.

Listings are subject to change during course of season.



"How can I make America see both sides?"

IT WAS DECEMBER OF '34. As he watched the throngs stamping through the snow that lay moist and fresh on the sidewalks, a sentence ran again and again through the mind of George V. Denny, Jr.

"I'd rather be shot than listen to ———!"

The words were those of a friend of Denny's—a man with a closed mind—a man who, although claiming to have a liberal viewpoint, nevertheless vehemently refused to listen to the exciting coast-to-coast broadcasts of a political bigwig, because the latter epitomized the opposite political faith. Immediately after listening to one of these broadcasts, Denny returned to his office in America's Town Hall. and as he gazed out of the window at the hurrying crowds below, the thought came to him:

"How can I make America see both sides?"

The answer was America's Town Meeting of the Air.

The amazing success of this outstanding radio program is summed up in one sentence: *On October 5th it begins its fifth consecutive year as an hour-long Thursday night NBC Blue Network feature!*

And on Thursday, October 5th, more than 6,000,000 Americans will eagerly await it. For this NBC program gives them the opportunity to hear prominent industrial, political and professional leaders discuss the pros and cons of timely controversial issues of national and international significance. It enables listeners to conduct their own forums. It promotes the American heritage of free thought and free speech.

The NBC Town Meeting of the Air is the old New England Town Hall on a national scale. In cities, towns and hamlets from Atlantic to Pacific, it has stimulated the creation of thousands of town hall groups—comprising citizens in all walks of life—who listen avidly to the radio discussions and who then, for hours after the program is over, give voice to their own opinions and ideas. It is a program that educates by stimulation—a program that champions democracy and is the mortal foe of dictatorship. In broadcasting this program, NBC believes it is performing the type of public service which this company regards as an important duty.

World's Greatest Broadcasting System

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

Anti-Monopoly Act Undergoes Test in Nebraska Hearing

Court Hears Arguments as to Validity of ASCAP Law

ASCAP's attack on the constitutionality of the anti-monopoly law enacted by the Nebraska Legislature in 1937 was contested by the State in a four-day trial which began Sept. 18 before a statutory three-judge Federal tribunal in Lincoln. With the closing of the testimony Sept. 21, the court authorized filing of supplemental briefs by Oct. 6.

Regarded as a preliminary test of a half-dozen so-called anti-ASCAP statutes adopted by the States, the suit brought to Lincoln an upper bracket array of ASCAP executives as well as broadcasters of the State. Gene Buck, ASCAP president, E. Claude Mills, chairman of its executive committee, and John G. Paine, general manager, headed the ASCAP group.

Mr. Buck told the story of ASCAP's origin and the uphill fight of composers to gain recognition and compensation for their works. On cross-examination by State officials, he recalled that he had testified in 1932 before the Copyright Committee of the House that ASCAP controlled 95% of the popular music available.

Nebraska Income

Mr. Buck testified that the gross income received by ASCAP from Nebraska in 1938 amounted to $68,000 from some 500 users. In protesting the Nebraska law, requiring "per piece" registrations, he said that in his own case he would find it necessary to place a number of employes in the State to check on infringement. Later he asserted that the publishers were the owners of his copyrights and that they would have the function of checking performances and infringements.

Mr. Mills, former ASCAP general manager, described his experiences in negotiating contracts with users of the ASCAP repertoire and said that these contracts were amicable. He reiterated his previously expressed personal view that the "per program" and "per piece" methods of licensing suggested by broadcasters were uneconomical.

Under cross-examination, Mr. Mills asserted that his statement made in 1922 that ASCAP controlled some 90% of the popular music and that the standard publishers controlled all of the standard material, was true. These standard publishers subsequently became members of ASCAP, he declared. Mr. Paine elaborated on testimony of other ASCAP officials. Louis D. Frolich, general counsel, appeared as chief counsel for ASCAP.

In presenting the defense case through John Riddell, Assistant Attorney General of Nebraska, and William J. Hotz, special assistant to the Attorney General, broadcasters were supported in their contentions by dance hall and hotel operators. Andrew W. Bennett, NAB counsel, appeared as attorney for Maynard N. Gasshans, a county attorney and defendant in the case. Joseph Malec, a dance hall operator, testified that he was responsible for the presentation of the original bill in the Nebraska Legislature and that broadcasters knew nothing about it. Roy Hedges, hotel operator, testified he had to discharge a three-piece orchestra because of the fee levied by ASCAP.

Gillin Testifies

John J. Gillin Jr., manager of WOW, Omaha, and NAB director, testified regarding the entire radio situation, with emphasis on the inability to obtain music performing rights except on the basis of ASCAP demands. He described discriminatory features of contracts entered into by ASCAP with newspaper-owned stations as against other commercial stations. He also reviewed the eleventh hour negotiations with ASCAP on performing rights contracts in both 1932 and 1935, along with the situation which accrued from the withdrawal of Warner Bros. music publishing houses from ASCAP. He explained that he had to pay $300 a month for three months for Warner music, until the Warner-ASCAP reunion.

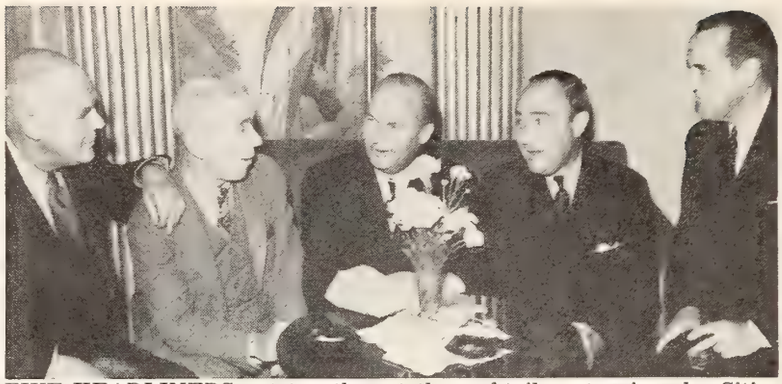
When Mr. Frolich endeavored to break down the WOW manager's testimony, he found himself in difficulties. Mr. Gillin, himself a lawyer, on several occasions started to cross-examine the ASCAP counsel.

Searle Agrees with Gillin

Mr. Searle, general manager of Central States Broadcasting Co., operating KOIL, KFAB and KFOR, testified his organization paid ASCAP some $22,000 in 1938. He corroborated all of the previous testimony of Mr. Gillin.

In depositions introduced in the trial, Edwin Morris, manager of Warner Bros. subsidiaries, brought out that sheet music sales of the Warner music companies for the last six months of 1935 when they were members of ASCAP were $718,000. For the first six months of 1936, when they were estranged from ASCAP, the sales dropped to $229,000. This has been ascribed principally to the non-performance of Warner music on the air. After Warner rejoined ASCAP, the sheet music sales for the first six months jumped to $616,000.

In the closing arguments, Mr. Frolich challenged the constitutionality of the Nebraska law as well as the allegation of monopoly. Mr. Hotz argued that ASCAP was engaged in price fixing and was a monopoly within the meaning of the statutes.



FIVE HEADLINERS get together at the cocktail party given by Cities Service Co., pioneer radio advertiser, whose Friday evening concerts on NBC-Red have been broadcast without interruption since Feb. 18, 1927. Left to right are Grantland Rice, whose football forecasts will again be a feature of this fall's broadcasts; John Kieran, sports writer and all around authority of *Information Please*; W. A. Jones, president of Cities Service; M. H. Aylesworth, publisher of the *New York World-Telegram* who was NBC's president when Cities Service first went on the air; Niles Trammell, executive vice-president of NBC.

DR. PEPPER PLANS NEW NET PROGRAM

DR. PEPPER Co., Dallas, will start a new network program Oct. 7, Saturdays, 6:30 p. m. (CST). The network is a special hook-up of NBC and CBS stations covering from West Texas eastward to the Carolinas and from the Gulf northward to and including St. Louis, Kansas City and Cincinnati.

Titled *The Dr. Pepper House Party*, the show is placed by Tracy-Locke-Dawson, Dallas. Originating station is WFAA, Dallas.

The talent includes Jack Sherman and 20-piece orchestra, The Men of Note, quartet; Three Cats and a Canary, swing quartet; a girl vocalist and supporting artists. Popular music will be featured with emphasis on unusual arrangements. The sports angle also will be featured. Each station will be cut in for a four-minute local sports resume.

The list of stations follows: WFAA WBAP WOAI KMOX KWKH WSB WSM WHAS WCKY WBT WWL WKY KVOO KARK WMC WAPI WJDX WDAF WRVA WBIG WDOD WDBJ WPTF KWOS WNOX KPRC.

WEBC, WDSM Join MBS Raising Network to 123

WITH the affiliation of two stations at the Head of the Lakes—WEBC, Duluth, Minn., and WDSM, Superior, Wis.—Mutual Network on Oct. 1 will have a total list of 123 outlets. WEBC is also an NBC affiliate. WDSM is a new 100-watt station on 1200 kc. which has just gone into operation. It is owned by Fred Baxter, former mayor of Superior.

Special dedicatory programs were broadcast on MBS Sept. 24 to celebrate the affiliation of five Southern stations. WKRC, Cincinnati, key of the group, also operating as a regional network, broadcast a half-hour of music, while shorter programs were carried to the network from the other outlets —WLAP, Lexington, Ky.; WSIX, Nashville; WGRC, New Albany, Ind.; WCMI, Ashland, Ky.

GEORGE B. DEALEY, publisher of the *Dallas News*, operating WFAA, will be guest of honor at a testimonial dinner in Galveston Oct. 12 on the 65th anniversary of his service with the *Dallas News*.

Radio Prominent On Agenda of AP

Board Will Hear Results of Policy Adopted in Spring

RADIO is slated to be a major topic of discussion at the board meeting of the Associated Press, to be held in New York Oct. 3. A thorough study and analysis of the results of the action taken last spring, when for the first time AP news was made available for broadcasting under commercial sponsorship [BROADCASTING, May 1, June 1], will be made by the board and there is a possibility that certain changes in the present setup may be made.

To date 19 member newspapers are broadcasting AP news on sponsored programs on their owned or associated stations, paying AP an extra assessment amounting to 25% of the first wire and general charge elements for the privilege. More than 100 member papers are paying a 5% extra charge to broadcast AP news on a sustaining basis, according to L. P. Hall, AP executive, who said that many of these publishers had expressed an intention of using the news commercially as soon as their present contracts with other news services expire.

Some Objections

Individual publisher-broadcasters have expressed objection to some of the terms on which AP is making its news available for broadcasting commercially. Some believe that instead of the present flat fee for this privilege there should be a sliding scale based on the revenue derived from the sale of AP news to sponsors. Another common objection has been raised to the condition that "sponsored programs shall be broadcast by the member in the name of his newspaper and the Associated Press shall not be identified therewith." Many members feel that AP news should be labeled as such, whether in print or on the air and whether sponsored or not. Furthermore, the prestige of the name would be an added inducement to advertisers to sponsor such news, they feel.

Questions of establishing a radio processing bureau to prepare news for broadcasting and of setting up a national sales organization for radio news are also expected to come up at the board session.

Stokely Football

STOKELY BROS. & Co., Indianapolis (Stokely, Van Camp food), is sponsoring all football games of Tennessee U. this autumn on a special Tennessee network comprising WROL, Knoxville; WOPI, Bristol; WDOD, Chattanooga; WLAC, Nashville; WREC, Memphis; WTJS, Jackson. William B. Stokely Jr., president of the sponsoring firm, and Edward G. Stokely, also an executive and both Tennessee U. alumni, are active supporters of the university's team. The elder Stokely, a pioneer grid hero of the school, was a native son of Tennessee. Edward G. Stokely at one time was an announcer at WROL. Calkins & Holden, New York, is agency.

WCAU, Philadelphia, announced Sept. 28 that it has added Maj. Thomas Coulson, formerly of the British Intelligence Service, to its news commentator staff. Maj. Coulson is author of the best seller spy story "Mati Hari."

ALL OF 320,200 . . . OR 1/3 OF A MILLION

. . . *What's the difference?*

What's the difference between reaching ***one third*** of a million population market—and *all* of the 320,200 people in WDBJ's daytime primary?

There's very little difference in your sales potential—but a big difference in ***cost!*** Naturally, WDBJ's rate is based on these 320,200 people, not a million!

And, according to Edgar Felix, nationally known radio consultant engineer—other stations can hardly reach the ears of these people—while WDBJ serves them well. Some excerpts:

"The usual signal strength contours do not remotely define WDBJ's area because of the lack of outside services."

"No competitive services originate within 50 miles of Roanoke—No station (other than WDBJ) attains a level of 0.1 mv/m in Roanoke or renders a consequential day service."

"During at least six months of the year, no outside night service reaches the stability and level necessary to constitute a satisfactory source of programs for sustained periods."

We'll gladly show you the complete Felix report—in which he tells all about our signal in Western Virginia—and the ***lack*** of satisfactory outside signals.

In short, when you purchase time on WDBJ, you are assured thorough coverage of the 320,200 persons in WDBJ's daytime primary . . . and at a rate based on this CERTAIN coverage.

WDBJ

ROANOKE, VIRGINIA
(AFFILIATED WITH C. B. S.)
THE ONLY NETWORK STATION IN VIRGINIA, WEST OF RICHMOND

OWNED AND OPERATED BY THE TIMES-WORLD CORPORATION

REPRESENTED BY FREE & PETERS Inc.

NEW YORK • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO • LOS ANGELES

WLW Takes Case To Supreme Court

Appeals FCC 500 kw. Denial; Brief in Pottsville Case

WLW's battle to regain authority to operate with 500,000 watts was carried to the Supreme Court Sept. 25 in a petition for a writ of certiorari seeking review of the decision of the U. S. Court of Appeals for the District of Columbia, which in effect had sustained the FCC action reducing its output to the regular maximum of 50,000 watts.

In the petition filed by Duke M. Patrick, WLW counsel, it was contended the lower court erred in dismissing its appeal from the FCC decision refusing to renew the 500,000-watt authorization as well as in holding that the license which WLW sought to have renewed was not a "license" within the meaning of the Act. This latter contention grew out of the fact that the superpower authorization was in the nature of a special experimental grant, rather than a standard form of license.

The highest tribunal may or may not take jurisdiction. Lawyers point out that in the majority of petitions for certiorari, the court refuses to accept them unless a fundamental question of law, heretofore undecided, is involved.

Brief in Pottsville Case

Opposition to the FCC petition to the Supreme Court for review of the appellate court opinion in the Pottsville case, was filed Sept. 14 by Eliot C. Lovett and Charles D. Drayton, for the Pottsville Broadcasting Co. Involving competitive applications for a new station in Pottsville, Pa., in which the Court of Appeals reversed the FCC which held that the Pottsville Broadcasting Co. was not financially qualified, the FCC's contention was that the court in effect had established itself as a "super-Commission" in reversing its findings, and in subsequent actions.

Counsel for Pottsville Broadcasting Co., in opposing the FCC's petition for certiorari, held the case involved no novel principle of law requiring clarification or further exposition by the court. They added, however, that the case was important because "it seeks to curb the unbridled license of a tribunal which seems to regard the Act of Congress as its personal property, to administer exactly as its fancy prompts, and which resents the effort of the court to require it to stay within the law."

The case, it was argued, raises no "disturbing possibilties" for administrative agencies "not ambitious to indulge their own pecular theories of personal Government." In pointing out that the Pottsville application was filed more than three years ago, Messrs. Lovett and Drayton contended that the FCC had interposed every possible obstacle to the establishment of service in the Pottsville area. During this long-drawn-out litigation "a world war has supervened", the petition added. "It may be that eventually our country will be involved. In that case, who can say that radio communication service in the Pottsville area may not be an important link 'for the purpose of national defense'?"

If the FCC is allowed such latitude, it was said, "ultimately it must lead to complete demoralization so that political considerations more and more will control. And if political considerations control the granting of licenses, they will ultimately control the policies of the broadcasting stations set up under such licenses subject to periodical renewals."

Lambdin's Song

ADD to the list of manager-composers Lambdin Kay, g.m. of WSB, Atlanta. Like Glenn Snyder of WLS and L. B. Wilson of WCKY, the veteran Jaw-jun is having a song published. It's "The Hot Tamale Man", which the Fred Forster Publishing Co. will bring out soon under the title of "Papa Escobar".

Bekins Expands

BEKINS VAN & STORAGE Co., Los Angeles, with 22 warehouses on the Pacific Coast, has increased its radio appropriation by 33% over that of last year and will spend approximately $40,000 on spot announcements to publicize its moving and storage, furniture sales, moth proofing and rug cleaning divisions. Firm on Sept. 25 started for 52 weeks using three spot announcements weekly on KNX, Hollywood and in early October starts a similar schedule on stations in Spokane, Tacoma and Denver. A user of spot radio for the past six years, Bekins in addition is using announcements on KFI KSFO KFRC KGB KDB KFBK. Brooks Adv. Agency, Los Angeles, has the account.



NUSAGAWA or Chief White Buffalo is the new cognomen sported by H. R. Gross, news editor of WHO, Des Moines, inducted last month into the Mesquakie tribe of the Sac and Fox Indians at Fort Atkinson, Ia. The ceremonies were witnessed by 15,000 persons, taking place on the site where this tribe made a treaty with the Sioux in 1840 fixing hunting boundaries. The honor was bestowed upon Gross in recognition of his successful campaign over WHO to raise funds and feed for saving the wild game in that area.

SPONSORED NEWS AND THE WAR

Propaganda Factor, Commercial Technique Offer Problems in Broadcasting News Reports

By LEE RINGER

Lee Ringer Advertising, Los Angeles

IT'S OPEN season for theories as to how the present European war will affect advertising in the United States.

For most of the arguments now flying thick and fast there is supporting evidence in the statistics and data of 1914-18 advertising records. But for one major phase of advertising there is no war precedent — radio broadcasting, and specifically sponsored news programs, which since the outbreak of hostilities are said to have nearly doubled their audiences.



Mr. Ringer

Since our agency found it advisable to effect subtle changes in sponsored news broadcasts from the very first day of conflict, and has noted distinct trends in an analysis of air news, its observations are presented as a guide to sponsors and agencies.

Propaganda Danger

First of all, it is important that we advertisers, as supposed experts in the art of propaganda, shall not be "taken in" by foreign masters of propaganda. From the day England and France declared war, the character of many of the networks' foreign-originated broadcasts changed. Sincere news reporting by correspondents was frequently displaced by eye witnesses' biased accounts to gain U. S. listeners' sympathy for their cause.

There will be more and more attempts to wring our hearts and to "apple polish" us, as hostilities proceed. Just how important the war-news radio medium will ultimately be in selling the viewpoints of various nations no one can now predict. Certainly the remark of one foreign correspondent is significant: "It's gotten so that if you hear a broadcast in German you're almost sure it's a London station, and if it's in English chances are it's a Berlin station."

The important point, for us as radio news advertisers, is to play fair with our listeners and ourselves by carefully separating authentic news from propaganda. With every new dispatch from the Allies vehemently denied by Germany, and vice versa, let's lean over backward in advising our audiences of the source of every story—let the listeners then judge each story on its merits: where a report is denied by the opposition, let's broadcast both versions, side by side, to build maximum listener confidence. Many stories, of course. can be checked and re-checked from other sources. and this should be done wherever possible.

Power of the Voice

Radio's exclusive personal factor, the human voice, should be controlled. Many biased newscasters, through the inflection in their voices, are reading special meanings into their news reports. If favorable to the Allies, as most of them are, they read Berlin dispatches with an "Oh, yeah!" tone that belies their personal viewpoints. While we as a nation undoubtedly are sympathetic to the Allies, in the interests of U. S. neutrality we cannot afford to incite military feeling here.

Much of the foreign news today is so stirring that it needs no artificial stimulant to add interest or "showmanship". Consequently newscasters whose tempo is high-keyed and rapid-fire should slow down a bit, to avoid criticism on the grounds of promoting sensationalism and inciting the hysterical fears of already-worried people. Avoid incomplete or misleading casualty lists that leave listeners "up in the air" as to the fate of loved ones. Perhaps good newscasters can help "keep America out of war"—who knows?

That news broadcasters should comply with our Government's proclamations regarding neutrality and regarding dissemination of news, is obvious. In fact, FCC control of radio makes compliance a foregone conclusion.

While interest in the war is keen, let's not forget that 130 million Americans will still continue to make fascinating news on this side of the Atlantic. Your audiences still want to hear the World Series, the capers of their favorite movie stars, the inside details of the local racket trial. And let's maintain our sense of humor.

Division of Functions

Commercial technique needs overhauling, too. The format of one of our 15-minute news programs has called for the newscaster's delivering one commercial, the announcer the other. On the newscaster's turn the transition from bombs, gas masks, air raids, and troop maneuvers to "ducky-wucky fall hats that accent the fashionable bustle back" is so sudden and so incongruous that for the time being at least, the announcer is handling both commercials.

This procedure also leaves the newscaster free, at two different spots in the program, to peruse late bulletins and thus render a better service. Commercials, incidentally, should be shortened to a minimum, to assure maximum time for news coverage. Trick lead-ins and non-essential copy should be eliminated.

Every newscaster should be given discretionary powers by the advertiser or agency to kill commercials completely in the event of a horrible disaster when advertising copy would be in grotesquely bad taste.

The recent survey by *Fortune* Magazine indicates that the American public thinks highly of its radio news-reporting service. Here is an unsurpassed opportunity for radio as a medium to increase that respect substantially. For the first time radio advertisers, who sponsor news as distinguished from advertisers in other media, are actually playing a thrilling part in a world conflict. When it's all over, we may find the part was more thrilling and more important in welding American opinion and in shaping America's destiny than any of us now realize.

If the keynote of every sponsored newscast is that it render a conscientious public service, broadcasting and advertising will gain new stature as a result of the war.

ANTENNAS

TO SUIT YOUR PREFERENCES



Like the photograph on the left, Blaw-Knox Vertical Radiators are unique in not being limited to any one type of design and construction. The following types can be fabricated to suit your needs or preferences:—

SELF SUPPORTING CONSTRUCTION

Bolted, galvanized
Bolted, painted

GUYED CONSTRUCTION, UNIFORM CROSS SECTION

Bolted, galvanized
Bolted, painted
Welded, galvanized
Welded, painted

Any of the above can be supplied with base insulators for series excitation or without insulators for shunt excitation.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building
PITTSBURGH, PA.

BLAW-KNOX VERTICAL RADIATORS

Canada Increases Annual Fees for Private Stations

Scale Soars for Next Fiscal Year; To Net $26,000

By JAMES MONTAGNES

PRIVATELY-OWNED Canadian broadcasting stations will start paying greatly increased license fees April 1, 1940, the beginning of the Canadian Government' fiscal year. Increases in fees, which have been a nominal $50 annually, were announced Sept. 16 in the official *Canada Gazette* at Ottawa. License fees for the fiscal year 1938-39 brought the Government $4,250 from the private broadcasters. Under the new schedule the broadcasters will pay $26,000.

The schedule is based on power and density of population within the service radius of the station. The Dominion Bureau of Statistics will determine the population figures in each case, while the schedule gives the service radius in miles for each power class based on average conditions.

The increase in license fees was forecast by the Parliamentary Committee which probed broadcasting last spring. The committee's report had stated in part: "Your committee is of the opinion that the present scale of license fees of $50 for privately-owned broadcasting stations of 100 watts or under is adequate, but believes license fees should be increased on higher-powered stations servicing densely populated areas." The new scale of license fees ranges from $50 to $10,000.

Seven Types of Stations

Under the schedules there are seven classes of stations. Class A stations include all those of 100 watts or less. Based on population they will pay from $50 to $500, the latter fee for stations in cities of more than 500,000 population. This means that the average Canadian 100-watt station will pay $100 license fee, if the population is between 25,000 and 50,000. The service radius of a 100-watt station is placed at 18 miles. Such stations in a population area between 50,000 and 150,000 pay $250; in population from 150,000 to 500,000, $400.

Class B stations are rated at 250 watts with a service radius of 24 miles; 500 watt-stations with a service radius of 31 miles; and 1,000-watt stations with a service radius of 37 miles. Fees range according to population from $100 in cities under 25,000 to $700 in cities of over 500,000.

Class C stations are rated at 5,000 watts, with radius of 61 miles and 10 kw. stations with radius of 72 miles. In cities of under 100,000 the fee is $500; cities between 100,000 and 500,000 population, $1,000; cities over 500,000 population, $4,000. There are only six stations in this class, one belonging to the Government-owned Canadian Broadcasting Corp. which is not expected to pay fees.

There is only one Class D station —CKY, Winnipeg. The service radius for this class—15,000 watts—is 77 miles, and fees are $3,000 for a city under 500,000 population, and $4,000 for a city of over 500,000 population.

Class E calls for 20,000 and 25,000 watt stations of which there are none in Canada now, with service radius of 82 and 87 miles respectively, and fees of $5,000 and $7,000 according to population of more or less than 500,000. Class F includes 50 kw stations, of which there are four owned by the CBC. Fees range from $8,000 to $10,000, according to more or less than a million population in the 100-mile service radius. There is a Class G station of more than 50 kw. for which a special fee will be set if there ever is such a privately-owned station.

Stations sharing time on the same frequency will only pay half the scheduled fee, with a minimum of $50. Stations using higher power during the day than at night will pay on their night power rating.

The fact that fees for high-power privately-owned stations have been set, even though such stations are not a possibility under present radio regulations, leads to the thought that at some future date there may be some privately-owned stations of that power allowed in Canada. It is not likely the CBC will pay license fees, as that means merely taking from one Government source to place in another, even though the CBC is a self-supporting corporation. The money received from station license fees goes to the Department of Transport, under which comes radio in all its branches.

Short-wave stations of broadcasters will pay a $50 annual license fee. Other amendments to the Radio Act include no license fee for a listener's crystal set; no license fee for radio sets used to hunt inductive interference (man-made static); a report from radio receiving set dealers giving the name and address of each purchaser of a receiver.



KDYL, Salt Lake City, joined the broadcasters demonstrating television last month, exhibiting for six hours daily in the Paris Co. Dept. Store before crowds numbering into the thousands. RCA equipment purchased by the station was used, with the staff of KDYL producing shows in the specially constructed studios. Gov. Henry Blood of Utah and Heber J. Grant, president of the Mormon Church, were among the notables who went before the Iconoscopes during the opening day, Sept. 16.

Stovin Is Censor Liaison

H. N. STOVIN, station relations supervisor of Canadian Broadcasting Corp., has been appointed liaison officer between the Canadian Censorship Coordination Committee and the Canadian broadcasting industry, with office at Toronto.

CANADIAN Broadcasting Corp., on Oct. 1 will issue its third national rate card for its regional and national networks.

CANADA RECRUITING Has Not Yet Upset Staffs of Radio Stations

RECRUITING for Canada's armed forces has not yet disturbed the staffs of Canadian broadcasting stations, according to reports available at Toronto. Neither the station relations department of the Canadian Broadcasting Corp. nor the office of the Canadian Association of Broadcasters, both at Toronto, has received reports of many enlistments. A few stations report some enlistments and some report that reserve officers at the stations expect to be called to the colors.

The staff of the CBC as an essential government service is exempt from mobilization, and this is likely to apply also to the key men at privately-owned broadcasting stations. A recent announcement by Defense Minister Norman McL. Rogers stated that key men in industries essential to war production were not to be taken into the armed forces, but would do their service at their present positions.

Among enlistments reported by individual stations, CFRB, Toronto, reports that two of its artists—Dick Fonger, assistant dramatic production manager, and George Boyd, singer—have joined Toronto regiments.

Radio Handling of War Approved by Dominion

IT IS LEARNED on good authority that Canadian Government circles at Ottawa were so well pleased with the manner in which Canadian broadcasters carried war news during the trying days of the crisis and immediately following Canada's declaration of war, that it was decided no special regulations would be needed to make Canadian broadcasters "toe-the-line" as regards the reporting of the war.

Canadian broadcasters were said to have handled the situation to the full satisfaction of the Government. Any thoughts in Government circles as to closing down or partial closing down of privately-owned stations was eliminated by the action of the stations during that time, it is understood.

Canada Specifies Violation Penalty

Suspension of License Would Result From Offenses

RADIO STATION licenses may be suspended for breach of censorship regulations, according to announcement by Walter S. Thompson, chief censor, who on Sept. 22 made public the general censorship regulations imposed in Canada on radio stations, newspapers, and public speakers under the War Measures Act.

On Canada's declaration that a state of war existed with Germany, general directions were issued to the press and radio stations by censorship authorities [BROADCASTING, Sept. 15]. These general directions have now been followed by detailed instructions which have full authority of law. Mr. Thompson said the regulations were drawn up as a result of conferences between departments of the public service.

May Be Changed

"They will be amended from time to time as experience in their operation suggests, as it is realized that no set of regulations can deal fully with all the problems which will arise," said Mr. Thompson.

"We know that we will have the cooperation of all concerned, and in turn, the censors will give decisions promptly and render a broad advisory service for the guidance of the public.

"The cooperation of the municipal and other authorities who own halls where public meetings are held will be particularly appreciated in order the regulations may be carried out."

The regulations, which are voluminous, generally prohibit the making or publication of:

Any adverse or unfavorable statement, report or opinion likely to prejudice the defense of Canada or the efficient prosecution of the war.

Any report or statement likely to cause disaffection to His Majesty or to prejudice His Majesty's relations with foreign powers.

Any report or statement likely to prejudice the recruiting, training discipline or administration of the forces.

Any information with respect to the movements, numbers, etc., of any of the armed forces of the Allies, or relating to the storage of war material, fortifications, etc.

Any leaflet or pamphlet relating to the war or to the making of peace which does not carry the name and address of author and printer.

All copies of any newspaper, tract, periodical, book, circular or other printed publication contravening the regulations may be seized and radio licenses may be suspended or cancelled.

Other penalties by way of fine and imprisonment are provided for infraction of the regulations, which apply not only to newspapers and radio stations, but to those who speak at public meetings.

SMILIN' ED McCONNELL on Oct. 15 celebrates his 18th consecutive sponsored year of broadcasting, and on that day his two network programs will start originating from Chicago. The fall season marks his eighth consecutive year in a weekly quarter-hour program for Acme White Lead & Color Works on NBC-Red. McConnell on Oct. 15 also starts a five weekly quarter-hour series on CBS for Purity Bakeries.



W. M. Cain, president Cain's; R. E. Chapman, WKY commercial manager; R. J. Clements, secretary Cain's, and R. K. Glenn, agency executive, drink a toast to another big year for Oklahoma's biggest selling packaged coffee . . . and WKY.

WKY-ADVERTISED FOR 10 YEARS

● After the first taste of WKY's ability to produce sales, Wm. Morgan Cain, president, Cain's Coffee Company, wrote: "We are enlarging our contract over WKY for next year because we feel radio is an invaluable method of telling people about our product."

That was in 1930. Today after ten years of skillfully blending a high quality, roaster fresh coffee with WKY's innate and showmanly faculty for producing the type of entertainment listeners drink up with relish, Cain's Better Coffee is the biggest selling packaged coffee in the Oklahoma City market.

For six consecutive years sales of Cain's Coffee have shown an increase over the preceding year. The year just completed was 10.99% up from the previous twelve-month period despite somewhat unfavorable competitive conditions.

There's a moral for national as well as local advertisers in this ten year case history. Wrap up a good product in sparkling entertainment and deliver it to WKY's audience. The WKY audience will repay you generously for its radio entertainment.

WKY *Oklahoma City*

NBC AFFILIATE ★ 900 KILOCYCLES

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: ★ THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES ★ THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS ★ KVOR, COLORADO SPRINGS KLZ, DENVER (*Under Affiliated Management*) ★ REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

CLINE APPOINTED NAB SALES CHIEF

APPOINTMENT of William R. Cline, commercial manager of WLS, Chicago, as chairman of the Sales Managers' Division of the NAB, succeeding Craig Lawrence, sales manager of Iowa Broadcasting System, was announced Sept. 25 by NAB President Neville Miller.



Mr. Cline

Mr. Miller also announced that the Sales Managers' Division will function through an Executive Committee yet to be appointed, which will work in cooperation with the newly-created Bureau of Radio Advertising of the NAB. It is planned to develop a sales and promotion program for member stations. Under the reorganization plan, it is expected that district directors will appoint representatives to the division and that all activity of the Sales Managers group in each district will be centered under the director.

The NAB Bureau Sept. 25 announced the first of a series of projected trade studies for member stations. Prepared by Samuel J. Henry Jr., of the Bureau, the study covers department stores.

New Station in S. C.

MARKING its debut with an all-day schedule of non-commercial programs, highlighted by the South Carolina-Catholic U football game, the new WCOS, Columbia, S. C., went on the air Sept. 29 with 100 watts night and 250 day on 1370 kc. The station is RCA equipped throughout. Its manager is H. A. Deadwyler, with Charles A. Thoman as assistant manager and plant engineer, J. W. McIver as commercial manager and Sterling W. Wright as program director. The station is licensed to Carolina Advertising Corp., whose president is A. B. Langely, president of the Carolina Life Insurance Co. and former State legislator.

Arizona Isle

MAROONED on an island in Arizona was the seemingly impossible plight of Dow Ben Roush, manager of KTUC, Tucson, recently. On his way to Phoenix for conferences with Fred Palmer, Arizona Network manager, Roush stopped in Bisbee to visit KSUN officials. Caught between that city and Phoenix by Arizona's recent flood, he was finally rescued from his temporary "island". He continued his journey, but several days late.

Gypsum Spots in Canada

GYPSUM LIME & ALABASTINE, Canada, Toronto (insulating material), on Sept. 5 started a six-weekly transcribed spot announcement campaign on 18 Canadian stations. McConnell & Eastman, Toronto, placed the account.



New Charleston Station, WGKV, On Air Sept. 24 With 100 Watts, Fulltime

WITH its transmitter located atop Coal Branch Heights, overlooking the city of Charleston, W. Va. and one mile from the center of the city, the new WGKV, 100 watts fulltime on 1500 kc., went on the air Sept. 24 with a dedicatory program featuring local notables. Manager of the station is Richard F. Sowers, formerly with WJW, Akron, and more recently with WCMI, Ashland, Ky. Program director is Joseph B. Matthews, also formerly with WCMI, who has served with KGNC, Amarillo; KGGM, Albuquerque, and KBIX, Muskogee. Announcers are Carl Kent, formerly with WADC, Akron; John Miller, from WCMI, and Hal Fromer, from KFI and KFVD, Los Angeles.

The station is equipped with a Collins transmitter and a 160-foot Lingo radiator, along with Collins speech input equipment, a General Radio monitor, RCA microphones and RCA turntables. AMP transcription library is used.

The station was designed and its installation supervised by Odes E. Robinson, chief engineer of WCHS, Charleston, and the West Virginia Network. Staff engineers are Francke Fox, formerly with WJIS, Beckley, W. Va., and WHLS, Bluefield, W. Va.; Paul and Kenneth Forney, of the University of Illinois.

Building New WCAR

SURVEYS are now being made for a site for the new WCAR, Pontiac, Mich., authorized for construction last July by the FCC and scheduled to go on the air around Nov. 15 with 1,000 watts daytime on 1100 kc. RCA equipment and a 225-foot Truscon radiator have been ordered. Wiley Wenger, formerly with KFNF, Shenandoah, Ia., has been appointed chief engineer. The station will be managed by H. Y. Levinson, chief stockholder, who is publisher of the weekly *Farmington* (Mich.) *Enterprise*.

Plans for New WFTL

W. L. CLARK, onetime manager of WLAP, Lexington, Ky., will be manager of the new WFTL, Fort Lauderdale, Fla., which he reports plans to be on the air about Nov. 15. The station was authorized last July 13 by the FCC to operate with 100 watts night and 250 day on 1370 kc. Francis Carroll, of WJNO, West Palm Beach, has been appointed chief engineer. Other staff appointments remain to be made. The station will be owned by Tom M. Bryan, contractor and real estate man. It will be Western Electric equipped throughout, with a 175-foot Blaw-Knox radiator.

Parker-Herbex on 5

PARKER-HERBEX Corp., New York, on Sept. 25 started a test campaign for its medicated hair preparations using quarter-hour participations thrice weekly on women's programs in five cities. Stations are WRC, Washington; WCAE, Pittsburgh; WCKY, Cincinnati; KNX, Los Angeles, and WTCN, Minneapolis. Wm. H. Rankin & Co., New York, handles the account.

The Theater Takes a look at Radio

And Sees Opportunity To Capitalize on The Medium

By R. N. HADAWAY

FOR SOME YEARS we, as theatre operators, have held a prejudice against radio. It is my belief that we should retreat from such a feeling and make every effort to cooperate with radio, and capitalize on the medium of advertising it offers.

Just as the housewife leans across the bridge table and says, "I heard", "They said", and "I told you so", so does the radio strike the common denominator of human expression. People believe what they hear. The recent coverage of the war crisis in Europe, and the well-known "Mars Scare" are both pertinent to this fact. People remember what they hear. Even in our own industry we sought new fields of expression that would make lasting impressions, and we added sound and voice to our visual expression.

Here are a few questions we might ask ourselves: Are we cashing in on this proven medium of advertising? How can we establish mutual relationships with radio that will help both of us? Isn't it better to be friendly rather than fight them?

Place of the Theatre

In Greensboro we have had amiable relations with radio station WBIG for the three years I have been there. We do not expect them to give all and take nothing. We usually include radio advertising in our advertising budget. They have cooperated with us 100% in any mutual undertaking. I try not to ask for unreasonable favors, therefore am not turned down on cooperative ideas. The station has taken quite a number of remote programs from the theatre. We have worked up a number of cooperative programs for studio use. Maj. Edney Ridge, the manager, has many times called me suggesting tie-ups. We are having a most pleasant relationship.

I fully believe radio advertising has advanced from the stage of secondary advertising to that of primary advertising. Too often we are prone to be partial to some form of visible advertising and do not take into consideration the importance of invisible advertising. By this I mean: A newspaper ad, a herald, a ballyhoo gag, window display, a cooperative page, lobby display and other such advertising that on the face of their visibility look so much more important to our eye.

I do not pretend to think we should do without newspaper, lobby, ballyhoo, and the other forms of selling, but I do think we could so arrange these forms by cutting down on some of the lesser important, so that we can consider radio advertising without materially increasing our advertising budget.

There are certain types of attractions that appeal directly to radio audiences, a picture with a radio star, a stage attraction with a radio name, a direct tie-in with a radio show, a current picture star on the air. There are a number of theatres that have tried radio advertising exclusively to sell a late show, attracting particularly the youth that listens at night and likes to stay up late.

Anyone in doubt about the value of radio advertising, should sell a late show or morning kid show using only the screen, lobby and the radio as selling mediums and test the results, bearing in mind, of course, that certain strategy should be used in placing the announcements used to reach the clientele desired.

There are certain fundamentals I believe necessary to the use of radio advertising before maximum results can be obtained: Type audience appeal desired; type program or announcement to use; production, style; times used and dates. Station staffs can furnish any number of suggestions and helpful aids in framing any type of radio program. I believe in consulting them and listening to their suggestions.

I don't believe any theatre manager should go on the air as the director of this program unless he is experienced, or has in cooperation with the staff of the radio station gone through some preliminary training on reading before the "mike", or has satisfied himself by listening to a transcription of his own voice, that he is capable of acting as m.c. or director of a radio program.

OVER the country are hundreds of cases where theatres and radio stations are cooperating to mutual advantage. And in hundreds of cases, theatre operators mutter darkly to themselves at the very mention of a medium that can keep millions around fireside loudspeakers. A case of cooperation is found in Greensboro, N. C., where Maj. Edney Ridge, director of WBIG, and Mr. Hadaway are commercial pals. Mr. Hadaway has had some helpful radio experiences and he described them recently in addressing the recent district meeting of North Carolina theatre managers. Mr. Hadaway is manager of the National Theatre, Greensboro, and in addition he serves as chairman of the trade promotion committee of the Greensboro Merchants Association.

Types of Advertising

CALENDAR ADS: Probably one of the first and most successful calendar ads on the air from one of our theatres, originated in Raleigh, N. C., in 1930. The secret of the success of this twice-daily program announcement, I believe, is in the manner presented, the regularity of the time given, and the briefness of the message. The *Guide* is just what it implies, a brief reminder of what is playing at theatres.

SPOT ANNOUNCEMENTS: Here is the most popular and most practical type of advertising now used by theatres in radio advertising. There are several different types spot announcements which I classify as following:

Quick-selling type, for quick bookings, news events on the screen, hold-overs, March of Time, etc. This type is used several times daily for a short period of time.

Tie-in announcements, spotted immediately before a radio show that can be connected with your local show.

Transcribed reviews and special effects, this type announcement being really effective, I believe, because you are able to present something a little different from the usual spot announcements, such as weird effects on that type picture, comedy effects made from studio recordings, reviews taken from preview patrons in your lobby, etc. Personal endorsements and across the desk talks can also be used.

Directional announcements directed to a certain type audience at specified times of the day, such as for ladies appeal . . . children's appeal . . . men's appeal . . . rural appeal, etc.

SPECIAL VARIETY PROGRAMS: The I. Q. show is popular with theatres. It is a Quiz that can be worked on local and national questions . . . or confined to movie questions. It can be worked effectively from the stage or "man on the street", or in the studios. Usually these type shows have willing sponsors. This is a case where the theatre can cooperate with the radio station to help them put over a show that will get them revenue.

Amateur shows are always popular with local radio audiences. At present we are planning a series of ten weeks of radio amateur nights to be held on the stage in cooperation with WBIG. This series will be known as *Tomorrow's Stars* or some other such title that will get away from the "amateur" title. It is planned that Winston-Salem will have a similar series running at the same time, and at the end of the period we will send our winners over to appear in Winston where they will be picked up by station WSJS and carried to station WBIG which will broadcast Winston-Salem reaction to Greensboro talent in Winston. The same thing will be reversed and we will present the Winston group here with a two-city broadcast. Sponsors are being secured for these shows.

Interviews of personalities that are playing the theatre are welcomed by the station. Interviews of patrons leaving the theatre and man-on-the-street interviews are both being used in cooperation with WBIG.

Pickup programs from the stage on an outstanding stage show offers the station an excellent sustaining program, and are welcomed by most stations. We never broadcast over 15 minutes of the one-hour show, the announcer always closing the 15-minute period by stating the "show was still going on, etc." We always used the first show. In cases where commercial committments of the show personnel would not allow a pickup program from the stage, we carried an informal part of the show to the studios for a broadcast.



MR. HADAWAY

MUSICAL RECORDINGS from pictures, or of the popular hit tunes, popular types of programs, especially with youth.

HOLLYWOOD REPORTER is a good type of sustaining program that, if well prepared, can work up a good following. There must be plenty of information available, a good commentator, and it should be short, not over 15 minutes. It will be found that 15 minutes is a long period of time to talk on the air. The most success with this type it seems to me would be to have the movie chatter interspersed between good musical numbers.

RADIO COMMENTATORS: In most cities there is a local commentator accustomed to comment on local and state affairs. Some of these are known to be including in their comments views on picture news. These commentators are usually sponsored by some commercial outfit, but are willing to tie-in with the theatre in order to give out passes during programs.

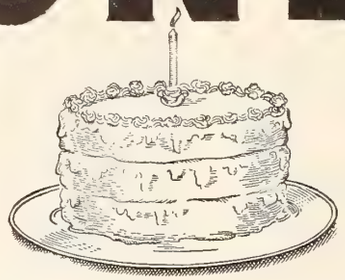
NEWS EVENTS: On the recent war crisis we had a direct tie-up with WBIG to announce from our stage important bulletins as they come in, giving the station and the network credit for its origin. We made the announcements between shows. This type of cooperation is good for special events such as elections, sports events, etc.

CHRISTMAS PARTY: Here is something I believe every station will be interested in. It is a continuous broadcast of all available local talent starting early Sunday afternoon and continuing for several hours, calling for subscriptions from the audience . . . and from the air. This is a worthwhile tie-up and will get plenty of goodwill for the station and the theatre.

RADIO COOKING SCHOOL is a good event that most any station will be interested in as you are able to furnish the auditorium for a good commercial show. This should be handled in the same manner as the cooperation with newspapers.

I believe in radio as an advertising medium. I believe we have much in common, and I believe we can mutually benefit from close relationship.

ONE YEAR of



Celebrating its first birthday, the St. Louis Star-Times Radio Station, KXOK, reviews a representative group of programs available to its listeners during its first year of public service.

SPECIAL EVENTS

INTERVIEWS

Julian Schley, Chief of U. S. Army Engineers
Edwin C. Koenig, Commodore, City of St. Louis
Manager of St. Louis Woman's Exposition
Frank C. Nesbit, Goodwill Ambassador to Europe
W. V. Rohan, telephone flood relief worker
Catherine Mee, Information Operator for Southwestern Bell
Swami Satprakashananda of Ramakrishna Order, India
Sonja Henie's Business Manager
Window Washer
Daredevil Boatman, voyaging down Mississippi in a wash tub
Leading Characters of "I'd Rather Be Right"
Truck Driver
Gladys Stewart, Member of Missouri House of Representatives and Representative at Lima Conference
John G. Christie, Speaker of Missouri House of Representatives
Merrill Pannett, United Press Correspondent
Professor E. K. Harrison of Washington University
Paul Y. Anderson, Washington Correspondent
Thomas Morgan, former Chief of Rome Bureau, United Press
Tallulah Bankhead, actress
A. Kerensky, once Dictator of Russia
Claire Luce, actress
Vincent Price, stage and screen actor
Everett Marshall, actor and opera singer
Lucy Monroe, Metropolitan Opera singer
Ruth Slenzynsky, Polish piano prodigy
State Representatives, prior to opening session, State Legislature
James R. Young, Far East Bureau, International News Service
Sinclair Lewis and Philip Merivale
Dr. J. O. Kinnamon, one of two archaeologists who survive the Curse of Tut-ankh-amen. A member of the Carter expedition which opened the tomb.
Jackie Heitman, a Believe-It-or-Not mental prodigy
Domingo Torres, Mayor of Valencia, Spain
Doug "Wrong Way" Corrigan
Captain W. N. Barret, traveller and explorer
Ruth Nichols, aviatrix
Johnnie Jones, aviator, holder of new cross country light plane speed record
Clare Bunch, who broke Jones' new record
Paul Sullivan, former WLW news commentator
Henry Armstrong, world champion fighter
Serge de Gorin, Hollywood color expert
Blackstone, the Magician
Frank Buck, "Bring 'Em Back Alive," big game hunter
Mr. and Mrs. Clyde Beatty, animal trainers
Antoine, famed Parisian stylist
Fred Keller, returned member of Abraham Lincoln brigade fighting in Spanish Civil War
Hubert C. Herring who gave much information on what really happened at the Lima, Peru, Pan-American conference
Julean Arnold, Commercial Attache to China
Al Pearce and His Gang
Julien Bryan, author of ',Inside Nazi Germany"
Louis Armstrong, famous trumpet player
Trainees at Jefferson Barracks Citizens Military Training Camp (CMTC)
Dr. Kurt Rosenfeld, former member Germain Reichstag
Father Clementine Grosskopf, Catholic Missionary to Shantung, China
J. C. Oestreicher, Foreign News Editor of International News Service
Sgt. Roland J. Schumacher, Motorcycle Division, St. Louis Police Department
Bob Crosby, outstanding band leader
Van Wormer Walsh, foreign correspondent
Chinese "Double Ten" Day (traditional holiday)
Rey Scott, foreign correspondent
Duke Ellington, orchestra leader
Burton Holmes, traveller and lecturer
Dick Stabile, orchestra leader
Gerhardt Segar, member German Reichstag
Jacqueline Cochrane, Bendix Trophy Winner
Gertrude Lawrence, actress
Major Jimmie Doolittle
Major-General Arnold, Chief of General Headquarters Air Force
Governor Leche, Louisiana
Mayor Maestri, Louisiana
Roy L. Alciatorre (Antoine 3rd, famous New Orleans chef)
General Hugh Johnson

OTHER SPECIAL EVENTS

Hour broadcast description of 7th Cavalry Mechanized Column in passage through St. Louis
Complete election returns, November 8th election
American Theatre opening broadcast
Missouri Press Association Convention broadcasts
Speeches by national notables in aviation at Civil Aviation Authority Convention
Broadcast of proceedings, opening session, Missouri State Legislature
Broadcast of Governor's Message to State Legislature
15 Transcribed "on the spot" broadcasts by a KXOK announcer during New Orleans Mardi Gras celebration
Broadcast description of Regimental Parade, Jefferson Barracks, CMTC
Speech of Mayor Fiorella H. La Guardia on special program from New York
Broadcast description of Armistice Day Parade
Speech of John C. Metcalf, special investigator for Dies Committee, investigating un-American activities
Speech by United States Senator Bennett Champ Clark
Speech by Brigadier-General Charles G. Dawes at Christening ceremonies of Missouri Pacific streamliner, "General Pershing Zephyr"
Speech by Governor Lloyd C. Stark on Kansas City Police Bill
Broadcast opening of St. Louis Grand Opera Season
Broadcasts of Conference of Democratic Women
Speech by Colonel Frank Knox
Speech of Postmaster General Farley at convention of National Association of Postmasters of the United States
Speech by Governor Lloyd C. Stark on "The Crime War in Missouri"

NEWS

News broadcasts of items from the United Press, International News Service plus local news from Star-Times sources have been presented on daily schedules which total over 3650 separate newscasts of approximately 7,500,000 words. Included in these news periods were the following outstanding programs of comment and dramatized news.

Front Page Parade (MBS)
One Woman Speaks (Betty Arnold)
The Woman's Page
Bruce Barrington's Analysis of News
The Moving Finger Writes
Parade of Business
'Round the Town With Regan
Bruce Barrington's Letters From Mexico

During the tension immediately preceding the outbreak of the present European War, KXOK operated 24 hours a day on several occasions in order to bring to the air bulletins from abroad as soon as they were received.

Additional War News Coverage was given in broadcasts of the following features from the Mutual Broadcasting System, heard over KXOK

Fulton Lewis, Washington Commentator
Patrick Maitland, commentary from Warsaw
President Roosevelt's address to the nation
John Steele, commentary from London
News Round-Up of 5 Capitals (Paris, London, Berlin, Rome, Warsaw)
Hans Thomsen, Charge d'Affaires, German Embassy, Washington

CIVIC

Broadcast description Veiled Prophet's Coronation and Ball
Series of Talks by St. Louis Symphony Society
Descriptive broadcasts from Horse Show
Phyllis Wheatley (YWCA) Chorus
Opening of St. Louis National Home Show Broadcast
Descriptive Broadcast Horse Show Parade
Descriptive Broadcast Veiled Prophet's Parade
Talks and Programs by United Charities Organizations
Citizens' Non-Partisan League Talk
Fire Chief Larry Cornoyer Talk
St. Louis Peace Council Broadcasts
Junior Chamber of Commerce Talks
Talk on American Youth Hostels
Automobile Show Descriptive Broadcast
Boy Scouts of America Programs
American Vocational Society Program
Talk on President's Birthday Ball
Series of Broadcasts by Police Quartet for Police Circus
Broadcast Descriptions of Police Circus
Missouri Federation of Music Clubs State Contest Winners Broadcast
Broadcast Dress Rehearsal St. Louis Opera Guild's "Penzance"
Talk by Dr. Frank Rector, nationally known cancer authority
Clean-Up, Paint-Up, Fix-Up, Plant-Up Campaign Program
Girl Scouts of America Programs
Talk on National Hospital Day
Tuberculosis Society Series of Programs
Adult Education Council Series
League of Women Voters Series
Women's Field Army for Cancer Control Series
St. Louis Safety Council Series
Broadcast Opening Session Elk's Convention
Interviews with notables at Mayor's reception for BPOE Exalted Ruler
Descriptive Broadcast Elks' Parade
Spring Dance Broadcast Order of De Molay
Mass Initiation of over 1,000 members American Legion
American Legion Auxiliary President Talk
Salute to St. Louis Series, Jr. Chamber of Commerce
Massed Chorus, Missouri Federation of Music Clubs
Talks by John B. Baggott, Safety Expert
Guidi String Quartet Series
Wanted a Job, Missouri Employment Agency Series
Interviews with outstanding hotel managers of St. Louis
St. Louis W. P. A. Symphony Orchestra Programs
Interview of Nathan Straus, Federal Housing Administrator, by Mayor Dickmann on St. Louis Housing
Series of Talks on Labor by Prominent Labor Leaders

GOVERNMENT

Series of talks by President and Cabinet Members on functions of Government Departments, including:
President Franklin D. Roosevelt
Secretary of State Cordell Hull
Secretary of the Treasury Henry Morgenthau

KXOK Performance

Secretary of War Harry H. Woodring
Attorney General Frank Murphy
Postmaster General James A. Farley
Chief of Naval Operations William D. Leahy
Secretary of the Interior Harold L. Ickes
Secretary of Agriculture Henry A. Wallace
Secretary of Commerce Harry L. Hopkins
Secretary of Labor Frances Perkins
Series of talks by Government executives on functions of Government agencies, including:
Administrator of Public Works, John M. Carmody
Administrator of Wage & Hour Division, Elmer F. Andrews
Chairman of Securities & Exchange Commission, Jerome Frank
Administrator of Federal Security Agency, Paul V. McNutt
Works Progress Administrator, F. C. Harrington
National Youth Administrator, Aubrey W. Williams
Administrator Federal Deposit Insurance Corporation, Leo Crowley
Agriculture Adjustment Administrator R. M. Evans
U. S. Government report from National Emergency Council on Foreign Trade Week
U. S. Government report from National Emergency Council on Securities and Exchange commission
Talks by members of Federal Bureau of Investigation
Story of the Marines told by Sgt. Louis D. Whitehouse
Interview on counterfeit money by Treasury Department representatives Secret Service Agents Ryland and Smugal
U. S. Army Reserves programs

ENTERTAINMENT

Live Talent Broadcasts Originating in the Studios of KXOK
Balkan Serenaders Tamburitza Orchestra
KXOK Junior Playhouse
Talent on Parade
Friendly Brothers Quartet
Barge Brothers Quartet
Norman Paule, baritone
Girl o' the Morning, Carolyn Francis
Dorothy and Larry Hughes
Melody Rambles with Stan Daugherty
La Pieno Accordion Band
Jeanne Renard, mezzo-soprano
Carleen Davis Entertains
The Emancipation Chorus
Billy Casteel and his Rhythm Cowboys
The Understanding Voice
Carondelet Lions Club Accordion Band
Golden Crown Spiritual Singers
KXOK Parade of Stars
John Sauter, flutist
Three On a Song
Jewish Hour
KXOK Playhouse
The Four Key Men
Down Wanderlust Trail
KXOK Staff Frolic
Kentucky Krooners
Zeb and Zeke
Week-End Revue
Among My Souvenirs
The Swing Sisters
Blue Shadows
Meramec Caverneers
Anything Can Happen
The Mystery Tenor
Francis Jones, violinist
Four Black Hawks
The Round-Up Boys
Norman Ray Sings
Solve the Mystery
June Curran
Clark Sparks, tenor
At Sundown
Organ Reveries
Noonday Serenade
Cozy Corner
Pickin' the Air Pockets
Black and White Revue
Musical Phone Party
Cowboy Jack
Hollywood High Hat
Elmer and His Cowboys
Gil Borreson, tenor
Esther Smith, vocalist
The Jubilee Singers
The Old Professor
Live Talent Broadcasts Originating From Remote Points
Tommy Flynn and His Violin
Stephens College Presents
Martin Hess and Eleanor Wynn
The Goodwill Hour (MBS)
The Amateur Hour
The Village Choir
The Voice of the People
The Sunrise Round-Up

ORCHESTRAS

Ramona and Her Men of Music
Coquettes All-Girl Orchestra
Chick Webb and Ella Fitzgerald

Joe Sanders	Carl Lorch
Buddy Kay	Herb Mahler
Clyde Lucas	Jimmy Dorsey
Phil Lavant	Sterling Young
Noble Sissle	Charlie Agnew
Jimmy Green	Bob McGrew
Buddy Rogers	Bill Carlsen
Tony DiPardo	Jan Garber
Tommy Dorsey	Don Bestor
Sammy Wilson	Abe Lyman
Jimmy Garrigan	Count Basie
Jimmy Joy	Reggie Childs
El Roland	Billy Stevens
Lou Breeze	Barney Rapp
Art Kassel	Tommy Tucker
Dick Jurgens	Dusty Rhoades
Dick Cisne	Maurie Sherman

Frank Trumbauer
The Royal Hawaiians
Fletcher Henderson
Earl "Father" Hines
Carl "Deacon" Moore
Transcribed and Recorded Broadcasts Originating in the Studios of KXOK
Little Orphan Annie
Echoes of Poland
German Hour
The Waker Uppers
Breakfast Express
Toby Nevius Entertains
Chestnut 99 Forty-Four
The People's Choice
Nocturne
Symphony Hall
The Friendly Forum
Football Jamboree
Jam for Supper
The Band Revue
Fashion Flashes
Stars Over Manhattan
The Music Hall

RELIGION

Sunday Evening Club broadcasts under auspices of Metropolitan Church Federation.
Union Methodist Church Evening Vespers
Burrall Bible Class Broadcasts from Columbia, Missouri
Hymns We Love, by Norman Paule
National Young Israel Choral Group
Resurrectionist Choir
Religion and Today's Problems, by Roy G. Smith
Easter Sunrise Service from Jefferson Barracks
Broadcasts by members of Apostolic Tabernacle
Church of Christ programs
Missouri Sunday School and Church Council
50th Anniversary Epworth League program
The Bible on the Air, Rev. F. F. Mueller
Goodwill Devotions
Rabbi Isserman

EDUCATION

Talk on Public School Survey by Dr. George B. Strayer
Broadcasts by All City High School Band
Boys' Choir Mark Twain School Broadcast
Music in Our Schools series, conducted by Ernest Hares, Supervisor of Instrumental Music, St. Louis Public Schools
One Teacher Answers, series by Evelyn Betts, St. Louis teacher
St. Louis Symphony Orchestra School Concert Broadcast
A Capella Choruses of McKinley and Roosevelt High Schools
Webster High School A Capella Choir
Trans-Mississippi Music Festival Series
Broadcast Commencement Exercises at Westminster College
Series by Improve My Music Club
Burrall Symphony broadcasts from Columbia, Mo., at Stevens College
Washington University Forum Series
Character Research Institute of Washington University "Opinionaire of the Air" Series
Princeton Triangle Club Program
Interview with Harold W. Dodds, President Princeton University
Interview with Caleb F. Gates, Assistant Dean, Princeton University
Westminster College Spring Prom Broadcast
Dr. Francis B. Sayre, Assistant Secretary of State, speaking on foreign affairs to Westminster College student body
Postmaster General Farley speech to cadets at Missouri Military Academy, Mexico, Missouri
University of Michigan Little Symphony
Interview with President of Washington and Lee University
Comment on World Affairs by Dr. Franc Lewis McCluer, President Westminster College
Comment on World Affairs by Dr. B. F. Hall, Pastor First Presbyterian Church
Estelle Asckenasy, Book Reviews
Tour of Organ Factory

SPORTS

Play by Play Description of the Following Football Games:
Drake vs. Washington at St. Louis
Indiana vs. Illinois at Urbana
Iowa State vs. Missouri at Columbia
Missouri vs. Washington at St. Louis
Centre vs. Washington at St. Louis
Michigan State vs. Missouri at Columbia
Ohio State vs. Illinois at Urbana
Missouri vs. St. Louis U. at St. Louis
Kansas U. vs. Missouri at Columbia
Gunners vs. Boston at St. Louis
Gunners vs. Louisville at St. Louis
Gunners vs. Chicago at St. Louis
Wrestling broadcasts from Coliseum
Wrestling and boxing broadcasts from Convention Hall
Wrestling and boxing broadcasts from Arena
Wrestling and boxing broadcasts from Battery "A" Armory
Hockey (St. Louis Flyers) games broadcast from Arena
Play by play basketball from University of Missouri
Sports reviews by Allen Franklin, Monday through Saturday, 6:00-6:15.
Sports review by Alex Buchan, Sunday, 5:30-5:45 P. M.
Broadcast track and field events, Citizens' Military Training Camp, Jefferson Barracks
Broadcast Boxing Finals, CMTC, Jefferson Barracks

During its second year, KXOK will endeavor to present its listening audience with an even better list of programs.

KXOK

Owned and operated by the St. Louis Star-Times, St. Louis, Missouri. 1,000 Watts—Full Time. Nationally represented by WEED & COMPANY, New York, Chicago, Detroit, San Francisco.

CBS Planning Additions To Studios in Hollywood

CBS has filed application with the Los Angeles Building Commissioner for permission to add two new 400-seat theatre-auditoriums to its Columbia Square Bldg. in Hollywood, and work on the project is expected to start by mid-October. The new one and part two-story structure, totally equipped, will represent an expenditure of more than $200,000, according to Donald W. Thornburgh, CBS Pacific Coast vice-president. It will occupy ground now used for parking.

Proposed structure is designed in the modern functional manner of the three other units. The additional half-story to rise above part of the new unit will provide dressing rooms and other conveniences for performers. Tones of blue and gray, with chromium trim, will be used in decoration and match the main building lobby. Blue rubber wall and gray floor coverings is called for in the foyer. Blue theatre seats will face stages draped in gray. Monitor and sponsor's booths will be situated differently than in other Columbia Square studios. Both will be back of the footlights with the sponsor's booth located above the monitor room.

WMCA Picketing Ceases

FOR THE FIRST time since Dec. 19, 1938, there was no picketing of WMCA, New York, by sympathizers of the Rev. Charles E. Coughlin during the priest's regular weekly talk on Sunday, Sept. 24. As a result of Mayor LaGuardia's appeal against public demonstrations during the war crisis [BROADCASTING, Sept. 15], the police have allowed only four persons to picket at one time. On Sept. 24, Michael Flanagan, "chairman" of the demonstrators, appeared in person to halt all would-be pickets, but would give no reason for his action.

NOT A COMPETITOR
But Burt Blackwell Won Wrigley Contest

BURT BLACKWELL, announcer of WAVE, Louisville, was pressed into service by Jesse L. Lasky, R-K-O producer, when the *Gateway to Hollywood* program originated in Louisville recently and read scripts opposite four final girl contestants in the movie radio contest.



Mr. Blackwell

While Burt was not a competitor, Lasky surprised him as well as the audience by offering him a contract as winner of a contest he hadn't entered. So Burt gets a trip to Hollywood to enter elimination contests over CBS. Lasky told Burt he liked his voice and his acting in the skits.

MAIL RESPONSE UP 300% IN AUGUST

UP! UP! UP!

"August is a lousy month for mail response."

Time Buyer's Axiom

Axiom or no axiom, WIBW's August mail returns jumped more than 300% over corresponding 1938 figures. Without benefit of contests or "giveaways", 25,386 pieces of mail piled into WIBW *this* August as against 8,144 during the same 1938 period.

THE REASON! Friendly programs, neighborly personalities and a new, ultra-modern transmitter that blankets Kansas and almost half of all adjoining states. You'll find a hundred other reasons in your copy of "The Kansas Radio Audience for 1939."

For listeners, mail, sales and RESULTS, WIBW is radio's greatest dollar-for-dollar buy.

WIBW "The Voice of Kansas"
COLUMBIA'S OUTLET *for* KANSAS

BEN LUDY, *General Manager*
Represented by
CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago—Kansas City, Mo.—San Francisco

Neutrality Policy Adopted by NBC

Interpretations to Be Given Meticulous Enforcement

WAR POLICIES of NBC, formulated to govern all operations during the neutrality period, were made public Sept. 25 by the network for the guidance of its staff. The self-imposed regulations, adhering closely to the joint network agreement on war coverage [BROADCASTING, Sept. 15], are described as "interpretations" of NBC policies.

Asserting that no act of any broadcaster should violate the declared neutrality of this country, either in letter or spirit, the regulations specify that within NBC strict attention will be paid to the content of programs and established standards will be "meticulously enforced". The interpretations, it was added, are issued on the basis of the situation as it now exists and are subject to modification as the circumstances require.

Bar on Propaganda

Listed in the regulations are rules governing general policies, European pickups, propaganda from Europe, domestic news broadcasts, commercial programs, domestic speeches, and finally a list of a dozen "procedures". In commercial programs it is specified that no propaganda in connection with the war will be permitted in either commercial announcements or the context of commercial programs. This policy, however, does not bar straight news or news analysts from commercials.

Commercial broadcasts, it is stated, will be cancelled for war programs only on authority of the president, executive vice-president, or in the absence of either, the vice-president in charge of programs. Comments on war news in so-called "gossip" programs "will be carefully edited for the over-dramatic, the sensational, the confidential, the unconfirmed rumor, and personal bias and unwarranted gossip. If the speaker fails to cooperate in this, such programs will be cancelled."

The policies state that for the present, news summaries from Europe will be limited to two a day on each network, and preferably one. This, however, is subject to change dependent upon circumstances in Europe.

Canadian Net Fee

THE Canadian Broadcasting Corp. and the private Canadian broadcasters appear to have settled their differences regarding the proposed 10% commission the CBC planned to charge for booking subsidiary networks for the private stations under new regulations which went into effect Sept. 24, with all network bookings to be made by the advertiser through CBC. Such subsidiary networks booked during September did not carry the 10% commission clause. While the CBC has not issued an official statement on this decision pending a meeting of its board of governors, the CBC commercial department at Toronto is authority for the fact that the 10% commission is not being placed in the contracts on subsidiary network business placed by it for advertisers on privately-owned stations during September.

THE FARMER TAKES A MIKE

KLZ takes listeners on a tour of Colorado Farms



● SUCCESSFUL DRY LAND FARMER tells KLZ listeners his secrets of wheat raising in Colorado. Large photo shows farm housewife telling how she supplements her husband's farm income with her turkey flock.

● Saturday has always been the farmers' day for "going to town." This year KLZ has given Colorado farmers an opportunity of doing it in a big way. Each Saturday morning KLZ hitches up KAAO, its 200-watt mobile transmitter and visits some farm selected by the extension division of Colorado State Agricultural College. Its announcer talks to the farmer about his sugar beets or his beans, his potatoes or his wheat, his sheep or his chinchillas. The farmer "goes to town" with informal chats about his worries and his fun, his ambitions and his job.

Farm owners, farm tenants, farm housewives and farm children gather around KLZ's microphone to talk back to the banker, the merchant and the economist who for years have been talking to and talking about the farmer.

These programs are by and for the farmer. They have proved highly informative and intensely entertaining to city listeners throughout the Colorado area. And most important, they are bringing about a closer relationship between Colorado business and the fellows who buy 40% of all the goods sold at retail. They signalize another step in KLZ's already towering ladder of service to the listening audience of the State of Colorado.



41 New Stations Authorized by FCC Since Jan. 1, 1939...

** Station now on the air.*

ALABAMA

WMOB, Mobile—CP issued to S. B. Quigley, automobile dealer. Granted Jan. 9; 100 watts daytime on 1200 kc.

ARIZONA

KYUM, Yuma—CP issued to Yuma Broadcasting Co.; 45% of stock owned by KTAR Broadcasting Co., licensee of KTAR, Phoenix, and KVOA, Tucson; 25% by R. N. Campbell, attorney, vice-president and treasurer; 15% by D. Morgan Campbell, attorney, secretary; 15% by John H. Huber, merchant, president. Granted Aug. 8; 100 watts night and 250 day on 1210 kc.

ARKANSAS

KWFC, Hot Springs—CP issued to Hot Springs Broadcasting Co.; 50% of stock each owned by Howard A. Shuman, broadcaster, and Clyde E. Wilson, local furniture dealer. Granted July 26; 100 watts night and 250 day on 1310 kc.

FLORIDA

WFTL, Fort Lauderdale — CP issued to Tom M. Bryan, contracting and real estate. Granted July 13; 100 watts night and 250 day on 1370 kc.

*WTMC, Ocala—Licensed to John T. Alsop, Jr., former mayor of Jacksonville, motion pictures and real estate. Granted March 13; 100 watts on 1500 kc.

WDLP, Panama City—CP issued to Panama City Broadcasting Co.; Phillip A. Roll, attorney, president, 33 1/3% stockholders; E. D. DeWitt, retired newspaper broker, vice-president, 33 1/3%; W. J. Cook, Ford dealer and bank vice-president, secretary-treasurer, 33 1/3%. Granted June 27; 100 watts night and 250 day on 1200 kc.

WSPB, Sarasota—CP issued to WSPB Inc.; 32% of stock each owned by S. H. Campbell Jr., Chattanooga oil distributor, president; R. C. Jones Jr., Chattanooga merchant; S. C. Hutcheseon, Chattanooga miller; C. L. Babcock, Puna Gorda, Fla., retired, vice-president, 2%; Clyde H. Wilson, Sarasota, Fla., attorney, secretary, 2%. Granted July 13; 100 watts night and 250 day on 1370 kc.

WTSP, St. Petersburg—CP issued to Pinellas Broadcasting Co.; Sam H. Mann Jr., attorney, president, 48 shares; McKinney Barton, attorney, vice-president, 1 share; James R. Bussey, attorney, secretary-treasurer, 1 share.

GEORGIA

WMOG, Brunswick—CP issued to Coastal Broadcasting Co.; 98% owned by Alma W. King, city manager for three theaters. Granted July 13; 100 watts night and 250 day on 1500 kc.

WMGA, Moultrie—CP issued to Frank R. Pidcock Sr., executive vice-president, Georgia Northern Railroad. Granted July 13; 100 watts night and 250 day on 1370 kc.

ILLINOIS

WJPF, Herrin—CP issued to Orville W. Lyerla, local postmaster and farmer. Granted July 27; 100 watts night and 250 day on 1310 kc.

IOWA

KVFD, Fort Dodge—CP issued to Northwest Broadcasting Co.; Edward Breen, attorney, president; O. M. Oleson, vice-president; Allen R. Loomis II, secretary-treasurer. Granted July 13; 100 watts night and 250 day on 1370 kc.

KENTUCKY

WLBJ, Bowling Green—CP issued to Bowling Green Broadcasting Co.; Rayburn R. Rose, real estate man, president, 5% stockholder; Ennis P. Harris, tobacco warehouse owner, vice-president, 5%; Lee B. Jenkins, Kinston, N. C., tobacco broker and farmer, secretary-treasurer, 90%. Granted June 27; 100 watts night and 250 day on 1310 kc.

WINN, Louisville—CP issued to Kentucky Broadcasting Corp.; D. E. Kendrick, president, 52%; Arthur C. Van Winkle, attorney, vice-president, 24%; Oldham Clarke, attorney, vice-president, 14%; M. K. McCarten, secretary-treasurer, 10%. Granted Feb. 6; 100 watts night and 250 day on 1210 kc. (In litigation)

MASSACHUSETTS

WESX, Salem—CP issued to North Shore Broadcasting Co.; Charles W. Phelan, president and secretary, 1 share; Mrs. Margaret B. Phelan, secretary, 1 share; Edward F. Flynn, Boston attorney, 1 share. Granted July 13; 100 watts on 1200 kc.

MICHIGAN

WCAR, Pontiac—CP issued to Pontiac Broadcasting Co.; 50% stock held by H. Y. Levinson, secretary-treasurer, publisher of *Farmington* (Mich.) *Enterprise*, a weekly; 10% by Earle C. Kneale, local manufacturer, vice-president; 7.8% by Harold E. Howlett, president, lawyer; remainder of stock held by various local residents. Granted July 27; 1,000 watts daytime on 1100 kc.

KSOO, Sault Ste. Marie—CP issued to Hiawathaland Broadcasting Co.; 65% of stock held by Vernon W. Atkins, insurance agent, president; 33% by George A. Osborn, publisher of the *Sault Ste. Marie News*, vice-president and treasurer. Granted Aug. 8; 100 watts night and 250 day on 1200 kc.

MISSISSIPPI

WJPR, Greenville—CP issued to John R. Pepper, wholesale grocer. Granted July 27; 100 watts night and 250 day on 1310 kc.

*WSKB, McComb — Licensed to McComb Broadcasting Corp.; Robert Louis Sanders, president, former broadcast station operator, 40%; George Blumenstock, Biloxi, Miss., 40%; Kramer Service Inc. (Mayor Xavier A. Kramer of McComb, president), 3.5%. Granted April 11; 100 watts daytime on 1200 kc.

MISSOURI

*KDRO, Sedalia—Licensed to Albert S. Drohlich, store manager, and Robert Drohlich, buyer. Granted April 3; 100 watts night and 250 day on 1500 kc.

NEBRASKA

KHAS, Hastings—CP issued to Nebraska Broadcasting Co.; 191 out of 320 issued shares owned by Fred A. Seaton, publisher of *Hastings Daily Tribune;* 25 by J. H. Hamil; 20 by Lloyd C. Thomas, manager; other stock held by more than 30 local citizens. Granted July 13; 100 watts night and 250 day on 1200 kc.

NEW JERSEY

WBAB, Atlantic City—CP issued to Press-Union Publishing Co., publisher of *Atlantic City Press* and *Union*. Granted March 6; 100 watts night and 250 day on 1200 kc.

NEW YORK

WKNY, Kingston—CP issued to Kingston Broadcasting Corp.; John R. McKenna, Long Island City, N. Y., radio engineer, president, 42.5% stockholder; Louis J. Furman, Oceanside, N. Y., owner of newspaper and periodical agency, vice-president, 42.5%; Maurice S. Novik, New York City, secretary-treasurer, 15%. Granted June 20; 100 watts daytime on 1500 kc.

WHLD, Niagara Falls — CP issued to Niagara Falls Gazette Publishing Co., publisher of *Niagara Falls Gazette*. Granted Sept. 1; 1,000 watts daytime on 1260 kc.

NORTH CAROLINA

WISE, Asheville—CP issued to *Asheville Daily News;* Harold H. Thoms, publisher. Granted March 27; 100 watts on 1370 kc.

WCNC, Elizabeth City—CP issued to Albemarle Broadcasting Co., a partnership consisting of Aubrey G. McCabe, mortgage loanbroker, and Trim W. Aydlett, manufacturer and farmer, both of Elizabeth City. Granted June 20; 100 watts night and 250 day on 1370 kc.

*WGBR, Goldsboro—Licensed to Eastern Carolina Broadcasting Co.; A. T. Hawkins, president of Goldsboro Chamber of Commerce, president, 27 shares; Talbot Patrick, publisher of *Goldsboro News-Argus* and *Concord Tribune*, vice-president, 30 shares; V. G. Herring, secretary-treasurer of Goldsboro Bldg. & Loan Assn., secretary-treasurer; P. M. Patrick, secretary of *Goldsboro News-Argus*, 27 shares; Kenneth C. Royall, lawyer, 60 shares; Jonas Weiland, owner of WFTC, Kinston, N. C., 30 shares; Leslie Weil and Lionel Weil, merchants, 10 shares; W. L. Rawlings, bottler, 5 shares; A. G. Woodard, physician, 5 shares; J. L. Powell, merchant, 1 share. Granted Jan. 24; 100 watts on 1370 kc.

WGTC, Greenville—CP issued to J. J. White, local auto dealer. Granted July 13; 250 watts daytime on 1500 kc.

WHKY, Hickory—CP issued to Catawba Valley Broadcasting Co. Inc.; C. V. Cline, hosiery and knitting goods manufacturer, president, 10 shares; Lester C. Gifford, publisher of *Hickory Daily Record*, vice-president, 25 shares; E. L. Fox, banker, secretary-treasurer; remainder of stock owned by various local citizens. Granted Sept. 13; 100 watts night and 250 day on 1370 kc.

OHIO

WMAN, Mansfield—CP issued to Richland Inc.; 50 shares each held by Dr. D. A. Talbot, physician and surgeon, president; George Satterlee, real estate, vice-president; John F. Weimer, WJW Akron, secretary-treasurer; M. F. Loris, factory foreman. Granted July 13; 250 watts daytime on 1370 kc.

WAKR, Akron—CP issued to Summit Radio Corp.; 50% of stock owned by Viola G. Berk, wife of S. Bernard Berk, attorney and electrical shop owner, president; 10% by S. Bernard Berk. Other stockholders include Lily G. Mandelsohn, Cleveland; Mary M. Harvey, Akron; Donald Gottwald, Akron; David Kyman, Cleveland. Granted Aug. 8; 1,000 watts on 1530 kc.

OREGON

KUIN, Grants Pass—CP issued to Southern Oregon Broadcasting Co.; A. E. Voorhies, publisher of *Grants Pass Courier*, president, 50%; Red Wood Broadcasting Co., licensee of KIEM, Eureka, Cal., 50%. Granted Sept. 14; 100 watts on 1310 kc.

SOUTH CAROLINA

WFIG, Sumter—CP issued to J. Samuel Brody, son of local dry goods merchant. Granted July 13; 100 watts night and 250 day on 1310 kc.

TENNESSEE

WHUB, Cookeville—CP issued to M. L. Medley, merchant and farmer. Granted July 27; 100 watts night and 250 day on 1370 kc.

TEXAS

KWBD, Plainview—CP issued to W. B. Dennis, radio sales and service. Granted July 12; 100 watts daytime on 1200 kc.

KXOX, Sweetwater—CP issued to Sweetwater Radio Inc.; George Bennitt, co-publisher of *Sweetwater Reporter*, president, 37½ shares; H. M. Rogers, theater owner, vice-president, 15 shares; Russell Bennett, co-publisher of *Sweetwater Reporter*, secretary-treasurer, 37½ shares; James H. Beall, attorney, director, 15 shares; R. M. Simmons, cottonseed oil dealer, director, 10 shares; J. H. Doscher, cotton exporter, director, 10 shares. Granted May 24; 250 watts daytime on 1210 kc.

KVIC, Victoria—CP issued to Radio Enterprises Inc.; 247 out of 250 shares held jointly by Charles C. Shea, attorney, and Fred W. Bowen, Dallas oil operator. Granted July 13; 100 watts night and 250 day on 1310 kc.

UTAH

KOVO, Provo—CP issued to Clifton A. Tolboe, building contractor. Granted April 10; 100 watts night and 250 day on 1210 kc.

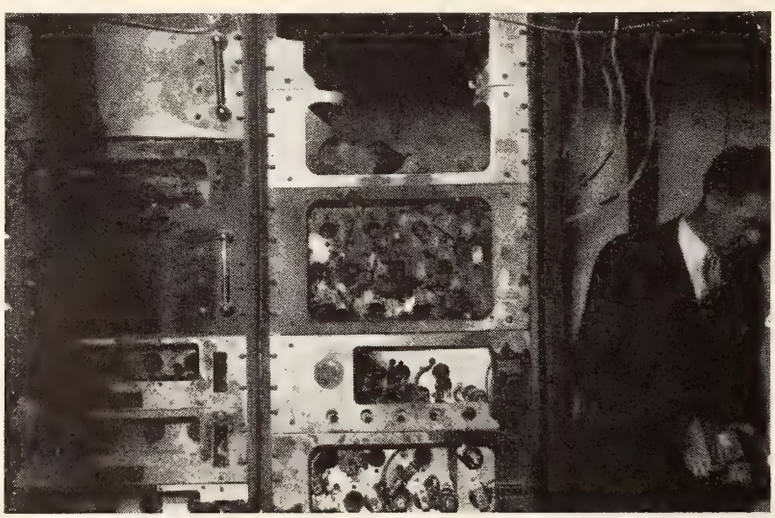
VIRGINIA

*WFVA, Fredericksburg — Licensed to Fredericksburg Broadcasting Corp.; Richard Field Lewis Jr., 60% stockholder, vice-president and manager; Benjamin T. Pitts, owner of chain of Virginia theaters, 5%, president; George C. Clanton, secretary of Fredericksburg Chamber of Commerce, 5%; John F. Gouldman Jr., banker, 5%; W. Marshall King, mayor and attorney, 5%; J. G. Harrison, railroad passenger agent, 5%; G. H. Harding, hotel owner, 5%; J. V. O'Toole, oil distributor, 5%; J. J. Garner, wholesale grocer, 5%. Granted April 3; 250 watts daytime on 1260 kc.

WLPM, Suffolk—CP issued to Suffolk Broadcasting Corp.; one-third of stock held each by Fred L. Hart, druggist; Frank E. Butler Jr., attorney; Leo Brody, Kinston, N. C. merchant. Granted Aug. 20; 100 watts night and 250 day on 1420 kc.

WISCONSIN

WMAM, Marinette—CP issued to M. & M. Broadcasting Co.; W. E. Walker, manager of WIBW, Madison, Wis., president, 75 shares; Merrill F. Chapin, chief engineer of WIBA, and part owner of WSAU, Wausau, Wis., secretary-treasurer, 35 shares; Wayne W. Cribb, manager of WSAU, 10 shares; Donald R. Burt, part owner of WSAU, 10 shares; Frank J. Lauerman Jr., vice-president, 5 shares; Frank J. Lauerman Sr., Charles J. Lauerman and A. J. DeLeers, all Marinette department store executives, 5 shares each. Granted June 15; 250 watts daytime on 570 kc.



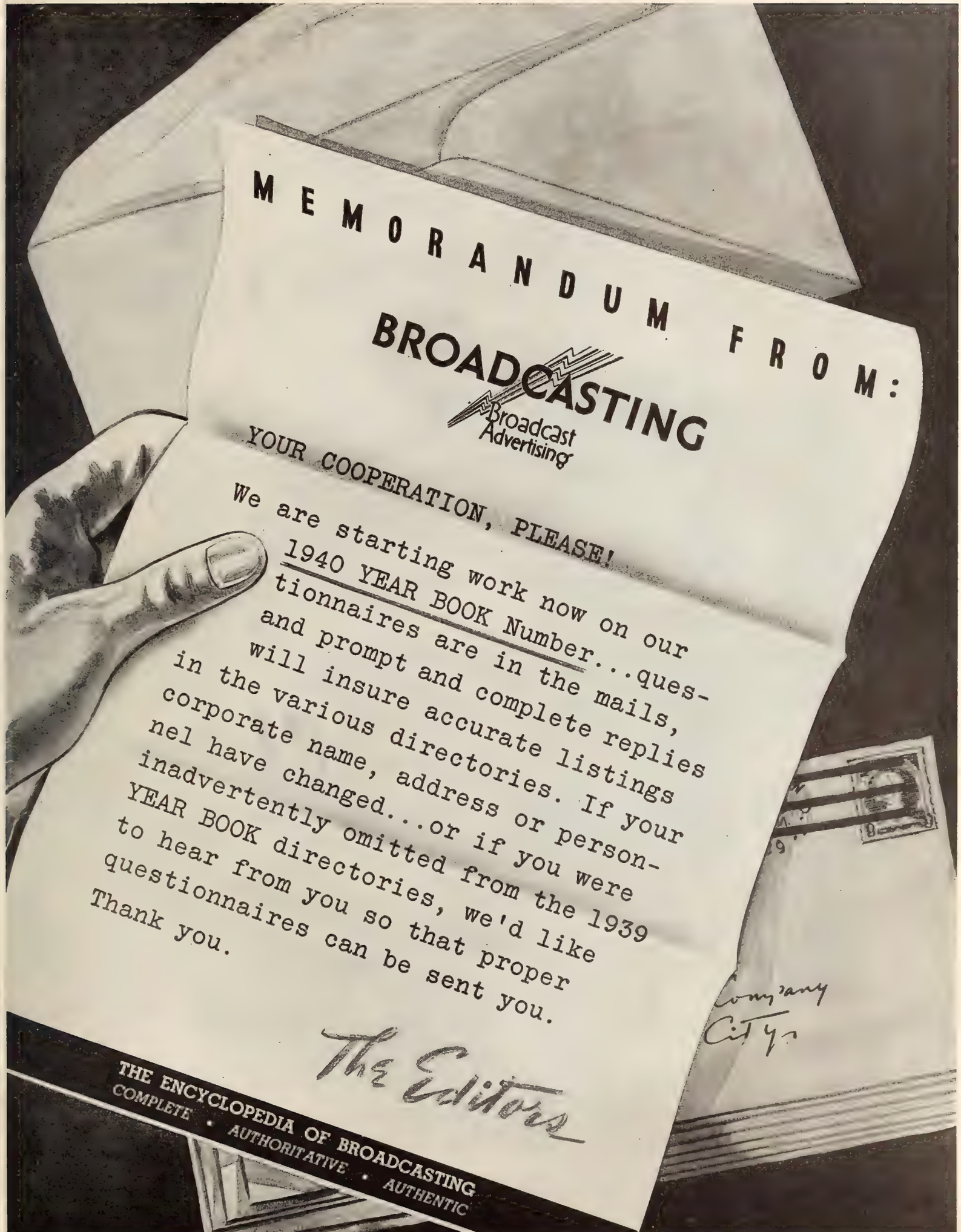
FIRE, probably caused by a short circuit, broke out Sunday morning, Sept. 24, in NBC's television laboratories, completely destroying the synchronizers. By working night and day engineers replaced the equipment and had the station ready for service before the next scheduled telecast on Tuesday afternoon. R. M. Morris, NBC development engineer, is shown inspecting the damaged apparatus.

Breen to Head KVFD

EDWARD BREEN, attorney, member of the State Senate of Iowa and at one time with WHO, Des Moines, will be the manager of the new KVFD, Fort Dodge, Ia., authorized last July 13 by the FCC to operate with 100 watts night and 250 day on 1370 kc. Mr. Breen reports that the station will go on the air by Nov. 15 and that RCA transmitter equipment and a 300-foot Wincharger tower have been ordered. Mr. Breen, who started in radio at WHO as an announcer and later held the posts of program director and commercial manager, left that station to head the radio department of the N. A. Winter Adv. Agency, Des Moines, later going to Fort Dodge to practice law. He has not yet selected his staff. The station is to be owned by a group of local citizens, with Mr. Breen and Allen R. Loomis, creamery executive, together holding controlling stock.

CBS Spot Campaign

SPOT CAMPAIGN on more than 100 independent stations in rural areas remote from powerful transmitters, planned by CBS to check the ability of its big stations to penetrate into these regions [BROADCASTING, Sept. 15], will get under way Oct. 1, continuing for most of the month. Campaign is placed direct.


MEMORANDUM FROM:
BROADCASTING
Broadcast Advertising
YOUR COOPERATION, PLEASE!
We are starting work now on our 1940 YEAR BOOK Number...questionnaires are in the mails, and prompt and complete replies will insure accurate listings in the various directories. If your corporate name, address or personnel have changed...or if you were inadvertently omitted from the 1939 YEAR BOOK directories, we'd like to hear from you so that proper questionnaires can be sent you.
Thank you.
The Editors
THE ENCYCLOPEDIA OF BROADCASTING
COMPLETE • AUTHORITATIVE • AUTHENTIC

FCC Regulation Problem Is Discussed by Dempsey

PENDING problems of the FCC in handling broadcasting regulation were discussed before the Federal Bar Association at a luncheon Sept. 20 by William J. Dempsey, FCC general counsel. Mr. Dempsey explained that the present FCC appeal to the Supreme Court involving powers of the U. S. Court of Appeals for the District of Columbia will affect many Federal departments if the issues are determined by the highest tribunal.

Under FCC study, he said, is the present liberal Commission policy in permitting intervenors to take part in cases regardless of their legal rights to participate. He declared this policy slows down Commission work and in some cases is unfair to applicants. Asked about the censorship problem in view of the world crisis, Mr. Demsey described it as a "hot potato".

BRITISH Broadcasting Corp has suspended its twice daily television broadcasts due to the war situation.

Appellate Court May Reconsider Rule On Economic Factors in Station Grants

RECONSIDERATION by the U. S. Court of Appeals for the District of Columbia of its recent momentous action in holding that economic factors must be considered in new facility grants, was seen as a possibility Sept. 26 when the court granted the FCC permission to file a supplemental brief on the issue.

In its opinion in the WMEX case Aug. 14, the court held that competition with existing stations should be taken into account, overriding the FCC contention. It nevertheless dismissed the appeal of Yankee Network from the FCC decision granting WMEX a high-power regional assignment, in lieu of its 100-watt operation. [BROADCASTING, Sept. 1.]

Because the WMEX-Yankee Network opinion, written by Associate Justice Justin Miller, appeared to clothe the FCC with broad powers far beyond those ever exercised by the agency, there has developed much speculation as to its ultimate effect. The FCC, in the Tri-State case in which similar economic questions were raised, immediately asked the court to reexamine its judgment, and sought leave to file a supplemental brief. The brief itself, which held the opinion struck a body blow at the "American System of Broadcasting" was filed along with the petition for permission.

May Revise Findings

With the court action Sept. 26 accepting the supplemental brief, it was thought the court might decide to review its previous findings. A substantial portion of the WMEX-Yankee opinion was in the nature of dicta, according to attorneys. Moreover, Justice Stephens concurred only in the result, rather than in the language, leaving only two members [Miller and Chief Justice Groner] of the six-member court subscribing to it. Because the issue is raised also in several other pending cases before the court, in which other members sat, it is thought possible the court may decide to revise and extend its findings, substituting more direct language for what is described as the dicta in the WMEX-Yankee network opinion. Two other appeals from the WMEX decision, filed by WLAC, Nashville, and WCOP, Boston, remain to be decided.

The court on Sept. 26 also granted the motion of Paul D. P. Spearman, counsel for Yankee Network, for an extension of time to file with the court a petition for rehearing. While Yankee raised the economic issue in the proceeding, alleging that serious competition would be caused if WMEX were permitted to improve its facility, the court nevertheless dismissed its appeal on the FCC's motion that insufficient reasons had been cited to show severe operating loss.

Because the FCC was sustained in its finding, it was not in a position to seek a Supreme Court review. However, it served notice that it proposed to ask for certiorari in yet another case, (Saunders-Dubuque) in which it was felt this issue could be raised.

The FCC, in its arguments in the WMEX and analagous cases, held that unrestricted competition among stations did not constitute an appealable interest after the FCC had decided a case. The court, in its WMEX opinion, completely scuttled this view. In so doing, it has been held in official quarters that the court ascribes to the FCC far more power than it ever has essayed to wield, and that it might open the way for limitation of station profits, based on investment, to determine what constitutes "ruinous competition", as well as rigid examination of program structures and, in fact, all station operations and services.

Cat Cavorter

CLAY DANIEL, production manager of WDNC, Durham, N. C., did the proverbial lion's den act the other day when he set up mikes in the lion's den of the local American Legion Tobacco Festival and came out unscathed after describing the entire performance. Next day a local girl was badly clawed by one of the cats venturing too close to the cage.

Watertown, S. D. Situation

PENDING adjudication by the U. S. Court of Appeals for the District of Columbia on the appeal of KWTN, Watertown, S. D., from the FCC decision of May 27, 1938, ordering the station deleted for alleged violation of technical rules and for other reasons [BROADCASTING, June 15, 1938], an application has been filed for a new station on the same frequency in that community. Applicants are F. Koren and M. W. Plowman, seeking 100 watts night and 250 day on 1210 kc., each to own 50%. Mr. Koren now owns a two-thirds interest in KWTN, with R. J. Dean and K. K. Dean each owning one-sixth. Mr. Plowman is manager of KWTN.





Home of New WMAM

WMAM, Marinette, Wis., Plans to Take Air Soon With Chapin as Manager

WISCONSIN's newest radio station, WMAM, Marinette, authorized last June to operate with 250 watts daytime on 500 kc., will go on the air early in October, according to M. F. Chapin, general manager, who until recently was chief engineer of WIBA, Madison. The station will be housed in a building of its own on the Menominee River, which divides Marinette from Menominee, Mich. It will be RCA equipped throughout with a 350-foot tubular tower supplied by D. H. Harrell of Chicago.

Morgan Sexton, formerly of KSTP, St. Paul, where he was General Mills sports announcer, will be commercial manager. Paul Skinner, who has been singing with Bill Carlson's orchestra in Chicago, will be program director. Werner Schwarz, formerly with WHBL, Sheboygen, will be chief engineer. AMP transcription library and Transradio Press service have been ordered.

W. E. Walker, manager of WIBA, Madison, is owner of 75 of the 200 authorized shares of capital stock in M. & M. Broadcasting Co., the licensee corporation. Mr. Chapin, who also is part owner of WSAU, Wasau, owns 35 shares; Wayne W. Cribb, manager of WSAU, 10 shares; Donald R. Burt, part owner of WSAU, 10 shares. The remainder of the stock is owned by the local Lauerman department store interests.

Gas Society in Cal.

TWENTY-FIVE or more Northern and Central California stations will be used in radio campaign to be launched by the Gas Appliance Society of California, San Francisco (gas ranges) Oct. 13-20. Hundred-word spot announcements and approximately 50 five-minute participating periods on home economics programs will be used. Five-minute periods will be utilized on six of these stations for the appearance of Pacific Gas & Electric Co. home appliance counsellors, who will speak on the new "certified performance" gas range. Other campaigns will probably follow during the late fall and winter. Account is handled by Jean Scott Frickelton Agency, San Francisco.

Peter Paul Additions

PETER PAUL, Naugatuck, Conn., has been adding to the list of stations starting news programs Aug. 28, with the present total amounting to 50. Programs for Ten-Crown Gum, Mounds Candy and Walnettos include five-minute and quarter-hour news programs and musical clock broadcasts, and one-minute transcribed announcements with Gabriel Heatter. Platt-Forbes, New York, handles the account.

SKY ON RAMPAGE
Sept. 13 a Jinx Day for San Francisco

SEPT. 13 proved a jinx day for several San Francisco radio stations, when a freak electrical storm struck the antennas of two and caused bad moments for others.

A lightning bolt struck the KJBS radiator, ran down to the coupling box into the transmitter and disabled the equipment. The station was off the air an hour.

Another bolt struck one of the KFRC towers a short distance away, station resorting to its auxiliary transmitters for a day before the regular equipment could be placed in working order. KFRC was silent 15 minutes while the change-over was being made.

Lightning struck the 450-foot single radiator of KYA four times during the storm, but the protective circuit devised by Chief Engineer Paul Schulz proved effective and the bolts failed to cause any more than a fraction of a second interruption each time the tower was struck.

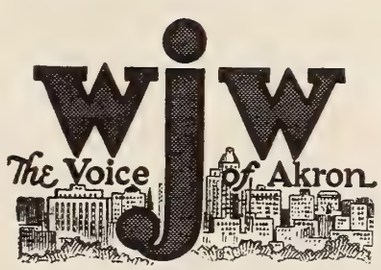
S. H. Patterson, general manager of KSAN, stated the station's antenna was struck, but because of the employment of a shunt-fed antenna, which is thoroughly grounded, KSAN was not thrown off the air.

Lightning struck the radiator of KSFO Sept. 21, throwing the station off the air from 4:30 to 8 p. m. Pending repairs, programs were broadcast by KROW, Oakland, operated by the same interests.

Moody Bible Series

MOODY BIBLE INSTITUTE, Chicago, on Sept. 24 started the second year of the religious program, *Let's Go Back to the Bible*, heard Sundays, 2:30-3 p.m. on a special MBS hookup of stations CKLW, WAAB, WFIL, WOL, WCAE, WMBI, WHN, KXOK and WGR. Stations WHN, WGR and WOL broadcast the program at different times on Sunday. Dr. Will Houghton, president of the Institute, is again featured with his short talks. Critchfield & Co., Chicago, handles the account.

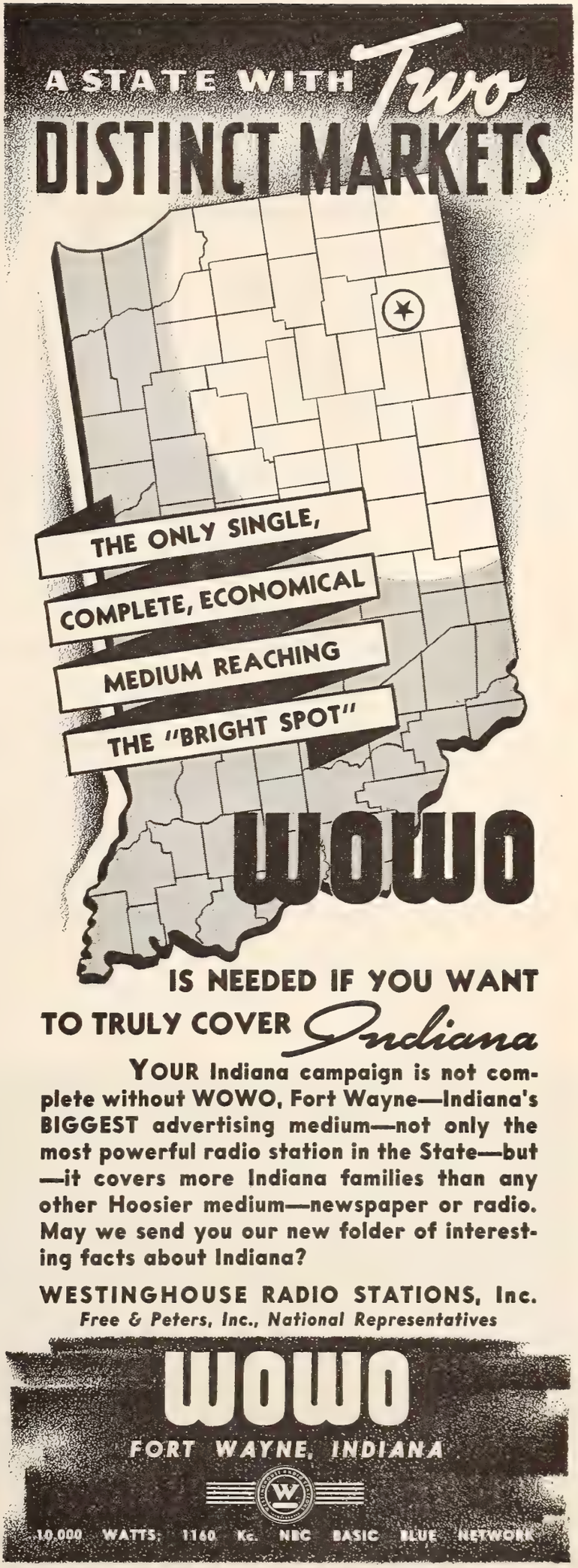
THE WOW *Good Will Follies*, presented at the Douglas County Fair by 50 members of the WOW staff, attracted 12,800 paid admissions.



A Market of
650,000 people!

EDYTHE FERN MELROSE
Manager

National Representatives
Headley - Reed Co.



TO THE EDITORS OF H

Gentlemen:—

Your readers will be amazed to learn through your September issue that in spite of the millions of dollars music lovers are annually spending for phonograph records they are denied home records that give them true high fidelity.

And (you point out) even if they could secure such superior records there are no phonographs on public sale capable of faithfully reproducing them.

Then the bombshell . . . you tell them that such revolutionary recordings *do* exist and that World Broadcasting System creates them, not for the public, but for radio stations.

You have dug deeply for the wealth of material in your "Phonograph Records" article. May I commend you for uncovering a truth never known to many of your lay readers until now, but long known to the technical and talent per-



Back of this gleaming World disc is a great scientific story—a story that embraces the years of research and the millions in money expended by the famous Bell Telephone Laboratories and Western Electric Company in developing the vertical-cut Wide Range recording system. ● Advertisers using World transcriptions have the satisfaction of knowing that wherever their programs are

WORLD BROADC

ortune

sonnel of the radio world—this fact: the most nearly perfect thing in recorded sound is a World vertical-cut Wide Range transcription.

The readers of "Fortune," many of whom are important national advertisers, have listened for years to broadcasts of World recorded programs without discriminating between them and studio programs. These listeners have become partisans of World quality without knowing that quality by name... and partisans, too, of the stations that give them World quality.

Cordially yours,

WORLD BROADCASTING SYSTEM, INC.

P. L. Deutsch

President.

broadcast they are heard with a uniform clarity and life-like quality unequalled by any other method. • In addition, World offers a variety of services to local, regional and national advertisers. Every step, from program plan to broadcast, is available if desired. Advertisers and agencies are invited to write for details to World Broadcasting System, Inc., 711 Fifth Avenue, New York City. *Studios:* New York, Chicago, Hollywood. *Branches:* Washington, San Francisco.

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War, Hell and ASCAP

WAR IS HELL, whether its purpose is to preserve democracy in Europe against a madcap dictator or to preserve it in radio against an arbitrary totalitarian ASCAP.

The grim business abroad vitally affects radio. Performing an impartial, objective job of reporting the war is no sinecure. It is fraught with all kinds of dangers, but radio is doing it in exemplary fashion.

Copyright, in these tense times, may pale into insignificance. But it is *our* war; one of principle as well as of pocketbook. ASCAP, foolishly we think, refused to deal with a representative committee of the industry. It had the whip hand. The industry, taking the only respectable course left, has decided to finance its own music supply and, through the NAB, has voted a $1,500,000 fund.

Does ASCAP have all the aces? In the past it has been skillful in splitting the industry ranks with what has been described as a "stick of candy" to a select few. This time, however, we believe it will find a united industry—one that has learned that by capitulating to ASCAP in the past, it has only paved the way for other parasites and chiselers, each demanding a good hunk of red meat, and percentage-wise at that.

Song writers know that it's the radio "Hit Parade" that rolls up the royalties. That's why they plug for radio performances, even to the point of having name band-leaders "co-author" tunes that the baton-lifter never saw before. And the name band-leader wouldn't be what he is except for the open sesame of the microphone. In a word, broadcasters control the popularity of both the music and the music performer, and to the same extent the income of both.

The Broadcast Music Inc. plan is basically sound. The fact that two similar efforts failed in the past should not consign it to oblivion. ASCAP has high-powered executives, skilled in the arts of lobbying, promoting, stalling. They are well paid, largely out of radio's pocket; witness the fact that $4,000,000 of ASCAP's $6,000,000 take comes from radio. With full-time, well-paid and smart help, bulwarked by an adequate budget, why shouldn't radio be able to develop its own music? And when it does, we are sure ASCAP won't be so high and mighty.

There is another important battle front. The existing law on the statute books is ASCAP's most potent weapon. By threatening infringement actions against stations at $250 per slip, innocent or otherwise, ASCAP has been able to hold a Sword of Damocles over the head of every broadcaster. That law (vintage 1909, when there was no radio) is archaic; it should and can be amended. A public figure who knows Congress and the copyright problem — former U. S. Senator C. C. Dill, for example—could handle such an assignment. The task could be handled not in the interests of the broadcasters alone, but also for the so-called "small users" who run restaurants, taverns and barber shops, all of whom must pay tribute in driblets to ASCAP they can ill-afford. Then there are the movie exhibitors, hotels and other "users" who contribute more substantially, though only a fraction of radio's tribute.

The NAB convention in Chicago unanimously adopted the Broadcast Music plan. That is only the start of the job. A capable executive must be selected to head the project. Differences between networks and affiliates, independents and their adversaries, should be forgotten. The legislative ball should start rolling. There's plenty to be done. Let's get going!

Daytime Breaks

RADIO shatters precedent with about the same monotonous regularity as the Yanks win pennants. It was only yesterday, it seems, that people were assumed not to listen in the summer, to snub the dial all day; when anything less than an hour of heavy music wouldn't pull, and 9 o'clock was commercial curfew.

With these chimeras cleared away, it might seem there are no more radio worlds to conquer commercially. But there are plenty, The most obvious bonanza is the daytime station-break, now going begging apparently because of the fallacious view that the strip shows are impregnable. We predict, however, some national advertiser will go in for multiple use of those daytime breaks and prove there is something new and productive in radio time.

Latest data reveal that daytime breaks can deliver more sets per dollar today than the night spots used so extensively and profitably. The Cooperative Analysis of Broadcasting's latest popularity survey [BROADCASTING, Sept. 15] proves it, showing the average rating of night half-hour network commercials as 6.1, with the average daytime quarter-hour strip program at 4.

Taking the half-hour unit as typical of evening programs, and the five-day-a-week strip as typical of daytime, it is self-evident that two-thirds as many sets are tuned to daytime programs as compared to evening offerings. Rates for daytime breaks, as a rule, are one-half the night costs.

Moreover, there is the availability factor. Advertisers today experience difficulty in buying night breaks adjacent to programs holding ratings equal to or above the average. Because so few advertisers have seen the possibilities of daytime breaks, there are many availabilities adjacent to some of the most popular programs on the air.

The local advertiser, by dint of local sales staff efforts, is beginning to buy daytime breaks. At least one national account recently saw and took up the opportunity. Those who start now can virtually pick their own spots. "Small space, frequently inserted" has been the basis of many a successful newspaper campaign. The station-break is radio's way of applying that axiom. But it affords an advantage over small publication space, since the smaller the display the less actual reader circulation. In radio, however, the rule does not apply because the station break depends entirely upon its *position* for its circulation.

Because attractive *position* is available on most stations—network as well as non-network—for daytime breaks, they represent a real buy for advertisers who want mass circulation of short, poster-type copy.

FREE TIME "suggestions" from governmental agencies, Federal, State and local, often have proved the station manager's nightmare. Thus, when a sane, sensible, cooperative plan earmarked for sponsorship is put forward, such as that projected by Federal Housing Administration, it is easy to understand why a rousing cheer should ensue [*see page 20*].

Bears Watching

WHEN AN ASTUTE broadcaster like John Shepard 3d ventures into the frequency modulation field to the tune of $200,000 or more, and himself becomes a distributor of F-M receivers, you can rest assured there's "something to it". Then when Bell Laboratories, Westinghouse, GE, NBC, CBS and various station operators decide to do some experimenting with the new system of transmission and reception, the skeptics must sit up and take notice.

It is all too easy to dismiss a revolutionary idea with an offhand remark that nothing can be done to shake up the broadcast band, or disturb the 40 million receivers now in use, but these are times when anything can happen. The war, if not the apparent efficacy of the new system, might wreak drastic changes overnight. We have watched and heard the Armstrong system in operation. There is no doubt about the remarkable clarity of the signals it produces and reproduces. What it may do to the present broadcasting system can hardly be guessed, but certain it is that the dozen or so experimental stations already authorized bear the closest scrutiny of every broadcaster.

Maj. Armstrong has been particularly generous in throwing open his invention to investigation by all comers and has not yet announced whether he intends to license or sell his apparatus outright. His standing among his own technical fraternity, his past record as an inventor and the conviction among his F-M followers that he has hit upon something important—all lend to our belief that every station owner would do well to look into the new system.

We Pay Our Respects To —



FREDERICK WILLIAM MEYER

SELLING groceries over the counter and selling them over the air, you'll admit, entail radically different techniques. But if the salesman knows how to serve the "public interest, convenience and necessity", whether he sells pickles, piccolos or pachyderms, he'll make the grade.

Such a man is Frederick William (Bill) Meyer, general manager of KLZ, pioneer voice of the Rockies in Denver. He's sold groceries over the counter, and he sells them over the air. As a matter of fact, his prowess as a hawker of beans, butter and broccoli proved a direct route to radio.

It was because Bill Meyer was possessed of that spark of sales genius, sans high pressure, that he was enticed into radio 14 years ago. And it was with KLZ, which had been on the air since 1921. Though the ownership of the station has changed, Bill was kept in the saddle, because his identity was almost synonymous with Rocky Mountain radio.

Bill Meyer is a personification of proof that a good salesman does not have to be raucous and rip-snortin' even in the alleged wild and wooly West. Big, broad and swarthy, he is nevertheless soft-spoken and mild-mannered. He is friendly and genial—virtues that are characteristic of the entire KLZ organization, as well as that of its little-sister station, KVOR, in nearby Colorado Springs.

Bill Meyer is a native Denverite, born there of pioneer stock on Nov. 7, 1888. When General Mills, or its precursor, peddled Gold Medal flour rather than Wheaties, he donned the apron and straw cuff-guards as a grocery clerk. He learned how to handle the public, and acquired a practical knowledge of "public service" that has served him in excellent stead in radio. His self-acquired knowledge and huge capacity for work, as a young man, soon cast him in the role of star salesman on the staff of one of Denver's large wholesale houses. His expanding reputation as a go-getter then came to the attention of Dr. William D. Reynolds, one of the nation's early manufacturers and distributors of radio receivers and a pioneer in experimental broadcasting.

As radio began to cut through the fad era, Dr. Reynolds looked for sales assistance, to enable him to devote more time to broadcasting. Quick to appraise the possibilities of radio, Bill Meyer dropped a lucrative grocery territory to assume management of sales for Reynolds. The business grew, as did KLZ. Time was being sold on the air in the East. It looked good in Denver too. In 1925 Meyer became a partner in KLZ. He invested his life's savings in the business, though friends sought to dissuade him from such a "radical" move.

New studios were acquired in the downtown Shirley-Savoy Hotel and new equipment was installed. Bill Meyer started in the broadcast business with the same philosophy he used in groceries and receiving sets, and that was to please the customer. His "customers" were the radio audience, and he sought to diffuse friendly, helpful service to the community. The result was and still is an audience loyalty unique in the radio annals.

KLZ was one of the early Western outlets of CBS, joining the network during its first year of operation in 1927. The station's personnel and operations grew apace, with many innovations in programming and merchandising developed. The organization today, with 38 employes, is completely departmentalized and geared to every phase of broadcasting.

Not long after the death of Dr. Reynolds in 1935, control of KLZ passed into the hands of E. K. Gaylord and Edgar Bell and their associates of the Oklahoma Publishing Co., which already operated WKY, in Oklahoma City. Mr. Gaylord, a native of Colorado Springs and a strong booster of Colorado, wanted to contribute something to its people. He saw radio as the most direct course.

Because of Bill Meyer's status in the community and his long and successful record in the industry, the new owners of KLZ asked him to remain as the station's executive head. With him they began a new era of service. New dollars were spent in studios and transmitters—the latter one of the show places of the area. And it has paid handsome dividends in public acceptance and confidence and in sales records.

Ask Bill Meyer today why he chose radio and he will still tell you: "Because it offers such a splendid opportunity for service to the largest number of people, and because it is always unpredictably exciting". Though radio dominates his interest, he finds time for other activities, notably trout-fishing, golf and aviation.

Proudest possession of Bill Meyer and his charming and talented wife is daughter Helen Maurine Fivash, Jr., former student in the School of Medicine at the University of California, married a month ago. Proudest associations are his host of friends and his memberships and activities in radio groups, the Masonic Order, Rotary Club, Cherry Hills County Club, Denver Athletic Club, Gyro and others. Proudest accomplishment, his record as a veteran radio man but one who is still pioneering.

Personal NOTES

J. OREN WEAVER, formerly head of the news department of WBBM, CBS outlet in Chicago, has been named assistant to Paul White, CBS public affairs director, New York. George Stellman, of the WBBM news staff, has been promoted to the position formerly held by Mr. Weaver. A graduate of Northwestern U., Mr. Weaver is an ordained minister of the Episcopal Church and has been with WBBM since 1936. Stellman is a graduate of California U. and joined WBBM in 1936 after a newspaper career in Oakland, Cal. He will continue to write *History in the Making*, half-hour Sunday afternoon show on WBBM sponsored by Sinclair Refining Co.

ROBERT F. SCHUETZ, for ten years with NBC's engineering department in New York and on the West Coast, has been appointed manager of the network's transcription service in Hollywood.

HAL BURNETT, formerly of WBBM, Chicago, has joined the merchandising and sales promotion department of WISN, Milwaukee.

BRUCE EELLS, at one time with WGN, Chicago and WHO, Des Moines, has joined KHJ, Los Angeles, as account executive.

J. BERT MITCHELL Jr., former manager of KPLT, Paris, Tex., and KGKL, San Angelo, and lately with Texas State Network, has been named manager of KTBC, new 1,000-watt daytime station in Austin, Tex.

FRANCIS (Puck) WENDLING, formerly account executive of KHJ, Los Angeles, has joined KMO, Tacoma, Wash., in a similar capacity, working under Thayer Ridgway, sales manager of the Pacific Network.

HENRY FRITZEN, KGER, Long Beach, Cal., account executive, and Rosanna Hubley, office manager of the station's Los Angeles studios, were married Sept. 10 in Yuma, Ariz.

DR. ORESTES H. CALDWELL, editor of *Radio Today*, on Sept. 29 gave a talk on MBS titled "How's Your Radio?" in connection with the "Curtain Raisers" campaign of the NAB to increase the number of listening hours, radio listeners and the efficiency of receiving sets.

E. P. H. JAMES, sales promotion manager of NBC, will serve as one of the judges in the fifth annual Exhibition of Printing sponsored by the New York Employing Printers Assn., to be held Oct. 31-Nov. 2 at the Hotel Commodore.

JOE D. CARROLL, formerly chief engineer of KFJI, Klamath Falls, Ore., has been appointed general manager of KGDM, Stockton, Cal.

A. L. ASHBY, vice-president and general counsel of NBC's legal department, on Sept. 6 spoke on "Radio as an Economic and Social Force" at the National Committee meeting of Alpha Kappa Psi, of which he is a member, at Pocono Manor, The Poconos, Pa.

TAMS BIXBY, manager of KBIX, Muskogee, Okla., is back at his desk following a narrow escape from death in a yacht explosion in Minnesota.

H. NELSON COCKER, manager of WTEL, Philadelphia, on Sept. 9 married Ardella Flade of that city.

BOB HOFER, recently of KUJ, Walla Walla, Wash., has been transferred to KRLC, Lewiston, Ida.

JOHN GILLIN Jr., general manager of WOW, Omaha, has been named honorary vice-president of the Nebraska Table Tennis Assn.

BEN E. STONE, for five years commercial manager, has been named general manager of KOOS, Marshfield, Ore.

TOM SHUGART, salesman of KGKB, Tyler, Tex., is the father of a girl born recently.

WILLIAM B. HARDEN, recently of the *Syracuse Journal*, has joined WSYR, Syracuse, as salesman.

TOM HAMILTON, salesman of WNEW, New York, on Sept. 15 married Margaret Caverley of Hampton, N. J.

W. C. WESTER, sales manager of WKBZ, Muskegon, Mich., is the father of a baby boy.

ROY E. HUGHES, out of radio for some time, has joined KOY, Phoenix, Ariz., as account executive.

AL MENDENHALL has joined the sales staff of WATL, Atlanta, Ga.

FRED ELSETHAGEN, of the commercial staff of KGVO, Missoula, Mont., is the father of a boy born recently.

EDWARD DE SALISBURY, formerly sales promotion manager of NBC Artists Service, has been transferred to the NBC sales department.

Memorial to Marconi

R. M. BROPHY, general manager of the Canadian Marconi Co., Montreal, recently presented a memorial monument to Sir Humphrey Walwyn, Governor of Newfoundland, and to the people of Newfoundland, to mark the spot on Signal Hill where Guglielmo Marconi and two colleagues heard the first trans-Atlantic wireless signal on Dec. 12, 1901. The attendant ceremonies were carried on CFCF, Montreal, the Canadian Broadcasting Corp. national network, and the NBC Blue network. Percy W. Paget, one of Marconi's associates, took part in the program from London. Chief Justice of Newfoundland Sir William Horwood, who was present when Marconi heard the historic signal, also took part in the ceremonies broadcast from St. Johns, Newfoundland.

BEHIND the MIKE

GEORGE CRANDALL, former manager of the concert division of New York's Federal Music Project and previously station manager of WIBX, Utica, has joined the CBS publicity department as field representative. Mr. Crandall is now visiting principal cities on behalf of CBS sustaining music, education, and drama features, including in his itinerary all cities which the New York Philharmonic-Symphony Orchestra will visit on its out-of-town schedule starting Oct. 28.

BETTY POLLEN, formerly in the radio division of J. Walter Thompson Co., Hollywood, has joined Don Lee Broadcasting System, Los Angeles, as television talent scout, and assistant to Jimmy Burton, director of studio operations.

TOM HUDSON, formerly of the Texas State Network, has joined the announcing staff of WGN, Chicago.

JACK EDMUNDS, formerly at WLW and WSAI, Cincinnati, and recently director of states for the New York Fair, has been named production chief of WKRC, Cincinnati. Before his Cincinnati connections he had been an NBC producer, later manager of CFCF, Montreal. Horace Hunnicutt, formerly with NBC, Washington, and WNOX, Knoxville, has joined WKRC as pilot of the *Dawn Patrol*. Bill Welch, recently with WCKY, Cincinnati, and KOBH, Rapid City, S. D., has joined WKRC as announcer and news commentator.

HARRY RENFRO has been added to the news and announcing staff and Sylvia Connor to the program department of KXOK, St. Louis.

J. J. MURRAY, auditor of WEEI, Boston, and his bride, the former Margaret Grady of the WEEI general service department, are honeymooning in the East and South.

ROD CUPP, of the production department of WLS, Chicago, is the father of a baby girl born Sept. 19. John Brown, of the WLS music department, is the father of a baby girl born Sept. 17.

CLARENCE TONAHILL, formerly of WACO, Waco, and KTSA, San Antonio, has joined the announcing staff of KGKO, Fort Worth. Thaine Engle has been relieved of routine announcing and is doubling in continuity.

BOB DRAKE, and his *Jackson Family*, after nearly four years at WHAS, Louisville, has joined WROL, Knoxville, where he is sponsored six evenings a week.

JACK MANNING, announcer of WBZ-WBZA, Boston-Springfield, is writing a radio column for a new local magazine, *What's New in Boston*. Horace Rolfs, of the mail room, is art editor of a church publication and writes an amusement column for the *Youth Tribune*. Charles Higgins, recently with WORC, Worcester, Mass., is announcing temporarily at WBZ.

DAVE PORTER, recent graduate of Texas College of Mines, has joined the continuity staff of KTSM, El Paso.

VIC ROWLAND, former associate editor of the Golden Gate International Exposition *Guidebook* and news editor of the *Stanford Daily* at Stanford University, has been promoted to promotion manager of KVOE, Santa Ana, Cal. He succeeds Jack O'Mara, who has joined the promotion staff of WOWO, Fort Wayne, Ind. Virgil Blakemore is a recent addition to KVOE's sales staff.

WILLIAM M. KEPHART, of the announcing staff of NBC-Chicago, has succeeded Everett Mitchell as supervisor of the NBC announcing staff. Mitchell relinquished the post to devote his full time to a heavy schedule of sustaining and commercial jobs.



NOT FOR hitting home runs, but for speiling them is this trophy awarded to Tony Koester, sportscaster of KFBK, Sacramento, awarded by the Pacific Coast League. Koester was adjudged the most "appreciated" sports announcer in the League in a competition which included Los Angeles, San Francisco, Portland, Seattle, Oakland and Hollywood, as well as Sacramento, which is the smallest city in the League. Old Gold cigarettes and Briggs Pipe Mixture, P. Lorillard Co., products, have sponsored baseball over KFBK for the last two seasons. The award was based on the proportionate increase in attendance on designated Radio Appreciation nights at the ball parks.

RON GAMBLE, announcer of WJR, Detroit, announces his engagement to Eleanor Ryan, soprano of the *WJR Chorus*. Gamble got his airplane pilot's license the same day (Sept. 15) as well as a new contract to m.c. the Ford *Sunday Evening Hour*.

LEE STRAHORN, producer, NBC, San Francisco, is recovering from a lung injury suffered during a severe attack of coughing. He was hospitalized several weeks.

ELLIS CRAIG, KOY, Phoenix, account executive, and prior to that announcer, has resigned to join Sahuaro Plaster Co., Los Angeles.

DON LOGAN, former announcer-singer at KROW, Oakland, Calif. and previous to that radio editor of the *Oakland Post-Enquirer*, has been made manager of the Regal Theater in Los Banos, Cal.

ROD HENDRICKSON, commentator-actor at NBC, San Francisco, is also radio editor of *The Argonaut*, San Francisco weekly.

EMERSON SMITH recently resigned the KPO-KGO announcing staff in San Francisco to become assistant program manager of KDYL, Salt Lake City.

ARNOLD MARQUIS, of the San Francisco NBC production staff, will conduct a series of lectures on "Radio Writing" for the University of California Extension Division this Fall.

J. B. CLARK, announcer of WPTF, Raleigh, N. C., has started a series of weekly sport pages in *The State*, North Carolina magazine. Graham Poyner, program director, has been named to the Community Chest publicity committee.

LIEUT. ROBERT D. HEINL Jr., U. S. Marine Corps, son of Bob Heinl, the Washington radio writer, on Sept. 23 was married in Washington Cathedral to Nancy Gordon Wright.

Note From Abroad

FERNANDO DE SA, Portugese language announcer of NBC, New York, International Division, has just learned, to his regret, that his voice carries throughout Latin America. Years ago, while attending a Brazilian University, Fernando generously signed as security on a fellow student's note. During a recent broadcast his voice was recognized by the holder of the note, who promptly notified him that the note never had been paid. The net loss to Fernando was $130.

JIM COX, continuity chief of WKY, Oklahoma City, and his wife, Harriot Johnson, are authors of a new song, "Inquire Within", sung for the first time Sept. 23 by Allan Clark, WKY musical director, with Bobby Clark as pianist.

ROBERT W. McDONALD, writer of KMOX, St. Louis, suffered a fractured skull Sept. 19 in an auto accident and was in a serious condition. He was injured while riding with a police radio dispatcher, who was instantly killed when the car hit a pole and overturned.

MAURICE BARRETT, production manager of WHN, New York, has written a book on American poetical philosophy titled *Thoughts Are Things*, which will be published this fall.

EMMETT JACKSON, announcer of WHIP-WWAE, Hammond, Ind., married Anne Wilkin Sept. 22.

STANLEY VAINRIB, recently of the Chicago Radio Council, has been subbing during the illness of Jack Foster, announcer of KRIC, Beaumont, Tex.

H. L. JOHNSTON has been named musical director of WDZ, Tuscola, Ill.

CHARLES TIGNER, Texas State Network announcer, and Margaret Knotts, of Dallas, were married recently at Fort Worth.

Meet the LADIES



HILDA C. WOEHRMEYER

AROUND WOWO-WGL, Westinghouse stations in Fort Wayne, Hilda C. Woehrmeyer, continuity supervisor, is known as "the mainstay of the general office". She has been with the stations nine years and has been active in both sales and programming. At present she acts as liaison between sales and program departments, reporting to the manager.

ARDENNE WHITE, tenor of *Musical Steelmakers* on MBS, has joined the program's production staff, replacing Walter Patterson, who has resigned to return to station work. Mr. Patterson, former program director of WWVA, Wheeling, has not announced his future plans.

ALICE HILL, actress of WGN, Chicago, and MBS, was married Sept. 29 to Sumner Walter Dill Scott, son of the former president of Northwestern U. Miss Hill is a member of the cast of *Betty & Bob*, *Painted Dreams* and *Curtain Time*.

ARCH OBOLER, New York writer-producer, will originate his weekly dramatic series from Hollywood for approximately a month starting Oct. 12.

KEMP TOOLE, formerly of KFBB, Great Falls, Mont., has joined the announcing staff of KGVO, Missoula, Mont., replacing Glenn Marston, now assigned to news.

BILL SHARPE, formerly of KLAH, Carlsbad, has joined KIUN, Pecos, Tex., as chief announcer, replacing Wray Guye.

ROBERT DOBBIN, formerly of KFJB, Marshalltown, Ia., has been named farm editor and continuity chief of WDAY, Fargo, N. D. Dave Henley has been promoted to production manager of WDAY.

PAUL BRENNER, formerly announcer of WNEW, New York, has joined the staff of WAAT, Jersey City, and will conduct two daily programs, the *Breakfast Special* from 8:30 to 9:30 a. m. and a musical program from 4:30 to 6:30 p. m.

MERLE PITT, musical director of WNEW, New York, recently became the father of a second child, a girl.

FRED FOX, continuity writer of KYA, San Francisco, suffered a concussion of the brain and severe bruises recently when he slipped and fell on a gravel walk. Watson Humphrey, producer of commercial programs, suffered an injured leg in a fall at home.

GEORGE BACKUS, in charge of participation programs of the Arizona Network, after spending the entire summer in Riverside, Conn., has returned to KOY, Phoenix.

CLINTON JONES, CBS Hollywood, assistant news bureau editor for three years, has been appointed news editor of the network's San Francisco bureau.

STEPHEN DALE, formerly of CHML, Hamilton, Ont., has joined the announcing staff of Canadian Broadcasting Corp., Toronto.

DON GILLS, of the music staff of WBAP, Fort Worth, is the father of a baby boy born Oct. 18.

MISS MABEL HOLLAND, a member of the sales staff of WBIG, Greensboro, N. C., will marry Broadus Bryan Wright, of Washington, in October and move to Washington.

GLENN MARTIN has been named chief announcer and special events director of KGVO, Missoula, Mont.

WILLIAM BAMFORD, acting program director of WNBX, Springfield, Vt., has been given that post on a permanent basis, and Miss Grace Cross has been named assistant program director. Robert F. Anthony has been appointed continuity director.

GEORGE COSTLEY who writes and conducts the daily quarter-hour *Charm School* on Arizona Network, has been signed by Public-Rickards-Nace Theatres, Phoenix (statewide chain) to write *Theatre Time*, sponsored on that network. Both shows originate at KOY, Phoenix.

JOE BIGELOW, who wrote comedy material for the Rudy Vallee program, is returning to Hollywood from New York as staff member of J. Walter Thompson Co. He will work with Carroll Carroll and Lynn McManus on the NBC *Kraft Music Hall*.

DEL CAMP, former program director of WDEV, Waterbury, Vt., and more recently with WHDH, Boston, has joined the announcing staff of WTAG, Worcester. Ray Saunders, formerly with WHN and WMCA, New York, has also joined the WTAG announcing staff.

JAMES WOOLWINE, of Hollywood, recently with St. Louis stations, has joined KUJ, Walla Walla, Wash., as announcer and producer. Bob Lewis, of Seattle, also has joined the announcing staff.

JEWEL STUDY, secretary to Manager A. V. Tidmore, of WFMD, Frederick, Md., has announced her engagement to Ted Fowler, with wedding set for January.

ARTHUR BROWN, continuity chief of WNAX, Yankton, S. D., has resigned to spend the winter in Des Moines doing freelance writing. Winifred Hubler, of Drake School of Radio, has joined the continuity department of WNAX. She formerly has been at WHO and KSO-KRNT, Des Moines.

AL DAVIS, KLO, Ogden, Utah, announcer, has resigned to return to Montana.

LEO TOWNSEND and Bob Ross, Hollywood writers, who contributed to the CBS *Texaco Star Theatre* last season, have been re-signed for the current series. Other Hollywood writers on the show include Frank Galen, Abe Burrows, Keith Fowler and Tom Langan.

CARLTON KADELL, former Hollywood announcer-actor, now in Chicago, has the role of Chris in the CBS serial, *Romance of Helen Trent.*

WILFRED ROBERTS, former NBC announcer, recently signed to a Paramount Pictures Corp. contract, has been set for a featured role in "The Farmer's Daughter."

BEN McFALL, new to radio, has joined KBIX, Muskogee, La.

Krautters Is Promoted

PROMOTION of E. C. (Jimmy) Krautters, sales promotion manager of WCKY, Cincinnati, to sales manager, succeeding Lloyd G. Venard, who has resigned, was announced Sept. 19 by L. B. Wilson, president and general manager of the new 50,000-watter. Mr. Krautters joined WCKY last April, leaving WLW, where he was assistant sales manager in charge of service. He has been in radio for a decade. George H. Moore, a member of WCKY's sales personnel since 1929, was named manager of the sales promotion department succeeding Mr. Krautters. Mr. Venard, it was reported, resigned to accept another position, though he has made no announcement of his future plans. Before joining WCKY two years ago, he was sales manager of WGAR, Cleveland.



Mr. Krautters

TRUMAN BRADLEY, M-G-M film actor, and formerly CBS Chicago announcer of the *Ford Sunday Evening Hour*, has been signed to handle commercials on the *Burns & Allen* program which starts on that network Oct. 4 under sponsorship of Lehn & Fink Products Co.

A. J. TAYLOR, head bookkeeper of KRGV, Weslaco, Tex., is the father of a baby boy. Dick Watkins, studio manager, recently became the father of a baby girl.

Coincidence

WHEN Julian Bentley, head newscaster of WLS, Chicago, returned recently from a Canadian fishing trip he got the staff together to tell them about the one that got away. In the middle of his story the phone rang. It was the Illinois State Liars Club asking Julian to appear on a coming program.

GEORGE SAMERJAN, CBS Hollywood art director, has received a commission from the U. S. Treasury Department to paint three mural panels for the new Maywood (Cal.) post office. He also has accepted the invitation of Occidental College, Los Angeles, to conduct classes of water colors in the Fine Arts department.

DICK McNIGHT, Hollywood writer, has joined the writing staff of the NBC *Bob Hope Show*, sponsored by Pepsodent Co.

WALLACE GADE, program director of KJBS, San Francisco recently returned to his duties following a two-month leave.

HARVEY D. SANDERSON, promotion manager of the *Syracuse Journal-American*, recently merged with the *Herald*, has been named publicity director of WFBL, Syracuse.

POLLY SHEDLOVE, conductor of the *Polly the Shopper* programs on WHN, New York, was married Sept. 21 to vocalist Perry Martin.

DON DUNPHY, sports commentator of WINS, New York, is conducting a weekly sports column in the *Bergen Sunday Star* of Bergen County, N. J.

JACK KING, newsman of WJR, Detroit, follows Paul Sullivan's program on WJR with a roundup of Detroit and Michigan news.

MISS MERLE McMURRAY has joined KTBC, Austin, Tex., as news editor.

JANET CAMPBELL, of San Francisco, has joined the program staff of WJSV, Washington.

MARGERY MAYER, singer of NBC-Chicago, has been signed by the Chicago Civic Opera Co. to sing in eight operas during the approaching season.

IRENE LEAVITT has joined KOY, Phoenix, Ariz., as receptionist.

SOLLY VIOLINSKY, Hollywood gag writer, has been added to the NBC *Tip Top Show* which starts Oct. 5 under Ward Baking Co. sponsorship.

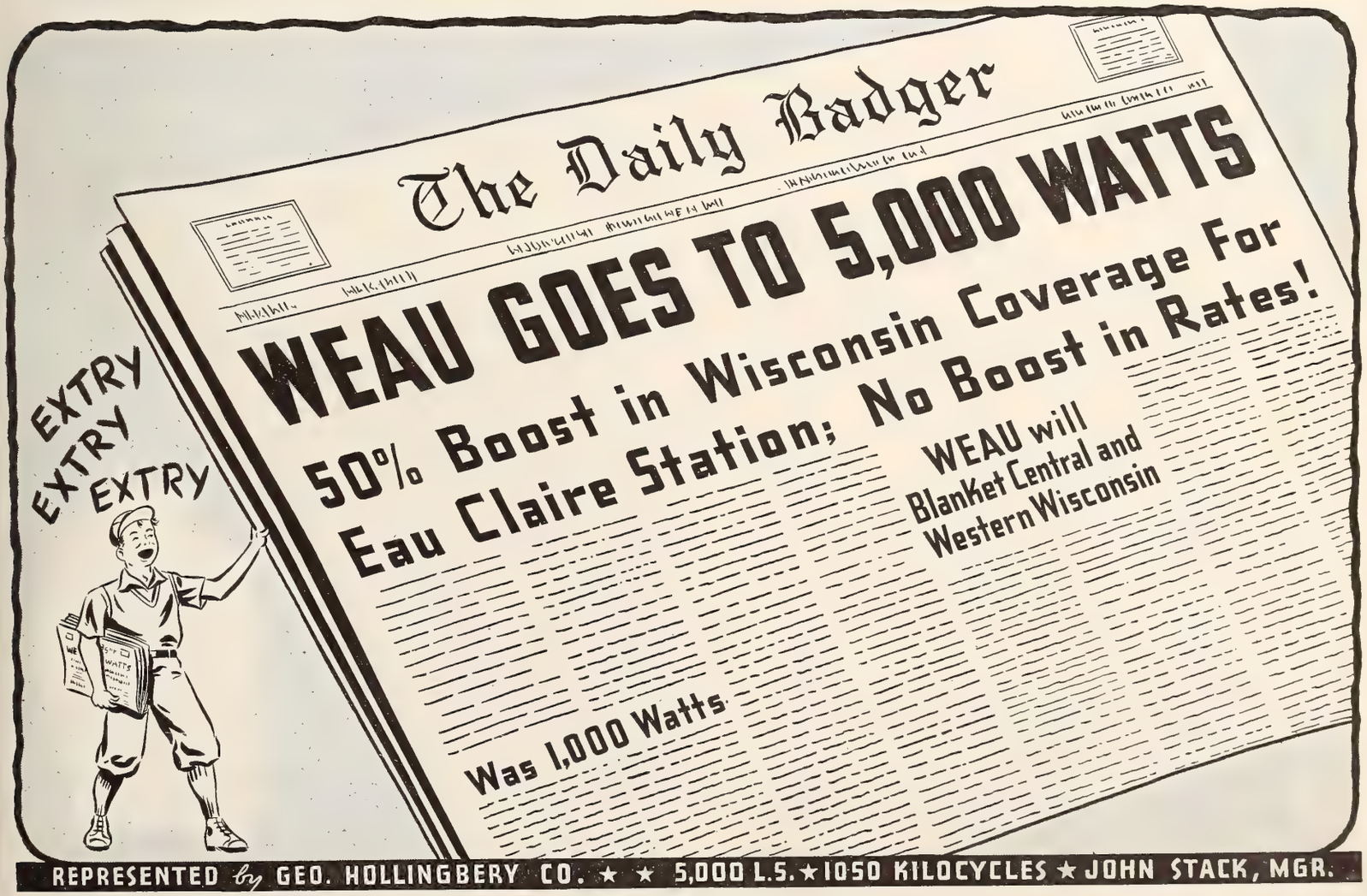
JOHN DRAKE has returned to KRGV, Weslaco, Tex., to handle football.

ROBERT COWDEN, formerly with San Francisco stations, has joined WDRC, Hartford, as continuity writer. Jack Zaiman, WDRC newscaster and sports commentator, has returned to the station after a European vacation, having left London 30 hours before the outbreak of war.

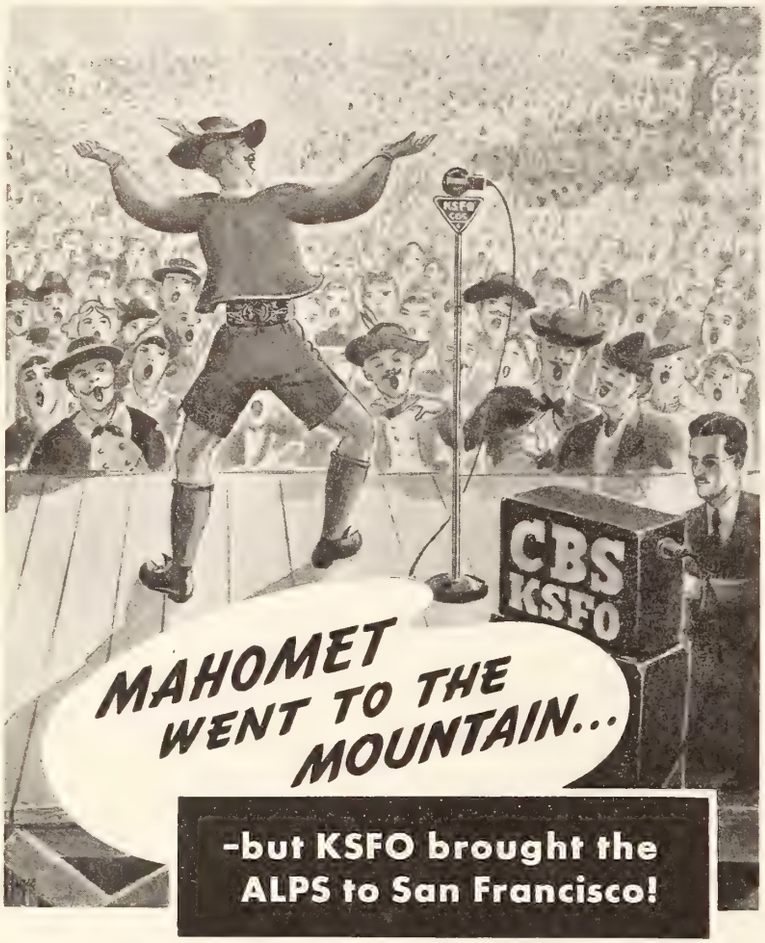
CARTER REYNOLDS, former freelance announcer at Des Moines, has joined the staff of KFDA, Amarillo, Tex., to succeed Walter Windsor Jr., resigned. Dolores Little has joined the staff of KFDA, Amarillo, as receptionist, succeeding Carlie Barnes, resigned.

BLAIR EUBANKS, sports announcer of WTAR, Norfolk, Va., has been named assistant program director to handle special events. Eddie Andrus has been named assistant program director.

PAUL ROSS, formerly of Columbia Artists Service, has joined the Jack Curtis-Leo Morrison booking office as head of the radio department.



"ONLY KSFO WAS THERE"...one of a series



Did you ever hear the echo of a yodel bounce off a Swiss Alp? Candidly, neither did we, but, believe us, there's nothing comparable musically with 5,000 Swiss singers yodeling in a San Francisco park.

They came to San Francisco recently, those 5,000 Swiss choral society members, from all up and down the Coast, and Northern California... through KSFO and ONLY through KSFO... heard one of the most unique musical features in many a day.

It's that sort of showmanship... seeking out and presenting the unusual, the dramatic, the beautiful... that goes hand in hand with Columbia's famous programs and top-flight local shows to keep KSFO at the peak of popularity in Northern California.

KSFO 560 KC COLUMBIA BROADCASTING SYSTEM

PALACE HOTEL
SAN FRANCISCO

REPRESENTED NATIONALLY BY FREE & PETERS, INC.

Studio Notes

THE first network program on CKLN, Nelson, B. C. brought the voice of King George addressing the world following Britain's declaration of war. Manager Hume Lethbridge was notified 20 minutes before the address that the station would be included in the CBC network if lines could be set up in time. The line was ready in 15 minutes and adjustments were completed just 20 seconds before the station's first network broadcast took the air.

KROC, Rochester, Minn., through its Owatonna studios recently sponsored a dinner at the Hotel Owatonna honoring 12 baseball players chosen as the outstanding players in the Southern Minnesota League. Medals were awarded each winner. Cal Smith and Walt Bruzek, KROC announcers, have handled all broadcasts for the league during the 1939 season.

WGN, Chicago, was to reopen its audience studios Oct. 1 following redecoration. Audience shows originating from the main studio include *Musico, Pageant of Melody, Romance in Rhythm, Concert Revue, Your Sunday Date.* More than 1,000,000 guests have visited the WGN studios since 1935, according to Frank Schreiber, WGN public relations director.

GULF OIL Corp., Pittsburgh (oil products), which resumed the CBS *Screen Guild Theatre* series Sept. 24, after a summer layoff, is originating the weekly half-hour show from Earl Carroll's Theatre-Restaurant in Hollywood. The night club has a seating capacity for more than 1,000. The *Screen Guild Theatre* was crowded out of the CBS Hollywood studios and remote theatres.

NATIONAL YOUTH ADMINISTRATION, New York, on Sept. 21 started the fall season of its weekly half-hour program *NYA Varieties* on WNYC, New York's Municipal station. Special program to celebrate the start of the series was heard Sept. 14 on CBS from the new NYA studios at 1697 Broadway. Second weekly feature of the NYA Radio Workshop, *Music and Youth*, on Oct. 2 will be shifted from Monday's at 11:15 a. m. to 3:30 p. m. on WNYC.

WGN, Chicago, has subscribed to Associated Press radio news service. Other services used by WGN include United Press, Press Radio and the *Chicago Tribune* News Service.

CHICAGO CITY baseball series between the White Sox and the Cubs will be offered to the local stations on a sustaining basis, according to an announcement Sept. 20 from the league offices. The city series will be played between Oct. 4 and 10 on the usual four out of seven basis. The Oct. 4 and Oct. 9 games will be played at night in Comisky Park. It is understood that WGN, WBBM, WJJD, WCFL will air the daytime games; WGN, WIND and WCFL the night games.

WMAQ, Chicago, has made an exchange deal with the *Chicago Daily News* by the terms of which the *News* will use two five-minute periods weekly on WMAQ and the station will use 15 inches daily in the newspaper. One air period will be devoted to foreign news and the foreign staff of the *News*. The space may be used for a daily radio gossip column, according to Bill Ray, public relations head of NBC-Chicago. Similar deals are being worked out with other Chicago papers.

TO BRING listeners authoritative information on world affairs, WQXR, New York, has arranged to broadcast the Saturday luncheon meetings and student forums of the Foreign Policy Association during the 1939-1940 season, which starts Oct. 7. First feature of the series will be a discussion of "Europe at War."

In the Records

A FULL DAY of broadcasting on WJSV, Washington, will be placed in files of the National Archives, first recording of a station's clock-round schedule to be placed in the Archives. Discs were cut throughout the Sept. 21 schedule, from opening announcement at 6 a. m. to signoff at 1 a. m. The day was selected because it included a historic broadcast, the opening of the special session of Congress and President Roosevelt's neutrality speech. Filed in the Archives are many recordings of broadcasts covering historic events, including speeches by Presidents and other prominent officials.

UNITED PRESS reports the following new subscribers to its news service: KVAN, Vancouver, Wash.; WEBC, Chicago; WCNC, Elizabeth City, N. C.; WLPM, Suffolfk, Va.; KFIO, Spokane.

SINCE the entrance into Poland of the Russian Army, WHOM, foreign language station in Jersey City, has taken further precautionary steps with all announcers handling foreign or English news programs. Stalin may be referred to only as the "leader of Soviet Russia" in the same way that Hitler is now mentioned only as the "German Chancellor." Announcers also are not permitted to use the terms Bolshevik or Communist, but must refer to the Russian people or to the country as "Soviet Union, USRR, Russia or Soviet Russia."

AMERICAN neutrality poll conducted by Johannes Steel, news commentator of WMCA, New York, during a week of his five-weekly broadcasts, was presented to members of Congress at the special session Sept. 21. Results of the poll, which drew 1,511 letters and telegrams containing 1,952 votes from New York, New Jersey and Connecticut, showed "overwhelming approval of a change in the present neutrality status", according to WMCA. Those favoring repeal of the existing legislation totaled 92.3%, with 7.7% opposed to any change.

IN A TIEUP between WPEN, Philadelphia, and the *Jewish World*, daily newspaper, the paper uses WPEN for a nightly quarter-hour period and WPEN uses display space. The newscasts include three guests as well as members of the newspaper staff. Some portions are in English, others in Yiddish.

WBBM, Chicago, has started a series of Saturday morning classes in radio for its 10 page boys. Les Mitchell, producer of WBBM, will instruct the lads in radio dramatics, narration and announcing techniques. Classes will continue through the winter months.

WHN, New York, is selling specially printed maps of Europe to its listeners so that they may more easily follow the report of troop movements and battles given each night by George Combs, station's commentator, in his roundup of news from the war zones.

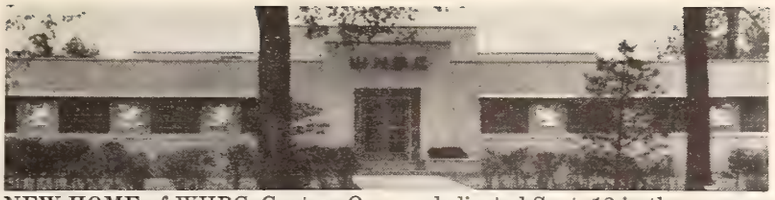
THE Philadelphia chapter of the National League of American Penwomen has just received the national radio award offered by its parent organization. The prize was one of three presented to branches displaying the greatest and most worthwhile radio activity. The weekly broadcast was a part of the WPEN Women's Club daily program, directed by Mabel Love, and featured prominent women writers and a series of talks on the technique of writing from the layman's viewpoint.

TO DISCOVER what young Americans are thinking and doing about such pressing problems as war, neutrality, and the danger from propaganda will be the basis of a series of weekly informal discussion programs *Youth Questions the Headlines*, starting Oct. 23 on NBC-Blue and arranged in cooperation with *McCall's Magazine*. Young people from widely different backgrounds will be asked to discuss their opinions under the direction of Otis Wiese, editor of *McCall's*, in the East; and in the West by Miss Toni Taylor, associate editor.

WEVD, New York, on Sept. 25 started a weekly half-hour forum program on *Economic, Military & Political Aspects of the War* with interpretations by Prof. Charles Hodges of New York U. Dr. Willi Schlamm, former editor of *Weltbuhne*, and Irving B. Altman, editor of *Dynamic America*. Daily war news on WEVD is covered by Ludwig Lore, columnist, on Thursdays and Saturdays; Gerhard Seger, former member of the German Reichstag, on Wednesdays; Charles Yale Harrison, author, on Sundays, and Bryce Oliver, commentator, on Tuesdays, Wednesdays and Thursdays.

EIGHT devotional programs heard last season on NBC's Blue and Red networks will return to the air early in October. Sunday programs returning are *Radio Pulpit* and *National Vespers*. Among the weekday programs will be *Religion and the New World* on Monday; *Our Spiritual Life* on Tuesday; *Opportunity*, on Friday; *The Call to Youth* and *Religion in the News* on Saturday, and the Monday through Friday program, *Getting the Most Out of Life*.

KOMO, Seattle, originated the fifth Salmon Derby broadcast from Elliott Bay, near the business district, with 500 anglers participating. The program was fed to NBC-Red.



NEW HOME of WHBC, Canton, O., was dedicated Sept. 12 in the presence of Gov. John Bricker of Ohio and Charles Wakefield Cadman, the noted composer. Completely RCA equipped, with a 502-foot Truscon vertical radiator, the Brush-Moore newspaper station, purchased two years ago from a local priest, is now managed by Felix Hinkle, former business manager of the *Canton Daily News*, with Truesdale Mayers as program director; William Kirkendale and Harold Waddell, salesmen; Kenneth Sliker, chief engineer. WHBC is affiliated with the *Canton Repository*.

WHEELING, W. Va., turned out Sept. 12 for an all-day parade and festival in tribute to *It's Wheeling Steel*, half-hour Sunday afternoon series which returns to the air Oct. 8 on 44 MBS stations. Among the celebrities in the parade were (l to r) Governor Homer A. Holt, Mayor John J. Mathinson and John L. Grimes, advertising manager of Wheeling Steel. More than 10,000 fans turned up at Wheeling Park for the all day picnic, broadcast and dance.

TEXAS State Network has started a two-hour program, *TSN Saturday Night Radio Roundup* which plays to packed houses at the Fort Worth Municipal Auditorium. Talent comes from the 24 member stations, which select participants through local competitions. Cash prizes are given.

CKAC, Montreal, does double duty in reporting the European situation through its CBS facilities. A few minutes after each news report is broadcast in English it is repeated in French.

WGN, Chicago, has started an half-hour Sunday morning series titled *The Living Bible*. Directed by Robert W. Fling, the program features top-notch Chicago radio dramatic talent and is designed for Sunday school classes throughout the country. The fall and winter series is given under auspices of the Chicago Bible Society.

FOUR MEMBERS of the WKY, Oklahoma City, staff have written a song called "Inquire Within" introduced recently by Marty Hall during *Cameos of Melody* on NBC-Red network. Bobby Howard and Allen Clark wrote the music. Harriet Johnson and Jim Cox the words.

WKST, New Castle, Pa., has reopened its studios in the McGill Library of Westminster College in New Wilmington, Pa., and will carry regular broadcasts staged by students and faculty. WKST has also completed three weeks of broadcasts direct from a "Model Home" which it sponsored to stimulate interest in home building and promote home builder accounts.

Tennessee Fair Success Is Attributed to Radio

SUCCESS of the Tennessee State Fair, which broke all attendance records, was attributed by Manager Phil C. Travis to broadcast attractions staged by WSM, Nashville, according to an announcement Sept. 25. Serious drought and the war crisis caused Fair officials to fear the result, until radio stepped into the picture. WSM was given a large exhibitors' space for display of latest developments in radio, together with picture displays of radio stars.

Fairgoers from Tennessee, Alabama and Kentucky, Manager Travis said, first asked the way to the WSM broadcast. Harry Stone, WSM manager, said the station profited by meeting "face-to-face thousands of the audience it reached through most of the year only through their loudspeakers."

THE Jolly Irishman's Day of WDZ, Tuscola, Ill., held Sept. 17, attracted some 30,000 to Patterson Springs amusement park. Nearly a score of programs originated at the event, sponsored by Slack's Furniture Store, E. St. Louis. Artists from Slack shows on KMOX and KWK, St. Louis, participated with the WDZ staff. Numerous contests were staged.

KTFI, Twin Falls, Idaho, took an active part in events at the Twin Falls County Fair, with a studio exhibit in the Merchants Display Bldg. Over seven hours of programs originated at the grounds. A promotion booklet was given the public.

Forty million readers of

JOE PALOOKA

will welcome this

NEW TRANSCRIBED SERIAL

Five hundred newspapers from Maine to California carry Ham Fisher's famous cartoon strip. It's America's favorite.

The appeal of *Joe Palooka* is universal. It's read by bankers and bakers, college presidents and taxi-drivers, stockbrokers and ministers, doctors and plumbers—by men and women—by boys and girls.

Nine chances out of ten, *Joe Palooka* is featured in the leading daily in your city. And thus, there's a ready-made audience for this thoroughly absorbing and dramatic serial.

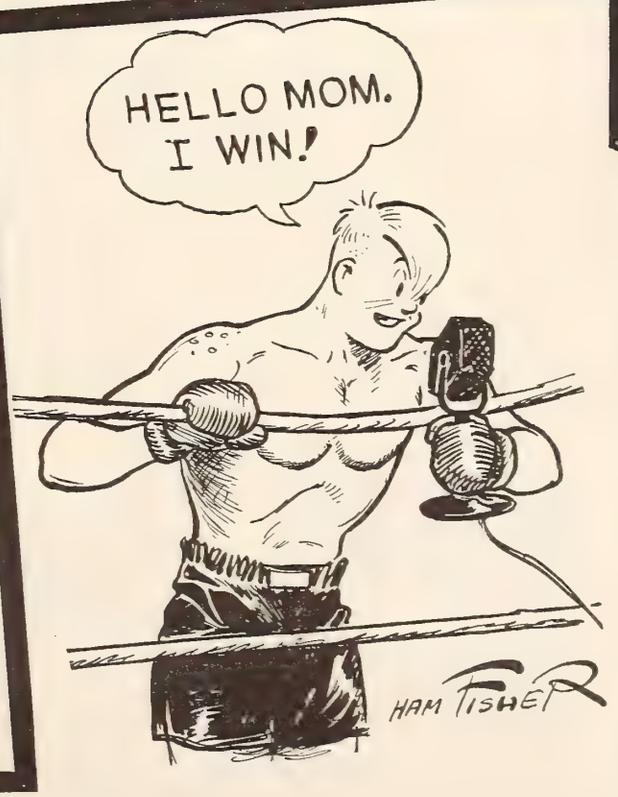
We think you'll agree that *Joe Palooka* is a great show that deserves all the praise it has received.

FIVE-A-WEEK, QUARTER HOUR

For information, write or wire

GELLATLY, Inc.

9 ROCKEFELLER PLAZA - - - - NEW YORK CITY





THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KNX, Hollywood

Grocery Store Products Sales Co., New York (Kitchen Bouquet), 6 *sp* weekly, thru Ruthrauff & Ryan, N. Y.

Parker Herbex Corp., Los Angeles (medicated hair preparations), weekly *sp*, thru William H. Rankin Co., New York.

John Morrell & Co., Ottumwa, Ia. (ham), 4 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.

Cluett, Peabody & Co., New York (Sanforized materials) 6 *sp* weekly, thru Young & Rubicam, N. Y.

Quaker Oats Co., Chicago (Muffets), 6 *sa* weekly, thru Mitchell-Faust Adv. Co., Chicago.

B. T. Babbitt Inc., New York (cleanser), 5 *t* weekly, thru Blackett-Sample-Hummert, N. Y.

WDRC, Hartford, Conn.

Beaumont Labs, St. Louis (4-Way tablets), 2 *sa* daily, thru H. W. Kastor & Sons, Chicago.

C. A. Briggs Co., Cambridge, Mass. (H. B. cough drops), 2 *sa* daily, thru Horton-Noyes Co., Providence.

F. B. Washburn Co., Brockton, Mass. (Waleco candy), 4 *sa* weekly, thru Bennett, Snow & Walter, Boston.

Wander Co., Chicago (Ovaltine), *sa* weekly, thru Blackett-Sample-Hummert, Chicago.

Rockwood & Co., Brooklyn (Pecan Feast), 6 *sa* weekly, thru Federal Adv. Agency, N. Y.

WLW, Cincinnati

Thomas J. Lipton Inc., Hoboken (tea), *sa* series, thru Young & Rubicam, N. Y.

Foley & Co., Chicago (proprietary), *sa* series, thru Lauesen & Salomon, Chicago.

Manhattan Soap Co., New York (Sweetheart soap), *sa* renewal, thru Franklin Bruck Adv. Corp., N. Y.

WFIL, Philadelphia

Consolidated By-Products Co., Philadelphia (Marco dog food), 6 *sp* weekly, thru Philip Klein Adv. Agency, Philadelphia.

Contadina Co., Philadelphia (tomato paste), 4 *sp* weekly, thru Barnes & Aaron, Philadelphia.

P. J. Ritter Co., Bridgeton, N. J. (food), 6 *sp* weekly, thru Clements Co., Philadelphia.

WGN, Chicago

Kellogg Co., Battle Creek, Mich. (All-Bran), 3 *sa* weekly, thru Kenyon & Eckhardt, N. Y.

Walgreen Drug Co., Chicago, *sa* weekly, thru Schwimmer & Scott, Chicago.

Ice Cream Products, Chicago, 6 *sa* weekly, thru BBDO, Chicago.

KECA, Los Angeles

O'Keefe & Merritt Co., Los Angeles (stoves), 2 *sp* weekly, thru Richard B. Atchison Adv. Agency, Los Angeles.

WOV-WBIL, New York

K. Arakelian Inc., New York (Mission Bell wines), 3 *sp* weekly, thru Firestone Adv. Service, N. Y.

KYA, San Francisco

Pacific Gas & Electric Co., San Francisco (utility) 7 *sp* weekly, thru McCann-Erickson, San Francisco.

WLS, Chicago

Feminine Products, N. Y. (Arrid), 3 *sa* weekly, thru Spot Broadcasting, N. Y.

Michigan State Apple Commission, Bangor, Mich., 16 *sa*, thru Brooke-Smith & French, Detroit.

Ralston Purina Co., St. Louis, 3 *sp* weekly, thru Gardner Adv. Co., St. Louis.

Furst McNess Co., Freeport, Ill., *sa* series, Rogers & Smith, Chicago.

Dr. Hess & Clark, Ashland, O., weekly *sp*, thru N. W. Ayer, N. Y.

Mantle Lamp Co., Chicago, weekly *sp*, thru Presba, Fellers & Presba, Chicago.

WTMJ, Milwaukee

Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 3 *sp* weekly, thru H. W. Kastor & Sons, Chicago.

Chrysler Corp., New York (Plymouth), 17 *sa*, thru J. Stirling Getchell, N. Y.

Chrysler Corp., New York (Dodge), 17 *sa*, thru Ruthrauff & Ryan, N. Y.

General Motors Corp., Detroit (Buick), 26 *sa*, thru Arthur Kudner, N. Y.

Foley & Co., Chicago (proprietary), 182 *sa*, thru Lauesen & Salomon, Chicago.

Vick Chemical Co., New York (proprietary), 300 *sa*, thru Morse International, N. Y.

WTOL, Toledo

M-G-M, New York ("Women"), 6 *sa*, thru Donahue & Coe, N. Y.

Lewis Apparel Stores, New York, 12 *t*, weekly, direct.

Samuel Stores, New York (clothing), 25 *sa*, weekly, direct.

Jules Chain Stores, New York (clothing), 500 *sa*, direct.

Western Clothes, New York (clothing), 20 *sa*, direct.

KBIX, Muskogee, Okla.

Tennessee Enamel Mfg. Co., Nashville (gas heaters, 13 *t*, direct.

Ford Dealers Adv. Fund, New York, daily *sa*, thru McCann-Erickson, N. Y.

BC Remedy Co., Durham, N. C. (proprietary), *t* series, one year, thru Harvey Massengale Co., Atlanta.

KXOK, St. Louis

Scott Paper Co., West Chester, Pa. (towels), *sa* series, thru J. Walter Thompson Co., N. Y.

Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 2 *ta* daily, thru Benton & Bowles, N. Y. (also KFRU, Columbia).

KOOS, Marshfield, Ore.

Triangle Mills, Portland, Ore. (cereal), 6 *ta* weekly, thru Mac Wilkins & Cole, Portland.

WGAR, Cleveland

Swift & Co., Chicago (frankfurters), *sa* weekly, thru J. Walter Thompson Co., Chicago.

Stephano Bros., Philadelphia (Marvel cigarettes), 15 *sa* weekly, thru Aitkin-Kynett Co., Philadelphia.

Richman Bros., Cleveland (clothing chain), weekly *sa*, thru McCann-Erickson, Cleveland.

Life Magazine, New York, 2 *sa* weekly, thru BBDO, N. Y.

Standard Oil Co. of Ohio, Cleveland, weekly *sa*, thru McCann-Erickson, Cleveland.

Contadina Co., Philadelphia (tomato paste), 6 *sp* weekly, *sa* weekly, thru Barnes & Aaron, Philadelphia.

Clark Bros. Candy Co., Pittsburgh, 6 *sa* weekly, thru Albert P. Hill Co., Pittsburgh.

Lea & Perrins, New York, 2 *sa* weekly, thru Schwimmer & Scott, Chicago.

Joe Lowe Corp., New York (doughnuts), 3 *t* weekly, thru Biow Co., N. Y.

CKCL, Toronto

Peoples Credit Jewellers, Toronto chain jewellers), *sp* weekly, thru MacLaren Adv. Co., Toronto.

Tip Top Tailors, Toronto (chain clothiers), 3 *t* weekly, thru McConnell Eastman, Ltd., Toronto.

Canadian Marconi Co., Montreal (radio receivers), *ta*, thru Cockfield-Brown & Co., Montreal.

Peoples Credit Clothiers, Toronto (chain stores), 6 *sp* weekly, thru MacLaren Adv. Co., Toronto.

Women's League of Health & Beauty, Toronto (chain health clubs) 3 *t* weekly, thru A. McKimm Ltd., Toronto.

G. Tamblyn Ltd., Toronto (chain druggists) 6 *t* weekly, thru Associated Broadcasting Co., Toronto.

KFRC, San Francisco

Procter & Gamble Co., Cincinnati (Lava soap), 5 weekly *t*, thru Blackett-Sample-Hummert, Chicago.

General Mills, San Francisco (Wheaties), 5 *t* weekly, thru Westco Adv. Agency, San Francisco.

Pacific Greyhound Lines, San Francisco, *sp* weekly, thru Beaumont & Hohman, San Francisco.

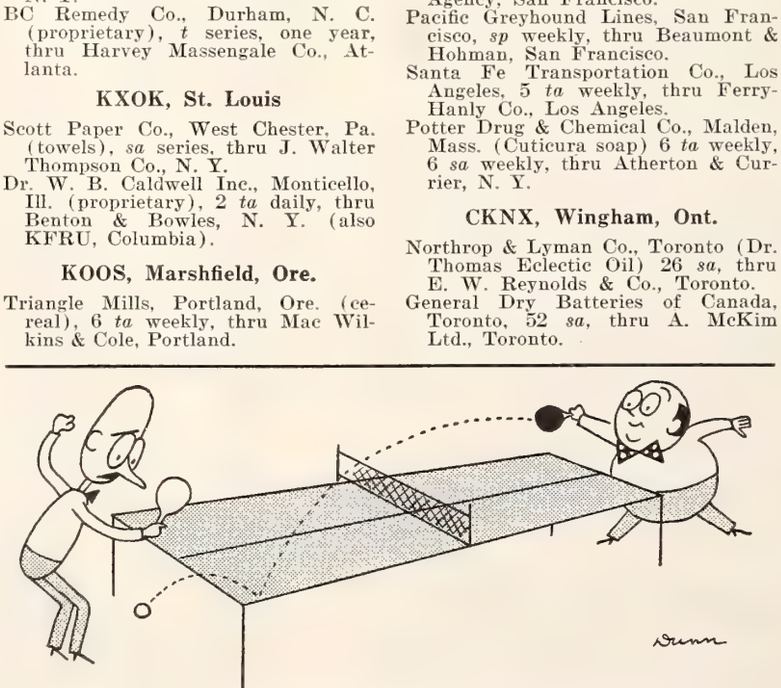
Santa Fe Transportation Co., Los Angeles, 5 *ta* weekly, thru Ferry-Hanly Co., Los Angeles.

Potter Drug & Chemical Co., Malden, Mass. (Cuticura soap) 6 *ta* weekly, 6 *sa* weekly, thru Atherton & Currier, N. Y.

CKNX, Wingham, Ont.

Northrop & Lyman Co., Toronto (Dr. Thomas Eclectic Oil) 26 *sa*, thru E. W. Reynolds & Co., Toronto.

General Dry Batteries of Canada, Toronto, 52 *sa*, thru A. McKim Ltd., Toronto.



"We bat out sales and net big profits on WRC in Washington."

Pd. Adv.

KPO, San Francisco

Andrews Heater Co., San Francisco, *sa* series, thru Gerth-Knollin Adv. Agency, San Francisco.

Soil-Off Mfg. Co., Glendale, Cal. (cleaning fluid), 3 *sa* weekly, thru Hillman-Shane Adv. Agency, Los Angeles.

Cook Products Co., San Francisco (salad dressing), *sa* series, thru Rufus Rhoades & Co., San Francisco.

Albers Bros. Milling Co., Seattle, 3 *t* weekly, thru Erwin, Wasey & Co., Seattle.

Flamingo Sales Corp., Hollywood (nail polish) *sa* series, thru Buchanan & Co., Los Angeles.

Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal) 5 weekly *t*, thru H. W. Kastor & Sons Adv. Co., Chicago.

KWTO-KGBX, Springfield, Mo.

Union Biscuit Co., St. Louis, 195 *t*, thru Gardner Adv. Co., St. Louis.

Purina Mills, St. Louis (feeds), 117 *sp*,, thru Gardner Adv. Co., St. Louis.

Vick Chemical Co., New York (Vaporub), 65 *sp*, thru Morse International, N. Y.

Skelly Oil Co., Kansas City, 5 *t*, weekly, thru Blackett-Sample-Hummert, Chicago.

Flex-O-Glass Mfg. Co., Chicago, 18 *sp*, thru Presba, Fellers & Presba, Chicago.

Quaker Oats Co., Chicago (Full-O-Pep), 39 *sp*, thru Benton & Bowles, Chicago.

WNAX, Yankton, S. D.

State Auto Insurance Assn., Des Moines, 10 *sa* weekly, direct.

Haskins Brothers, Sioux City, Ia. (Blue Barrell soap), 5 *sa* weekly, thru Buchanan-Thomas Adv. Co., Omaha.

Minneapolis Star-Journal, (newspaper), 2 *sp* weekly; direct.

Omar Mills, Omaha, 6 *t* weekly, thru Lyle T. Johnston Adv. Agency, Chicago.

Wincharger Corp., Sioux City, 3 *sa* weekly, direct.

WABI, Bangor, Me.

White Labs, Brooklyn (Feenamint), 5 *ta* weekly, thru Wm. Esty & Co., N. Y.

New England Telephone and Telegraph Co., Boston, 4 *sa* weekly, thru Doremus & Co., Boston.

Longines-Wittnauer Co., New York, 6 *sa* weekly, thru Arthur Rosenberg Co., N. Y.

WWL, New Orleans

Procter & Gamble Co., Cincinnati (Fluffo), 26 *t*, thru Compton Adv. N. Y.

B. C. Remedy Co., Durham, N. C. (proprietary), 6 *sp* weekly, thru Harvey-Massengale Co., Atlanta.

Chilean Nitrate Educational Bureau, New York, weekly *t*, thru O'Dea, Sheldon & Canaday, N. Y.

WSAU, Wausau, Wis.

Reid, Murdoch & Co., Chicago (canned food), 7 *sa* weekly, thru Rogers & Smith Adv. Agency, Chicago.

Oshkosh Overall Co., Chicago, 3 *sa* weekly, thru Ruthrauff & Ryan, Chicago.

Ralston Purina Mills, St. Louis, 3 *t* weekly, direct.

WFAA-WBAP, Dallas-Fort Worth

Northwestern Yeast Co., Chicago (Maca Yeast), *sp* series, thru Hays MacFarland & Co., Chicago.

Southwestern Drug Co., Dallas (Red Arrow Drug Products), 156 *sp*, direct.

KFI, Los Angeles

Cera-Lac Co., Los Angeles (cereal), 3 *sp* weekly, thru Associated Adv. Agency, Los Angeles.

Nu-Enamel Corp., Los Angeles (paints), 3 *sp* weekly, thru Adv. Arts Agency, Los Angeles.

WMFD, Frederick, Md.

Purina Mills, St. Louis, 104 *t*, direct.

White Labs., New York, 3 *ta* weekly, thru Wm. Esty & Co., N. Y.

Radio Advertisers

LEO NEJELSKI has resigned as advertising manager of Swift & Co., Chicago, to join the advertising department of Pepsodent Co., that city. While with Swift, Mr. Nejelski was instrumental in placing spot radio for that firm's Brookfield Sausage, Allsweet Margarine, Jewell Shortening, Premium Ham, and the *Sunbrite Smile Parade Junior Nurse Corp* program for Sunbrite Cleanser on NBC-Red. Vernon D. Beatty has been promoted to advertising manager of Swift & Co.

J. P. VAN HORN has been named advertising manager of Majestic Radio & Television Corp., Chicago. The Majestic advertising schedule, which does not yet include radio, is being enlarged. Ruthrauff & Ryan, Chicago, is agency.

BEVERWYCK BREWERIES, Albany, N. Y., is using daily spot announcements on several stations in New England. More stations may be added late this fall, according to Peck Adv. Agency, New York, which is handling the account.

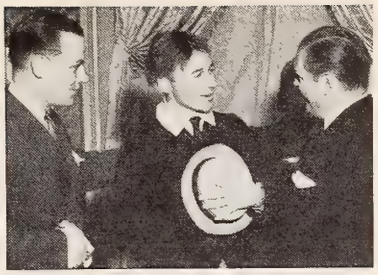
A GROUP of hotels consisting of the Blackstone and Drake in Chicago, Gotham in New York, Town House in Los Angeles and Belleview Biltmore, Belleair, Fla., is using time on a half-dozen stations and expects to increase the list to 50, according to Marvin Green Inc., Chicago agency handling the account. Payment is understood to be on a duebill basis. Stations signed, according to the Green agency, include WCHS, KSRO, KSFO, WMIN, KITE, KWK.

DR. DIXON'S DENTOL Co., New York (liquid dentifrice), on Sept. 26 started five times weekly sponsorship of *Peter Maxwell*, "The Nugget Man," on WABC, New York, 8:25-8:30 a. m. Paul M. Titus, New York, is the agency.

C. E. FULFORD Ltd., Toronto (medicinal) starts on Oct. 1 daily transcribed spot announcements on CJOR, Lethbridge, Alta.; CFCN, Calgary; CJRC, Winnipeg; CFCF, Montreal; CKCL, Toronto. Agency is Metropolitan Broadcasting Service, Toronto.

PACIFIC GAS & ELECTRIC Co., former user of radio time but off the air several years, has contracted with KYA, San Francisco, to sponsor the *Evening Concert* program seven nights a week, 8-10 p. m. The utility, according to present plans, is using institutional copy. McCann-Erickson, San Francisco, is agency.





WILBUR FRIPP, super-salesman hero of the Horatio Alger promotion pieces issued by WEEI, Boston, literally stood 'em in the aisles when he appeared before Boston and New York agency groups with his act. Harold E. Fellows, WEEI manager (r), played the straight man in the dialogue. At left is Kingsley B. Horton, WEEI sales manager, congratulating Wilbur, who in real life is WEEI's sale promotion manager, George R. Dunham.

THOMAS J. LIPTON Ltd., Toronto (tea) on Oct. 1 starts *Lipton Melody Hour* on CBL, Toronto; CBM, Montreal, and CKCH, Hull, Que. Agency is Vickers & Benson, Toronto.

IRONIZED YEAST Co., Atlanta, on Sept. 25 started a program on CKAC, Montreal, and CHRC, Quebec. Agency is Ruthrauff & Ryan, New York.

JOHN LABATT Ltd., London, Ont., (brewers) for their United States agents expanded on Sept. 26 the weekly half-hour *International House Party* to a weekly hour show on WGR, Buffalo. A new guest m.c. will appear each week. On the same date the company's weekly French network half hour show was renewed on CKAC, Montreal; CHLN, Three Rivers, Que.; CHLT, Sherbrooke, Que.; CKCH, Hull, Que. Agency is J. Walter Thompson Co. Ltd., Toronto.

BASIC FOODS Inc., Los Angeles (Honey-Lax bread), sponsoring the five-weekly quarter-hour *Facts About Life and How to Live It*, with Dr. Curtis H. Springer, commentator, on KHJ, that city, renewed Sept. 25 for 52 weeks and increased the schedule to 10 a week. Firm plans to also increase coverage to include KFRC, San Francisco and KGB, San Diego, and in addition transcribe the program for placement on stations nationally for a late fall campaign. Elucidator Publications Inc., Hollywood, has the account.

GILMORE OIL Co., Los Angeles, in a six-week campaign which started Sept. 18 is using 30 spot announcements each on KHJ, that city, and KFRC, San Francisco. In addition, 13 announcements are being used on KGB, San Diego. Agency is Botsford, Constantine & Gardner, Los Angeles.

CHICAGO MOTOR CLUB has started from one to three weekly quarter-hour news periods on WBBM, that city, titled *John Harrington & the News*. Contract calls for a schedule to be set up each week as time and news events demand. Aubrey, Moore & Wallace, Chicago, handles the account.

LOS ANGELES SOAP Co., Los Angeles (White King), will continue to use from three to five spot announcements weekly on 49 stations in the West. Contracts were renewed for another 13 weeks effective Oct. 2. Agency is Raymond R. Morgan Co., Hollywood.

ZESTO BOTTLING Co., Los Angeles (beverage), thru Smith & Bull Adv., that city, has started sponsoring the five-weekly quarter-hour *Three O'clock Club* on KMPC, Beverly Hills, Cal. Program, devoted to women's activities, is directed by George Irwin, announcer-producer, formerly of the now non-existent KEHE, Los Angeles.

OMAHA Zone Chevrolet Dealers Assn. is partially sponsoring nine football games on WOW, Omaha.

Just off the Press!

Business In

BALTIMORE

Published by the Merchandising Department of Radio Station WBAL in behalf of retailers in the Baltimore Area, and in the interest of the manufacturers, representatives, distributors and advertising agencies who serve them.

If you have not received a copy ask International Radio Sales or

WBAL

Baltimore's Powerful Voice

USE WSPD

and the rich market of northwestern Ohio and southern Michigan

IS YOURS

For over 18 years WSPD has served this community and our list of national accounts is proof of results.

Represented nationally by the Katz Agency

WSPD

Toledo's NBC Red and Blue Outlet

WAVE SKIPS WEE, TIMOROUS MOUSIE, (Ky.)!

Our apologies to Robert Burns and our assurance to you that Mousie is a real town—one of the many typical little towns that *WAVE doesn't reach* in Kentucky! . . . But mark you—WAVE *does* cover the big Louisville Trading Area—the only *concentrated* market in the State—a million people in 43 counties, buying more than all the rest of the State combined (93 counties)! . . . Expensive? No! Let us prove it—NOW!

LOUISVILLE'S WAVE

INCORPORATED

1000 WATTS . . . 940 K.C. . . . N.B.C.

FREE & PETERS, INC., REPRESENTATIVES

GENERAL BAKING Co., New York (Bond bread), on Sept. 25 added WHK, Cleveland, and WBAL, Baltimore, to *The Lone Ranger* on MBS stations, thrice-weekly during varied half-hour periods from 6:30 to 8 p.m. BBDO, New York, is agency. The same day WKRC, Cincinnati, started the program under the sponsorship of the Shultz Baking Co., of that city.

GLO-CO Co., Los Angeles (cosmetics), out of radio for more than four years, in a 13-week test campaign which started Sept. 11 is using six-weekly spot announcements on KECA, that city. Firm contemplates an extensive Pacific Coast campaign in late fall.

LEWIS HOTEL Training School, New York, is sponsoring a three weeks test campaign on WHN, New York, using 19 quarter-hours weekly of United Press news. More stations will be added if the campaign proves successful, according to Rose-Martin, New York, the agency in charge.

LAMONT, CORLISS & Co., New York (Nestle's chocolate), in a Southern California campaign which started Sept. 25, is using daily participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Contract is for 13 weeks. Cecil & Presbrey, New York, has the account.

CHALLENGE CREAM & Butter Assn., Los Angeles (dairy products), in a campaign which ends Nov. 1 is using three transcribed one-minute announcements weekly on KHJ, that city, and KNX, Hollywood. In addition 18 weekly are being used on KLX, Oakland, Cal. Agency is Emil Brisacher & Staff, Los Angeles.

L. O. GROTHE Ltd., Montreal, (tobacco) on Sept. 22 started a weekly French network amateur show on CKAC, Montreal; CJBR, Rimouski, Que.; CHRC, Quebec; and CKCH, Hull, Que. Agency is Vickers & Benson Ltd., Montreal.



INTRODUCING Joe Palooka. The veteran cartoonist Ham Fisher (right) gives us this conception of the signing of his brainchild's new radio contract with Bill Gellatly, onetime sales manager of WOR, now head of Gellatly Inc., New York, distributing the new transcribed serial based on the adventures of the comic strip pugilist who has a heart of gold.

GLOBE INVESTMENT Co., Los Angeles, a heavy user of Southern California radio, in a fall campaign which started during early September, is sponsoring for 26 weeks, the five-weekly quarter-hour program, *News by Pat Bishop*, on KECA, that city. The firm is also using a twice-weekly quarter-hour commentary series, *Herb Allen, the Globe Trotter*, on KECA and in early October will launch a six-weekly early morning strip show on that station. Globe is also sponsoring, 12 times a week, 10-minute news broadcasts on KGFJ and a similar daily quarter-hour program on KMPC. In addition a daily half-hour program of music and news is sponsored on KRKD. Alvin Wilder Adv. Los Angeles, has the account.

LOS ANGELES BREWING Co., Los Angeles (beverages), on a 52 weeks contract, is sponsoring a six-weekly participation in the *Sports Round-Up* on KNX, Hollywood. Firm is also using 100 spot announcements weekly, in Spanish, on XEBG, Tiajuana, Mexico. Lockwood-Shackelford Adv. Agency, Los Angeles, has the account.

E. W. CHAPMAN, formerly general sales manager of Westgate Sea Products Co., San Diego, Cal., has been appointed vice-president in charge of advertising. Barnes-Chase Co., that city, continues to handle advertising of Chicken of the Sea Tuna, principal product of Westgate.

DODGE BROS., division of Chrysler Corp., Detroit, on Sept. 9 started Bob Trout's news commentaries on WABC, New York, Saturdays, 9:45-10 p. m. Agency is Ruthrauff & Ryan, New York.

CLARK BROS. Chewing Gum Co., Pittsburgh, has started six weekly minute transcribed announcements on WBBM, Chicago. Albert P. Hill Co., Pittsburgh, is agency.

KARITH CHEMICAL Co., Chicago (cleaner), has added WSAU, Wausau, Wis., and WBOW, Terre Haute, Ind., to its test market station list which includes WHBL, Sheboygan, and KFEQ, St. Joseph, Mo. [BROADCASTING Sept. 15]. The thrice-weekly quarter-hour schedule will be considerably expanded this fall. Albert Kircher Co., Chicago, is agency.

POND'S Extract Co., Toronto, (face cream) on Oct. 4 starts a French program on CKAC, Montreal, and CHRC, Quebec. Agency is J. Walter Thompson Co., Toronto.

UNDERWOOD Elliott-Fisher Co., Hartford, on Sept. 13 sponsored a special half-hour program on WTHT, Hartford, celebrating its 5,000,000th office size typewriter. Marschalk & Pratt, New York, handle the account.

DODGE Dealers of Indianapolis are sponsoring five home football games of Purdue and Indiana Universities on WIBC.

Bank Returns to WGL

FORT WAYNE NATIONAL BANK has returned to WGL, Fort Wayne with its *Dykta* (Do You Know the Answer) for the winter season, the teams of four members being chosen from church groups. Prizes are awarded losing teams on each broadcast, winners to return later for another competition. A $200 grand prize is given the winner for the season. Harold Cothrell, assistant cashier of the bank, again is m.c., aided by Franklin Tooke.

Vick-Richfield Share

VICK CHEMICAL Co., Greensboro, N. C. (proprietary) and Richfield Oil Corp., New York, are dividing sponsorship of Arthur Hale's *Confidentially Yours* news program on WOR, Newark. Vick is sponsoring the program Tuesdays and Thursdays, 9-9:15 p. m. as part of its campaign of quarter-hour news programs on 98 stations, having started the WOR series Sept. 26 through Morse International, New York. Richfield on Oct. 22 starts the program Sundays, 9:30-9:45 p. m., with Sherman K. Ellis, New York, as agency.

CBS script show, *Our Gal Sunday*, sponsored by American Home Products for Kolynos dentifrice, is said to be the first such program to introduce the war, the heroine's British husband having joined the colors.

GETTING RIGHT DOWN TO FIGURES—

THERE'S A REASON!



★ *33 Hrs. Network Commercial*

★ *42 Hrs. non-Network Commercial*

★ *63 Active Local Accounts*

75 Hours per Week—MORE Than Any Other Arkansas Station!

KARK

LITTLE ROCK

1000 Watts—Day and Night

Arkansas' Most Listened-to Station!

More radio homes in KARK's Primary Area, assuring a maximum return in Arkansas' largest market!

NBC NETWORKS and TRI-STATE NETWORK*

(*WMC — KARK — KWKH — KTBS)

Edward Petry & Co., Inc., Nat'l. Rep.

NEWS

Seven world wide news services and special correspondents of four papers provide up to minute flashes for six daily news broadcasts.

CJOR

Vancouver, B. C.

National Representatives:

Joseph Hershey McGillvra

TRANSCRIPTIONS

OPENING episodes of *Adventures of Pinocchio*, transcribed juvenile serial based on the familiar story of Carlo Collodi, were previewed for New York radio editors at a luncheon Sept. 20, given by Radio Attractions, national distributors of the feature. Program, produced by Edward Sloman, motion picture director, had its first broadcast Sept. 23 on WFIL, Philadelphia, where it is sponsored by Lit Brothers Department Store. Another department store, Bloomingdale's in New York, will sponsor the three-a-week quarter-hour series on WOR, Newark, beginning Oct. 2. Program has also been sold to WTIC, Hartford; WHK-WCLE, Cleveland; WRNL, Richmond; WKBN, Youngstown; WHBC, Canton.

AMERICAN COMMITTEE for Democracy and Intellectual Freedom, with 25 sections throughout the country, is planning nationwide distribution of the series of 16 half-hour transcriptions dramatizing the value of democracy, under the general title *Give Me Liberty*, recently tested on WNYC, New York's municipal station. Three programs were later tested on KLS, Oakland, Cal.; KRLC, Lewiston, Ida., and WHEB, Portsmouth, N. H., and contacts are now being made in six other states. Best programs of the series, written by Joseph H. Cole, radio director of the committee and produced by WNYC's dramatic department, will be revised and re-transcribed for distribution.

STANDARD RADIO announces the following new subscribers to its Standard Library Service: WHP KVOL KOVO KBND WBRC WIBM CFCY KNOW WACO KMLB KSAM KABC KVOR WJBC WJBL KLBM WFBM WTCN.

WILLIAM B. LEWIS, formerly with Victor Talking Machine Co., Southern Wholesalers of Washington and G. E. Supply Corp. of Baltimore, has been appointed regional sales manager of U. S. Record Corp., headquartering in Chicago and covering the Midwest area.

Serial Discs for KXOK

AN ARRANGEMENT for the rebroadcasting of eight daytime network serial programs similar to the one started on WMCA, New York, last May has been made by American Home Products and Sterling Products, New York, with KXOK, St. Louis, through the station's representative Weed & Co., and Blackett-Sample-Hummert. Starting Oct. 2, the programs will be heard on KXOK via transcription Mondays through Fridays during the two-hour period from 8 to 10 p.m. Programs include: On CBS, *The Romance of Helen Trent*, sponsored by Edna Wallace Hopper Cosmetics, and *Our Gal Sunday*, by Anacin Co.; on NBC, *Stella Dallas* and *Lorenzo Jones*, by Chas. H. Phillips Chemical Co., *Backstage Wife* by R. L. Watkins Co., *John's Other Wife* by A. S. Boyle Co. and Bi-So-Dol Co., *Just Plain Bill* by Kolynos Co. and Anacin Co., and *Young Widder Brown*, by Chas. H. Phillips Chemical Co. and Cal-Aspirin Corp.

THE OLD WHEF, Kosciusko, Miss., having gone off the air last year after surrendering its license, P. K. Ewing, commercial manager of WDSU, New Orleans, and owner of WGRM, Grenada, Miss., and WGCM, Gulfport, Miss., has applied to the FCC for a new local station on 1500 kc. in Kosciusko.



CONGRATULATIONS and smiles were the order of the day when the deal inaugurating the sale of *The Adventures of Pinocchio* was closed by WOR, Newark, Bloomingdale's department store and Radio Attractions, producers of the series. Left to right are Herbert Ebenstein, president of Radio Attractions; Ira Hirschmann, vice president in charge of publicity for Bloomingdale's; Eugene S. Thomas, sales manager of WOR.

Use for Blanks

OLD acetate recording blanks are disposed of by Radio Productions, Denver, at a profit. They are used by model airplane fans who make wing braces out of the aluminum. So far the firm has disposed of three cans of used 16-inch blanks. The idea was conceived by Tom Roark, recording engineer, who is a gasoline model airplane fan.

Roger White Bureau

ROGER WHITE, president of Roger White Productions, New York, has announced the formation of a separate Artists Bureau at his offices in the RKO Building, under the direction of Kermit K. Shafer. The Bureau will represent actors and authors in all fields. Other members of the new division include Ted Cott, formerly on the production staff of WNYC, New York, as producing director; Thornton Steele, formerly of NBC transcription department, as musical director, and Irving Strouse, formerly with Paul Whiteman's Artists Management Bureau, as publicity director.

Leeming Resumes

THOS. LEEMING & Co., New York (Baume Bengue, Pacquin's Hand Cream), on Oct. 2 will sponsor for the second consecutive year the songs of Richard Maxwell, CBS tenor-philosopher, on WABC, New York, Mondays. Wednesdays and Fridays from 3:45 to 4 p. m. Wm. Esty & Co., New York, handles the account.

PROVEN PROFITS

. . . . with proven programs!

- GOOD MORNING NEIGHBOR
- MORNING BULLETIN BOARD
- WOMAN'S RADIO JOURNAL
- OVER THE BACKYARD FENCE

Live, one man scripts released daily. Exclusive rights in your area at the lowest cost.

STAR RADIO PROGRAMS, INC.
250 Park Ave. New York City

CBS Record Series

COLUMBIA RECORDING Corp., Bridgeport, a subsidiary of CBS, on Sept. 29 started a half-hour weekly program titled *Young Man With a Band* on CBS on behalf of its new 50c popular records. A different Columbia recording band is presented each week, with Dan Seymour as m.c. and John Henry Hammond Jr., a member of the Columbia Recording staff, as musical and swing annotator. A feature of the program is a lucky number singing audition for one member of each week's audience at the program. Winner is given a chance to sing a popular favorite on the program and is presented with a souvenir recording of his song. Ward Wheelock, Philadelphia, handles the account.

Thesaurus Domain Numbers

APPROXIMATELY 42% of the 3,000-odd selections recorded by NBC Transcription Service for its Thesaurus Library are in the public domain or tax-free categories, according to an announcement Sept. 18 by Frank E. Chizzini, assistant manager. Including Sept. 15 releases, the total number of Thesaurus selections is 3020, he said, with the public domain and tax-free numbers constituting material for over 75 hours of broadcasting. This material can be used by subscribers "without licenses for public performance and without copyright fees", he said.



MONTANA'S WHOLESALE AND RETAIL CENTER
Gene Furgason & Co., Representative

This picture reproduced on copper will be sent you on request.

74% of WORCESTER COUNTY RETAILERS SAY WTAG



Hooper-Holmes questioned 600 retailers in the Worcester Market Area. W T A G was their overwhelming first choice.

WTAG
WORCESTER, MASS.
NBC BASIC RED AND YANKEE NETWORKS

WATCH YOUR MAIL for the complete story on the Hooper-Holmes survey.

EDWARD PETRY & CO., INC.
National Representative

Book on 'Copy Testing'

FIVE basic methods of copy testing—opinion tests, recognition and identification tests, recall tests, inquiry and coupon tests and sales tests—are defined, analyzed and described in *Copy Testing* [Ronald Press, New York, $3]. Book is the result of four years of research conducted under the direction of the copy testing committee of the Advertising Research Foundation.

Chicago Ad Lectures

CHICAGO Federated Advertising Club announces a course of 16 lectures and discussions of various phases of advertising for the fall and winter. Roy S. Durstine, president of Roy S. Durstine Inc., New York, will speak Oct. 4 on "What Does Advertising Hold for You". The lectures of Oct. 11 and Oct. 18 will be devoted to radio advertising. Speakers for these have not been announced.

Gridiron Banquet For Advertisers

Eight football games of top-interest to St. Louisans over St. Louis' top-interest sports station—a tasty advertising buy for any sponsor. Johnny O'Hara, 1938 NBC World's Seriescaster, will present these games in full color over KWK to St. Louis' largest sports audience.

LARGEST? Proof: During Notre Dame-U. S. C. battle last year, KWK carried Mutual's account with previously unknown announcer. Another St. Louis network station carried description by a "national favorite". Result: St. Louis KWK 71%, other station 21%, revealed during 25,000 call coincidental survey.

First game October 14th! Call St. Louis KWK or Paul Raymer office.

Pd. Adv.

Agencies

EMERSON FOOTE, account executive in charge of printed advertising for Lucky Strike cigarettes at Lord & Thomas, New York, has been named general executive on the account, succeeding James H. Wright, resigned.

ROBERT M. NEWCOMB, formerly of Lennen & Mitchell, New York, has joined Newell-Emmett Co., New York, as a copywriter.

FREDERICK C. BRUNS, formerly vice-president of Federal Adv. Agency, New York, has joined Ruthrauff & Ryan, New York, as an account executive.

BEN GREEN, formerly of the Chicago office of Tom Fizdale Inc., has joined the radio department of H. W. Kastor & Sons Adv. Co., Chicago, to handle public relations.

EDWARD NOAKES, account executive of Cecil & Presbrey, New York, has been elected a vice-president of the agency.

DEL KING, announcer of the *Avalon* show for Brown & Williamson Tobacco Co., has been named assistant to Tom Wallace, radio director of Russell M. Seeds Co. Inc., Chicago.

JULES NATHAN, formerly of Young & Rubicam, New York, has been named marketing director of Franklin Bruck Adv. Corp., New York.

CHESTER La ROCHE, president of Young & Rubicam, New York, was in Hollywood Sept. 24 to attend opening of the CBS *Gulf-Screen Guild Theatre*, sponsored by Gulf Oil Corp.

WM. ESTY & Co. has opened West Coast offices at 9010 Sunset Blvd., Hollywood, with Joe Donohue in charge as manager.

N. W. AYER & SON has established Hollywood offices at 6253 Hollywood Blvd. with Ben Ward in charge as manager.

Young Forms Agency

JOHN ORR YOUNG, co-founder of the Young & Rubicam agency, but who sold out his interests some years ago, has formed his own advertising agency, John Orr Young Inc., at 610 Fifth Ave., New York. Telephone is Columbus 5-5613. No details on personnel or accounts will be released until the end of October.

THOMAS H. BURCH, account executive in the Chicago office of Young & Rubicam, on Oct. 15 will be transferred to New York as assistant to Louis H. Brockway, vice-president in charge of all General Foods products. Mr. Burch was formerly advertising manager of Borden Sales Co., New York.

JOHN WILEY, vice-president of Fuller & Smith & Ross, Cleveland, on Sept. 17 married Violet Lawless, of the agency's staff.

AL SCALPONE has been transferred from Young & Rubicam, New York office, to Hollywood as commercial coordinator of coast sponsored shows. He will coordinate commercials and scripts, following the Benny-Allen pattern.

TODD RUSSELL, formerly of CKLW, Windsor, Ont., and the CBC in Toronto, has joined Ronalds Adv. Agency, Toronto, handling writing and program production.

ALVIN WILDER ADV., Los Angeles, has moved to larger offices at 617 S. Olive St., and is associated with Nellie Walsh Adv. Service. Both organizations are operated independently.

A. K. BUCHOLZ, formerly of the radio department of Ruthrauff & Ryan, Chicago, has resigned to form his own program firm. His new office is located at 360 N. Michigan, phone State 5263.

IRA ASHLEY, who has been handling radio publicity for "The Little Foxes" currently playing in New York, has joined the radio production staff of Lambert & Feasley, New York, to handle the *Grand Central Station* program, heard on CBS for Listerine. Mr. Ashley, who succeeds Paul Munroe, was previously with CBS and Wm. Esty & Co., New York.

ROCKWELL-O'KEEFE Inc., Hollywood talent agency, on Sept. 20 filed papers with the Los Angeles county clerk to change its name to General Amusement Corp.

NBC, MBS and CBS will broadcast the radio appeal by President Franklin D. Roosevelt on Oct. 9 inaugurating the 1939 Community Mobilization for Human Needs campaign, which will be conducted by Community Chest organizations in more than 450 cities through Nov. 11.

Reps

FREE & PETERS Inc., national representation firm, announces its appointment as national representative of KECA, Los Angeles, and KROW, Oakland, Cal. KROW is now under the same ownership and management as KSFO, San Francisco [BROADCASTING, Sept. 15].

WHB, Kansas City, Mo., recently appointed Walter Biddick Co., Los Angeles, Pacific Coast representative.

PRE4, Sao Paulo, Brazil, known as Radio Cultura, has appointed Broadcasting Abroad, New York, as exclusive U. S. representative, and will now sell time to American exporters.

LINDSEY SPIGHT, Pacific Coast manager of John Blair & Co., for the fourth consecutive year is conducting a ten-week lecture course on radio advertising at the California U. Extension Division in San Francisco.

GENE WYATT has resigned from the Chicago office of Edward Petry & Co., but has announced no future plans.

So. Cal. Radio Institute Is Scheduled for Dec. 7

THE University of Southern California, Los Angeles, is formulating plans for its second annual Institute of Radio, to be held Dec. 7. Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, has been made general chairman and will be assisted by an executive committee, according to W. Ballentine Henley, University director of coordination.

Created last year to provide a means whereby those in the broadcasting industry could discuss their mutual problems, the Institute also provides a similar medium of expression for those in education concerned with radio, Dr. Henley pointed out. This annual meeting will bring both groups together for a consideration of relationship. More than 300 educators and representatives of the radio industry from California attended the meeting last year.

Regina Schuebel to Wed

REGINA SCHUEBEL, radio director of Biow Co., New York, has become engaged to John Ballard, president of Bulova Watch Co., New York. No marriage date has been set.

JAMES F. EGAN, formerly of Young & Rubicam, New York, has joined Lennen & Mitchell, New York, as a copy executive.



Advertisers using recorded programs pick stations using the best available equipment. That's why you need Fairchild Recorders, Amplifiers and Transcription Turntables.

"... it had to satisfy Fairchild first"

FAIRCHILD
Sound Equipment Division
AERIAL CAMERA CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

ADVERTISING STORY NARRATED IN BOOK

AN EXHAUSTIVE history of advertising and its effect on business and social economy are presented in *The History of an Advertising Agency: N. W. Ayer & Son at Work*, by Dr. Ralph M. Hower, of the Harvard Graduate School of Business Administration. The book [Harvard University Press, $4] is fifth of a series of Harvard studies in busines history.

With the N. W. Ayer institution as background the story dramatizes the three-quarters of a century in which that agency has played a pioneer part in the advertising side of American business. All problems and policies met by an agency, medium or advertiser are presented, the story tracing the growth of business ethics in advertising and treating the development of business through the period.

Dr. Hower tells how the Ayer agency chose to take the middle road at the advent of radio, judging broadcasting on its merits as impartially as possible and recommending it when tangible results seemed likely. Ayer is credited with being the first agency to arrange a broadcast program, the first to inaugurate a regular series of musical broadcast entertainment to be sponsored by an advertiser, and the first to use the network technique of broadcasting simultaneously in several cities.

AFRA Seeking to Align Locals on Pacific Coast

WITH regional contracts between AFRA and the networks having been signed, and the KNX, Hollywood pact sealed, the American Federation of Radio Artists is now turning its attention to other West Coast local stations on staff agreements. I. B. Kornblum, executive secretary of Los Angeles Chapter of AFRA, upon his return to Hollywood Sept. 18 from New York where he participated in the KNX negotiations, announced plans to start on the remaining local stations. He expressed the belief that the present jurisdictional dispute between AFRA and Radio Writers Guild would be amicably adjusted. AFRA has already declared its willingness to cede all freelance writers to RWG. Jurisdiction of the writer-performer class in radio is claimed by both sides.

Producer-directors and sound effects men of NBC Hollywood studios have affiliated with Radio Producers Guild of America. A committee headed by George Bodle, Los Angeles attorney, is seeking to negotiate agreement covering wages and working conditions, with NBC.

Must Join Union

YOUNG & RUBICAM, Hollywood, producing the CBS Gulf *Screen Guild Theatre* program, sponsored by Gulf Oil Corp., has been notified that unless its paid writers join Radio Writers Guild, cooperation of other radio organizations will be withheld. Members of Screen Writers Guild submit ideas and material to the Motion Picture Relief program without compensation. Only paid members of the weekly program are those hired by the agency.

Seebach Promoted

JULIUS F. SEEBACH Jr., director of program operations for WOR, Newark, since 1935, was appointed vice-president in charge of programs, it was announced by Announced Sept. 22 by Alfred J. McCosker, president of WOR. His promotion was voted at a regular meeting of the WOR board of directors. Mr. Seebach began his career in broadcasting 14 years ago as an announcer with WOR, rapidly advancing to manager of evening programs. In 1928 he joined CBS as program production manager, remaining with that network until 1935 when he resigned as director of all program operations to return to WOR in a similar capacity.



Mr. Seebach

Sees Latin Gains

AN INCREASE in business done by American firms in South America, which will produce increased advertising for South American radio stations and newspapers, will probably be an early effect of the European war, according to A. M. Martinez, manager of the New York office of Conquest Alliance, representative of foreign stations. Large quantities of goods formerly exported by England, France and the Central European countries are no longer available from those sources, leaving a waiting market for American business. Advertising will increase proportionately with exports, he said, reporting that a number of advertisers are already planning campaigns in Latin American countries, although none of these is likely to be put into effect until after the conclusion of the conference of American republics being held in Panama.

Fay of Old

BILL FAY, manager of WHAM, Rochester, N. Y., became a singer again when he dropped by the NBC-Blue Chicago studios the other day after the NAB convention. Garry Morfit, m.c. of *Club Matinee*, spotted Bill in the audience and before he knew it Bill was on the Blue network yodeling as of old.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

AGENCY Appointments

SCHUKEL & Co., Sunnyvale, Cal. (Rancho soups), to Lord & Thomas, San Francisco.

SUTLIFF TOBACCO Co., San Francisco (Heine's Blend), to Theodore B. Creamer Adv., Hollywood.

PATON CORP., New York, to Campbell-Ewald Co., New York, for Yuban coffee and Golden Blossom Honey. No radio plans have been made.

UNIVERSAL ALARM Corp., New York (Rohr electric alarm clocks), to Arthur Rosenberg, N. Y.

JAMES McCREERY & Co., New York (department store), to George Bijur, N. Y.

LUER PACKING Co., Vernon, Cal., continues to Glasser Adv. Agency, Los Angeles.

BERRY BROTHERS, Detroit (paint), to Fred M. Randall Co., Detroit.

SKOAL BAKING Co., New York (Swedish bread), to Lucerna Co., New York. Spot radio and news programs planned late this fall.

Files Libel Suit

LIBEL SUIT for $50,000 was filed Sept. 20 in New York Supreme Court by Wesley L. Robertson, American Indian baritone, against CBS, General Foods Corp., and Ralph Allen (also known as Kuruks Pahitu). Plaintiff claims that Allen, his former accompanist, was wrongly introduced on a recent *We, The People* broadcast as the singer who entertained the King and Queen of England during their visit with President and Mrs. Franklin D. Roosevelt. Robertson alleges that it was he who sang for the royal pair and that on the broadcast Allen "sang so badly" that his (Robertson's) reputation was damaged.

WSIX
"The Voice of Nashville, Tennessee"

THE MUTUAL BROADCASTING SYSTEM

- New Network—Mutual
- New Representative—Headley-Reed Co.
- New Studios
- New Equipment
- New values in coverage of the rich Nashville area.

HEADLEY-REED CO.
NATIONAL REPRESENTATIVE

Out Here In Chicago

- *A soliloquy that may turn to such thoughts as WGES, WSBC, WCBD, Chicago, and WEMP, Milwaukee.*

THANKS: To the American Legion, whose coveted plaque for performance of public service was awarded to WCBD.

* * * *



Seven laundries use WGES regularly, six the year round, one seasonally. Two have been on for more than eight years; five years is the average for the group. Most time used by any one of them, 1¾ hours per week. Local advertisers needn't be told how WGES programs pay out. National advertisers, note!

* * * *

REQUIRED READING: For radiomen—the Proclamation of Neutrality of the United States of America.

* * * *

Three organs are "staff-members" of WEMP's music set-up: a pipe organ; a Hammond Electric; and the new Novachord. Sounds as if we might have something exclusive. Any contenders for "more organs" honors?

* * * *

PARLOR TRICK FOR TIMEBUYERS: Open the Chicago telephone directory at random. Odds are two-to-one that you'll turn up a page of exotic names. Names of good Americans who speak other languages than English! Two out of every three Chicagoans fall into this category. They listen to WGES-WSB programs—figures prove it!



* * * *

COMPLETED: Important section (dealing with dentifrice sales) of retail market study exploring buying habits in foreign-language neighborhoods in Chicago. Release will be on request to dentifrice manufacturers and their advertising agencies. Write to WGES, Chicago, to reserve one.

* * * *

TO AUTOMEN: Who buys the new models in Chicago? Look at the names on Chicagoland car registrations! WGES-WSBC speak directly to the vast foreign-language market in which the preponderance of car sales must necessarily be made. You're only skimming the surface without WGES-WSBC programs—the basic media for reaching the basic mass of Chicago buyers!

Irene T. Dyer

CFCF
MONTREAL

first
IN
CANADA'S
RICHEST
MARKET

Your broadcast advertising over CFCF reaches an audience of over 1,000,000 people who speak and understand English, and who tune regularly to CFCF for their radio entertainment.
Your sales message can be delivered economically by using CFCF, Montreal's most listened-to radio station.
CFCF and Short Wave CFCX
owned and operated by
CANADIAN
MARCONI
COMPANY
Representatives:
CANADA
All Canada Radio Facilities
U. S. A.
Weed & Company
NBC affiliate

CFCF
dominates a
BI-LINGUAL
AUDIENCE
of over
1,000,000

Purely PROGRAMS

ON WTAG, Worcester, Mass., is a new program titled *An Open Letter* offering weekly $5 prizes for the best and most constructive criticism of programs. Best letters are read over the air, with Ray Saunders and Dave Horne presenting the station's reply. Special attention is given letters offering suggestions to correct faults pointed out by listeners. One prize is reserved for Worcester listeners, another for Central Massachusetts.

* * *

All About Arts

LOVERS of arts are offered *Art for Your Sake* on NBC-Blue, Saturdays, 7:30-8 p. m., a program designed to accomplish for the arts what the NBC *Music Appreciation Hour* has achieved for music. The National Art Society is cooperating in the series, which will acquaint Americans with painting masterpieces and show how they enrich life. An artist will be dramatized each program, with discussion of canvasses by Dr. Bernard Myers, of New York U.

* * *

Legislative Debaters

DISCUSSION of important Texas questions by different members of the State Legislature is carried each Sunday morning by WBAP, Fort Worth, on the new half-hour, *The Other Side*. The new feature follows the weekly talk by the Governor over the station.



Public acceptance sells manufacturers' goods. Public acceptance gives a radio station its audience. Get public acceptance of your products in Eastern and Northern Maine through WABI, a radio station that has public acceptance for sale.
Bangor, Maine
WABI
COLUMBIA BROADCASTING SYSTEM
Rep: Gene Furgason & Co.

About Radio Itself

THE origin and behavior of electrons, those infinitesimal particles which make radio and television possible, will be discussed and dramatized in a new series titled *Magic Waves* to be presented weekly over NBC-Red starting Friday, Oct. 13 at 7:45 p. m. (EST). Orestes H. Caldwell, editor of *Radio & Television Today*, will cooperate with Gerald Holland, new member of the NBC writing staff, and with the technicians of all companies of the "RCA family," in explaining to lay listeners the magic of modern communication.

* * *

Transmitter Topics

NEW Transmitter Topics is the general title for a new series of special broadcasts that will come over KDKA in connection with the removal of the station's transmitter from Saxonburg to Allison Park, Pittsburgh. The series introduces a variety of talent, talks and interviews and will continue through Oct. 13, leading up to plans for the dedication of the new transmitter as soon as it is ready for operation.

* * *

A Wedding a Week

NEW six weekly half-hour morning show on WJJD, Chicago, is titled *Social Register*, features Beverly Gay in news of birthdays, weddings, engagements and other social activities. Added attraction of the show is the Friday program during which one important wedding is remoted from the church featuring interviews with the bride and groom, parents and distinguished guests. Show is sponsored by the local Olsen & Ebann Jewelry Co.

* * *

'Let's Write Songs'

SIGMUND SPAETH, noted composer and "tune detective," on Sept. 28 started a weekly series titled *Let's Write Songs* on WNYC, New York municipal station, to analyze current song hits and educate listeners in the technique of composing their own tunes.

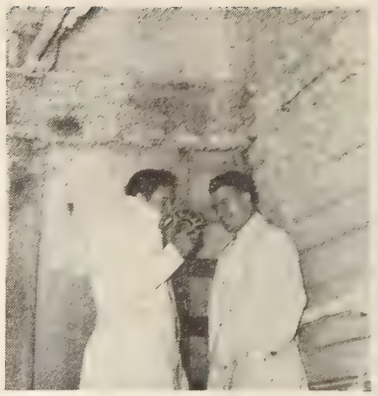
* * *

Feminine News

THE ladies have their day at KLZ, Denver, which has started *Women in the News*, a thrice-weekly program featuring Betty Lou Bemis, Denver U. journalism instructor.



Just as Niagara Falls is Buffalo's best attraction, so Station WEBR is Buffalo's Best Bet for Advertisers who want *maximum* coverage at *minimum* cost!
Results That Count!
WEED AND COMPANY
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO
Radio Station Representatives



THERMOMETER read 40 degrees below zero when Production Manager Howard R. Chamberlain of KLZ, Denver, visited the "sharp" freezer in Swift & Co.'s local plant to interview workers. During the half-hour show, which included periods spent in all key departments, workers described the various methods of operation.

For Night Listeners

A FOUR-WEEKLY 15-minute series billing their announcers was recently launched over KFI-KECA, Los Angeles. Monday, the program *Word Hunters* offering a $10 cash prize to listeners and featuring staff announcer Bill Stulla is heard. Tuesday offers Lou Withers in *Riddles in Sports* featuring Lou Withers and Jim Gibson. Wednesday's show is titled *Put That in Your Pipe & Smoke It* and is announced by Herb Allen. Thursday's broadcast features Beatrice Benaderet assisted by staff announcer Wilson Edwards and is titled *What Do You Know?* Programs are being presented for the audience that listens to the late evening hours but prefers educational programs to dance music. All programs aired at 9:30 p.m. (PST).

* * *

Culinary Questions

AT KSTP, St. Paul, a weekly *Quiz Kitchen* features Bee Baxter and a double sponsor-listener appeal. The KSTP mobile unit records interviews each Saturday morning at a Piggly Wiggly store, a p.a. system carrying the interviews to crowds outside while they are being recorded. An hour later the show goes on a week. Prizes are given for best questions and merchandise goes to each person interviewed.

* * *

To Keep Them at Home

A NEW Texas State Network series conducted by the Fort Worth Junior League is titled *Let's Keep the Family at Home*, offering discussions for home entertainment. All sorts of games and activities are explained. Copies of programs, with outlines of games, are mailed on request. The League recently completed a summer series of radio plays for children.

* * *

Who Said It First?

BASED on origination of familiar sayings, KDKA, Pittsburgh, has a program *You Say It Now, but Who Said It First?* Janet Ross directs the program, now sponsored by John Morrell & Co., Ottumwa, Ia.

* * *

Gotham Forum

WEVD, New York, on Sept. 27 resumed its weekly *Free Speech Forum*, conducted by the Rev. William C. Kernan, rector of the Trinity Episcopal Church of Bayonne, N. J.

Food for Thought

EXCLUSIVELY for youngsters is *Kiddie Kollege*, on KGVO, Missoula, Mont., sponsored by Staunton Bakery. Sixth, seventh and eighth grade youngsters appear in rotation, with questions based on the State course of study for grade schools. Regular school subjects are covered. A cup is given the winner on each broadcast, with a grand trophy for the end of the series. Quizmaster is Jimmy Barber, program director, with Bud Blanchette assisting. Cookies and milk are served contestants and guests at a studio party after the broadcast.

* * *

Historical Quiz

KVOO, Tulsa, has started a Histro Game contest worked on a question-answer basis and dealing with American history. Each program sending in correct answers to questions receives a Histro Game, retailing for 50 cents, and also dealing with historical questions. Sponsor is Dickason-Goodman Furniture Co. Title is *Dream House*.

* * *

Wheel of Chance

WHEEL of chance is featured in a new man-on-street series on WGN, Chicago, sponsored by the local Nelson Bros. Co. Originating in the lobby of the Chicago Theatre, the program titled *Radio's Voice* features Guy Savage, WGN sportscaster, in a quiz show. The questions are placed on the wheel and each person interviewed is asked the question at the indicator when the wheel stops. Prizes are theatre tickets.

* * *

Homes of the Poets

VISITS to the homes of 32 of America's most famous poets will be the basis of *Pilgrimage of Poetry*, new series of Sunday afternoon programs starting Oct. 15 on NBC-Blue and arranged through the cooperation of the poetry division of the Library of Congress. Ted Malone, conductor of the weekly *Between the Bookends* program on NBC, will conduct the programs from the homes of the poets.

* * *

About Women

NBC's dramatic series presented last summer as *Women in the Making of America* will return to the air Oct. 10 under the new title, *All-American Women*. The programs, relating stories of past and present American women pioneers and produced in cooperation with the U. S. Office of Education, will be heard on NBC-Blue Tuesdays, 2-2:30 p. m.



TO PROMOTE a program of community events handled by Walt Bruzek, out of the Owatonna studios of KROC, Rochester, Minn., this poster is being used. The *Old Bear* is carried each Sunday morning on KROC as a tieup between the station and the local *Steele County Photo News*, weekly newspaper.

Peoria Homebuilders

WMBD, Peoria, Ill., recently carried a series in which the local building industry participated. An evening show three half-hours a week, *So You're Going to Build a Home* consisted of music with transcribed interviews at the actual scene of construction or in the office of one of the sponsoring firms. Transcriptions were ten minutes in length and were arranged to include commercial continuity for the advertiser. Commercials at opening and close of programs included simply the names of participating firms and an appeal to build at this time. The station realized more than $2,000 in the dull summer season. Advertisers were those who did not usually use radio, including banks, plumbers, carpenters, electrical companies, the water company, etc.

* * *

'Victory Rally'

FOOTBALL news, famous plays, forecasts of future games are all featured on the *Victory Rally* program which recently started its fifth year on WHN, New York, on Fridays, 8:30-9 p. m. Dick Fishell, WHN sportscaster conducts the program, with music by Dick Ballou and his orchestra.

* * *

Men of America

LIVES of American manufacturers and merchant princes will be dramatized during *If Money Talked* an hour series to start Oct. 11 on NBC-Blue network. Howard Whitman, author of the new program, is a former New York newspaperman.

Employment Feature

TO ASSIST in opening opportunities for employment, Herbert Hadel, sociologist, is conducting a weekly quarter-hour program titled *Let's Go to Work* on WMCA, New York. Mr. Hadel has conducted similar programs interviewing job seekers in New England, and has invited leading industrialists and political leaders to become associated with his "Foundation" for increasing employment in New York.

* * *

Vox Milwaukee Pop

THE Milwaukee *Public Speaks* on the program by that name scheduled to start Oct. 1 on WTMJ, a Sunday noon half-hour feature in which five persons deliver five-minute talks. Those wishing to talk must submit copies of their remarks a week in advance. The goal is a "real forum for Wisconsin people". Usual restrictions on good taste and controversy are imposed.

* * *

Quizzed by Phone

LISTENERS participate in the *Quiz Kollege* of KUJ, Walla Walla, Wash., by telephone, those desiring to take part being required to register with the studio in advance, listing phone number and nights they can be reached if called by the studio. All calls are made by the studio to the individuals. The phone interviews augment studio participation.

* * *

ALL LOCAL shows of WKY, Oklahoma City, originated in air-conditioned studios at the fair grounds during the Oklahoma State Fair, which opened Sept. 23. WKY is broadcasting the entire Oklahoma U. football schedule this autumn, with John Shafer announcing.

Raymond Swing Sponsored

RAYMOND GRAM SWING, Mutual Network's anaylist of international affairs who distinguished himself during the war crisis days, on Sept. 25 went under sponsorship of General Cigar Co. New York (White Owl), over a special hookup of WOR, Newark; WGN, Chicago, and WAAB, Boston. He is heard Mondays and Fridays, 10-10:15 p.m. (EST), and continues his sustaining commentaries on the intervening weekdays at the same time. J. Walter Thompson Co., New York, handles the account.

RADIO TALKS by Raymond Gram Swing, MBS commentator, delivered from March, 1939, to the present, on MBS will be published Oct. 16 by W. W. Norton & Co. as a 60,000 word volume titled "How War Came."

THIS WAY IN!

WAIR is the open door to one of the richest and most responsive markets in the Southeast. Listener confidence has made WAIR a volume sales producer.

WAIR

Winston-Salem, North Carolina

National Representatives
Sears & Ayer

In Cincinnati

1600 Grocers
265 Druggists
154 Meat Dealers
51 Theatres

ADD THEIR INDIVIDUAL COOPERATION to WSAI's NBC RED and BLUE WEEK!

The help which those who sell Cincinnati have received from WSAI, was returned the week of September 24th. Four great associations* OFFICIALLY helped WSAI celebrate its NBC Red AND Blue week, using 2500 WSAI placards, streamers, trailers.

Proof anew that WSAI *is* "Cincinnati's Own Station"

* Cincinnati Retail Grocers—White Villa Grocers—Ohio Valley Druggists—Retail Meat Dealers.

WSAI Represented by International Radio Sales
New York - Chicago - Los Angeles - San Francisco



Specializing in
RECORDED SPOT Announcements for LOCAL Advertisers*
☆
Walter Patrick Kelly
RKO Bldg. Radio City
New York
Circle 5-5780

We supply:
Script
AFRA Cast
As many pressings as needed
(Recorded at WOR)

Equipment

WBBM, Chicago, is testing and will soon start using its new 490-foot Blaw-Knox vertical radiator located near Glenville, Ill., approximately 20 miles northwest of Chicago's Loop. Cost of erection of a tower of this type is estimated at $30,000. Since its tower fell during a blizzard on April 13, WBBM has been using the old WENR transmitter near Downers Grove, Ill. The new tower was erected and tests are being completed under the supervision of Frank Falknor, WBBM chief engineer.

W. T. HIX, who will be manager of the new WMGA, Moultrie, Ga., reports that the station has ordered a 250-G RCA transmitter and will be RCA equipped throughout. A 325-foot Truscon vertical radiator has also been ordered. The station will go on the air sometime between Nov. 1 and 15, Mr. Hix states.

FRAHEN Co., 152 W. 42d St., New York City, is offering portable playback audition machines weighing 12 pounds and making 16-inch transcriptions.

CJKL, Kirkland Lake, Ont., opens its new 1,000-watt transmitter Oct. 1, with RCA equipment and a Lingo radiator.

NEW RCA equipment was placed in operation when KVOD, Denver, switched to 630 kc. Sept. 22, with increased power and directional antenna.

A LINGO vertical radiator, 188 feet high, and RCA transmitter equipment have been ordered for the new WSAV, Savannah, Ga., recently authorized by the FCC, which will be managed and partly owned by Harben Daniel, former commercial manager of WSM, Nashville.



OFF TO HOLLYWOOD to head NBC's transcription service there, R. F. Schuetz was feted Sept. 19 by his colleagues of NBC's New York engineering staff which he leaves after 10 years service. Left to right: J. G. Strang, Jarrett L. Hathaway, William Fitch, Gustave A. Basler, William A. Clarke, Clarkson U. Bundick, Elmer F. Mead, O. B. Hanson, Mr. Schuetz, T. H. Phelan, George Nixon, Robert Thatcher, Joseph J. Arnone, Beverly F. Fredendall, Vincent J. Gilcher, Edward Molen, Gerald M. Hastings, Peter House, George O. Milne, Donald Castle, DeWitt Clinton Shultis, George E. Stewart, Robert Close, Lester Looney, Ronald A. Lynn, H. M. Gabrielson.

GLENN GILLETT, Washington consulting engineer, has sent out requests for bids for 900-foot guyed cross-section towers in connection with the projected 5 kw. plants of WNAX, Yankton, and KGKO, Fort Worth. Clyde Bond, associate of the Gillett firm, is now in California in connection with the new antenna installations of KQW, San Jose, and KTKC, Visalia, Cal. He will spend at least two months on the Pacific Coast.

WORK is progressing on the new Westinghouse transmitter being installed for WBZ, Boston, at Hull, Mass. D. A. Myer, WBZ plant manager, is supervising installation of the 50 kw. transmitter and two 500-foot towers.

WHKY are the call letters assigned by the FCC for the newly-authorized station in Hickory, N. C., and KUIN will be the call of the new station in Grants Pass, Ore. [BROADCASTING, Sept. 15].

FM Subject of Article

THE STORY of frequency modulation, as invented by Maj. Edwin Armstrong, is told in layman language in the October issue of *Fortune* Magazine, which heads its article "Revolution in Radio" and states in the subhead, "After years of battle a fighting inventor is in position to cause replacement of 40,000,000 radio sets and $75,000,000 worth of broadcasting equipment." The system is described in semi-technical terms and considerable space is devoted to Maj. Armstrong's career as an engineer and inventor.

WDAY, Fargo, N. D., has installed new Western Electric recording equipment, as well as a 100-watt relay transmitter in the mobile unit.

A "Must" Book for Station Management

Rules & Regulations

and

Standards

Applicable to Standard Broadcast Stations

★ PROMULGATED BY FCC, EFFECTIVE AUGUST 1, 1939

★ 72 PAGES

★ 60¢ PER COPY

★ 50¢ EACH, TWO OR MORE COPIES

BROADCASTING Publications, Inc.
870 National Press Bldg. Washington, D. C.

Please send me your new 72-page volume, RULES & REGULATIONS AND STANDARDS APPLICABLE TO STANDARD BROADCAST STATIONS. Payment is enclosed.

☐ Send me single copy @ 60c.

☐ Send me_____copies @ 50c each.

Name_____

Firm_____

Address_____

City_____ State_____

in the CONTROL ROOM

HAROLD PLATT, formerly with KHUB, Watsonville, Cal., is now on the engineering staff of the San Francisco Exposition. He is a 1938 graduate of National Schools, Los Angeles. Lloyd Roe and Charles Long, also graduates of National, are now junior technicians with KNX, Hollywood.

JACK BOOR, formerly with KFBB, Great Falls, Mont., is now on the engineering staff of KGIR, Butte.

HARRY R. LUBCKE, director of television of the Don Lee Broadcasting System and a pioneer television experimenter and inventor, spoke Sept. 25 before the Junior Advertising Club of Los Angeles on "Television and Its Advertising Future".

WALTER H. WIRKLER, of Garnaville, Ia., on Sept. 19 was granted Patent No. 2,173,145 covering a single sideband transmitter, which he has assigned to Collins Radio Co., Cedar Rapids. The same day the U. S. Patent Office issued Patent No. 2,173,095 covering a telescoping vertical radiator and method of erecting to John F. Byrne, of Cedar Rapids, who has also assigned it to the Collins company.

EUGENE E. ALDEN, formerly chief engineer of KOY, Phoenix, has joined WIRE, Indianapolis, as assistant to Earl Lewis, WIRE chief engineer.

GRADY SHEPERD, formerly of KFRO, Longview, has joined KIUN, Pecos, Tex. Earl Guye, former operator at KIUN, has joined KLUF, Galveston.

GEORGE A. HOOPER, engineer of WIBG, Glenside, Pa., is to marry Frances Pouch early in October.

RUPERT BOGAN, formerly of KTEM, Temple, Tex., has returned to KFJZ (formerly KTAT), Fort Worth, as control operator.

W. H. BOHLKE, active for 11 years in RCA's service division, has been named director of test equipment and service merchandising.

LYLE GRACE has returned to KRGV, Weslaco, Tex., with an operator's license after attending an engineering school.

GORDON HOLDEN, of Danville, Ill., new to radio, has joined the transmitter staff of WDZ, Tuscola, Ill.

GEORGE STUART, recently of KHUB, Watsonville, Cal., has rejoined the engineering staff of KQW, San Jose.

A NEW 10-watt pack transmitter has been constructed by Mark Spies, chief engineer of WDZ, Tuscola, Ill.

Sir George Lee Gets Medal From IRE As Technical Advances Are Described

TRANSATLANTIC communication via shortwave radio was pressed into service by its creators on Sept. 21 when the medal of honor of the Institute of Radio Engineers was presented by Raymond A. Heising, IRE president, speaking from New York, to Sir George Lee, recently retired engineer-in-chief of the British Post Office, whose acceptance was made in London.

Presentation of the IRE's highest honor, made for Sir George's "accomplishments in promoting international radio services and in fostering advances in the art and science of radio communication," occurred at a luncheon meeting of the several hundred members attending the 14th annual IRE convention at the Hotel Pennsylvania, New York, Sept. 20-23.

The second annual award, the Morris Leibmann Memorial Prize, was given to Harald Trap Friis of the Bell Laboratories for his "investigations in radio transmission including the development of measuring signals and noise and the creation of a receiving system for mitigating selective fading and noise interference."

Recent Progress

During the four-day session the convention heard 28 papers on recent technical developments in all phases of radio—broadcasting, television, radio telephony, radiobeacons for aircraft, radio weather measuring devices and radiotherapy. Dr. Lee de Forest, inventor of the audion tube and a foremost radio pioneer, delivered the paper on radiotherapy, a field he has been doing research in for the past five years.

Stating that there are between 30,000 and 40,000 shortwave diathermy machines in use and citing medical authorities on the value of these machines in treating a number of diseases, he said the interference about which broadcasters and communications engineers had complained could be most easily eliminated by the assignment of two frequencies by the FCC for the exclusive use of these machines. Dismissing the FCC's counter proposal that the machines be shielded or regulated by crystal control as impractical technically and financially, Dr. De Forest suggested that the broadcasters adopt the Armstrong method of broadcasting by frequency modulation, which he said would free radio from this diathermy interference.

H. A. Chinn of CBS, R. M. Morris of NBC and D. K. Gannett of Bell Laboratories, jointly presented a paper on the development of the new standard volume indicator with a new reference volume level which the three companies put into use on May 1. A new type of electron modulator for frequency modulation was described by R. E. Shelby, NBC.

Presenting graphs extending past sales of radio receivers into the future, Julius Weinberger, RCA, said that sales of initial home receivers are approaching the saturation point, but that sale of second sets, auto radios and portable sets are still on the upswing. Replacements are made on the average of every seven years, he said, in contrast to the automobile industry in which the cycle is only three years.

Television, to which the entire Saturday sessions were devoted, was the subject of eight papers. G. H. Brown, RCA, described a filter for suppressing at the transmitter sidebands too low to be received but which might cause interference to other services on adjacent channels. Large tube television receivers using electrostatic deflection were discussed by T. T. Goldsmith, DuMont Laboratories. A. V. Haeff and L. S. Negaard, RCA, described the construction and performance of a grid-controlled inductive-output tube for obtaining amplification over a wide band of frequencies, as found in television transmission. These two engineers, in company with W. G. Wagener, P. D. Zottu, R. B. Ayer and H. E. Gihring, all RCA at the time the study was made although Wagener is now with Heintz & Kaufmann and Zottu is now with Thermal Engineering Corp., presented a three-part paper on the development of a 20-kilowatt ultra high-frequency tetrode for television use.

L. J. Hartley, General Electric, discussed production alignment apparatus for television receivers used in the GE Bridgeport plant. Three types of modulators which might be used as the first tube in a television receiver and the advantages of each were described by E. W. Herold, RCA. H. E. Kallmann, formerly Electrical & Musical Industries, discussed transient response in television. I. G. Maloff, RCA, described the functions of electron bombardment in television, turning the variations in the transmitter picture into electrical current and the current into picture variations at the receiver, from an engineering angle.

List of Exhibitors

Adjoining the convention hall was an exhibition of recent commercial developments in instruments, equipment, components and materials.

Exhibitors included Alden Products Co., Brockton, Mass.; American Lava Corp., Chattanooga; American Transformer Co., Newark; Amperex Electronic Products, Brooklyn; Boonton Radio Corp., Boonton, N. J.; Bud Radio, Cleveland; Sigmund Cohn, New York; Communication Products Co., Jersey City; Cornell-Dubilier Electric Corp., Plainfield, N. J.; Daven Co., Newark; Eitel-McCullough, San Bruno, Cal.; Fairchild Aerial Camera Corp., Jamaica, L. I.; Ferris Instrument Corp., Boonton, N. J.; General Ceramics Co., New York; General Radio Co., Cambridge, Mass.; Graybar Electric Co., New York; International Nickel Co., New York; International Resistance Co., Philadelphia; Isolantite Inc., Belleville, N. J.; Lapp Insulator Co., Le Roy, N. Y.; P. R. Mallory & Co., Indianapolis; Microvolts Inc., Boonton, N. J.; Parker-Kalon Corp., New York; RCA Mfg. Co., Camden; Shallcross Mfg. Co., Collingdale, Pa.; Solar Mfg. Co., Bayonne; Sound Apparatus Co., New York; Thordarson Electric Mfg. Co., Chicago; United Transformer Corp., New York; S. S. White Dental Mfg. Co., New York.

Radio Consulting Group Stages First Meeting

FINAL meeting of the American preparatory committee for U. S. participation in the fifth meeting of the International Radio Consulting Committee, scheduled for the early summer of 1940 in Stockholm, Sweden, was held at the State Department Sept. 11. While it is doubted if the international meeting will be held as scheduled, the committee adopted most of the reports on questions to be considered in Stockholm, although they were later shelved for further consideration in event the CCIR sessions should be held.

The committee indicated much of the material on several questions would be important for use at the Pan-American Radio Conference, to be held in Santiago, Chile, on Jan. 17, 1940. Dr. J. H. Dellinger, radio division chief of the Bureau of Standards and general chairman of the preparatory committee, announced that further CCIR meetings would be subject to call of the State Department and suggested the organization be kept intact, with present reports "put on the shelf" awaiting European developments.

Johnson Leaves FCC

WALTER JOHNSON, FCC attorney since 1935, has resigned effective Sept. 30 to open law offices in Washington to practice administrative and broadcast law. With the FCC since early 1935, Mr. Johnson served for about a year in appellate work, after which he was assigned principally to hearings and appeared in numerous proceedings as Commission counsel and as presiding examiner. Prior to joining the FCC, Mr. Johnson served with the Department of Agriculture, Department of the Interior and Federal Trade Commission. He is a native of Minneapolis. His law offices are in the Star Bldg.

WFBG

ALTOONA PENN.

Offers the ONLY complete coverage of the Altoona trading area.

Your message to our large, loyal audience assures greater distribution and increased sales.

INS FULL SERVICE
World Broadcasting System

CHNS

HALIFAX, N. S.

THE KEY STATION OF THE MARITIMES

Is Rounding Out the Busiest Year in Its Thirteen Years of Existence. Advertisers Would Be Well Advised to Make Their Fall and Winter Bookings AT ONCE.

U. S. Representatives:
WEED & COMPANY
350 Madison Ave.,
New York City



"FIRST" in coverage of Oklahoma's greatest Fair! KVOO had its own studio and 6 other remote outlets! 30 broadcasts from the Fairgrounds featured Bob Wills and his Texas Playboys, Tennessee Valley Boys, Sooner Sweethearts, Otasco Merrymakers, the Korner Kwiz and special Fair attractions! Five broadcasts daily!

This kind of service makes KVOO the dominant station in Oklahoma. Within 75 miles radius of Tulsa lies 40% of Oklahoma's population, furnishing 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales! Cover Oklahoma's greatest market with KVOO. 25,000 watts. Unlimited time. Both N. B. C. Networks.

EDWARD PETRY & CO.
National Representatives



NBC, effective with the week of Oct. 8, has sent out its Advance Program Service schedule in reduced page form with Red and Blue Network programs completely separated. The Red and Blue sponsor indices have been revised in form to include lists of stations carrying programs, as well as advertising agencies handling accounts. Station lists have been removed from daily program pages and commercial programs remain numerically indexed to indicate which programs are sponsored by which advertiser.

* * *

WFAA Film

FILM featuring the cast of the *Early Bird* program of WFAA, Dallas, on Sept. 24 started a six-week run at nine Interstate Circuit suburban theaters in Dallas. It appears four times daily in all nine theaters, featuring the Karl Lambertz orchestra and Eddie Dunn, m. c., who invites the audience to tune in every morning. In return, WFAA gives two passes to two of the theaters daily, Monday through Saturday.

* * *

San Antonio Show

THE 1940 Radio Show, presented by KTSA, San Antonio, and set manufacturers lasts for a week and was opened Sept. 17 in the Gunter Hotel with a special broadcast. All station broadcasts during show hours were keyed from the show. KTSA announcers conduct visitors throughout the studios, located on the third floor of the hotel.

* * *

Plug for Radio

KDKA, Pittsburgh, in cooperation with the NAB, is launching a drive to give listeners a better understanding of the American System of broadcasting as well as to describe new programs and the need of keeping sets in good condition. Script will be woven into regular programs. Window displays and other promotion are planned.

* * *

Indian Signs

DISPLAYS featuring the Washington Redskins pro football team were placed by WMFD, Frederick, Md., in sporting goods stores and theatre lobbies in nearby towns as well as high schools and colleges. WMFD carries the games under General Mills sponsorship via a hookup with WOL, Washington.

Merchandising & Promotion

New Skeds—Maps—Ten Bucks a Quote—Raisers of Curtains—Lone Star Apparel—Windows

WBAL's Tabloid

AN EIGHT-PAGE tabloid newspaper, profusely illustrated and carrying stories about sponsors and programs on WBAL, Baltimore, made its appearance in latter September as *Business in Baltimore*. It is a giveaway sheet edited by Grafton W. Schults, WBAL merchandising manager, and will be issued monthly. Equal-size advertisements of WBAL local and national sponsors are carried free of charge.

Camay Gives Radios

PROCTER & GAMBLE Co., Cincinnati, in a joint cooperative campaign with Emerson Radio & Phonograph Corp., New York, is promoting six weekly contests for Camay soap, from Oct. 21 through Nov. 25, on two network programs, *Road of Life* on CBS and *Pepper Young's Family* on NBC-Blue and Red, and on some spot stations carrying *Kitty Keene*. Listeners are asked to finish the sentence in 25 words or less "I Like Camay Because—", sending in three wrappers from Camay soap or facsimiles thereof. A total of $2,500 in cash will be given to winners during the six contests, and 100 Emerson radios will be awarded each week. Pedlar & Ryan, New York, handles the Camay account.

* * *

Lever Nickels

KFH had a Lever Brothers' Night in Wichita when the sponsor's night programs returned to the air recently. Guests at the KFH *Barn Dance Frolic* who presented soap wrappers and box tops received 5 cents at the box office, and 1,044 proofs of purchase were turned in.

* * *

Permanent Salutes

FIRMS saluted by KGVO, Missoula, Mont., on its *Builders of Business* series, are presented with recordings of the programs.

Movie Tickets

THROUGH a deal with neighborhood movie houses, 1,500 passes will be awarded weekly to listeners to *Hollywood Reporter* on WGAR, Cleveland, featuring Jack Paar. The program is sponsored by Hershel California Fruit Products Co. (Contadina Tomato Paste), and extends through March 23, 1940. Movie houses receive announcements on the program in return for the donation weekly of passes. To receive a pass, the listener must send ten labels of Contadina Tomato Paste. Barnes & Aarons, Philadelphia, is agency.

* * *

Maps and Name

KVOO, Tulsa, is offering a European map in colors showing political divisions prior to the opening of hostilities as well as charts of military and naval strength. Maps are promoted on newscasts and are sold at cost, 15 cents. A new contest on KVOO offers prizes to find a name for the dawn program featuring Tiny Stallard and Little Montana, formerly of West Virginia stations.

* * *

News Window

WJR, Detroit, is using a bank window in the lobby of the Fisher Bldg. for continuous news bulletins duringing day and evening. Service is handled by Neal Tomy, station's news editor, from full INS reports. Photographs of Duncan Moore, Jimmy Stevenson, Edgar A. Guest Jr. and Jack King, news announcers, and schedule of their broadcasts decorate the window.

* * *

Cleveland Display

A MERCHANDISE Display Guide has been presented Cleveland store buyers, display and advertising managers by WHK, Cleveland. It is ring bound in maroon and gold. New pages are issued twice a month, listing products on the air and giving details about new programs.

* * *

Ten Dollar Quotes

ALBERS BROS. MILLING Co., Seattle, sponsor of *Good Morning Tonite* on NBC-Pacific network, is offering a weekly $10 prize for favorite quotations, verse or philosophy to be read by the Old Miner (Rod Hendrickson) on the program.

* * *

In Carolina Press

WBIG, Greensboro, N. C., is running a series of one-column newspaper ads about 11 inches deep in 23 weekly and semi-weekly newspapers in WBIG's area. The ads list power and coverage data, along with new programs.

* * *

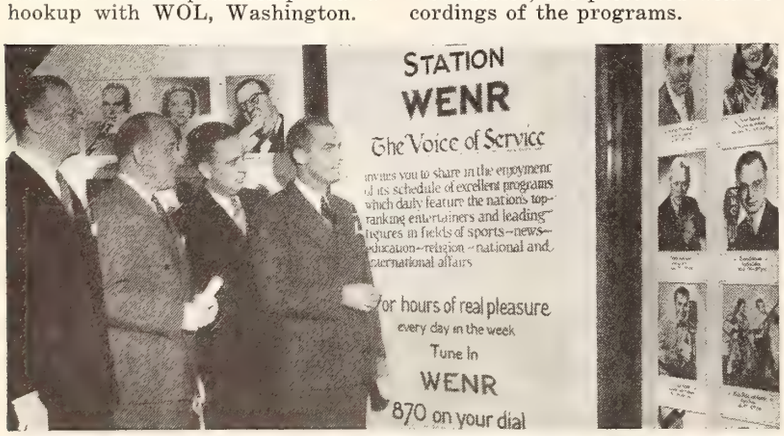
Texas Styles

KIUN, Pecos, Tex., is staging a style revue with about a dozen leading merchants participating. The program is staged at the Grand Theatre and is to be a semi-annual event.

* *

Omaha Windows

WOW, Omaha, is cooperating with the NAB "Curtain Riser" project by decorating windows of five radio set dealers. Photographs and window cards were supplied.



NAB Curtain Raiser week went over with a bang at NBC-Chicago when Emmons Carlson, sales promotion manager, decked out the vast lobby of the Merchandise Mart with artist pictures and cutouts galore. Executives of the NBC Central Division stopped by for critical appraisal. Left to right are Jules Herbuveaux, program director; Emmons Carlson, sales promotion manager; Billy Ray, director public relations; Harry Kopf, sales manager.



TO JIVE lovers, Bert Metcalf, "Ole Tiger" of KXOK, St. Louis, is sending this fan acknowledgment card on behalf of his *Jam for Supper* swing session. The card was executed by Daniel Bishop, of the *St. Louis Star-Times*.

Contests for Crisco

PROCTER & GAMBLE Co., Cincinnati, through Compton Adv., New York, is sponsoring two contests for Crisco on three of its network programs from Sept. 25 to Oct. 15 and from Oct. 23 to Nov. 12. Each contest offers a $5,000 first prize and 100 $50 second prizes for the best slogans, in ten words or less, about Crisco, accompanied by one Crisco wrapper. Programs used are *Vic & Sade* and *The Right to Happiness* on NBC and *This Day Is Ours* on CBS. The following four programs heard on transcription on various spot stations are also used: *Vic & Sade, The Gospel Singer, This Day Is Ours,* and *The Goldbergs.*

* * *

Pamphlets With Cheese

ZAUSNER & Co., New York, is promoting its twice-weekly program *Jewish News of the World* on WCNW, Brooklyn, through dealers in the metropolitan area handling its Regent Cheese products. Dealers present customers with small pamphlets telling about the program, while window streamers repeat the commercial announcements about the products as made on the broadcasts by Mitchell Levitsky, conductor of the program.

BROCHURES

KLZ, Denver: Booklet of household hints by Margaret Moore for *Lady, Lend an Ear.*

LANG-WORTH Feature Programs, New York: Two-color folder explaining the "NAB Lang-Worth Plan for permanent copyright independence," with catalogue of music library.

WDAY, Fargo, N. D.: Illustrated brochure with pictures of personnel, studios, transmitter and special events coverage, along with stories about station operation.

NBC: Folder titled "Interpretation of NBC Policies as Applied to Broadcasts during the Current European War."

WIRE, Indianapolis: Four-page folder based on speedway racing.

WCAU, Philadelphia: Cellophane-boxed and stitched folder of soft-textured paper "Presenting Laura May Stuart", new feminine feature.



TAXICAB displays of KTUL, Tulsa, appear in leather holders with glass fronts. They are buttoned on the back of front seats and feature two different shows each week.

HEALTH FROM THE AIRLANES

WGY Program, 17 Years Old, Credited With Aiding Reduction in Death Rate

By KOLIN HAGER
Manager, WGY, Schenectady

RADIO health education, broadcast consistently week after week for a period of 17 years by WGY, has been a contributing factor in the steadily decreasing death rate of New York State. This statement is volunteered by Dr. Edward S. Godfrey Jr., State commissioner of health, in recognition of WGY's cooperation with his department in health education.



Mr. Hager

Dr. Godfrey goes further and declares his belief that, despite the great attention quite properly given to health statutes, public health education by radio and other mediums is more effective than public health legislation.

WGY first went on the air on Feb. 20, 1922 and on March 24 of that year the New York State Department of Health broadcast its first radio health message, a five-minute talk. Weekly thereafter to the present, with few interruptions, these messages have continued. From the first, we at WGY were convinced that a health message authoritatively written and presented, was one of the most outstanding services a broadcasting station could perform for its listeners.

Now on Discs

For 11 years the five-minute health talk was written by members of the Health Department staff. In August 1933, the five-minute program grew to a 15-minute dramatic presentation known as *The Health Hunters*. So effective have these dramatized health stories become that the department is now transcribing them and releasing the recordings to 20 broadcasting stations in every part of New York State. The plays won the approval of the listening public and the endorsement of health authorities of counties, towns, cities and villages who reported that the popular presentation of health education was a real aid to them in promoting community welfare.

The *Health Hunters* sketch deals with the affairs of a family named Hunter in an imaginary New York State village called "Utopia". The characters include the members of the Hunter family, Dr. Jones, the village health officer and physician, the mayor and villagers. The subject matter covers not only the conventional matters usually discussed in health education but seasonal matters that are even closer to the conscious interests of communities.

For a Washington's Birthday broadcast Dr. Jones prescribed for General Washington. The health officer of the village of Utopia described the health practices and treatments in Washington's Day and the present. The sketches on mental hygiene were founded on village gossip and the problems were put in language easily understood. During the summer, sketches touch on the importance of care in drinking water particularly at road-side stands, unknown brooks and wayside springs. Another sketch might relate to poison ivy, its recognition and treatment of its poison. The dialogue is written with naturalness and there is a leavening dash of humor in the lines.

Thomas C. Stowell, assistant director of the Division of Public Health Education, is largely responsible for the dramatizations of the *Health Hunters* series. Prior to his association with the State Health Department, Mr. Stowell was a newspaperman with a keen interest in Albany amateur dramatic activites. He not only directs the radio performances but acts in them as well. Mr. Stowell also gives the brief health lesson which summarizes each dramatization. The 15-minute broadcast includes a 10-minute play and roughly four minutes assigned to an emphasizing summary.

Most of the scripts are written by Miss Isabel Beardsley, a member of the Department, who also plays in the sketches.

State Supplies Cast

All of the characters called for in the script are taken by staff members of the New York State Department of Health. In fact when children are called for in the script children of staff members qualify. Since the sketch started six years ago four players have been heard consistently in all the broadcasts—Dr. Paul B. Brooks, Deputy State Commissioner of Health, who plays the part of Dr. Jones, Miss Marion L. Peters, Miss Isabel Beardsley and Mr. Stowell.

When Producer Stowell decided that the *Health Hunters*, like many radio dramatic performances, should have a theme melody to open and close his program, he selected as the instrumentalists the crippled children's orchestra from the State Reconstruction Home at West Haverford. The children were transported to a New York City recording studio and there produced the march from Tschaikowsky's "Nutcracker Suite", which now introduces all Health Department broadcasts.

The State Health Department has discovered many advantages in the transcribed health message. Not only is it possible to have the message broadcast from many stations, at the convenient available time of the station, but it is also possible to reproduce the program, as has been done frequently, at meetings of parent-teachers associations, granges, 4-H clubs, service clubs, schools and various women's organizations. In fact reproduction has not been limited to New York State audiences.

In 1934 the *Health Hunters* series received the citation of the Social Work Publicity Council as one of the ten outstanding examples of health and social work publicity of the country for that year.

From time to time, as an added check on the popularity of the program, the New York State Health Department has offered folders on the subject matter of a particular broadcast. In every instance such offers have been followed by hundreds of requests.

Plane Promotion

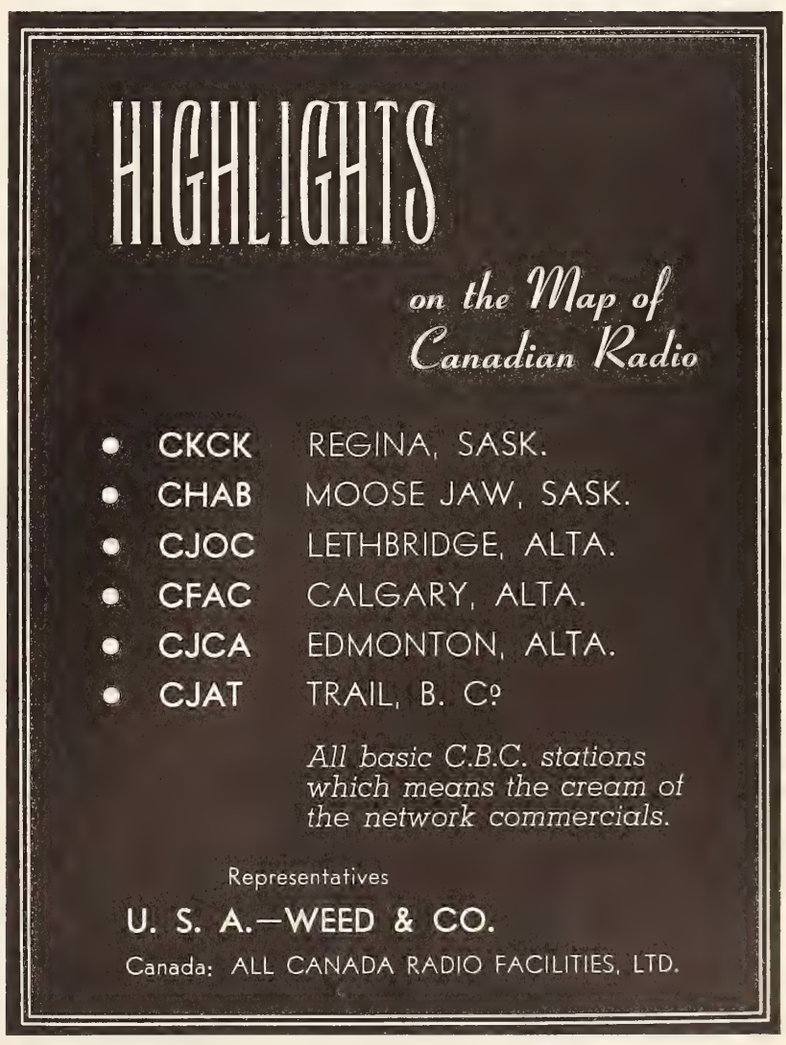
A SERIES of good-will flights to Northwestern points has been started by Dr. George W. Young, owner of WDGY, Minneapolis. Dr. Young, piloting his Stinson, led a fleet of 16 planes to Mankato, Minn., where they were entertained, to start the series of flights. The group continued to Austin the same day. Trips are planned every other Sunday.

Stern's 'Sports Newsreel'

COLGATE - PALMOLIVE - PEET Co., Jersey City, N. J. (shaving cream), will sponsor Bill Stern in a radio version of his well-known Sports Newsreel on NBC - Blue starting Oct. 8. Titled *Sports Newsreel of the Air*, the program will be presented in five parts, featuring the sports story of the day, the weekly feature story, a guest interview, a profile, and the sport highlight of the past week, and will be heard Sundays, 9:45-10 p. m. Benton & Bowles, Chicago, is agency.

PADUCAH Broadcasting Co., operating WPAD, Paducah, Ky., has applied to the FCC for authority to erect a new 250-watt station in Hopkinsville, Ky., to operate on 1200 kc.







Union Oil Operas

UNION OIL Co., Los Angeles, on Oct. 5 starts its weekly series of tabloid versions of operas and operettas on 10 CBS Pacific Coast stations, with *The Merry Widow*. Mario Chamlee, tenor and Jimmy Newill, baritone, have been signed for the initial program, with Tom Pelusa as orchestra and chorus director. Tom McAvity, radio manager of Lord & Thomas, Hollywood, agency servicing the account, will supervise production. Dave Taylor will direct. Jon Slot is writing the condensations, to be heard Thursday, 9:30-10 p. m. (PST).

FIRST meeting of the new KMOX Education Board was held Sept. 22 by the St. Louis station under the guidance of Harriet Edwards.

WWNC

ASHEVILLE, N. C.

Full Time CBS Affiliate
1,000 Watts

BIG FALL BUSINESS!

Many millions being spent in Asheville and Western Carolina by summer-fall tourists. Industry humming. Crops excellent. Business UP—and sure to be stimulated for months to come. Use WWNC's sole radio coverage to boost your sales . . . starting NOW!

Radio Executives Named For Columbia U. Course

RADIO EXECUTIVES, directors and writers have been selected to present a picture of the broadcasting world to students of "Radio Today," and "Radio Writing," courses given in the extension division of Columbia U., New York, this winter, under the direction of Erik Barnouw of the English department.

Speakers include: E. P. H. James, advertising and sales promotion manager of NBC; John V. L. Hogan, president of WQXR, New York; Paul Wing, CBS director; Walter R. Pierson, CBS director of sound effects; Frank Stanton, CBS director of research; Robert J. Landry, radio editor of *Variety*; Janet MacRorie, NBC editor of continuity acceptance; Felix Greene, BBC American representative; Gilbert Seldes, CBS director of television programs; Lewis H. Titterton, NBC manager of script division; Julius F. Seebach Jr., director of program operations of WOR, Newark; Arch Oboler, NBC copywriter and director; Norman Corwin, CBS writer and director; George V. Deny Jr., moderator of the *Town Hall* program on NBC; William N. Robson, director of the *Columbia Workshop*; Ireene Wicker, conductor of children's programs; Lyman Bryson, chairman of the CBS Adult Education Board; J. R. Poppele, WOR chief engineer.

MAX KARL, educational director of WCCO, Minneapolis, speaking on "What is a Good Radio Production and Why?", was featured at the annual conference of the Minnesota State Parent-Teachers Assn. Sept. 19.

SHREVEPORT



AGGRESSIVE radio advertisers have found Shreveport to be one of the most receptive markets in America. By every measuring stick—building permits . . . bank clearings . . . postal receipts . . . low unemployment figures . . . new telephones . . . gas meters . . . water meters . . . AND RETAIL SALES — Shreveport is growing, prospering and offering unlimited opportunities for KTBS time buyers.

A SHREVEPORT TIMES STATION

1,000 WATTS **KTBS** NBC

SHREVEPORT LOUISIANA

Represented by THE BRANHAM CO.

Radio AND Education

FACTORS to be considered in picking broadcast receivers and phonographs for classroom use are discussed in detail in a pamphlet prepared by the Committee on Scientific Aids to Learning, 41 E. 42d St., New York. The volume is distributed free by the Committee, of which Dr. Irvin Stewart, former member of the FCC, is director. The 95-page pamphlet goes into the technical aspects of the subjects from a lay approach and is illustrated with drawings and photographs. Tabular data cover such subjects as acoustic properties of rooms and materials and devices. An appendix lists and explains various types of equipment, with prices.

THE *Atlanta Journal School of the Air* will start its ninth annual series of auditions Oct. 16 on WSB, Atlanta, under direction of its founder, Louis T. Rigdon. Aim of the auditions is to discover boys and girls talented in music and English, and provide them with training, recognition and reward. As awards this year the 10 high school and 10 grammar school statewide winners will receive free trips to Washington and New York and will also receive scholarships to leading Georgia colleges and universities. More than 300,000 students in 400 Georgia public schools from 148 of the 159 counties in the State participate annually in programs on WSB; WMAZ, Macon; WTOC, Savannah, and WRDW, Augusta.

THE University of Detroit has completed its schedule for an introductory course in radio speech, with classes meeting Monday evenings in the studios of WWJ, Detroit, under direction of E. A. McFaul, university instructor of speech. A continuation of the course will be offered in the second semester.

DR. TRACY F. TYLER, administrative assistant to Guy Stanton Ford, president of Minnesota U., and lecturer on radio and education, has been named to the National Advisory Committee of the CBS *American School of the Air*. He will collaborate with Max Karl, WCCO educational director.

CHICAGO RADIO Council has published a series of 10 handbooks which discuss the 10 programs featured by the Council on local stations the first half of the 1939-40 school year. The handbooks analyze program structure, discuss listening techniques, furnish suggestions for school teachers.

NATIONAL ACADEMY of Broadcasting, Washington, began its fifth season of teaching radio speech and writing the last week in September under the direction of Alice Keith, former director of the CBS *American School of the Air*.

WPEN, Philadelphia, is using a serial drama, Findleyville, to give health information. The Philadelphia Health Council and Tuberculosis Committee participate. Script is by John Kieffer.

WHAS, Louisville, is originating three new half-hour programs a week from Kentucky U. studios in Lexington. They are *Behind the Headlines*, a Sunday noon roundtable; *Capsules of Knowledge*, with music and two five-minute talks; *Wildcat Review*, entirely by students, with student orchestra, interviews and sports gossip.

TWENTY-THREE high schools in New York City selected by the Board of Education will serve as origination points for the Friday broadcasts of the CBS *American School of the Air* during the 1939-40 season. The series, titled *This Living World*, is presented by CBS in cooperation with the New York City Board of Education and the NEA. A full crew of engineers, sound effects men and cast of eight actors under the direction of Earle McGill will be sent to each school. Scripts are written by Robert Aura Smith, of the *New York Times* editorial staff, who also leads discussions.

DR. FRANKLIN DUNHAM, religious and educational program director of NBC, will conduct a regular weekly course on the use of radio by schools at Teachers College, Columbia University beginning Oct. 4. Dr. Dunham lectured at both Columbia and Harvard Universities during the past summer. His new course, "Radio in the Class Room", will carry three credit points. Each session will be illustrated by actual broadcasts transcribed through a newly-developed RCA playback recorder.

FIFTH year of *America's Town Meeting of the Air* will start Oct. 5 on NBC-Blue, Thursdays, 9:30-10:30, with a list of well-known speakers on many subjects. The opening broadcast will present Secretary of the Interior Harold L. Ickes and Gen. Hugh S. Johnson. George V. Denny Jr., president of Town Hall Inc., continues as moderator.

WORLD WIDE Broadcasting Foundation, Boston, has resumed its Modern Radio Course under Dr. C. Davis Belcher. Talks, heard over WRUL, cover television and each talk is heard three times for a week.

THROUGH its affiliation with WLW and WSAI, the Cincinnati College of Music gives its students of broadcasting actual experience in courses leading to a Bachelor of Music degree. Courses deal with non-musical as well as musical aspects of broadcasting. The script course is directed by Arthur Radkey, of WLW's education staff, and credit is transferrable to the College of Music. Radkey also directs radio production and interpretation courses at the College of Music. All laboratory work is to be done in the WLW studios. Last year the College fed 54 programs to MBS.

NATIONAL COUNCIL for Jewish Education at its recent Buffalo conference commended CBS for its *Americans All, Immigrants All* series started last autumn in conjunction with the U. S. Office of Education. Scripts were by Gilbert Seldes, CBS television director, with Earle McGill as director.

THOMAS D. RISHWORTH, educational director of KSTP, St. Paul, has been named vice-chairman of the national radio committee of the U. S. Junior Assn. of Commerce, and has been appointed to the advisory board of the Minnesota Congress of Parents & Teachers.

KMPC, Beverly Hills, Cal., has started a Tuesday morning quarter hour program *Lifelong Learning*, under auspices of the Extension Division of California U., Los Angeles. Series is under supervision of Miss Anne Sumner, University executive.

WHO (ALONE!) for IOWA PLUS!

DES MOINES . . . 50,000 WATTS. CLEAR CHANNEL



CBS EDUCATORS had an all-day meeting at WBBM, Chicago, Sept. 22 to discuss local and network broadcasts in the field of education. From the 18 CBS stations represented at the meeting came these delegates (seated, l to r): Gene Trace, WMBD, Peoria; Irwin Johnson, WBNS, Columbus, O.; Geraldine Elliott, WJR, Detroit; Sterling Fisher, CBS, New York; Harriet Edwards, KMOX, St. Louis; Leslie C. Goss, WOC, Davenport, Ia.; Lavinia S. Schwartz, WBBM, Chicago; (standing l to r) Stan Thompson, WBBM; W. O. Dreyfus, WISN, Milwaukee; Emlyn Owen, WHBY and WTAG, Green Bay, Wis.; Edmund Linehan, KRNT, Des Moines; Frank L. Rand, WBBM; Ken Ellington, WBBM; H. B. Hook, KGLO, Mason City, Ia.; Robert Drain, WSBT, South Bend; J. L. Van Volkenburg, WBBM; Robert Swintz, WSBT, South Bend; Max Karl, WCCO, Minneapolis; J. Neil Reagan, WOC, Davenport, Ia.; R. Bruce Wallace, KFAB and KOIL, Omaha and Lincoln, Neb.; George E. Halley, KMBC, Kansas City.

Affiliates Discuss Education on CBS

EDUCATIONAL programs of both local and network origination were the order of the day when 18 CBS affiliate representatives gathered at WBBM, Chicago, Sept. 22 for a roundtable discussion. Sterling Fisher, CBS educational director, New York, talked over the general educational setup in the various stations and asked the officials for their suggestions concerning further expansion of network educational activities.

Reception of the CBS *American School of the Air* and other network and local programs designed for school children and adult education has been enthusiastic among local school officials, county superintendents and head of educational institutions, it was learned. Mr. Fisher told the station delegates that the program had received official endorsement from State boards of education in five States. Several other States have notified CBS that such endorsement will be given this year, he added. The program has been altered this year to allow local classes to be used each week in classroom discussion demonstrations aired in each area.

The meeting concluded that educational programs should allow for participation by local school officials and students whenever possible. Representing WBBM as the station devoting the largest amount of time to educational broadcasts, informal talks were given by J. L. Van Volkenburg, assistant manager of WBBM; Lavinia Schwartz, WBBM educational director who was recently named CBS regional director of education; Frank L. Rand, public relations director of CBS Western Division; Stan Thompson, WBBM assistant program director, and Ken Ellington, WBBM special events head.

Kitchen Boquet Buys

GROCERY PRODUCTS MFG. Corp., Union City, N. J., on Oct. 2 starts a test campaign for Kitchen Boquet using five time weekly participations in *Martha Deane's* program on WOR, Newark, and a women's program on KNX, Los Angeles. Ruthrauff & Ryan, New York, is the agency.

Dill on Copyright

(*Continued from page 24*)

centage of the total program receipts of the radio station.

"In a number of States the legislatures have passed statutes to compel ASCAP to adopt the payment for use plan. They have even provided criminal penalties for failure to obey these laws. Litigation is now pending regarding these laws in most or all of these states. Other State legislatures will probably adopt similar statutes unless Congress acts.

Music Monopoly

"Such statutes constitute a form of guerilla warfare against ASCAP. They afford a temporary protection, but that protection is only temporary and partial in its effect. What is needed by the users of copyrighted music is a major victory over ASCAP's unjust demands in the form of an amendment to the Copyright Act to provide a payment for use plan.

"A copyright of a musical production is a constitutional grant of a monopoly control of the use of the music represented by the copyright. That monopoly includes the control of the reproduction for profit of the music which the copyright covers. A copyright owner, acting alone, may do as he will with his copyright. He may license or refuse to license its use. He may license one person and refuse to license another. He may charge one user one price, and another user another price. Congress cannot interfere. But when the copyrights of two or more individuals are brought under a single control, then Congress can regulate the use of those copyrights. When an individual, corporation or association combines these copyrights under one control, then Congress can regulate the commercial transactions relating to the use of those copyrights.

Attempts in Past

"In the past, efforts to curb ASCAP have taken the form of attempted revisions of the copyright law. All such bills have died in Congress, primarily because such a revision always brings so many confusing proposals affecting so many different interests and people, that Congressmen and Senators hesitate to support some of the proposed revisions. A simple amendment providing the payment for use plan of copyrighted music will not be subject to such misunderstanding and confusion.

"Such an amendment can be introduced in the special session and hearings before the House and Senate Committees can be held before January. This will make it possible to pass the bill before Congress adjourns next summer. When that is accomplished, radio broadcasters who have contracts expiring Jan. 1, 1941, can deal with ASCAP on a fair and reasonable basis at the expiration of those contracts."







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Beaumont, Texas
They Know
FACTS

LaGuardia Prevents Montana Service Of Warrants Against ASCAP Officials

MONTANA's legal action against ASCAP officials and executives of NBC and CBS, charging them with alleged conspiracy to violate that State's so-called anti-ASCAP law, on Sept. 27 caused New York's Mayor F. H. LaGuardia to step in and prevent serving of warrants.

After Gene Buck, ASCAP president and one of a dozen ASCAP officials for whom warrants had been issued, advised the Mayor that New York detectives had attempted to serve the warrants, Mr. LaGuardia ordered steps which halted efforts to serve the warrants at this time. Mr. Buck's complaint followed efforts to serve warrants on Louis D. Frolich, ASCAP general counsel.

The investigation ordered by the Mayor disclosed that the warrants had been issued on June 19 by Ward H. Jones, Justice of the Peace of Hellgate Township, Missoula County, Mont. A. J. Mosby, manager of KGVO, Missoula, was the complainant, who charged attempted extortion, felony and conspiracy. The warrants named top officials of ASCAP, NBC and CBS, as well as WCAU, Philadelphia.

Mayor LaGuardia viewed the proceeding as private and directed that the warrants be turned over to the corporation counsel for an opinion as to their legality. The warrants were submitted to New York police officials with a request from County Attorney Edward T. Dussault of Missoula, asking that those named give statements on the charges and what they propose to do about them.

The *New York Times* of Sept. 28 reported that Police Commissioner Valentine said he had no intention of arresting reputable men who could be found in their offices on the basis of warrants issued by a Justice of the Peace. The newspaper said he called the affair "a mythical crime", and asserted that his department could not be used as a collection agency.

E. Claude Mills, chairman of the ASCAP executive committee, stated that the crux of the Montana argument "is that the broadcasters in Montana don't want to pay fees for copyright music or service of broadcasters and conjured up a ghost of a scheme against the officials of ASCAP, CBS and NBC personally." Asserting that there were not going to be any more "starving song-writers", he said 45,000 writers who furnished 76% of the music received $4,000,000 from radio to split up last year while "$80,000,000 was made selling radios and advertising time on the production end."

Net Officials Not Served

No attempt was made to serve the warrants on NBC or CBS officials. It was explained that each network had sent to Commission authorities statements asserting that they were not guilty of the charges. Failing to receive similar statements from ASCAP, County Attorney Dussault on Sept. 19 wrote the New York police either to obtain such statements from the ASCAP officials or to "incarcerate them under the warrants of arrest that you have."

Mr. Buck was with Mayor LaGuardia discussing plans for the ASCAP Music Festival to be held Oct. 1 to Oct. 7 in honor of ASCAP's 25th anniversary, when he was notified that an attempt had been made to serve warrants on Mr. Frohlich.

Arbitration Is Planned In Chicago AFRA Case; Stipulation by WFAA

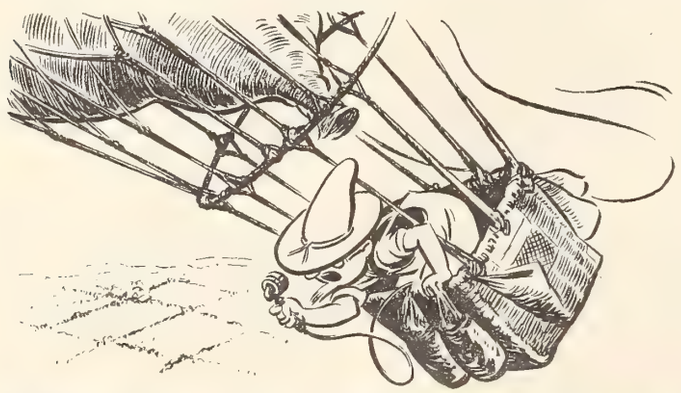
AFRA situation in Chicago remains dormant with an arbitration board expected to be set up by the end of October. According to Ray Jones, executive secretary of the Chicago local, a code for local broadcasts will be fixed by the arbitration board in acordance with the plans outlined in BROADCASTING Aug. 15. WCFL, owned and operated by the Chicago Federation of Labor, has not signed a new contract with AFRA although its former contract expired Sept. 30.

It was understood from official sources that WCFL would not sign an AFRA contract until the Chicago broadcaster-agency committee had come to a code agreement through arbitration covering all Chicago stations. AFRA had asked a 25% wage increase in the contract recently submitted to WCFL [BROADCASTING Sept. 15]. Officials of the broadcaster-agency committee said that they had received no further word from AFRA as to an arbitration board, that no further committee meetings would be held until AFRA indicated its readiness to arbitrate the local code.

* * *

WAAF Stipulation

THE Drovers Journal Publishing Co., Chicago, whose stockholders operate WAAF, Chicago, stipulated Sept. 26 with the National Labor Relations Board that it would "stop discouraging membership in the American Federation of Radio Artists, Chicago local, affiliated with the American Federation of Labor, or any labor organization, and to offer in back pay to James Silver the sum of $450 and to Jack Odell the sum of $700 "in full and complete satisfaction of all liabilities for back pay." The complaint alleged that the firm had discharged the two employes because of union activities.



DEPLOY FOUR MORE TRACTORS IN THE SOUTH FORTY—MARCH!

Farming out here in the Red River Valley is no piddling "sustenance" proposition. It's big business, and the proof is that the per capita value of Red River Valley farm lands and buildings is exactly 47.6% greater than the per capita values in the rest of the West North Central Area, which consists of Minnesota, Iowa, Missouri, the Dakotas, Nebraska and Kansas.

WDAY is the ONLY chain station covering the great and prosperous Valley. It's one of the most productive stations in America. Want the proof?

WDAY, INC.

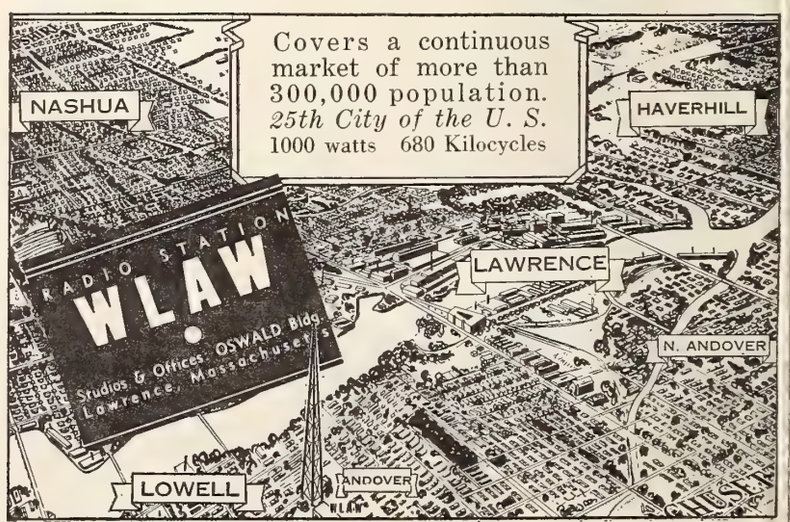
N. B. C.

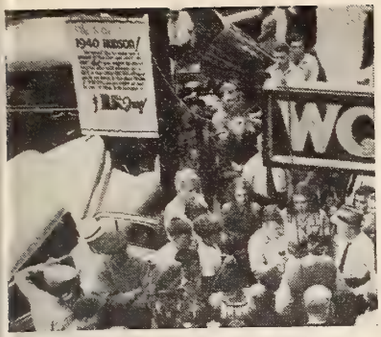
Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT





CURBSTONE car salesmanship was introduced in St. Albans, Vt., via WQDM, Sept. 23 with good results and a new 26-week contract from the local Hudson distribution, according to G. S. (Pete) Wasster, manager. To introduce the new Hudson, space was cleared along the curb on the main street, and a 15-minute broadcast was staged. To win a dollar bill, bystanders were asked to answer "yes" or "no" to questions regarding the new Hudson features. The dealer claims he closed several sales and picked up numerous prospects. Then he signed for 26 weeks.

WOR-AGRAP RENEW PACT FOR 5 YEARS

AMERICAN Guild of Radio Announcers & Producers, independent union, has signed a five-year renewal contract with WOR, Newark, covering terms and conditions of employment of all announcers and production men employed on sustaining programs at the station. Agreement covers hours of work, vacations, sick-leave, overtime and sustaining salaries, commercial contracts of these employes being covered by the station's contract with the American Federation of Radio Artists, AFL talent union. Main change in the new AGRAP contract is that for the first time it calls for a closed shop at the station. Union has a similar agreement with WABC, New York.

Question of whether AGRAP will retain its independence or merge with AFRA is still unanswered, but will probably be settled at the next general meeting to be held sometime this fall. Feeling among members is divided, it is said, with the advantages of affiliation with the AFL on the one side being balanced by the fact that in AFRA the announcers and producers would be far outnumbered by actors and singers and so would have relatively less voice in the management of the union.

Annual meeting of the New York local of AFRA was held Sept. 28, with officers and directors elected for the coming year. Negotiations with WMCA and WHN, both New York, are continuing, but have not reached the contract stage. Preparation of a code to be presented to the makers of transcriptions covering the employment of actors and singers is also going on, but the union has not yet made public its terms.

The dispute between American Communications Assn., CIO union, and International Brotherhood of Electrical Workers, AFL union, over representation of the technical employes of WQXR, New York, has not yet been settled, although several meetings have been held with National Labor Relations Board officials.

Code Ban on Coughlin Seen

(Continued from page 17)

they do not run for more than one year from Oct. 1, 1939. The committee likewise was instructed to make itself available to resolve doubts of broadcasters as to whether proposed new business conforms or can be made to conform to the code. It was specified further that new business competitive with existing accounts could be accepted with the same length of commercial copy permitted the existing account.

The only instructions given the Code Committee regarding enforcement was that if a member station disagreed with an interpretation of the committee's ruling, the station could request reconsideration by the committee. Then if the member found the reconsideration action unsatisfactory, he could appeal to the board.

"The decision of the board will be final and binding," the board ruled. "In the interim, however, the committee ruling will be considered as binding."

Industry Support

NAB President Neville Miller, in an announcement preceding the Code Committee's initial session, said the document had virtual industry-wide support. The Committee, he pointed out, is representative of a cross-section of both the industry and the country and he regarded it as "more than competent to represent every type of radio station and interest as well as the preference of the industry as a whole."

Mr. Miller said the first meeting was highly important to the future of every station and of the entire American system of broadcasting. He announced that the committee will issue a code manual which will contain specific answers to specific problems already presented for ruling. As more of these interpretations are made from time to time, they will be sent member stations. The code manual itself will be in loose-leaf binder form so that reports from the Committee can be applied under the applicable sections of the code.

"In its deliberations," Mr. Miller said, "I can assure this industry and the listening public that the Code Committee is concerned with fundamental principles only and not with personalities. The code represents almost a year's constant deliberation of every conceivable problem affecting the operation of radio in both the social and economic life of our nation. Adherence to the code means to the individual station operator a better long-pull investment and to the American home gives another reason for inviting the NAB station as a preferred guest in its living room. I am convinced that in the code we will find an admixture of the best interests of the radio industry and of the public interest of the American people. The two are inseparable. This is the essence of self-regulation as we know it in our American democracy. And this is the purpose of the NAB code."

President Miller on Oct. 2 dispatched to all members of Congress personal letters in which he outlined the purpose of the code and emphasized particularly the manner in which the controversial discussion provision would be invoked.

In addition to Chairman Bill, members of the Code Committee are Martin Campbell, WFAA, Dallas; Edward Cargill, WMAZ, Macon; Walter J. Damm, WTMJ, Milwaukee; Earl J. Glade, KSL, Salt Lake City; Edward Klauber, CBS executive vice-president; Niles Trammell, NBC executive vice-president; Don Searle, KOIL, Omaha; Theodore C. Streibert, MBS vice-president, and E. M. Kirby, NAB public relations director, as secretary. Ed Craney, KGIR, Butte, a member of the original committee, declined appointment.

Strong support of the code has come from social, educational, religious, labor and other groups since its adoption last July. Women's organizations generally have endorsed it, particularly in connection with provisions dealing with children's programs which prescribe continuous studies of the problem and consultations with parent and child study groups.

It also came to light that following the Sept. 17 broadcast by Father Coughlin during which he urged his followers to organize "an army of peace" and march on Washington to protest any change in the present neutrality laws, the "Friends of Democracy of New York" sent a memorandum to the FCC and the NAB protesting the priest's "use of the airways for the purpose of inciting the American people to riot and civil war." The organization urged that his contracts with radio stations be cancelled. The memorandum was signed by L. N. Birkhead, national director, and urged NAB members to invoke the code provisions against Father Coughlin as "an enemy of democracy, a disciple of fascism, an advocate of violence and a purveyor of racial hatred."

It is not expected that the NAB Code Compliance Committee at this time will deal with the issue provoked through purchase of time by Father Coughlin's publication *Social Justice* for news broadcasts over a number of stations. In this connection, however, it was pointed out that the code provisions dealing with broadcasting of news might readily be invoked, if it is ascertained that the material broadcast is "colored" and thereby fails to comply with the code mandate.

70% of Kansas'

Effective Buying Income

[AND 20% OF OKLAHOMA'S] IS IN THE DAYTIME COVERAGE AREA OF

WICHITA

KFH That **SELLING STATION FOR KANSAS**

Call Edward Petry & Co.

Political Speeches Barred in Quebec

Unless They Are Delivered Within a Station Studio

RADIO stations throughout Quebec have been advised "that during the war period the broadcasting of political addresses must be confined to the studio" and that no station will have the "right to broadcast a political speech made at a political meeting". The instructions were received by Quebec broadcasters on Sept. 26 from H. N. Stovin, station relations supervisor of the Canadian Broadcasting Corp. and broadcasting station liaison officer for the Canadian Censorship Coordination Committee.

Quebec is to have a provincial election Oct. 25. Scripts of all political speeches to be broadcast must be submitted in advance to Stovin at the CBC at Toronto for censorship.

Danger of Hecklers

Broadcasts of political meetings are not allowed because there would be no control over hecklers and answers political speakers may give hecklers, even though the main speech were censored. The ruling, made under Defense of the Realm regulations, will be impartially enforced, and the CBC is cooperating with the censorship committee.

Regarding rumors that the Government was taking over broadcasting, Transport Minister C. D. Howe at Ottawa stated on Sept. 27, "As a war measure radio broadcasting is one of the things which have been placed under government supervision, but the CBC remains in control. As to what will be allowed on the air, or be prohibited, the management will consult with the censor authority. This is what has been done as a war measure."

WARREN IRWIN, former correspondent in Geneva for the *New York Times*, has joined the foreign staff of NBC and will act as commentator under Max Jordan, NBC's European representative, with headquarters in Berle, Switzerland.

WAPI, Birmingham, has applied to the FCC for authority to change its frequency from 1140 to 1050 kc. and increase its power from 5,000 to 50,000 watts, thus securing fulltime in lieu of its present night-sharing arrangement with KVOO, Tulsa.



5,000,000 POTENTIAL AUDIENCE

Short War Seen In Use of Radio

DeForest Points to Millions Of Sets in Battle Area

A PROPHECY that "the magic might of radio" will shorten the present war in Europe was made by Dr. Lee DeForest, inventor of the radio tube, at a luncheon in his honor at the New York World's Fair Sept. 22 which had been designated as "Lee DeForest Day." Dr. DeForest came from Los Angeles to be guest of honor for the day, and tribute was paid to him by such radio notables as Dr. E. F. W. Alexanderson, inventor of the Alexanderson alternator; Maj. Mack Horton, inventor of the trailing antenna used by airplanes during the first World War; Dr. O. H. Caldwell, editor of *Radio Today*; Dean Gleason Archer, of Suffolk University, radio historian; R. A. Heising, president of the IRE, and W. J. McGonigle, president of the Veteran Wireless Operators Assn.



Dr. DeForest

Miss Eugenia Farrar, first singer to go on the air for Dr. DeForest in his broadcasting experiments in New York in 1907, spoke briefly, and Vaughn deLeath, original "radio girl," who first broadcast for him in 1919, sang. F. L. Black, in charge of the Ford Exposition and host for the affair, read a message from Lambdin Kay, manager of WSB, Atlanta, informing Dr. DeForest that he was the recipient of the first citation for distinguished service by Cat Whisker Dodo Society, a group of radio old-timers.

A War Factor

Declaring that millions of persons behind the lines in war-torn Europe are able to defy the censorship of their own governments by listening to hourly reports from the battlefronts of all nations, Dr. DeForest said radio was destined to play a mightier role than ever in the war now raging. "Today sufficient millions of radio receivers are scattered throughout the hamlets and rural districts of Europe to frustrate the aims of their censors, despite severe penalties," he said. "The masses of the warring people are thus acquiring hourly, nay minutely, knowledge of how the battle is goin on all fronts. Therefore, radio conditions exist making for an earlier termination of the awful slaughter by the suffering masses themselves, the ones who always pay with their blood.

"In the first World War radio proved of immeasurable value at sea, in saving survivors of torpedoed ships, in warning of U-boat peril, in direction of naval battle over distances where antique signaling methods were totally useless, between field headquarters and divisional units, and in trench warfare. But to the millions of homes in beleaguered capitals and throughout nations blockaded and cut off from the world, the present widespread networks of radio information did not exist. In 1914 and in 1918 millions of listeners could not hear, as today, from their own government, or others, the hourly news bulletins, the emphatic words of their national chiefs."



FIRST TELEVISION demonstration in New Orleans was conducted last month by the D. H. Holmes Dept. Store in cooperation with WWL, using an RCA traveling video unit. Left to right in this picture are Pinkie Vidacovich, WWL musical director; Billy Neuberger, staff drummer; Henry Dupre, special events director; Jimmie Wilson, program manager. Their act was an old-time "beauty contest."

Television News Notes

Televising Football

WITH the telecast of the football game between Fordham University and Waynesburg College from Randall's Island on Sept. 30, NBC launched a fall schedule of gridiron pickups for its television station, W2XBS, New York. A test sight and sound pickup of the Fordham Rams in a practice session proved that the mobile unit's two cameras, one giving an overall view of the teams and the other providing close-ups, can transmit an excellent view of the action. Accordingly NBC television officials are planning an extensive series of telecasts of collegiate football contests in the metropolitan area this fall, with the possibility of televising one or more pro games as well. Already set, in addition to the Sept. 30 game, are: Manhattan vs. St. Bonaventure, Oct. 7; College of City of New York vs. Scranton, Oct. 14; C.C.N.Y. vs. St. Joseph's, Nov. 18. Long Island U. vs. Catholic U., Nov. 23.

* * *

NBC Video Schedule

NEW FALL television schedule of W2XBS, New York NBC station, which went into effect Sept. 26, calls for five afternoon programs, Tuesdays through Saturdays, and four evening telecasts, Tuesdays through Fridays, each week. Studio variety hours, including short film subjects, make up the matinees on Tuesdays and Fridays, with the mobile unit picking up outdoor events on Wednesdays, Thursdays and Saturdays. Evening hours are studio programs, with two dramatic and two variety presentations weekly. A Saturday evening telecast, probably of a feature film, may be added in the near future. The noonday programs have been discontinued.

* * *

Holiday Buying

WHILE no announcements have yet been made, it is learned that several manufacturers of television receivers are planning extensive pre-Christmas advertising campaigns for these sets. About 1,000 receivers have been sold in N. Y.

Don Lee Goes Ahead

DESPITE reports to the contrary, Don Lee Broadcasting System, Los Angeles, has not abandoned nor postponed plans for the construction and operation of a television transmitter on a 23-acre site overlooking Hollywood. Lewis Allen Weiss, general manager, in late September stated that the company will start construction within 60 days and W6XAO will be moved from downtown Los Angeles to the new site when the structure is completed. Legal matters involving clearance of the site for telecasting are currently being expedited, he said. Plans call for a unit type building to house equipment and studios. It will be a reinforced Class A structure. Move will represent an expenditure of nearly $1,000,000.

* * *

Lighters and Suzettes

ART METAL Works, Newark, joined the list of advertisers cooperating with NBC's television staff in anticipating commercialized television on Sept. 29, when *Light of Your Life* was telecast by W2XBS, New York, as an advertisement for Ronson lighters. Maurice, chef of the Park Lane Hotel, will demonstrate the fine art of preparing crepe suzettes to New York's television audience on Oct. 3, giving the first telecast cooking lesson when he is a guest on Alice Maslin's *Facts & Fancies* afternoon series on W2XBS.

* * *

Cincinnati Show

TELEVISION was demonstrated in the H. & S. Pogue Co. store in Cincinnati, with Peter Grant, WLW chief announcer, and Charles Woods as emcees. Herbert Flaig acted as producer. Radio artists, stage folk, civic leaders, stylists and others were televised.

* * *

Zenith Still Holds Back

ZENITH Radio & Television Corp., Chicago, during a company convention the week of Sept. 25 announced its intention to continue its policy not to offer television sets to the public for sale until it believes that television is ready.

New Vacuum Tube Boon to Television

HAILED as the possible successor to the vacuum tube and as a boon to television, a new type electron-multiplier device was demonstrated at London's Radiolympia Radio Exposition of last month, according to reports in British technical publications. Commercial versions of the tube were demonstrated in standard broadcast and television receivers, as a means of reducing the complement of tubes necessary without loss of efficiency, it was claimed.

An all-British invention, the new tube is called the "Augetron" and was exhibited by Vacuum Science Products, British concern. *Practical Wireless*, in its Sept. 9 issue reported that the tubes shortly will be placed on the market at "very reasonable cost".

London's *Television & Short-Wave World*, in its September number, said the tube makes possible utilization of secondary emissions in such a way as to obtain very considerable amplification of currents over a very wide frequency range. *Electrical Times* of Aug. 17 stated the tube can be substituted as a single component for several convention tubes and circuit accessories hitherto necessary for adequate amplification of television signals, and that it has applications also in telegraphy picture transmission, sound film projection and numerous other scientific and engineering purposes. *Wireless World* of Aug. 31 reported that the Augetron was a development of "considerable interest" and although "obviously useful for television, it has many other applications."

Finch Stock Issue

FINCH Telecommunications Inc., New York, manufacturer of facsimile apparatus, on Sept. 25 filed a registration statement covering 87,500 shares of common stock with the Securities & Exchange Commission in Washington. An offering of the shares to the public will be made by a group of investment dealers headed by Distributors Group Inc., New York, with proceeds of the financing to be used for expansion of the Finch operations. The company is headed by William G. H. Finch, former assistant chief engineer of the FCC and holder of many patents on facsimile devices.

SMPE Convention

TELEVISION projection problems, sound recording and reproduction, and the development of the motion picture industry will be discussed among other subjects at the 24th annual convention of the Society of Motion Picture Engineers, held at the Hotel Pennsylvania, New York, Oct. 16-19, under the general managership of W. C. Kunzmann, convention vice-president.

* * *

New GE Oscilloscope

GENERAL ELECTRIC Co. announces an oscilloscope for television, with means for horizontal and vertical deflection for the wide frequency range required. Any single wave frequency between 5 cycles and 6 m. c. may be shown in graphical form, the horizontal sweep circuit operating over a range from 10 to 100,000 cycles per second. The device uses a 9-inch cathode ray tube.

Decision Awaited On WMCA Case; Charge Is Denied

Case Now Under Advisement; War Policy May Be Charted

(*Continued from Page 14*)

mony that the same data broadcast by WMCA was published in more detail in the *Herald-Tribune* and in other newspapers. A number of New York newspapers, which published articles on the WMCA war broadcasts, were introduced in evidence.

Mr. Wolff said he had never been in the employ of WMCA and had never received any money from the station directly or indirectly. Responding to Commissioner T. A. M. Craven, Mr. Wolff said he did not regard the messages as "address messages" because they were not designated for particular ships. He explained further that the messages carried the prefix "CQ" which he described as a call to all ships and not in the nature of "an address".

When Mr. Flamm proposed to read a statement to open his testimony, Chairman Fly ruled that the question-answer procedure would be followed. He did not permit the witness to delve into past history of the station, observing that if "you open it up you take your chances". He admonished the witness to "keep your eye on the ball".

Mr. Flamm explained that Mr. Goldstein had recommended supplementing the normal International News Service reports with those of the *Herald-Tribune* when the European situation became serious. He explained that WMCA also has an arrangement with the *New York Mirror*, whereby a daily news broadcast is handled, based on *Mirror* items.

Mr. Goldstein had advised him, Mr. Flamm said, that the *Herald-Tribune* service was of three types —intercepted news broadcasts from Europe, which he said was a practice indulged in by other networks, "special *Herald-Tribune* correspondents' service", and a news bulletin service. Identifying an exchange of correspondence with the *Herald-Tribune*, Mr. Flamm said these letters constituted the only arrangement with the newspaper. A telephone line was ordered between the *Herald-Tribune* radio room and WMCA for the duration of the service from Aug. 25 to Sept. 5. Also produced was a bill covering this service, which Mr. Flamm said was paid.



NEW FACADE for WIS, Columbia, S. C., just completed. New and enlarged offices and studios have also been installed. The front is of deep blue tiling with glass brick lighted from behind by green neon tubing and the call letters in red neon.

Purpose of Advertisements

Asked regarding the trade advertisements, Mr. Flamm said he would assume responsibility. As a result of the *Herald-Tribune* arrangements and because of the "lucky breaks" he said WMCA did manage to broadcast a number of items in advance of other stations and obtained "front-page breaks" in newspapers as well as notices by the columnists. He said he suggested that the advertising manager, Al Rose, prepare an ad to show to the radio industry "and you gentlemen of the Commission" the job WMCA was doing.

Mr. Flamm said he did not have the slightest idea how Columnist Ross got his information and that he had made a specific inquiry about it. He said he had no information regarding the Gross comments.

Mr. Goldstein was subjected to rigid examination and cross-examination regarding the arrangements with the *Herald-Tribune* and the manner in which the broadcasts were handled. The *Herald-Tribune* service was stopped on Sept. 5, he said, after the networks announced they had returned to normal schedules.

Regarding the advertisement, Mr. Goldstein said that he had seen it prior to publication and that he thought it did an effective job of emphasizing WMCA's "scoops". He added that he knew WMCA did nothing wrong and that it had scored news beats. The ad, he said, was true in most respects but "false in some."

Asked whether he had talked with either of the columnists, Mr. Goldstein said he had a phone conversation with Mr. Gross and mentioned the "scoop" to him. This brought a barrage of questions from Commission members, during which Mr. Goldstein first indicated he had talked with Mr. Flamm about the Gross column but later said he recalled that he did not discuss it with his superior.

Not Intercepted

When Chairman Fly observed that Mr. Wolff had testified that he had informed Mr. Goldstein the German message had been intercepted, the witness responded that Mr. Wolff did not say anything to lead him to believe that it was "an intercepted message".

Recalled to the stand, Mr. Wolff said that he had received many press broadcasts from the German and English stations. He emphasized that he did not give the call letters or names of ships at any time, if they happened to be picked up.

William Weisman, vice-president of WMCA and its New York attorney, was called as the final WMCA witness. Asked by Mr. Littlepage whether he desired to comment on his affidavit responding to the Commission's show cause order, Mr. Weisman said he did not desire to change it in any way. Every statement in it "is true", he said. Mr. Fly observed that the Commission "feels" the affidavit was incomplete.

Under questioning by Mr. Dempsey, the New York attorney declared that since he had submitted the affidavit, he had acquired additional knowledge, particularly in connection with the placement of the trade paper advertising. He did not have the information at the time the affidavit was drawn, he said.

News Disclaimer

BROADCASTERS for years have used political and other types of disclaimers, but KGER, Long Beach, Cal., has a new and original one which might be called a "propaganda disclaimer." The station now prefaces its newscasts with the following: "This news broadcast has been prepared from the regular dispatches of an accredited world-wide press service (Transradio). It is entirely devoid of personal comment or individual opinion. It is as completely confined to facts and probabilities, without propaganda of any type, as the KGER News Bureau is able to make it."



KFEQ
ST. JOSEPH, MO.
"The Midwest Market Station"
Cattle, Hog and Sheep Prices are Up!
Grain Prices are Up!
KFEQ blankets a rich agricultural area.
680 K. C. 2500 Watts
National Representatives
HEADLEY-REED CO.
New York Chicago
Detroit Atlanta

FACTORY PAYROLLS *Are Up!*

DOLLAR SALES *Are Up!*

NEW CAR SALES *Are Up!*

WFBL . . Syracuse

WFBL'S
Volume of Sales on Network, National Spot, and Local Programs is *Well Ahead of 1938!*

● Time available, on WFBL, the leading station in Central New York is limited! Wire or write for full information, rates, TODAY!

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.

AFM Seeks Right to Control Assignment of Record Rights

Impedes Recording Firms in Radio License Plan By Demanding Supervision of Artist Pacts

A NEW hurdle manufacturers of phonograph records must clear before they can issue licenses to broadcasters for use of their products on the air has been placed in their path by the American Federation of Musicians, which has notified its members that assigning their rights in these records to the recording companies will mean the immediate loss of union membership. Any assignment of these rights must be made only after approval of the AFM has been obtained, the notice states.

Attorneys for RCA, only recording company which has as yet offered licensing agreements to broadcasters, declined to comment on the AFM move until they have had time to study it further. Immediate action on their part is unnecessary, it was stated, since they have agreed with the NAB to withhold action on their licenses until Dec. 1 [BROADCASTING, Sept. 1].

Serious Handicap

However, as the court decision affirming the right of a record manufacturer to restrict or control the use of his records in broadcasting [BROADCASTING, Aug. 1] was based on the usual contract between the company and its artists in which the latter assign all their rights to the company, failure of the artists to make such assignment would seem to provide a serious handicap to the recorders in licensing stations.

Letter addressed to all locals and members of the AFM and signed by the union president, Joseph N. Weber, reads as follows:

"The attention of the Federation has again been called to the fact that various recording companies, as a result of recent court decisions, are using every effort, through contractual provisions, to have members who make records assign their property rights therein to the recording companies.

"As a result, the International Executive Board has adopted the following rule: 'Any member who assigns any property right in any recording to any recording company, or to any other party without the consent of the American Federation of Musicians, by such action gives notice to the Federation and makes effective immediately his resignation from the A. F. of M.'

"This rule is effective immediately and will be strictly enforced."

The letter was described at AFM headquarters as "purely a precautionary measure" to protect the rights of musicians engaged in the making of records. The union has long fought the increasing use of "canned music" in every form on the basis that mechanical reproductions are the musician's fiercest competition for employment and, in its contracts with the makers of electrical transcriptions, refuses to permit the employment of its members on transcriptions unless the manufacturer agrees to limit their sale to stations which employ their quotas of AFM members.

National Assn. of Performing Artists, organization of orchestra leaders and other "name" recording artists which defended Paul Whiteman in the RCA-Whiteman case and which has been studying the possibilities of an appeal of the decision favorable to RCA, declined to comment on the AFM action at this time. While AFM could be a powerful ally in NAPA's fight against the recording companies, the ban on assignment of rights "to any recording company or to any other party" might be interpreted to include NAPA as well as the recorders and NAPA may find that the AFM has taken over the control of recordings on the air, its chief function.

AFRA Officers in L. A.

FRED SHIELDS, heard on several network programs from Hollywood, was made president of Los Angeles Chapter, American Federation of Radio Artists, at the annual election held Sept. 26. He succeeds Carlton KaDell, announcer-actor, who is now in Chicago. Five vice-presidents were elected for the ensuing year. They are William Brandt, Thomas Freebairn-Smith, Homer Hall, Earl Ross, James Eakins. Lucile La Pointe was made recording secretary and Theodore Bliss, treasurer. Elected to the board of directors and representing actors are Lee Millar, Hal Berger, Bea Benaderet, Frank Nelson, and Ynez Seabury, with William Brandt, Freeman High, Raymond Clark, William Days Jr. and Henry Iblings guiding interests of singers and Richard Bailey for soundmen.

ROBERT NEWCOMB & Associates, New York, has changed its name to Newcomb-Staab and has moved offices to 535 Fifth Ave. Telephone is Vanderbilt 6-0113.

MPPA Contract Extended by NBC

Publisher Group and Network Agree on Year Continuance

FOLLOWING the conclusion to settle their differences by a friendly test suit [BROADCASTING, Sept. 15], NBC and the Music Publishers Protective Assn. have extended their contract for another year, retroactive to July 1, insuring subscribers to NBC's *Thesaurus* transcription library the continued free use of these records.

NBC's attempt to secure a lower rate from MPPA than the present $15 per number per year plus pressing charges, by which the network pays roughly $50,000 annually to MPPA members for the right to use their numbers on its recordings, delayed the renewal for several months.

Then, on Sept. 8, Harry Fox, general manager of MPPA and agent for the recording rights of the publishers, notified all stations subscribing to *Thesaurus* that further broadcasting of his clients' numbers might lead to infringement of copyright suits, as NBC was no longer licensed to use these numbers.

A week of conferences led to the decision to continue relations on the previous basis for the time being, meanwhile arranging for a court test of the rights of the publishers to exact recording fees in excess of the two cents per number set as the maximum by the Copyright Act of 1909.

Details of the suit have not yet been perfected, but it is understood that one of the Warner Bros. publishing houses will oppose NBC. Suit will probably follow the lines of the Harms-RCA case, with NBC recording a number without permission and being sued for infringement.

TELEVISION WANTS SECURITY

Must Be Permitted to Sell Time if It Is to Become Important Social Instrument

By ALFRED H. MORTON

NBC Vice-President in Charge of Television

TELEVISION, having gone through its first, purely experimental stage and entered the second phase of actual day-to-day operations, is beginning to be aware of the problems that every new industry must face. The big question is, of course, the eternal one about earning a living. That question we hope to answer by following the pattern set by the American system of radio broadcasting. In other words, we hope to sell a portion of our time on the air for commercial purposes and thus support the entire program structure. Radio has become a spectacular success by this method, both in its public service aspects and as a private business enterprise. Television, if it is to survive and fulfill its promise of becoming a tremendously significant social instrument, must likewise be set on a secure economic foundation.



Mr. Morton

The First Dollar

It is my opinion that we cannot begin too early on a solution to television's economic problem. Television should be permitted to earn its first dollar as soon as it is able to do so. This, of course, would involve the granting of commercial television licenses by the FCC. I can see no objection to this. On the contrary, I believe it would give impetus to the growth of television and its spread over the United States.

Fortunately, television has something distinctly new to offer in return for its livelihood. No other medium has combined sight, sound and motion with a sense of immediacy. Radio has its sound and this sense of immediacy, of things being perceived at the moment they occur. Motion pictures have sight, sound and motion. But television has come along with all combined, which probably accounts for the peculiarly intimate bond between the television artist, performing in a studio, and a family group, miles distant, sitting before their television receiver. These are the elements that should make television an excellent commercial medium, opening the radio arts to new clients, and making old appeals more effective in moving the goods of American industry.

NBC has, in the course of its more than three years of experiment and actual public service operation, made exhaustive studies of the commercialization of television. It has explored the art for its practical advertising possibilities, laid preliminary plans for the keeping of statistical records and studied television's advertising psychology. It has done some work on commercial announcements and on the dramatic presentation of uses of products. NBC has gone some way, too, into the matter of package design and dozens of other aspects of commercial television.

Beyond this theoretical work, NBC has also had some little experience in commercial television. Our present experimental license does not permit us to sell the use of our facilities. But, with the cooperation of interested prospective buyers of television time, we have presented a number of what might be called "semi-commercial" shows over Station W2XBS. Women's fashions have been the most numerous items in this category, but there have also been presentations in the interests of tobacco, air travel, foods and public utilities. No one who witnessed the doubleheader telecast by NBC from the Brooklyn Dodgers' home field will forget Red Barber's pioneer commercials for Ivory Soap, Wheaties and Socony-Vacuum products. Neither are they likely to forget the signs at Ebbets Field that gave other advertisers what might be called a free ride.

These isolated experiences, however, are not enough. At best, they are only sporadic adventures in the commercialization of television. And since television will probably follow the precedent established by radio broadcasting, I believe that television should be allowed to conform to that pattern as soon as possible.

Television should be permitted to grow up as a balanced service, with both commercial and sustaining programs. It is highly probable that the new art will have developed an effective sales appeal for certain lines of merchandise long before its circulation warrants the buying of time by many of our major advertisers. We, and those who will participate with us in the building of American television, should, therefore, be given the opportunity of whatever experience we can gain in building and telecasting commercials that will fit naturally into the style of the new art. If we delay too long, we may find ourselves trying the patience of our audience by attempting to graft ill-fitting commercials onto an art already fairly advanced in its presentation of educational and entertainment material.

Our next big task will be to try television on the commercial proving ground. It would be highly beneficial if we were permitted to begin.

Canada War No Handicap To Sponsors, Says Weed

NO DETRIMENTAL factors to American advertisers using Canadian radio have set in as a result of the state of war that exists between the Dominion and Germany, according to Joseph J. Weed, president of Weed & Co., American sales representatives for 24 Canadian stations.

"As a matter of fact," Mr. Weed pointed out, "a number of distinct trade advantages to American advertisers are apparent. Time costs are lower to American firms due to the drop in the Canadian dollar. Also, a wave of prosperity is evident due to soaring wheat prices at a time when Canada has a huge surplus supply at hand. This is indicative of a general industry boom which spells for increased buying power."

Local Loan Programs

LOCAL LOAN Co., Chicago (personal loans), has started a six-weekly quarter-hour musical period on WMCA, New York; six-weekly quarter-hour news program on WHN, New York; has extended its quarter-hour news period with Pat Flanagan on WBBM, Chicago, from three to six weekly. The contracts are for 52 weeks. George H. Hartman Co., Chicago, is agency.

Hunting Season Spots

PETERS CARTRIDGE Division of Remington Arms Co., Bridgeport, Conn., is using three spot announcements weekly on KSL, Salt Lake City, during the peak of the hunting season in that section. Spots started Sept. 16 and mark the first time the company has used radio except for a few spots in Alaska. Ralph H. Jones Co., New York, is the agency.

ALL Twin Cities radio stations have combined to provide full coverage of Minneapolis' Century Celebration Oct. 2 to 7 under the direction of Michael J. Fadell, radio chairman. A station committee has been appointed comprising Earl Gammons and John McCormick, WCCO; Stanley E. Hubbard and Joe Meyers, KSTP; C. T. Hagenab and Robert DeHaven, WTCN; E. I. Hoffman and F. M. Devaney, WMIN; Dr. George Young and Walter Stone, WDGY.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

EVERYONE PLEASED
WTOL Finds Way to Handle Civic Controversy

A NEW WAY to handle controversial civic questions was tried by WTOL, Toledo, recently when groups for and against passage of a city relief levy in a special election were demanding time on the station. Station officials worked out this plan:

The station prepared limited scripts for each side, gave each a studio at the same time and flipped a coin to see which side would speak first. Program was controlled from a third studio, the speakers and announcers taking their cues from the production man. An announcer was with each speakers group and speakers were cut so only the production man and standby announcer knew what was going on.

Listeners were informed how the broadcast was being conducted. The speakers were alternated and at the conclusion both sides were satisfied.

WHDH Appeals Grant Of New Salem Station

AN APPEAL from the FCC decision authorizing a new 100-watt station at Salem, Mass., on 1200 kc. with unlimited time, was filed in the Court of Appeals for the District of Columbia Sept. 26 by Mabel Walker Willebrandt, former Assistant Attorney General, on behalf of WHDH, Boston. The appeal recited that WHDH had notified the FCC last May that it was an interested party in the application, which had been designated for hearing. On July 21 without acting on this notice, the FCC rescinded the hearing and granted the application without hearing, it was charged. Subsequent petition for rehearing filed by WHDH was denied Sept. 6.

Mrs. Willebrandt held that the Commission erred in not considering that WHDH serves the same territory as the authorized new station and that the anticipated competition "will necessarily result in a severe loss of operating revenue" and impair WHDH service. The station complained also that the FCC erred in not first giving consideration to the WHDH application for full-time operation in lieu of its present limited-time assignment on the 830 kc. channel.

Conventions Approved

PROCLAMATIONS promulgating two radio conventions to which the United States is a party were signed Sept. 18 by President Roosevelt, following ratification by the Senate at the last session. One was the Regional Radio Convention for Central America, Panama and the Canal Zone, agreed to on Dec. 8, 1938 and ratified by the Senate July 21, 1939. It is designed to afford more effective broadcasting facilities for Central America, Panama and the Canal Zone. The second compact constituted revision of the general radio regulations annexed to the International Telecommunications Convention of the 1932 Madrid Conference as revised at the Cairo Conference last year. The Senate ratified the revisions on July 21.

THE second Inter-American Radio Conference, with delegates from the United States and all the Americas, is scheduled to be held in Santiago, Chile, Jan. 17-23.

Western Electric

EQUIPPED FOR BETTER BROADCASTING

Alabama WALA WAPI WHBB WSGN
Arizona KGLU KTAR KWJB
Arkansas KTHS KUOA
California KDB KDON KFAC KFOX KFRC KFSD KFVD KGB KGDM KHJ KIEM KLS KLX KQW KRE KRKD KROW KROY KSFO KYOS
29
Colorado KFKA KLZ KVOR
Conn. WDRC WICC WTHT
D. of Col. WJSV WMAL WOL
Florida WCOA WDBO WFLA WFOY WJAX WJNO WKAT WRUF WSUN
Georgia WATL WMAZ WRBL WSB
Idaho KFXD KSEI
Illinois WCBD WHFC
55
WMBD WMBI
Indiana WHIP WIND WWAE
Iowa KFJB KFNF
Kansas KFH KGGF KOAM KOAN KSAC KSAL WIBW
Kentucky WHAS WLAP W9XWT
Louisiana KALB WBNO WDSU WJBO WSMB
Maine WGAN WLBZ
Maryland WBAL WJEJ
81
Mass. WAAB WBRK WEEI WHDH W1XER WLLH WMAS WNAC WSAR
Michigan WBCM WEXL WJR WKZO WMBC WWJ WXYZ W8XWJ
Minnesota KATE KVOX KWNO WCCO WDGY WMIN WTCN
Missouri KFRU KFUO KMBC KMOX KWK
110
WDAF WHB WIL WMBH
Montana KFBB
Nebraska WOW
New Hamp. WFEA
New Jersey WCAM WCAP WHBI WPG WTNJ
New York WABC WBBR WBIL WBNX WCNY WFAB WFBL WHAM WHDL WHN WIBX WINS WJTN WKBW WLTH WNEW
138
WNYC WOR WOV
No. Car. WAIR WCNC WDNC WRAL WSTP
N. Dakota KDLR KRMC
Ohio WADC WCLE WCPO WHK WHKC WICA WKRC WLW WOSU WSAI WSPD WTOL W8XNT
Oklahoma KASA KBIX KOMA KOME KTUL KVOO
Oregon KOAC
168
Penn. KQV WBAX WFBG WHAT WIBG WJAS WKOK WKST WPIC WSAN
Rhode Is. WEAN WJAR WPRO
So. Car. WAIM WCSC WIS
S. Dakota KABR WNAX
Tennessee WLAC WNOX WROL
Texas KABC KCMC KFDM KGNC KMAC
194
KPAB KRIC KRLD KTAT KTSA WRR
Utah KSL
Virginia WBBL WFVA WRNL WRVA
Wash. KABR KELA KFPY KGA KGY KHQ KIT KMO KPQ KRKO KVI KXRO
W. Virginia WMMN WSAZ
Wisconsin KFIZ WCLO WKBH WTMJ
Total: 223

TO SPONSORS: When you're picking stations for your programs, here's something worth remembering.

More stations use Western Electric than any other make of equipment—and they didn't buy on *price* alone. They felt their clients and listeners deserved equipment backed by 57 years of leadership in the field of sound-transmission. They bought Western Electric for *quality*.

You can count on the more than 200 stations listed above to put your show on the air at its best.

Distributed by GraybaR

DISTRIBUTORS: Graybar Electric Co., Graybar Bldg., New York. In Canada and Newfoundland: Northern Electric Co., Ltd. In other countries: International Standard Electric Corp.

NRR Is Compiling Time Sales Report

Sample Data Will Be Offered Similar to Other Media

FIRST REPORT covering national, regional and local radio advertising prepared by National Radio Records, New York, will be issued early in October as a sample covering the period from July 1-31, 1939. If the advance sample proves successful, regular monthly reports will be furnished as a service for radio similar to the media reports furnished to printed publications by Media Records and Publishers Information Bureau.

Information for the sample report was supplied National Radio Records by the three major networks and from the following 14 stations covering major New York markets: WABC WEAF WJZ WOR WMCA WQXR WHN WINS WAAT WOV WBIL WLTH WEVD and WFAS. Report is divided into two sections, one for network advertising and the other for New York City spot advertising, both preceded by indices listing advertisers and products alphabetically and showing individual expenditures of each company.

Method of Compilation

These cost figures were computed by multiplying the one-time gross rate by the number of broadcasts during the month, according to N. Charles Rorabaugh, director of the organization, while the system of classification, using the four major groups—retail, general, automotive and financial—has been adopted from that used by Media Records, with that company's sanction.

The section on network advertising for the sample period of July, 1939, lists the company, total expenditure, followed by a complete story on the program used, including the agency, type of program, network, time of broadcast, and list of stations by sections of the country. The same applies for the section on New York City spot advertising, with list of stations, and additional information as to whether or not the spots were participating.

Magazine to Extend

CANDID EYE Magazine, Philadelphia, on Nov. 1 starts a varying schedule of participations, five-minute strips and announcements on WSM WWVA WFEQ-KFYR KFAB KGLO WHBL KMA KSL. The list will be expanded considerably during the fall months, according to Roy E. Dodge, radio director of Albert Kircher Co. Chicago agency handling the account.

New Shepard Rate Cards

RATE CARDS No. 5 of the Yankee Network, No. 11 of WNAC, Boston, its key station, and No. 5 of Colonial Network have been issued by John Shepard 3d, to become effective Oct. 1. The Yankee rate card incorporates increases for WNAC, WTIC, Hartford, and WTAG, Worcester, while WFEA, Manchester, N. H., reduces its national rate. The Colonial rate card incorporates new stations WCOU, Lewiston, Me., and WSYB, Rutland, Vt. All present clients will be protected at the old rates for one year, and contracts signed to start on or before Oct. 14 will earn the old rates.



WKY'S MOBILE unit wasn't mobile but the Brahma bull was when this unusual shot was taken Sept. 16 as the Oklahoma City station covered the Woodward (Okla.) Rodeo. John Shafer, special eventer, handled the mike (inside the truck) while Ben Bezoff daredevilled the camera. Both got beautiful shots. When WKY Manager Gayle Grubb sent the men on the assignment, he had instructed: "Whenever and Wherever there's action, see that WKY is in the middle of it." It was.

Network Accounts

All time EST unless otherwise indicated.

New Business

CONSOLIDATED DRUG Co., Chicago, on Oct. 16 starts one-hour show on 10 Texas State Network stations (KRBC KBST KGKL KTEM KNOW WACO KABC KFDA KFYO KFJZ), 52 weeks, Mon. thru Sat., 7-8 a. m.

GULF BREWING Co., Houston (Grand Prize Beer) on Sept. 1 started *Inside of Sports* on 11 Texas State Network stations, 18 weeks, Fri., Sat., 7-7:15 p. m. Agency: Rogers-Gano Adv. Agency, Houston.

SOUTHERN STATES FOODS, Dallas (Blue Bonnet Margarine), on August 31 started *Blue Bonnet Time* on 20 Texas State Network stations, once a week for 5 weeks. Agency: Gandy Adv. Agency, Dallas.

DI-FUNCTION Co., Fort Worth, on Sept. 24 starts five-minute newscasts on 12 Texas State Network stations once a week 13 weeks. Agency: Hi Johnson, Fort Worth.

LYDIA E. PINKHAM MEDICAL Co., Lynn, Mass. (Vegetable Compound), on Sept. 25 starts *Voice of Experience* on 24 Texas State Network stations, thrice weekly for 52 weeks, 12:45-1 p. m. Agency: Erwin Wasey & Co., N. Y.

GENERAL CIGAR Co., New York (White Owl cigars), on Sept. 25 started *Raymond Gram Swing* on 3 MBS stations, Mon. and Fri., 10-10:15 p. m. Agency: J. Walter Thompson Co., N. Y.

COLUMBIA RECORDING Corp., Bridgeport (records), on Sept. 29 started *Young Man With a Band* on 30 CBS stations, Fri., 10:30-11 p.m. Agency: Ward Wheelock, Phila.

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food), on Oct. 15 resumes *Dog Heroes* on 13 NBC-Blue Stations, Thurs., 5-5:15 p. m. Agency: Clements Co., Phila.

BRISTOL-MYERS Co., New York, (Ipana toothpaste), on Oct. 2 starts *Life of Mary Sothern* five times weekly show on WGN, Chicago. The 13-week contract was placed through Pedlar & Ryan, New York.

LEHN & FINK PRODUCTS Co., New York (Hinds Honey & Almond Cream), on Oct. 4 starts *Burns & Allen* on 52 CBS stations, Wed., 8:30-9 p. m. (repeat at 10:30-11 p. m.). Agency: Wm. Esty & Co., N. Y.

UNDERWOOD-ELLIOTT-FISHER, Toronto (office equipment) on Oct. 15 starts piano recitals by Ernest Seitz, on three-station network of CBL, Toronto; CBO, Ottawa; CFCF, Montreal. Agency: J. J. Gibbons Ltd., Toronto.

ST. LAWRENCE STARCH Co., Port Credit, Ont. (corn syrup) on Nov. 4 starts sportscasts on Ontario network; CBO, Ottawa; CFRC, Kingston; CKLW, Windsor; CKSO, Sudbury; CFCH, North Bay; CJKL, Kirkland Lake; CKGB, Timmins; CKPR, Fort William; CJIC, Sault Ste. Marie; CFCO, Chatham; CFPL, London; CKOC, Hamilton; CJCS, Stratford; CKNX, Wingham; CKCR, Kitchener; CKPC, Brantford. Agency: McConnell Eastman & Co., Toronto.

GENERAL MILLS, San Francisco (Wheaties) on Sept. 25 started *Jack Armstrong* on 19 Mutual-Don Lee stations, Mon. thru Fri., 5:30-5:45 p. m. (PST). Agency: Westco Adv. Agency, San Francisco.

GENERAL MILLS, Minneapolis (Wheaties), on Sept. 25 resumed *Jack Armstrong* on 16 NBC-Red stations, Mon. thru Fri., 5:30-5:45 p. m. Agency: Blackett-Sample-Hummert, Chicago.

PENNZOIL Co., Los Angeles on Oct 4 starts for 7 broadcasts only, *News by Norman Nesbitt* on 32 Mutual-Don Lee Pacific Coast stations. Five-minute programs will precede broadcasts of World Series baseball games. Agency: Mayers Co., Los Angeles.

SPERRY FLOUR Co., San Francisco (pancake flour), on Oct. 9 starts for 52 weeks, *My Children*, dramatic series, on 8 CBS Pacific Coast stations (KSFO KNX KARN KOIN KVI KIRO KFPY KSL), Mon. thru Fri., 8:45-9 a. m. (PST). Agency: Westco Adv. Agency, San Francisco.

STEPHANO BROS., Philadelphia (Marvel cigarettes), on Sept. 26 started for 52 weeks, *Sports Mirror*, on 7 CBS Pacific Coast stations (KNX KSFO KARN KOIN KVI KIRO KFPY), Tues., Thurs., Sat., 7:30-7:45 p. m. (PST). Agency: Aitken-Kynett Co., Philadelphia.

VICK CHEMICAL Co., Greensboro, N. C. (cough drops, nose drops), on Oct. 4 starts *Beyond Reasonable Doubt* on 7 NBC-Pacific Blue stations, Wed., Thurs. and Sat., 6-6:15 p. m. (PST). Agency: Morse International, N. Y.

HARTZ MOUNTAIN PRODUCTS Co., New York (birdseed), on Sept. 24 started musical program on 5 MBS stations, Sun., 3:30-3:45 p.m. Agency: George H. Hartman, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Concentrated Super Suds), on Oct. 9 starts *Ellen Randolph* on 49 split NBC-Red and Blue stations, Mon. thru Fri., 1:15-1:30 p. m. Agency: Benton & Bowles, N. Y.

GENERAL MILLS, Minneapolis (Korn Kix), on Oct 23 starts *Billy & Betty* on 13 CBS stations, Mon. thru Fri., 5:15-5:30 p. m. (rebroadcast, 6-6:15 p. m.). Agency: Blackett-Sample-Hummert, Chicago.

Renewal Accounts

ROYAL Canadian Tobacco Co., Toronto, on Oct. 1 renews *Ken Soble's Amateur Hour* on CKCL, Toronto; CFRB, Toronto; CKCO, Ottawa; CFRC, Kingston, Ont.; CFPL, London, Ont.; CFCO, Chatham, Ont.; CFCH, North Bay, Ont.; CKSO, Sudbury, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CHML, Hamilton; CKAC, Montreal; CFCF, Montreal; CJIC, Sault Ste. Marie, Ont. Agency: Metropolitan Broadcasting Service, Toronto.

A. S. BOYLE Co., New York (Old English Floor Wax), on Sept. 25 renewed *John's Other Wife* and added 33 NBC-Red stations making a total of 54 NBC-Red, Mon., Tues., Wed., 10:15-10:30 a. m. Agency: Blackett-Sample-Hummert, N. Y.

ANACIN Co., Jersey City (headache pills), on Sept. 25 renewed *Just Plain Bill* and added 33 NBC-Red stations making a total of 54 NBC-Red, Mon. Tues., Wed., 10:30-10:45 a. m. Agency: Blackett-Sample-Hummert, N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on Oct. 2 renews *Blondie* on 93 CBS stations, Mon. 7:30-8 p. m. (reb. 10:30-11 p. m.). Agency: Wm. Esty & Co., N. Y.

WM. WRIGLEY Jr. Co., Toronto, (chewing gum) renewed on Sept. 26, the weekly network *Treasure Trail* in English on CFRB, Toronto; CFCO, Chatham, Ont.; CKCO, Ottawa; CFCF, Montreal; and in French on CKAC, Montreal, and CHRC, Quebec. Agency: Tandy Adv. Agency Ltd., Toronto.

EUCLID CANDY Co., San Francisco, has renewed *Euclid Ballot Box* on 3 CBS stations in California. Mon. 8:45 to 9 p. m. (PST). Agency: Sidney Garfinkel, San Francisco.

PACIFIC GREYHOUND LINES, San Francisco (bus travel) on Sept 3 renewed for 52 weeks *Romance of the Highways* on 21 Mutual-Don Lee network stations in California and Oregon and 3 stations of the Arizona network, Sun., 10:15-10:30 a. m. (PST). Agency: Beaumont & Hohman, San Francisco.

RELIABLE FLOUR Co., Boston (flour), has renewed participation in *Gretchen McMullen* hour on 18 Yankee Network stations, starting Aug. 22 and ending Feb. 13, 1940. Bennett, Snow & Walther, Boston, handles the account.

CHAS. H. PHILLIPS CHEMICAL Co., New York (Milk of Magnesia and creams), on Oct. 23 renews *Stella Dallas* on 46 NBC-Red stations, Mon. through Fri., 4:15-4:30 p. m. Agency: Blackett-Sample-Hummert, N. Y.

R. L. WATKINS Co., New York (Dr. Lyons toothpowder), on Oct. 23 renews *Backstage Wife* on 35 NBC-Red stations, Mon. thru Fri., 4:15 p. m. Agency: Blackett-Sample-Hummert, N. Y.

Network Changes

BROWN & WILLIAMSON Tobacco Co., Louisville (Kool-Raleigh cigarettes), on Sept. 27 replaced *Tommy Dorsey* with *Red Skelton* on 45 NBC-Red stations, Tues., 8:30-9 p. m. Agency: BBDO, N. Y.

PHILIP MORRIS & Co., New York (cigarettes), on Nov. 8 adds 12 NBC-Red stations to *Johnny Presents* making a total of 82 NBC-Red, Tues., 8-8:30 p. m. Also adds 22 CBS to *Johnny Presents* making a total of 77 CBS, Fri., 8:30-9 p. m. Agency: Biow Co., N. Y.

GENERAL FOODS Corp., New York (Jell-O), on Oct. 3 shifts *The Aldrich Family* on NBC-Red, Sun., 7:30-8 p. m. to 60 NBC-Blue stations, Tues., 8-8:30 p. m. Agency: Young & Rubicam, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), on Oct. 16 replaces *The O'Neills* with *Against the Storm* on 38 NBC-Red stations, Mon. thru Fri., 5:15-5:30 p. m. Agency: Compton Adv., N. Y.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Oct. 25 shifts *Quicksilver* from 29 NBC-Red stations, Tues., 7:15-7:30 p. m. to 56 NBC-Blue stations, Wed., 8:30-9 p. m. (reb., 11:30-12 midnight). Agency: H. W. Kastor & Sons, Chicago.

BRISTOL-MYERS Co., New York (Vitalis), on Oct. 6 shifts *George Jessel's Celebrity* program from 53 NBC-Red, Wed., 9:30-10 p. m. to 51 NBC-Red, Fri., 9:30-10 p. m. Agency: Young & Rubicam, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J. (Cashmere Bouquet products, Halo) on Oct. 21 adds 12 CBS stations and 29 CBC stations to *Wayne King and His Orchestra* making a total of 92 CBS stations, Sat., 8:30-9 p. m.

PROCTER & GAMBLE Co., Cincinnati (Dreft), on Sept. 25 shifted *Kitty Keene* on 13 NBC-Red stations, Mon. thru Fri., from 11:45 a. m.-12 noon to 5:30-5:45 p. m.

R. L. WATKINS Co., New York (Dr. Lyons tooth powder), on Sept. 25 shifted *Orphans of Divorce* on 34 NBC-Blue, Mon. 7-7:30 p. m. to 43 NBC-Blue, Mon. thru Fri., 3-3:15 p. m.

PROCTER & GAMBLE Co., Cincinnati (Crisco, P&G soap), on Oct. 16 replaces *Vic & Sadie* with *The Right to Happiness* on 24 NBC-Blue stations, Mon. thru Fri., 11:15-11:30 a. m.

CORN PRODUCTS SALES Co., New York (Kre-mel chocolate syrup), on Oct. 9 adds 8 CBS stations to *Society Girl* making a total of 44 CBS stations, Mon. thru Fri., 3:15-3:30 p. m.

COLGATE - PALMOLIVE - PEET Co., Jersey City (Cue dentrifice), on Oct. 21 adds 12 CBS stations to *Gang Busters* making a total of 63 CBS stations, Sat., 8-8:30 p. m. (reb. 11:30-12 midnight).

CAMPBELL SOUP Co., Camden, on Sept. 24 added CBC stations to rebroadcast of *Campbell Playhouse* on 36 CBS stations, Sun., 10-11 p. m. (early broadcast, 8-9 p. m. on 35 CBS). Agency: Ward Wheelock, Philadelphia.

COLGATE - PALMOLIVE - PEET Co., Jersey City (shaving and dental cream), on Oct. 5 shifts rebroadcast for *Ask-It-Basket* and *Strange as It Seems* on 64 CBS stations Thurs. from 12 midnight-1 a. m. to 11:30-12:30 p. m. Early broadcast continues 8-9 p. m.

J. G. DODSON PROPRIETARIES, Atlanta (Ironized Yeast), on Sept. 24 added 3 MBS stations (WKRC, WRVA, KFEL) to *Original Goodwill Hour* making a total of 64 MBS and 28 TSN stations, Sun., 10-11 p.m. Agency: Ruthrauff & Ryan, N. Y.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Sept. 26 shifted *Pot O' Gold* on 76 NBC-Red stations from Mon., 9:30-10 p. m. to Tues., 8:30-9 p. m. Agency: H. W. Kastor & Sons, Chicago.

PHILIP MORRIS & Co., New York (cigarettes), on Nov. 8 shifts *Breezing Along* from MBS to 43 NBC-Blue stations, Wed., 8-8:30 p. m.

QUAKER OATS Co., Chicago, on Oct. 2 adds 29 CBC stations to the 61 NBC-Red *Quaker Party*, Mon., 7-7:30 p. m. (CST).

ALFRED DUNHILL Co., New York (cigarettes), on Oct. 11 shifts *Name Three* on 4 MBS stations from Wed., 8-8:30 p. m. to Sat., 8-8:30 p. m.

PROGRAM TICKETS IN DEMAND AT CBS

TRANSITION of radio from an auditory medium alone to an important visual attraction is clearly revealed in the figures released by CBS, showing that in 1934 some 75,000 persons witnessed its programs during the entire year as compared to the total through August of this year of 1,123,619. Despite its present three radio theaters, CBS reports the demand for tickets to broadcasts far in excess of supply.

CBS' first radio theater in New York was opened in February, 1934 with a seating capacity of 1,026. The second CBS theater was also opened that year because of the increasing audience, and by 1935 some 639,000 had attended the network's broadcasts in the two theaters. In 1936, the Manhattan Theater was opened seating 1,225, still the network's largest theater, with figures rising by the end of the year to 791,687. Final figure for 1937 was 884,648; for 1938, 950,645, and for March alone of that year 108,775 persons received tickets or over 25% more than the number for the entire year of 1934.

So far this year, figures are running 20,000 ahead of last year and the network estimates that in New York City alone the total will exceed 1,000,000. Much of this increase, CBS feels, is due to the New York World's Fair, although the rising figures indicate that, with or without the Fair, the audience figures would show the same increase. Hollywood attendance was not noted until the fall of 1937 when 183,723 visitors attended the broadcasts. This year, 428,524 persons have been counted, and because of the demand, permits have been asked to build two new auditoriums on the West Coast, both seating 400 each. By 1940, therefore, CBS estimates that two million people will see its broadcasts on both east and west coasts.

Pinex Using 66

PINEX Co., Fort Wayne, Ind., on Oct. 1 starts a five weekly quarter-hour news program on WHN, New York. Hal Makelim, head of WHN Chicago office handled the deal. The firm will soon start a campaign on 65 stations. Russell M. Seeds Co., Chicago, handles the account.



P & G's New Serial

PROCTER & GAMBLE Co., Cincinnati, starts a new program for Ivory Soap on Oct. 16 in the afternoon period five times weekly now occupied by *The O'Neills* on NBC-Red. Program, written by Sandra Michael, brings the total time on NBC sponsored by Procter and Gamble to 20 quarter-hours weekly on the Blue and 60 quarter-hours weekly on the Red. Compton Adv., New York, handles the Ivory account.

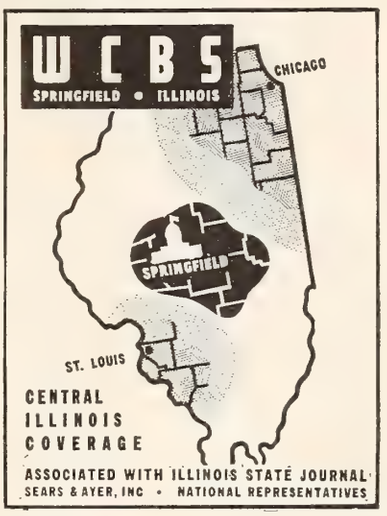
LONE STAR CHAIN LANDS 4 SPONSORS

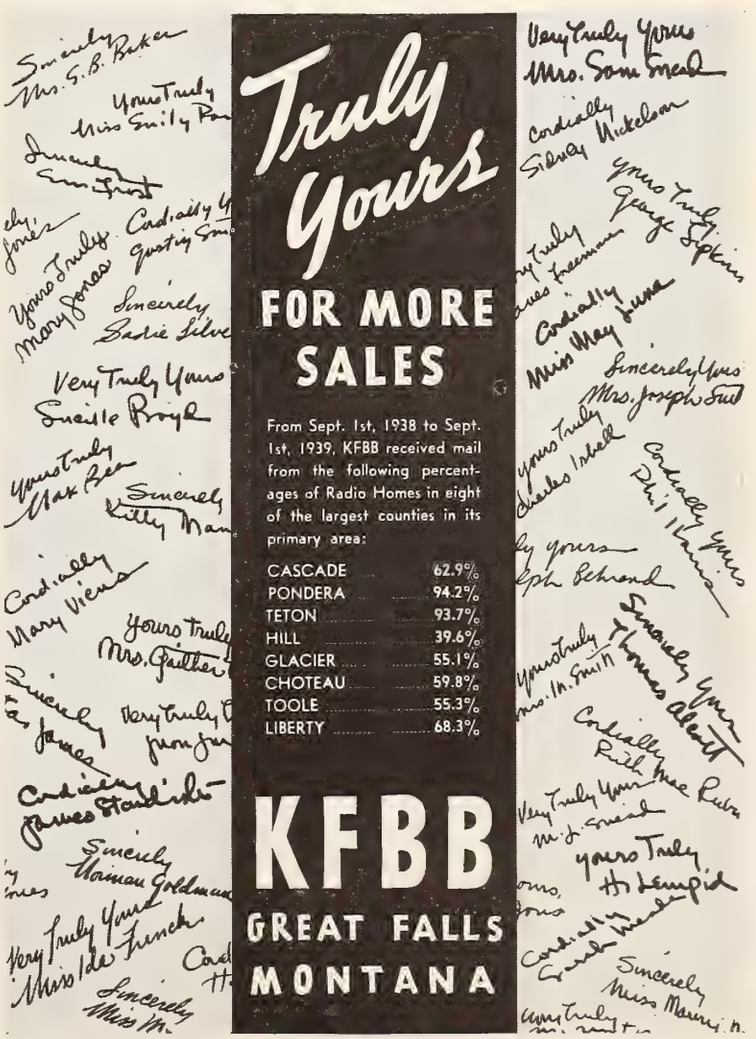
FORMED as a cooperative of six Texas stations, the new Lone Star Chain got under way Sept. 26 with four commercial accounts, according to Harold Hough, general manager of KGKO, Fort Worth, headquarters of the regional network. The accounts are Willard Hats, placed by the Grant Agency, Dallas; Bewley Mills, through Cy Leland Agency, Fort Worth; Bowen Bus Lines, direct; Humble Oil Co., through Franke-Wilkinson-Schiwetz, Houston. Mr. Hough added that time reservations have been made for two other State accounts, which will be announced shortly.

The network comprises KGKO; KGNC, Amarillo; KRGV, Weslaco; KTSA, San Antonio; KXYZ, Houston; KRIS, Corpus Christi. Its management is in the hands of an operating committee of three headed by Mr. Hough. The others are Tilford Jones, KXYZ-KRIS, and O. L. (Ted) Taylor, KTSA-KGNC-KRGV.

N. Y. Grid Change

GENERAL MILLS, Minneapolis, is sponsoring three games of the New York Football Giants of the National Professional League on WABC, for Wheaties, because of previous commitment to broadcast the Brooklyn Dodgers football games and the World Series by WOR, Newark, originally scheduled to carry the Giants' games. The first game, the Giants vs. the Philadelphia Eagles, was heard Sept. 24 on WABC, and on Oct. 1 and Oct. 8 the station carries the Giant games against the Washington Redskins and the Pittsburgh Pirates, respectively, instead of WOR, which will start scheduled broadcasts of the games on Oct. 15. Knox-Reeves, New York, is agent.





LUCKY FRACTURE
Broken Skull Brings Renewal To Syracuse Twins

A FRACTURED SKULL proved a lucky accident for the Netherland Twins, nine-year old sister and brother team on *Mother's Morning Meeting*, sponsored daily by the Netherland Milk Co. over WFBL, Syracuse.

Several weeks prior to the time for the program's renewal, while the client was debating whether new talent should be substituted, the "brother" half of the team fell from his bicycle and suffered a fractured skull.

The result was an avalanche of letters and cards from sympathetic listeners to cheer the youngster at a Syracuse hospital.

When the Netherland Milk Co. signed for its second year's sponsorship of *Mother's Morning Meeting* recently, the Netherland Twins got the call again by "popular request".

New CBS Rate Schedules

NEW rate cards, effective Oct. 1, have been issued for CBS owned and operated stations WABC, WBBM, WCCO, WBT and KMOX. Rates are higher for all stations. The one-time evening hour rate for WABC is up from $1,250 to $1,350; for WBBM, from $750 to $825; WCCO, from $475 to $252; WBT, from $300 to $350; KMOX, from $500 to $575. New rate cards for KNX, WJSV, WEEI and CBS New England and Pacific networks will be issued later, with rates for WAPI remaining unchanged, it was announced.

Music Master

WHEN *Doctor I. Q.* was aired recently from the Stanley Theatre in Pittsburgh the audience was in stitches because of a little accidental slapstick comedy. Lew Valentine, m.c. of the show on the NBC-Blue network, hadn't been told that control buttons were located under the "pulpit" where he placed his scripts. Lew banged the pulpit and the orchestra sank into the pit; he banged it again and the orchestra rose. Audience laughed so much that Lew kept the music makers going up and down all through the show. Mars Inc., the sponsor, said it made a good stunt.

New Chicago Accounts

RED GRANGE has started a Friday evening show on WGN, Chicago, titled *Football Gossip*, during which he discusses professional, college and highschool football strategy. Program will be sponsored for eight weeks ending Nov. 8 by Kinckley & Schmitt, Chicago (bottled water). Hirsch Clothing Co., Chicago, has started *Calling All Cars*, weekly half hour disc show and a daily spot announcement on WGN. The firm is also using six quarter-hours weekly on WJJD. Schwimmer & Scott, Chicago, handles the account.



16 year old
MATHEMATICAL MARVEL
faster than a Machine
AVAILABLE FOR Sponsorship

PRIZE PACKAGE PROGRAM WITH THEATRE TIE-UPS!

Write for Details and Low Combination Cost

JIM WOODRUFF, Jr., Gen. Mgr.

Georgia Broadcasting System

WATL • WRBL • WGPC

ATLANTA COLUMBUS ALBANY

National Representatives:
SEARS & AYER, INC.

WAR SEEN AS BOOM TO SPOT BUSINESS

THAT advertising, particularly in spot radio, newspapers and trade papers will boom as a result of the war in Europe, was predicted by L. D. H. Weld, research director for McCann-Erickson Inc., speaking before the New York Financial Advertisers at a luncheon Sept. 28 in the Lawyers Club. Pointing out the differences between the 1914 and 1939 situation, he said that France and England are not so dependent on this country, that South America should be a better market and that our industrial capacity is greater. Mr. Weld added:

"The net effect of these conditions should be a decided business improvement and a rise in export trade, with our exporters making a considerable dent in the South American markets recently enjoyed by the belligerent European countries. Our heavy industries will benefit more substantially than those producing for consumption, and they will not have to wait for months for the effects of war activity to be reflected in the business indices, as in 1914.

"The boom in advertising to be expected as a result of the war will not keep pace with the industrial boom, since the latter will be centered in the heavy industries which do not need advertising. Foreign travel advertising has and will continue to suffer seriously, of course, while home travel and resort advertising will benefit proportionately. Magazine and radio network advertising may suffer somewhat, since advertisers will shy away from long-term commitments, while newspaper, business paper and spot advertising volume stand to benefit."

NAB Lists Four Firms As Seeking Free Time

AMERICAN ROAD Builders Assn. was listed among four companies cited by the NAB Sept. 29 as seeking free time for commercial purposes, in violation of the NAB Code. Others named were Spool Cotton Co., B'rer Rabbit oMlasses and **Woman's** Magazine.

Dorland International Agency, on behalf of the product Poya, and Popular Music Instruction Co., offering a piano course, were listed as concerns seeking to place business on stations on a contingent basis in violation of code provisions. NAB also announced that Crowell-Collier Publishing Co. has agreed to waive mention of four magazines in its **Voice of Industry** programs which it proposes to have stations broadcast as part of a campaign to humanize industry and explain advertising to the public. The magazines had been mentioned in the closing announcement on the transcriptions.

Healthaids to Don Lee

HEALTHAIDS Inc., Jersey City, as a result of sales nicreases in recent months, on Sept. 23 added 39 Don Lee stations to the list now carrying thrice weekly news programs or half-hour talks by Victor Lindlahr, editor of the **Journal of Living**, in the interests of Serutan and VBEW tonic. Austin & Specter, is agency.

Pact Ratification In Mexico Awaited

ALTHOUGH disturbed over the failure of the Mexican Senate to ratify the North American Broadcasting Agreement, which is necessary before the projected reallocation of facilities on the North American continent can be effected, Federal radio officials have not despaired of hope for a favorable outcome.

While there have been no new formal advices to the State Department from the American Embassy in Mexico, it nevertheless was ascertained that treaty ratification is being actively sought by commercial broadcasters in Merico. The Mexican Senate convened Sept. 1 and though it had twice before failed to ratify the treaty, primarily because it would eliminate a half dozen so-called "border stations" operated by American interests, later developments appeared to change the complexion of the situation.

Outbreak of war in Europe, which had prompt repercussions in the Western Hemisphere, at first was ascribed as the reason for failure of the Senate to reconsider its action on the Havana Treaty, already ratified by the United States, Canada and Cuba. The newest proposal, supported by the Mexican Association of Broadcasters, was for ratification of the treaty without reservation, but with a supplementary provision permitting maintenance of clear channel status for several stations in the interior of the country.

Emilio Azcarraga, president of the Mexican Association and owner of XEW, Mexico City, is the leading proponent for ratification on such a basis. The other proposition, reluctantly agreed to by this country in principle, was for inclusion of reservations in the treaty whereby six channels earmarked for use of Mexican stations in the interior of the country temporarily would be assigned to the so-called border stations [BROADCASTING Sept. 1].

'National Song Search'

RADIO GUIDE, fan publication, has inaugurated a "National Song Search" to discover new authors and composers in cooperation with Davis & Schwegler Inc., tax-free music publishers of Los Angeles. The project ties into the NAB campaign to build an independent music supply and encourage new writers. Covering popular, semi-classical and sacred music, the plan embodies three separate contests, with $200 in cash offered to the winner of each. The next five writers selected will receive $10 in cash and the next six writers honorable mention certificates. Davis & Schwegler will handle the publication, recording and exploitation of the winning numbers.

Rights of Performers

INTERNATIONAL Labor Office, 734 Jackson Place, Washington, D. C., announces publication of a 128-page summary of the law and practice regarding the rights of performers in 18 countries, including the United States. Titled *Rights of Performers in Broadcasting Television and the Mechanical Reproduction of Sounds*, the book is available for 60 cents.

TIME-BUYER *eyes* STATION
(yours, maybe)

EVER wonder what the time-buyer thinks as he eyes your market, your station? Is the picture clear and compelling? Does he see your market in true perspective and your station as a good advertising buy? Or is the impression blurred and distorted? Maybe (sad thought) he doesn't even know you're there.

Time-buyers are human. Their impressions of your station are the ones you give them. Maybe they're the ones you fail to give them.

BROADCASTING's business is giving time-buyers the right slant on your station. To determine how well we do it, ask any of the scores of stations that have used our advertising columns three years or more. Or, on your next business trip, ask any national or regional time-buyer.

BROADCASTING
Broadcast Advertising



BROADCASTING *Blankets* TIME-BUYERS

General Foods in Southwest

GENERAL FOODS Corp., New York, currently sponsoring *Good News of 1939* on NBC for Maxwell House Coffee, on Oct. 23 will test a quarter-hour transcribed program *Angel of Mercy* thrice weekly on a group of stations in the Southwest. Station list has not been decided, according to Benton & Bowles, New York, agency in charge.

KHBC, Hilo, Hawaii, has applied to the FCC for authority to change its frequency from 1400 to 1200 kc.

Suit Dismissed

NEW YORK Supreme Court Justice Ernest L. Hammer on Sept. 25 dismissed one cause of action seeking $500,000 in the suit brought by Donald Besdine, insurance adviser, against Metropolitan Life Insurance Co., WOR, Newark, WNEW, New York, Leroy Lincoln and Edwin C. Hill. The first cause of action, claiming conspiracy to defame, was found to have no equity in court, but the second cause for libel, also seeking $500,000, remains to be tried.

Miller Tape Device

MILLER Broadcasting System has developed portable equipment for recording out-of-the-studio programs on tape. Apparatus is a self-contained unit and enables the editing of programs before broadcasting. Firm plans to install the equipment at first in stations in 15 major markets. An exchange system is planned, by which programs of national importance may be shipped from station to station via air mail. This interchange of recorded news events will enable all Miller-equipped stations to present a daily news program of sound recordings of actual events in all parts of the country, it was stated, not unlike a movie newsreel.

Gordon Serial

GORDON BAKING Co., Detroit, on Oct. 2 starts a half-hour serial *One of the Finest* in the interests of Silvercup Bread on three NBC-Blue stations (WJZ, WWJ, WLS), Mondays and Thursdays, 7:30-8 p. m. (EST). More stations may be added later this fall. The program, written about the life of a police officer by Leighton Brill, will feature Colleen Ward, Hollywood ingenue with radio experience on the West Coast, in the leading feminine role, with Carleton Young, Josephine Hull and Alan Reed. Young & Rubicam, New York, is agency.

CONFERENCE HELD BY CBS ENGINEERS

THREE-DAY conference of CBS chief engineers was held in New York Sept. 27-29 for technical discussions and inspection of network facilities at the invitation of E. K. Cohan, CBS director of engineering. Edward Klauber, executive vice-president, gave a luncheon to the group Sept. 28, at which Mr. Cohan led a discussion on "Functions of a General Engineering Department".

A symposium on FCC regulations and a roundtable discussion of current operating problems were held Sept. 29.

A television tour and a visit to the World's Fair were made by the group, which included: L. H. Bowman, western division operations engineer, at KNX; F. M. Falknor, central division operations engineer, at WBBM; Henry Grossman, eastern division operations engineer, at WABC; J. L. Middlebrooks, CBS liaison engineer, New York; and chief engineers at M & O stations; P. K. Baldwin, WEEI; J. J. Beloungy, WBT; Clyde Hunt, WJSV; H. S. McCartney, WCCO; J. Tiffany, WKRC.

CKLW, Windsor-Detroit, has appointed Joseph Hershey McGillvra as national representative, replacing Radio Advertising Corp. in the Chicago area.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

HERBERT LEE BLYE
RADIO CONSTRUCTION ENGINEER
THIRTEEN YEARS EXPERIENCE
LIMA OHIO

They Never Miss...
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service a great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

National Radio Employment Bureau wants experienced salesmen, announcers, operators and other employes, except talent. Complete information free. Paramount Distributors. Box 864, Denver, Colorado.

Time Salesman—star salesman becomes executive leaving excellent opportunity for man capable of further developing preferred account list in one of Ohio's largest cities. Careful consideration assured applicant furnishing factual information. Box A532, BROADCASTING.

Situations Wanted

Sports Announcer—Radio play-by-play all sports; sports commentary, recordings. Box A527, BROADCASTING.

Young man as announcer-continuity writer. Experienced, single, go anywhere. Recording. Box A529, BROADCASTING.

Experienced Radio Engineer now employed in major network station desires better opportunity. Box A522, BROADCASTING.

Announcer desires position with small station preferably in Midwest. Available immediately. Box A531, BROADCASTING.

Instructor-Announcer—Teach voice, speech, radio arts, commercial announcing, programming, dramatics. References. Box A526, BROADCASTING.

Production Man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A528, BROADCASTING.

Young staff announcer, vocalist, continuity writer with experience in a small station wants more advantageous position. College graduate. Recording and picture available. Box A537, BROADCASTING.

Commercial Manager, Salesman, years of experience, outstanding sales record, now employed, highest recommendations. Guaranteed to produce. Box A525, BROADCASTING.

Pioneer radio executive, 12 years experience every phase radio, all sections of country, presently employed, desires station managerial position, progressive market. References. Salary secondary. Box A524, BROADCASTING.

Sales Manager—Salesman. Employed sales manager of a local station desires change. Sales experience with NBC affiliate and 50,000 watt key station for CBS. Have excellent record and references. Box A533, BROADCASTING.

Situations Wanted (Cont'd.)

Experienced newscaster and commentator. Clear, distinctive voice. Background advertising, foreign travel. Ten years broadcasting experience. Seeks permanent opportunity with progressive station anywhere. Also continuity writing, interviews, special features. Box A520, BROADCASTING.

Have had ten years successful radio station experience in sales management and general management. Have pulled three stations out of the "Red" into profits. Will submit complete record upon request. What have you to offer? Address Box A519, BROADCASTING.

Attention Station Owners: Station manager with real organizing and re-organizing ability accustomed bringing tough ones out of red, offers; higher grosses, real programming, result getting promotions, and profitable merchandising plans, along with efficient management. Sober, industrious, ambitious, personable, forty, married, employed. Box A521, BROADCASTING.

Local Station Owners—Am severing connections with a basic network acquired after eight years of valuable experience with local, regional and national outlets so that I can accept full management of small station. Will consider future partnership. Box A534, BROADCASTING.

Copywriter - Commercial Artist — capable servicing accounts and originating displays. Can "mike" woman's program, assist program director, do secretarial work and bookkeeping. Thoroughly experienced. Now employed. Desires change. Box A535, BROADCASTING.

Wanted to Buy

Educational Institution desires to purchase all or part interest in station in or near New York City or Philadelphia. Strictly confidential. Box A536, BROADCASTING.

For Sale

Substantial interest in new Columbia Regional station. Should earn well over 20%. Box A523, BROADCASTING.

Wanted to Lease

Want to lease small station or make investment. Box A530, BROADCASTING.

Fulltime Assured WDGY and WMAZ

WDGY, Minneapolis, and WMAZ, Macon, were assured of continued fulltime operation under special temporary authorization by virtue of action of the FCC Sept. 26. Their regular assignments are for limited time operation on the 1180 kc. "high-power regional" channel. The FCC instructed its Committee on Rules, comprising Case, chairman, Craven and Payne, to investigate the entire question of special temporary authorizations, in the light of the projected realignment of stations consistent with the Havana Treaty, now awaiting ratification by the Mexican Government.

WDGY first was granted authority to operate unlimited time on the frequency, to broadcast programs "in the public interest" as well as those of MBS, by Commissioner George H. Payne on June 15, in the face of adverse staff recommendations. The authorization had been extended from month to month until Commissioner Frederick I. Thompson last month denied such an extension. This action, however, was overruled by the full FCC which now has decided to study the question through the commitee.

WMAZ subsequently was authorized to operate fulltime on the channel. The dominant stations, under the regular authorization, are KEX, Portland, and KOB, Albuquerque. It is presumed also that the action opens the way for other stations, similarly situated on high-power regional or possibly clear channels, to seek similar special temporary authorizations.

In some quarters it is felt that action of this kind might lead to a possible breakdown of allocation fundamentals in radio, particularly in the light of the projected revision of assignments based on the Havana Treaty and on the new rules and regulations which became effective as of Aug. 1 as a corollary of the treaty.

Ingham Named President Of Educational Group

HAROLD G. INGHAM, of KFKU, University of Kansas station, has been elected president of the National Association of Educational Broadcasters, which at its recent meeting in Ames, Ia., elected the following other officers: M. Reid White, KWSC, University of Washington, vice-president; Frank E. Schooley, WILL, University of Illinois, executive secretary; W. I. Griffith, WOI, University of Iowa, treasurer. The executive committee comprises Carl Menzer, WSUI; M. S. Novick, WNYC; Harold A. Engel, WHA; Luke L. Robert, KOAC; M. C. Jensen, WCAL; Homer Heck, WNAD.

When the educational broadcasters met, it was reported to them that the reason the pioneer *Ohio School of the Air* had been discontinued this year was the lack of an appropriation by the State Legislature. The State of Wisconsin, it was also stated, was compelled to ask the FCC for a postponement of hearing on WHA's application for the clear channel facilities of WMAQ, Chicago, due to lack of funds.

WKRC Program Chief

WITH WKRC, Cincinnati, joining the Mutual Network Sept. 24, it was announced that Jack Edwards has been appointed production director, coming from the radio staff of the New York World's Fair where he held the title of director of states. He formerly was production chief of WLW, Cincinnati, and with NBC in New York. WKRC, though under option to be sold to the *Cincinnati Times-Star*, is still owned by CBS which on Sept. 24 dedicated the 50,000-watt WCKY as its new Cincinnati affiliate. FCC action on the proposed transfer of ownership is awaited.



Mr. Edmunds

Floyd Gibbons

FLOYD GIBBONS, 52, noted radio commentator and war correspondent, died Sept. 24 of heart disease at Cherry Valley, his farm near Stroudsburg, Pa. Mr. Gibbons, after a spectacular career covering such assignments as the Pancho Villa Mexican trouble in 1914 as correspondent for the *Chicago Tribune* and later the World War for the same newspaper, was planning to return to Europe to cover the present war for Hearst. In 1929, Mr. Gibbons started broadcasting on NBC as a news commentator for General Electric Co., his first sponsor. Before he left G-E two years later, he had done a year of daily newscasts for the then flourishing *Literary Digest* and an adventure series for Libby, Owen, Ford Co. Elgin Watch Co., Palmer House, Armour & Co. and Johns-Manville Co. also sponsored him on NBC. In the fall of 1936 he was first heard on CBS as commentator on the *Nash Speed Show* and from January to September, 1937, he did a CBS adventure series for Colgate-Palmolive-Peet Co. His last appearance before the mike was as guest on the *Lux Show* last Jan. 16.

First F-M in Canada

STROMBERG - CARLSON Telephone Mfg. Co. of Canada Ltd., Toronto, has received a license from the Canadian Government to erect an experimental Armstrong frequency modulation transmitter at Toronto. The frequency assigned is 43.2 mc., call letters VE9AE. First experimental transmitter now in course of construction will be limited to 10 watts. The company plans to start production of receivers in Canada. Stromberg-Carlson, operator of WHAM, Rochester, also has a construction permit for an F-M transmitter there.

What Station—

merchandises programs with billboards, movie trailers, taxicab tire covers, newspaper column, direct mail, studio window displays, dealer calls and other services?

Why It's **WNOX** 1010 KC CBS

5000 W Day 1000 W Night

KNOXVILLE, TENNESSEE

Scripps-Howard Radio, Inc.

Representative

THE BRANHAM CO.

Bowlers Resume

RETURN of the bowling season marked the resumption of activities of two notable station teams. The girls' bowling team of WICC, Bridgeport, Conn., U. S. national champs in 1937, will again comprise Alice D'Lugo, Florence LeBarr, Ann Casserly, Mildred Leonard and Christine Kirk, and Manager Joseph Lopez will broadcast their contests. The team of WRVA, Richmond, is already in the fourth week of its season in the Edgeworth League. It comprises Rudolph Raabe, captain, a station engineer; Walter Bishop, public relations director; Jeff Baker, announcer; Billy Crowder, clerk; Joe Mackey, receptionist.

Football in Minnesota

SHELL OIL Co. is sponsoring two football programs weekly over KSTP, St. Paul, and the Minnesota Network. One is a 15-minute program before Minnesota U. games with chatter by Halsey Hall and Bob Murphy. Thereafter the Minnesota games are carried sustaining under a rule invoked by the university. However, after the games, KSTP presents a full hour *Shell Weekend Football Party*, with Hall interviewing celebrities and with Murphy and John Rustad giving scores and highlights of the principal games of the day.

XELO in Court

A FIGHT over possession of XELO, Tiajuana, Mexico, which threatened a gun battle between opposing forces seeking control of the station, centered in Los Angeles Federal Court in mid-September when Judge William P. James signed an order restraining the present operators from receiving mail at the San Diego (Cal.) postoffice. The restraining order was granted on petition of W. E. Branch, San Diego, president of the company, who claims the station was "hijacked" from him through a forged stock certificate. The Mexican courts ruled that Branch was entitled to possession of the station. G. M. Bres, Tiajuana, Branch's former partner, retained possession allegedly threatening to shoot anyone attempting to oust him.

MEMBERS of the Cincinnati Ad Club were entertained Sept. 27 at the weekly luncheon by WLW talent. James D. Shouse, Crosley vice-president, was host.

INSURED RECEPTION

McCLATCHY STATIONS

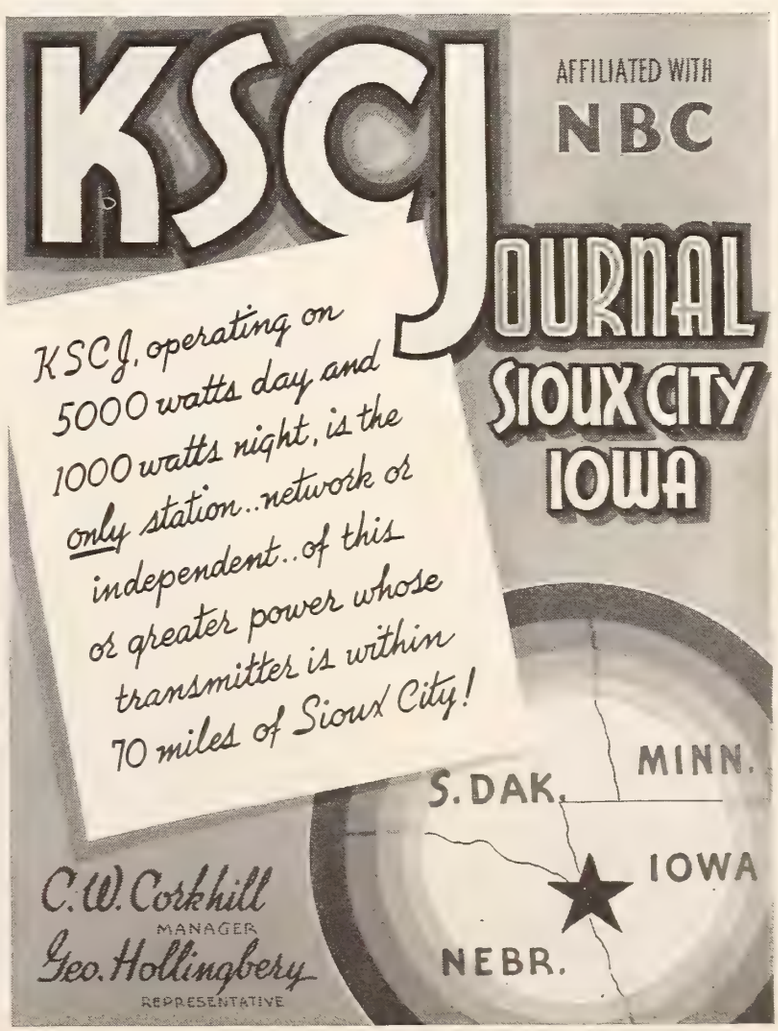
COVER INNER

CALIFORNIA

PAUL H. RAYMER COMPANY

NEW YORK

CHICAGO SAN FRANCISCO



ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 16 TO SEPTEMBER 29, INCLUSIVE

Decisions . . .

SEPTEMBER 16

MISCELLANEOUS — KUMA, Yuma, Ariz., continued hearing to 11-15-39 on license revocation and applic. E. B. Sturdivant for new station; WMAZ, Macon, Ga., granted temp. auth. 1 kw unl. to 10-16-39; WDGY, Minneapolis, granted extension temp. auth. operate early evening hours to 10-14-39.

SEPTEMBER 19

WHEC, Rochester — Granted CP high-freq. 1 kw.

NEW, Bamberger, Bcstg. Service, New York—Same.

WMBC, Detroit—Granted mod. license to increase N to 250 w.

WJIM, Lansing, Mich.; WSAY, Rochester; KTEM, Temple, Tex.; WDAN, Danville, Ill.; WKAT, Miami Beach; KNOW, Austin; KRMC, Jamestown, N. D.; WIBM, Jackson, Mich.—Granted mod. licenses to 250 w N.

KGCA, Decorah, Ia.; KWLC, Decorah, Ia.; KLCN, Blytheville, Ark.; WCAM, Camden, N. J.—Granted temporary license renewals.

KGCA, Decorah, Ia.—Retired to closed files applic. use KWLC trans.

SEPTEMBER 20

WBBM, Chicago—Granted CP new trans.

WIBG, Glenside, Pa. — Granted license new equip.

KSAM, Huntsville, Tex.—Granted license increase D to 250 w.

WSKB, McComb, Miss.—Granted license 1200 kc 100 w D.

KCKN, Kansas City — Granted license new equip.

WEAU, Eau Claire, Wis.—Granted license increase D to 5 kw.

KTKC, Visalia, Cal. — Granted license change 1190 to 880 kc, 1 kw unl., directional N.

WEDC, Chicago — Granted license increase D to 250 w, add midnight to 6 a. m. hours.

KTBC, Austin, Tex.—Granted license 1120 kc 1 kw spec.

WHP, Harrisburg, Pa.—Granted license new equip., antenna, increase to 1-5 kw directional N.

SEPTEMBER 25

MISCELLANEOUS—KOB, Albuquerque, granted extension temp. auth. 10 kw N; KEX, Portland, Ore., granted extension temp. auth. 5 kw; KGCA, Decorah, Ia., granted extension temp. auth. remain silent, ending 10-20-39.

MISCELLANEOUS—NEW, Thomas J. Watson, Endicott, N. Y., denied motion withhold further consideration re Plattsburg Bcstg. Corp.; NEW, Radio Sales Corp., Seattle, canceled oral argument of 9-28-39, both parties having withdrawn requests, and ask that case be considered on the record.

SEPTEMBER 26

MISCELLANEOUS—King-Trendle Bcstg. Corp., Detroit, granted extension auth. transmit programs to CBS; MBS, Chicago, ganted extension transmit programs to Canada.

WMFF, Plattsburg, N. Y.; WJBK, Detroit; WJW, Akron; WPAD, Paducah, Ky. KGFW, Kearney, Neb.; KOME, Tulsa; WHDF, Calumet, Mich.; WBOW, Terre Haute; KVOL, Lafayette, La.; KGFF, Shawnee, Okla.; KVWC, Vernon, Tex.; KDLR, Devils Lake, N. D.; KGKY, Scottsbluff, Neb.; KGLO, Mason City, La.—Granted mod. licenses N to 250 w.

KGGM, Albuquerque, N. M.; WDSU, New Orleans; WHBF, Rock Island; WHBI, Newark; WNEL, San Juan, P. R.; WNEW, New York; KFQD, Anchorage, Alaska; KGBU, Ketchikan, Alaska; WBHP, Huntsville, Ala.—Granted temporary renewals.

WCAP, Asbury Park, N. J.—Applic. renewal license set for hearing, granted temporary license because of WTNJ applic.

WESG, Ithaca, N. Y.—Reconsideration action setting for hearing renewal applic. and granted same.

SEPTEMBER 27

WMFF, Plattsburg, N. Y.—Oral argument set for 10-12-39.

WESG, Ithaca, N. Y.—Granted renewal license.

KFRO, Longview, Tex.—Granted in part request to apportion hours.

SEPTEMBER 28

MISCELLANEOUS—WELI, New Haven, granted license change freq., power; WCKY, Cincinnati, granted license increase 10 to 50 kw; WPRO, Providence, granted CP change equip.; KWBD, Plainview, Tex., granted mod. CP trans., studio sites, radiator; WMAN, Mansfield, O., granted mod. CP studio, trans. sites, radiator; WTNJ, Trenton, N. J., granted CP aux. trans.; WLTH, Brooklyn, granted CP move trans.; KUTA, Salt Lake City, granted CP change equip.; KTFI, Twin Falls, Id., granted CP new equip., WMGA, Moultrie, Ga., granted mod. CP trans., studio sites, radiator; KFXJ, Grand Junction, Col., granted license new equip.; WVFW, Brooklyn, WFMJ, Youngstown, WHBC, Canton, WGBR, Goldsboro, N. C., KRBA, Lufkin, Tex., WJNO, West Palm Beach, WWAE, Hammond, Ind., granted license for equip. changes.

SEPTEMBER 29

MISCELLANEOUS—WPRP, Ponce, P. R., granted amendment to applic.; KFNF, Council Bluffs, Ia., granted motion dismiss without prejudice applic. increase power; WDAE, Tampa, Fla., granted petition withdraw applic. without prejudice; NEW, C. T. Sherer Co., Worcester, Mass., denied petition reconsider and vacate order of 9-11-39 granting petition of Worcester Bcstg. Corp. to intervene, and that said petition be placed on motions calendar; NEW, Radio Voice of Springfield, Ohio, granted order take depositions; WSAU, Wasau, Wis., denied permission intervene applic. W. F. Huffman, Wisconsin Rapids; WBBR, Brooklyn, petition intervene hearing of Harold Thomas, Bridgeport, withdrawn; NEW, Harold Thomas, Bridgeport, granted leave amend applic. to 1420 kc, hearing set for 10-9-39 cancelled; NEW, Harold Thomas, Bridgeport, granted leave amend applic. to 1420 kc, hearing set for 10-9-39 cancelled; NEW, Hazlewood Inc., Orlando, Fla., granted continuance hearing; WBNY, Buffalo, and WSVS, Buffalo, granted motion that applic. WBNY, for mod. license be dismissed without prejudice, and hearing on WSVS renewal applic. cancelled.

Applications . . .

SEPTEMBER 19

WTNJ, Trenton—Mod. license to add 8-10 p. m., amended to unl., 1 kw D, facilties WCAM, WCAP.

WAAB, Boston—Mod. license increase aux. trans. to 1 kw N.

WDBJ, Roanoke, Va.—CP directional N, increase to 5 kw N & D.

WHBC, Canton, O.—License new equip., increase power, etc.

WPTF, Raleigh—CP increase 5 to 10 kw, unl. directional N, new trans., amended to 50 kw, move trans.

KXYZ, Houston—CP directional, new trans., change to 710 kc 10 kw.

NEW, Farnsworth Television & Radio Corp., Fort Wayne—CP video station, using aural equip. of W3XPF, Springfield, Pa., 1 kw

NEW, Zenith Radio Corp., Chicago—CP high-freq. 5 kw unl.

WCBS, Springfield, Ill.; KWBG, Hutchinson, Kan.; KFNU, Logan, Utah; KSAM, San Francisco; KOOS, Marshfield, Ore.—Mod. licenses to 250 w N & D.

KVFD, Fort Dodge, Ia.—Mod. CP new trans., studio site.

KLZ, Denver—CP increase to 5 kw N & D directional.

SEPTEMBER 23

WENY, Elmira, N. Y.—Mod. CP new station to 250 w N & D.

WSPR, Springfield, Mass.—Mod. license to 1240 kc 250-500 w unl., amended to request for CP, directional, asking 1240 kc 500 w unl, change name to WSPR Inc.

WTNK, Trenton, N. J.—CP reinstatement of station.

NEW, WCAU Bcstg. Co., Philadelphia—CP television 1 kw.

WMBC, Detroit—Auth. transfer control to John L. Booth.

WAPI, Birmingham—CP new trans., directional, change to 1070 kc 50 kw unl., amended to 1050 kc.

WTJS, Jackson, Tenn.—CP new trans., directional, change to 1360 kc 1 kw.

WISE, Asheville, N. C.—Mod. CP new station re trans., change name to Harold H. Thoms.

NEW, Wm. F. Huffman, Wisconsin Rapids—CP 580 kc 250 w unl., amended to 1310 kc 100-250 w, not directional.

NEW, Midland Bcstg. Co., Watertown, S. D.—CP 1210 kc 100-250 w unl.

KHAS, Hastings, Neb.—Mod. CP new station re antenna, studio, trans., amended to 250 w N & D.

WEDC, Chicago; KTSW, Emporia, Kan.; KPAB, Laredo, Tex.; KOCA, Kilgore, Tex.; WLNH, Laconia, N. H.—CPs 250 w N & D.

SEPTEMBER 28

WBRK, Pittsfield, Mass.; KWNO, Winona, Minn.—Mod. license increase to 250 w N & D.

WOKO, Albany, N. Y.—Extension facsimile.

WAVE, Louisville—CP increase 1 to 5 kw, new trans., antenna.

WFMJ, Youngstown, O.—Mod. license D to unl. 100 w.

WJHL, Johnson City, Tenn.—Vol. assign. license to WJHL Inc.

KLCN, Blytheville, Ark.—Vol. assign. license and permit to Fred O. Grimwood.

WDAY, Fargo, N. D.—CP increase to 5 kw N & D.

WJJD, Chicago—CP change 1130 kc 20 kw ltd. to 1040 kc 10-20 kw unl. directional N.

WKBB, Dubuque, Ia.—Mod. CP new antenna etc. to increase to 250 w N & D.

NEW, Star Printing Co., Miles City, Mont.—CP 1310 kc 250 w unl.

KHBC, Hilo, Hawaii—Mod. license to 1200 kc.

Facsimile in Dallas

FACSIMILE will be demonstrated in the Southwest Oct. 7 when WFAA will start to print radio editions of the *Dallas Morning News* daily through its facsimile station, W5XGR. WFAA will have a booth in the General Exhibits Bldg. at the Texas State Fair Oct. 7-22, with receiving units around the grounds. The scanner will be located at the State Fair booth, the facsimile broadcasts being piped to downtown Dallas via telephone lines, broadcast from the W5XGR transmitter.



MILLIVOLT WAGON, or roving radio laboratory, is this innovation of Westinghouse radio engineers. Provided with most modern equipment, it can measure the field intensities of all types of broadcast and experimental stations between 550 and 165,000 kc. It also measures noise to signal ratios at all frequencies and records graphically measurements of intensities, fading and similar data. First assignment is in the Springfield-Boston area making field measurements on experimental high-frequency stations W1XKB, W1XSN and W1XKA. Later assignments will include measurements of Westinghouse standard stations WBZ-WBZA, KYW, KDKA and WOWO-WGL.

Neutrality in Colombia

THE Colombian Government has ruled that all broadcast stations, in order to observe strict neutrality in programs by virtue of the war situation, may not broadcast in any language other than Spanish, according to advices received Sept. 25 by the Commerce Department from the American Commercial Attache, at Bogota. Stations broadcasting news reports, under the decree, must exercise care to see that such reports are held within the bounds of "strict impartiality." Amateur and experimental stations can only communicate in Spanish and are restricted in observations they may make. Transmission of messages in private codes was prohibited and all "clandestine" stations were ordered closed.

'Hams' Convicted

THE Federal District Court of Erie, Pa. on Sept. 28 convicted Egen Stickles and Howard W. Crandall, of Bradford, Pa. on charges of operating an unlicensed amateur station in violation of the Communications Act. Stickles also was convicted of operating the station without an operator's license. Both men plead guilty and were placed on probation for two years. They were required to pay trial costs. The case was prosecuted by the U. S. District Attorney in Erie on evidence supplied by Inspector Walter Davis of the field force of the FCC.

Bureau of Standards' Pitch

WWV, National Bureau of Standards transmitter at Beltsville, Md., has started continuous broadcasting of the standard for musical pitch, 440 cycles per second, for A above middle C, which may be heard on 5 mc. 24 hours a day, except for short periods when other Bureau programs are broadcast on that frequency. Call letters are announced every 10 minutes, both by voice and Morse code, on the station whose other services include standard radio frequencies, standard time intervals in the form of pulses accurately spaced one second apart, standard audio frequency of 1,000 cycles per second, and bulletins on ionosphere and radio transmission conditions.

Sound Amplification

DESIGNED to cover the subject of sound amplification in a practical manner, *The Amplification & Distribution of Sound*, by A. E. Greenlees, provides a multitude of information required by those responsible for the specification layout, and operation of sound-amplifying equipment [Sherwood Press Cleveland, $4].

FARNSWORTH Television & Radio Corp., Fort Wayne, Ind., has applied to the FCC for authority to operate the Farnsworth experimental television station, W3XPF, now at Springfield, Pa., in Ft. Wayne, using 66-72 mc. with 1 kw.

EASTERN AIRLINES shortly after the start of the war in Europe installed in all its planes battery-powered radio sets so that passengers might follow broadcasts covering the war news.

Iowa Group Buys KFNF, Shenandoah

ACQUISITION of another broadcasting station by the Iowa Broadcasting System interests, affiliated with the *Des Moines Register & Tribune*, was foreseen with the sale of 48.75% interest in KFNF, Shenandoah, Ia., to IBS Sept. 29 by Jesse L. Kaufman. The minority stock was purchased for an undisclosed sum on behalf of the Iowa group, which is understood to be negotiating with Henry Field for purchase of the remainder. The Iowa Broadcasting System owns or operates KSO and KRNT, Des Moines; WMT, Cedar Rapids, and WNAX, Yankton, S. D.

Coincident with the sale it was learned that KFNF has withdrawn its application with the FCC for authority to move into Council Bluffs, Ia., across the river from Omaha. It will presumably be added to the IBS network, either remaining in Shenandoah or seeking later to move to another location. The station operates with 500 watts night and 1,000 day on 890 kc. and holds a construction permit for 1,000 and 5,000 watts.

Mr. Kaufman, veteran broadcaster who formerly was an executive of Hearst Radio and now manages and partly owns WFBM, Indianapolis, bought his minority interest from Mr. Field last February for $19,000, with an option to acquire the remaining interest if and when the station was moved into Council Bluffs. He installed M. H. Petersen as manager, but Mr. Petersen recently resigned.

Kiebert Quits FCC

MARTIN V. KIEBERT, veteran West Coast radio engineer, who formerly was FCC radio inspector at Seattle, has resigned from the FCC to enter into consulting practice with headquarters in San Francisco. For the last two years he has been stationed at the FCC in Washington. He expects to become affiliated with the consulting engineering firm of Jansky & Bailey, Washington, possibly handling West Coast matters.

DUNCAN COFFEE Co., Houston, on Oct. 2 starts a quarter-hour disc series *Beyond Reasonable Doubt* thrice weekly on seven Texas stations—KPRC WOAI WFAA KRIS WRGV KFYO KGNC—recorded by Associated Music Publishers.

"THE CRYSTAL SPECIALISTS SINCE 1925"

NEW LOWER PRICES!
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

Approved by FCC **$30** Each

Supplied in Isolantite Air-Gap Holders in the 100-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

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HYATTSVILLE, MARYLAND

New FCC Restriction on Intervention Brings Storm of Protest From Lawyers

AN INCIPIENT storm is brewing between lawyers practicing before the FCC and that agency over the rights of stations to intervene in hearings on new station applications or requests for improved facilities.

Springing from a new rule which became effective Aug. 1 on petitions for intervention, which heretofore have been granted virtually automatically, the FCC may soon deny a dozen intervention petitions on the ground that the stations are not complying with the requirements of the new rule. Heretofore, under the old rules, a station could intervene with a simple showing of interest. Now, the petition of the Commission's Law Department is that the station must actually show how it will contribute to the proceeding, rather than simply participate in the hearing on grounds of protecting the interests of their clients.

At the Motions Docket Sept. 29, about a dozen petitions for intervention were argued by counsel, on which rulings previously had been reserved by presiding commissioners. Announcement was made that the rulings would be handed down Oct. 2. The impression was gathered that the rulings would deny the interventions and touch off pyrotechnics. Unquestionably, if the denials result, the matter will be appealed to the full Commission by the legal fraternity.

Specific Points

Beyond the actual showing on the part of petitioners to intervene that they will assist the Commission by presenting substantive data, the Commission also is disposed to reject pro forma requests for enlargement of issues at these hearings. Unless the proposed intervenor can raise specific points not covered in the FCC's notice of hearing, it is evident it is inclined to deny such requests.

Presumably the attitude of certain commissioners, and possibly of the Law Department, is that the old liberal practice of permitting indiscriminate intervention results in prolonging hearings, in unnecessarily cluttering the records and in running up legal expenses for station participants. The theory is that the duty of contesting applications devolves upon the FCC and that intervenors should be in a position to help the FCC affirmatively rather than interpose routine objections.

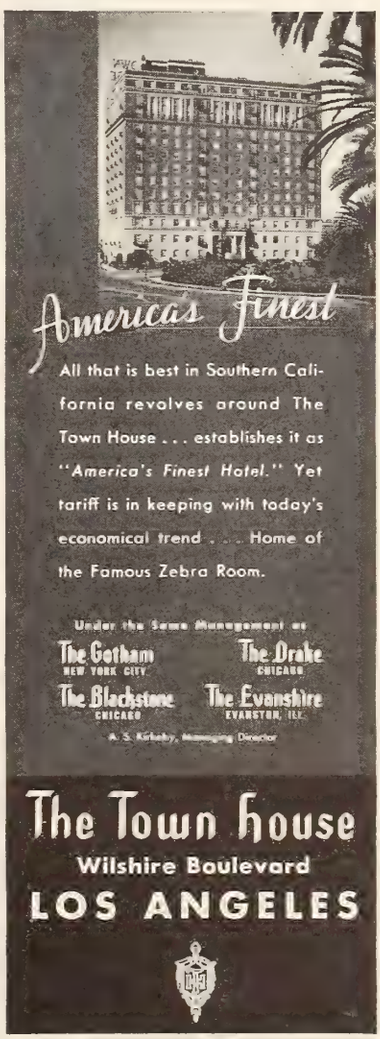
Attorneys, on the other hand, have taken the position that the new procedure does not permit them to protect the interests of their clients, particularly in the light of recent court decisions establishing economic considerations as a salient factor in denial of new facilities to a given community. The economic issue was raised in a number of the intervention petitions, although in another group, in which the Clear Channel Group, NBC and CBS sought to intervene, the issue was that of protecting clear channels from further "breakdown". This latter situation grows out of the application of WHDH, Boston, for full time operation on the 830 kc. clear channel assigned to KOA, Denver.

The new rule governing intervention provides that such petitions must set forth the grounds, the position and interest of the petitioner in the proceeding, the facts on which he bases his claim that the intervention will be in the public interest, and other pertinent data. The FCC position apparently is that stations have no legal right to intervene unless they can assist the Commission affirmatively in serving the public interest in connection with the particular application. If the party is aggrieved, according to this viewpoint, he can appeal to the courts and his legal rights in that respect are in no wise impaired.

Moreover, this school of thought is that in pursuing the new procedure of tightening up on interventions and enlargement of the issue, the Commission would take cognizance of its duty to direct its own proceedings both as to the issues and the parties. It thereby would stop delegating of the function of contravening testimony of applicants to other stations.

New England Radio Plan

TO PROMOTE New England's industrial and recreational facilities, the New England Council, Boston, will start a national network program, spreading New England's fame, about Jan. 1, 1940, with Billy B. Van, former vaudevillian who now is the manufacturer of Pine Tree Soap, as star. Each broadcast will originate from a different New England city.



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QUALITY
IN
ELECTRICAL
TRANSCRIPTION
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SINCE the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a *Clark* client. If you are interested in quality transcription processing we are at your service.



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Chicago Stations Cater To Legion

Promotion Stunts a Feature; CBS Is Awarded Medal

SPECIAL events men of Chicago radio stations did an outstanding job of radio coverage when the 20th annual convention of the American Legion was held in Chicago, Sept. 24-28. Highlight of industry publicity was the presentation Sept. 27 of the Legion Auxiliary Award to CBS for its weekly half-hour program, *Americans All, Immigrants All.*

Jock L. Van Volkenburg, of WBBM, accepted the plaque on behalf of the network. The winning program was presented on CBS in cooperation with the National Educational Association. The Auxiliary Awards have been made by the Legion since 1935 and of the four CBS has won three for outstanding programming.

Working under the hazards of a high wind and a downpour of rain, network and local station special events men presented complete coverage of the Legion convention. As the rain let up in late morning of the parade Sept. 26, radio sound trucks scurried along Michigan Ave. to take their places beside the newsreel trucks and newspaper cameramen.

Slick at Ad Lib

Ken Fry, head of special events of NBC-Chicago, took over a pillar of the Michigan Ave. bridge and under a large NBC banner directed his crew in a series of broadcasts during the parade. Frank Schreiber, of WGN; Frank Rand and Charlie Logan, of WBBM-CBS; Al Hollander, of WJJD-WIND; Don Kelley, of WLS; Miles Reed, of WCFL —all were on hand with their crews remoting broadcasts throughout the day to the networks and local Chicago outlets.

From Sept. 25 through 28 no less than 45 special Legion broadcasts were aired by Chicago stations and 10 network shows originating in Chicago were given over to Legion promotion during the period. Radio men on the street had a field day, for the warriors and their wives proved to be glib and accomplished ad libbers. Many a special events announcer strained his vocabulary trying to describe the antics of the legionnaires and at the same time keep his descriptions in good taste.

Studio shows at the various Chicago stations were over-run by eager legionnaires who expressed great curiosity about radio. The NAB Curtain Raiser Week displays, particularly the large display of NBC in the Merchandise Mart, were viewed by hordes of warriors who evinced keen interest in radio and television. More than 5,000 members of the Legion jammed Chicago's Auditorium Theatre Sept. 23 to watch the WLS *National Barn Dance*, the show being moved from the Eighth Street Theatre to accommodate the crowd.

The serious meetings of the Legion council were broadcast by the networks and the local Chicago stations. Although no direct reference to radio was made in the speech of Stephen F. Chadwick, national commander of the Legion, the principles underlying the American system of broadcasting were soundly endorsed.

Book of FCC Rules, Regulations and Standards Available Now in Revised Second Printing

SECOND printing of the newly promulgated FCC Rules and Regulations and Standards Applicable to Broadcast Stations, published by BROADCASTING in a 72-page volume, contains recent revisions ordered by the FCC. Most important change was the amendment of Section 3.90 (a) (2) on page 35, column 1, relating to revision of the rule requiring listing of individual phonograph records on station logs which was ordered by the FCC Sept. 12.

Holders of the first edition can correct their volumes by deleting the words "together with the name and title of each" and adding the words "of the complete program." In revised form the rule now reads ". . . (2) An entry briefly describing each program broadcast, such as 'music', 'drama', 'speech', etc., together with the name or title thereof, and the sponsor's name with the time of the beginning and ending of the complete program. If a mechanical record is used, the entry shall show the exact nature thereof such as 'record', 'transcription', etc., and the time it is announced as a mechanical record. If a speech is made by a political candidate, the name and political affiliations of such speakers shall be entered."

The rules book for the first time under one cover contains (1) the Rules Governing Standard Broadcast Stations; (2) Standards of Good Engineering Practice, with charts and graphs; (3) General Rules and Regulations pertaining to all classes of service; (4) Rules of Practice and Procedure. Copies of the second revised printing are now obtainable from BROADCASTING at 60 cents each, postpaid, or 50 cents each in quantities of two or more.



FOURTH Annual Radio Award of the American Legion Auxiliary was presented in Chicago Sept. 27 to CBS for its program *Americans All, Immigrants All.* Jack L. Van Volkenburg, assistant to H. Leslie Atlass, vice-president of CBS-Chicago, accepted the silver plaque from Mrs. William Corwith, national radio chairman of the Legion Auxiliary. Plaque read: "To an outstanding program on the air which in some way contributes to the furtherance of American ideals."

Regal Shoe to Sponsor Pearson-Allen Program

FEATURING Drew Pearson and Robert S. Allen, authors of the *Washington Merry-Go-Round*, syndicated newspaper column, a new series under primary sponsorship of Regal Shoe Co., New York, begins over MBS Oct. 15 with the tentative time 6-6:30 p.m. (EST). More than a score of stations already have been aligned, it is reported, with the shoe account, new to network radio, to sponsor in certain cities. In other cities the program will be available for local sponsorship.

Arranged by Henry Souvaine, as agent and producer for Pearson and Allen as well as radio director of Cecil & Presbrey, New York, the program also will include Erno Rapee and a 30-piece orchestra. It will be called *American Merry-Go-Round* and the commentators will be spotted for seven minutes in the early part of the program, with a three-minute windup.

Late Personal Notes

HARRY C. BUTCHER, Washington vice-president of CBS has been commissioned a lieutenant commander in the U. S. Naval Reserve, assigned to communications. John Charles Daly, CBS-WJSV Washington announcer, who handles White House assignments, was commissioned a lieutenant, junior grade, in the reserve branch of Naval Intelligence.

LEN CRAMER, formerly of Allen B. Dumont Laboratories, Passaic, N. J., has been appointed sales manager of Wire Broadcasting Corp. of America, New York. Leo A. Pollock has left the public relations staff of the New York World's Fair to become director of public relations of Wire Broadcasting Corp.

WILLIAM B. CAMPBELL, formerly European manager of Press Wireless Inc., and formerly with RCA and Hearst Radio, has been elected director and executive vice-president of National Television Corp., which plans production of television receivers shortly.

STEWART DAWSON, of the production department of WBBM, Chicago, has been named acting program director to replace Robert N. Brown. Mr. Brown has gone to Hollywood to produce and direct the new *Gateway to Hollywood* series sponsored by the Wrigley Co.

PAT DOLAN, of the magazine division of the public relations department of CBS, New York, has been transferred to CBS-Chicago, where he will work in special events under the direction of Frank Rand, public relations head of WBBM-CBS, Chicago.

J. HARLEY HUBBARD, of the sales staff at KFDA, Amarillo, is the father of an 8-pound daughter, born Sept. 20.

MARK S. McCOY, FCC accountant, on Sept. 26 was appointed chief of the Field Offices Section of the Accounting Department, a post which has been vacant for more than a year.

JAMES LUNTZELL, formerly of the *Chicago Herald-American* news staff, has joined KDKA, Pittsburgh, as publicity director.

MELVIN DRAKE, salesman of KTUL, Tulsa, is the father of a baby boy, David Charles, born last month. Eddie Lyons, formerly with the Texas State Network, has joined the KTUL, announcing staff.

NATE WILCOX, chief engineer of KTUL, Tulsa, on Sept. 24 became the father of a baby girl, Lindell Arlene.

JOHN GORDON, publicity director of Ruthrauff & Ryan, New York, on Sept. 29 left for Minneapolis to open a new program Oct. 2 for Bauer & Black, Chicago, on WCCO, Minneapolis. The program, *Quiz of Two Cities*, will be tested on WCCO for Blue Jay plasters and adhesives, Mondays, 6:30 to 7 p. m. (CST).

HARRY CARLSON, production manager of WOR, Newark, becomes a member of the station's announcing staff Oct. 1 upon his own request. John Hayes becomes production manager with Charles Goodwin assuming the post of assistant production manager. Goodwin's position as head of the Newark studios will be taken over by Arthur Whiteside of the announcing staff.

ALEXANDER KROLL, formerly of J. Walter Thompson Co., New York, has joined the copy department of Wm. Esty & Co., New York.

BERNARD HERMANN, CBS conductor-composer and musical director of the *Campbell Playhouse* on CBS, in Oct. marries Lucille Fletcher of the magazine division of the CBS publicity department in New York. The couple will leave for a three months' stay in Hollywood, where Mr. Hermann will handle the music for the Orson Welles-RKO motion picture "Heart of Darkness."

A. MacGILLIVRAY, assistant controller of RCA Mfg. Co., for the last year, has been elected controller. He joined RCA in 1930.

STERLING W. WRIGHT, formerly with WOL, Washington, has been named program director of WCOS, Columbia, S. C.

GRANVILLE KLINK Jr., engineer of WJSV, Washington, is the father of a baby boy, Granville III, born recently.

DON HART, recently of WJJD, Chicago, has joined WMFF, Plattsburg, N. Y., as news commentator.

PRESCOTT (Peck) ROBINSON, news announcer at CFCF, Montreal, married Miss Lillian Dorothy Kin, at Montreal on Sept. 30.

BERNARD MATTESON, copyright expert of WLW-WSAI, Cincinnati, recently married Martha Richards, local department store buyer.

MICHAEL HINN, announcer of WLW, Cincinnati, has been transferred to the news staff.

EMMONS CARLSON, sales promotion manager of NBC-Chicago, was honored by the Direct Mail Advertising Assn. at its New York meeting Sept. 28. Mr. Carlson was awarded a scroll for his recent campaign for WMAQ and WENR.

MILT BLINK, head of the Chicago office of Standard Radio, has returned to his desk following a tonsilectomy.

RICHARD T. RONEY, formerly of the Chicago Elevated Advertising Co., has joined Vanderbie & Rubens Inc., Chicago, as an account executive.

HAROLD HOUGH, manager of WBAP-KGKO, Fort Worth, an old-time announcer known as "The Hired Hand," turns announcer again Oct. 1 to help Bob Calen describe the annual rodeo of the Texas State Prison System at Huntsville.

AL BARKER and William Hodapp, free lance radio writers, have joined the continuity department of NBC, Chicago.

JOHN SAMPLE, formerly of local and national spot sales of NBC-Chicago, has joined the radio department of Blackett - Sample - Hummere Inc., Chicago.

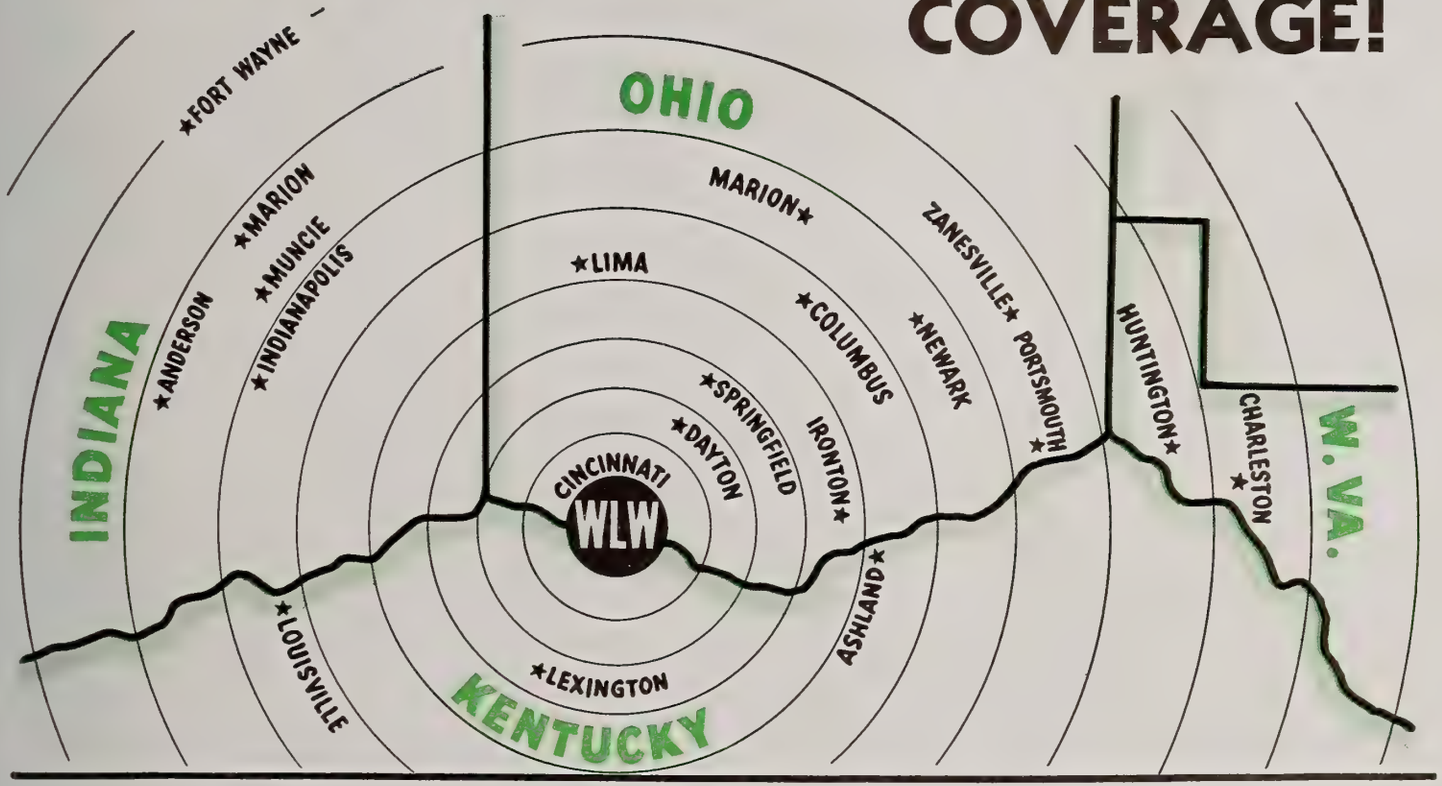
SID N. STROTZ, manager of NBC, Chicago, will address the opening session of the Chicago Federated Advertising Club Oct. 11 on "Radio Advertising."

BOB NASH, former spots announcer of WHBC, Canton, O., has joined WKRC, Cincinnati, as sports announcer.

159,299 Calls in 20 Markets

To Assure You

"MERCHANDISE-ABLE" COVERAGE!



WLW's Nighttime Half Millivolt 50% Contour extends over approximately half the entire United States. Yet, that fact alone may guarantee little in actual "circulation", because it tells you little or nothing about the listening habits of the people living in the metropolitan areas who conceivably do hear the WLW signal.

Facts which we believe to be of even greater interest to advertisers than that our signal may be heard in the remote corners of the United States, are those revealed in the recent 20 Market Surveys conducted by the Ross Federal Research Corporation and the Alberta Burke Research Company—namely, that an average of 41.2% of those listening to their radios in the 20 markets studied were tuned to WLW, while the audience tuned to the next dominant stations averaged only 29.3%. Facts that conclusively divorce WLW's known circulation from the doubtful category of abstract potentialities—submitted in the form of unbiased, factual data upon which successful sales plans may be based.

WLW . . .

For detailed information concerning the markets studied, and breakdown of the facts revealed, please write or 'phone Transamerican Broadcasting & Television Corporation, or

The Nation's Most **"MERCHANDISE-ABLE" STATION**

RCA PORTABLE FIELD AMPLIFIER



OP-5

DRY BATTERY OPERATION AT EXTREMELY LOW COST

ALL THE FEATURES you want for field broadcasts, including many not found in any other portable amplifier, are available in the RCA OP-5 Battery Operated Portable Amplifier. Scarcely larger than a good-sized brief case, it is easy to carry through taxi doors or to inaccessible locations. And, the operating cost for batteries per program is very little.

Fidelity characteristics of studio amplifiers have little on the OP-5! With it you can broadcast practically anything—from football game to symphony concert. Frequency response is uniform within plus or minus 1 db (30 to 10,000 cycles), distortion below 1%, from 50 to 7,000 cycles. Noise levels below minus 58 db.

Other features of this instrument include full-sized, especially shielded transformers; a potentiometer master gain control of rugged, noiseless construction which uses switch points and high quality fixed resistors; its attractive appearance—streamlined knobs and meter, reversed-etched panel, gray wrinkle finished cabinet. These features plus the many others shown at right, are proof that it will pay you to own the OP-5. Any outside pick-up worthy of time on your station deserves the insurance of the certain low cost performance of the RCA OP-5. For further details write to the nearest district office.

There is an RCA Tube for every purpose in broadcasting

Broadcasting's outstanding field amplifier because:

1. Certain operation—no failure of power supply through accidental operation of switches, blowing of fuses, etc.
2. Low cost operation—because of new low drain tubes the enclosed dry batteries cost less.
3. High quality reproduction—low distortion over the entire audio band at normal output. Flat frequency response.
4. Maximum flexibility—four high grade step by step mixers, improved knobs, emergency line and magneto set transfer keys.
5. Complete metering—illuminated VI meter calibrated in DB's or VU's (OP-5X) also measures A voltage, B voltage and plate current of all four tubes.
6. Light weight—37 lbs. with all batteries in the same case with the amplifiers. Eliminates possibility of defective battery cables.
7. Complete servicing accessibility—Hinged chassis permits convenient and quick accessibility to every part.
8. Sturdy construction—Strongly built duralumin case and mountings are designed to withstand years of service.

RCA *Broadcast Equipment*

RCA MANUFACTURING COMPANY, INC., CAMDEN, NEW JERSEY
A SERVICE OF THE RADIO CORPORATION OF AMERICA

New York: 1270 Sixth Ave. • Chicago: 589 E. Illinois St. • Atlanta: 530 Citizens & Southern Bank Bldg. • Dallas: Santa Fe Bldg. • San Francisco: 170 Ninth St. • Hollywood: 1016 N. Sycamore Ave.

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BROADCASTING

Broadcast Advertising

Vol. 17 • No. 8

OCTOBER 15, 1939
WASHINGTON, D. C.

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Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



"Next I suppose you'll be a Chinese Mandarin!"

• Entirely without the aid of mirrors or other legerdermain, our versatile news commentator, H. R. Gross, has now become a full-fledged Chief of the Sac and Fox Indians. He was inducted on September 17, before an audience of several thousand braves and mere pale-faces. But it's the story *behind* this story, though, in which we believe you'll be interested.

Seems that sometime ago, the noble red men became worried by the diminishing wild life here in the Middle West. One reason was lack of food in winter. So WHO was called on for help. H. R. Gross broadcast an appeal over WHO for funds to buy winter supplies. At once, the money came pouring back—*from sportsmen in every state in the Union—from Canada, Mexico and Cuba!*

So H. R. Gross is now an honest-to-goodness Indian Chief! But advertisers will find an altogether different significance in this brief item . . . What important message would *you* like to broadcast to the most attentive audience in the Nation?

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives

Sponsors, LEND AN EAR



To KLZ's "Lady, Lend an Ear"

● In less than a year KLZ-produced "Lady, Lend an Ear" has completely captured the housewifely interest of 255,000 radio homes in the Denver-Rocky Mountain area. It started off as a 15-minute period of home-making suggestions and household hints. It has grown, by popular demand, into a 45-minute, six-times-a-week program that holds its audience through a flawless blend of showmanship plus.

Local advertisers were first to discover the power of this typical sales-provoking KLZ production. National sponsors lost no time in capitalizing on its popularity and its drawing power. So in less than a year on the air, "Lady, Lend an Ear" has counted on its roster of participating co-sponsors leading names in Colorado among retailers and manufacturers of home furnishings, foods and appliances.

Naturally, this type of program . . . designed, planned and conducted by KLZ's Margaret Moore*, a skilled commentator who for eight years has been creating outstanding women's programs . . . can be made available for a limited number of sponsors. But participation of a few seasonal accounts leaves an occasional spot for those who want a sure, economical road into the hearts of women of this region.

**Dinty Doyle, N. Y. Journal-American columnist, referred to her as "an important lady of radio who should be grabbed by the networks."*

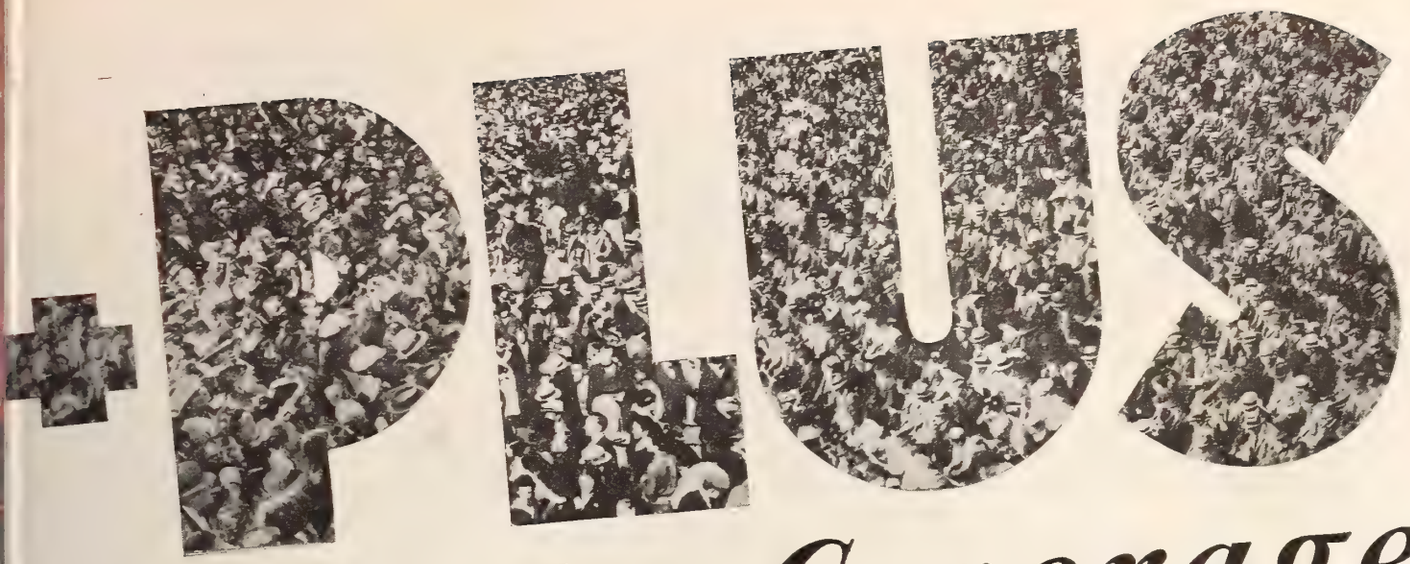


VISUAL EVIDENCE of the popularity of KLZ's "Lady, Lend an Ear" is to be found in the SRO sign which usually goes up in KLZ's main studio before this sparkling program goes on the air

KLZ *Denver*

CBS AFFILIATE ★ 560 KILOCYCLES

UNDER MANAGEMENT AFFILIATED WITH THE OKLAHOMA PUBLISHING COMPANY ★ PUBLISHER OF THE DAILY OKLAHOMAN, THE TIMES AND THE FARMER-STOCKMAN ★ OWNER AND OPERATOR OF STATIONS WKY, OKLAHOMA CITY, AND KVOR, COLORADO SPRINGS ★ REPRESENTED BY THE KATZ AGENCY, INC.



on the Coverage
–MINUS
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WEAN	Providence
WICC	Bridgeport, New Haven
WLLH	Lowell, Lawrence
WSAR	Fall River
WSPR	Springfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WTHT	Hartford
WATR	Waterbury
WBRK	Pittsfield
WNLC	New London
WLNH	Laconia
WRDO	Augusta
WHAI	Greenfield
WCOU	Lewiston, Auburn
WSYB	Rutland

NEW ENGLAND has 18 areas where density of population and trading activities assure quick response to direct advertising. Thorough coverage of these focal points is essential for a complete selling job.

The 18 stations of The Colonial Network give plus coverage of these vital centers of sales activity at a lower cost than any other combination of stations. That's why Colonial is the best buy for limited sales budgets.

THE COLONIAL NETWORK

21 BROOKLINE AVENUE · BOSTON · MASSACHUSETTS

EDWARD PETRY & CO., INC., *National Sales Representative*

ublished semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Can any radio station match this record?

Crossley Inc. finds **94% of all sets in use tuned to one station**

6 A. M. to 12 midnight... Monday through Friday... in three cities... 94% of all sets were

... tuned to WJNO

From September 25 to 29 (Monday through Friday) Crossley, Inc., measured the radio audience in Palm Beach, West Palm Beach and Lake Worth, (year-round population, 51,780; winter population, 173,000). Crossley Inc. used exactly the same technique they use for the regular CAB survey of program audiences from coast to coast... except that a total of 5,000 calls were made in 5 days in our market; *one third as many as Crossley makes during the same period to measure program audiences in all the 33 CAB "checking cities", from New York to San Francisco!*

Here's What Crossley Found:

That 94% of all sets in use were tuned to WJNO!

That 99% of all programs heard in this area from 6 A.M. to midnight—Monday through Friday—in three cities—are heard over WJNO!

That no program broadcast over any station other than WJNO has even a 1% rating in our market!

That CBS network programs carried on WJNO have *very* high ratings. Like this: Major Bowes, 31. Professor Quiz, 25. Lum and Abner, 21.

"Strongest Baby in Radio"

So, because we are only three years old, we introduce ourselves as "the strongest baby in radio." And although we don't see how Crossley's findings could be improved upon, we would like to remind you that we now operate on 250 watts, night and day—a power increase that went into effect too recently to influence the Crossley study.

The conclusion is obvious. Only through WJNO can you hope to reach the wealthy Palm Beach market and its environs. No other station gets in!

WJNO, WEST PALM BEACH, FLORIDA

Representative—Weed & Company, 350 Madison Avenue, New York, New York

LANG-WORTH ACCLAIMS *ORTHACOUSTIC

**A revolutionary NEW recording system developed by RCA and NBC engineers. See National Broadcasting Company's story on the pages that follow.*

Lang-Worth pays tribute to the engineering genius of the National Broadcasting Company and the RCA Manufacturing Company in the development of this new Orthacoustic System which has raised the art of sound recording to a height never before attained.

Lang-Worth is proud to announce that it has been awarded complete rights, and that starting immediately all Lang-Worth productions will be recorded by the new Orthacoustic Recording System under the personal supervision of RCA-NBC sound engineers.

LANG-WORTH FEATURE PROGRAMS, Inc.
420 MADISON AVENUE • NEW YORK, N. Y.

THE GREEKS HAD A NAME FOR IT

(which NBC has borrowed)...

ORTHA



The New RCA NBC

ORTHACOUSTIC

—the truest recorde

COUSTIC

(TRUE SOUND)

Here's a revolutionary *new* recording system developed by RCA and NBC engineers—the result of RCA's and NBC's vast experience and research in every phase of sound transmission, recording and reproduction. Orthacoustic Transcriptions give you recorded programs that literally sound like Live Studio Broadcasts!

You'll agree, after one demonstration of the new RCA-NBC Orthacoustic Transcriptions, that *here* is the truest recorded sound you've ever heard! You'll hear tone that is vibrant—sparkling with life and warmth. You'll be able to distinguish *every* instrument in an orchestra. You'll hear voices as naturally as if you were face to face with the speaker. In short—sound that seems to breathe with life!

Yes—you'll be able to note the superiority of these new *true-sound* transcriptions even if you've never before been able to discern differences in the quality of sounds!

Orthacoustic Transcriptions provide colorful, living sound because they eliminate over-resonance, ear-ting, needle-hiss, "wows" and "muffles." They are boom-proof and distortionless. They reproduce with unmatched fidelity the true sound that goes into the microphone—and nothing else.

But let the new RCA-NBC Orthacoustic Transcriptions speak for themselves! Judge them as your audience will—by *hearing* them in action! Let us *prove* their superiority by comparison with current recordings.

For a long time you've wanted transcriptions that sound like Live Studio Broadcasts. Now NBC makes it possible for you to have them! Ask for a demonstration.

A BACKGROUND OF UNMATCHED EXPERIENCE IN SOUND ENGINEERING

Orthacoustic Transcriptions are a tremendous forward step in recording quality. The unmatched experience of RCA and NBC in every phase of sound transmission, recording and reproduction—including radio, television, sound movies and records—stands behind them.

RCA-NBC ORTHACOUSTIC TRANSCRIPTIONS

—the truest recorded sound you've ever heard!

They give users of transcriptions these advantages:

1 New high fidelity reproduction quality.

2 Elimination of distortion, particularly in high frequencies, no "ear-ting."

3 A maximum signal-to-noise ratio, no "needle-hiss."

4 Entirely *natural* reproduction of speech.

5 Greater tone fidelity in reproduction of music.

LECTRICAL TRANSCRIPTION SERVICE, NATIONAL BROADCASTING CO.

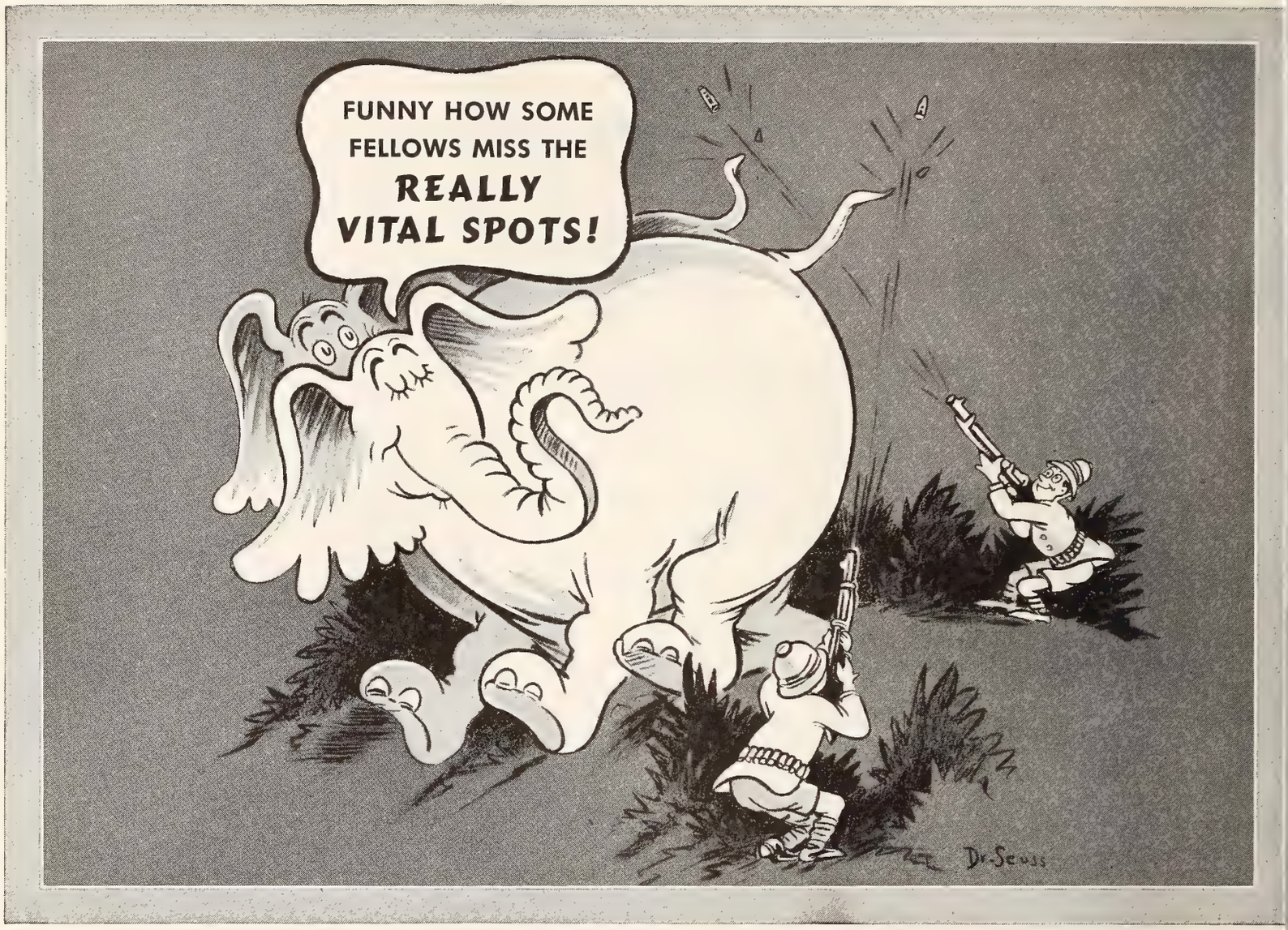
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RCA BUILDING, RADIO CITY, NEW YORK • MERCHANDISE MART, CHICAGO • SUNSET BOULEVARD AT VINE STREET, HOLLYWOOD



TRANSCRIPTIONS

e sound you've ever heard!



SALES HUNTERS...DON'T MISS THESE 15 VITAL SPOTS!

In all Radio there are no spots more vital than these 15 NBC Programmed Stations...In reaching and influencing radio homes, each is an absolute natural for advertisers...For each of these 15 is more than just another local station. Completely programmed by NBC, each carries the prestige, popularity and sales vitality of "The World's Greatest Broadcasting System."

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WENR	50,000 Watts—870 kc.	Chicago
WMAQ	50,000 Watts—670 kc.	Chicago
WTAM	50,000 Watts—1070 kc.	Cleveland
KOA	50,000 Watts—830 kc.	Denver
WEAF	50,000 Watts—660 kc.	New York
WJZ	50,000 Watts—760 kc.	New York
KYW	10,000 Watts—1020 kc.	Philadelphia
KDKA	50,000 Watts—980 kc.	Pittsburgh
KGO	7,500 Watts—790 kc.	San Francisco
KPO	50,000 Watts—680 kc.	San Francisco
WGY	50,000 Watts—790 kc.	Schenectady
WMAL	500-250 Watts—630 kc.	Washington
WRC	5,000-1,000 W.—950 kc.	Washington

The NBC Spot Specialist in any of these cities (also Detroit and Hollywood) will give you full information on any or all stations.

NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System
A RADIO CORPORATION OF AMERICA SERVICE

Standard Radio SUBSCRIBERS RECEIVE THE FULL BENEFITS OF THE NEW



ORTHACOUSTIC
TRUE SOUND TRANSCRIPTIONS
...*immediately*

41
NEW SUBSCRIBERS
...*in* 60 DAYS!

WCFL, Chicago
WMBC, Detroit
WTCN, Minneapolis
WFBM, Indianapolis
KOL, Seattle
KFPY, Spokane
WHP, Harrisburg
KABC, San Antonio
WGBI, Scranton
KVOR, Colorado Springs
WBRC, Birmingham
WISE, Asheville
WFMJ, Youngstown
WJBL, Decatur, Ill.
WBOW, Terre Haute
KFIZ, Fond du Lac
KFDA, Amarillo
KMLB, Monroe, La.
KDRO, Sedalia, Mo.
KNOW, Austin
WACO, Waco
WTMA, Charleston, S.C.
WJBC, Bloomington, Ill.
WIBM, Jackson, Mich.
KGIW, Alamosa, Colo.
WDSM, Superior, Wis.
KOKO, LaJunta, Colo.
KVAK, Atchison
KLBM, La Grande, Ore.
KSAM, Huntsville, Tex.
KWAL, Wallace, Ida.
KVAN, Vancouver
KVOL, Lafayette, La.
KOVO, Provo, Utah
KNET, Palestine, Tex.
XEMO, Tia Juana
VONF, St. John's, Newfoundland
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WITH the first announcement of the new Orthacoustic method, comes the news that Standard Transcriptions to be shipped to subscribers on and after November 1 will be made by this revolutionary new recording system.

Thus, Standard Radio subscribers receive added confirmation of their good judgment in selecting a Library Service which is always in the fore of every new and vital development in the transcription field. The growing realization among station executives that Standard Radio offers certain well-established superiorities, together with Standard's clearly defined attitude on tax-free music, have resulted in an impressive swing to Standard within recent months.

Over forty new subscribers have been added to the Standard Radio family within the last sixty days, bringing the total of Standard Program Library users to a new high. More and more stations today answer in the affirmative the question —

Are Your Transcriptions Up to Standard?

Standard Radio offers a variety of services, tailored to fit transcription needs of every station, without waste and without duplicating live talent resources. Send for our Yardstick which enables you to judge accurately the value of any transcription service.

Standard Radio

6404 Hollywood Blvd., HOLLYWOOD 360 N. Michigan Ave., CHICAGO



"There's more news at 3:30!"

. . . WHAT with the constantly-increasing interest in news of all sorts, *spot advertisers* are cashing in this year as never before in the history of radio.

What are *you* doing to capitalize on this high-tide of opportunity for spot-radio advertisers? Can't we help you get a bigger share of this opportunity? At your request, we'd be glad to give you a list of the stations and cities in which newscasts are still available, or where additional and valuable news tie-ins are easily possible. Wire or telephone our nearest office—*now!*

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WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
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KOMA	OKLAHOMA CITY
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BROADCASTING
and
Broadcast Advertising

Vol. 17. No. 8 WASHINGTON, D. C., OCTOBER 15, 1939 $3.00 A YEAR—15c A COPY

First Code Action Brings NAB Discord

By SOL TAISHOFF

Father Coughlin Barred; Elliott Roosevelt Cited, With MBS Action Slated; Industry Showdown Likely

CAUGHT between a sharp conflict of views of member stations on its interpretation of the new self-regulation code, particularly as to the ban on the use of paid time for discussion of controversial issues, the NAB faces a new crisis which already has had industry-wide reverberations.

Not only Father Charles E. Coughlin, the crusading Detroit priest, but Elliott Roosevelt, second son of the President, also has become enmeshed in the disagreement over controversial broadcasts. Having been informed earlier that Mr. Roosevelt had announced his intention "to violate the code" by presenting personal opinions on the arms embargo in his thrice-weekly commentaries over MBS for Emerson Radio, the NAB Oct. 13 referred the matter to the network for action, holding that Mr. Roosevelt as the "talent" on the program is subject to network rather than NAB jurisdiction.

Some Won't Drop Coughlin

But it was in connection with the Coughlin broadcasts over a 44-station independent network, that serious intra-industry strife has developed and a showdown appears in prospect. After the NAB Code Compliance Committee, headed by Edgar L. Bill, of Peoria, ruled Oct. 3 that neutrality discussions in sponsored broadcasts constituted discussion of a controversial public issue, barred under the Code [see page 13 for text], things began to pop. A number of stations notified the NAB of their intention not to renew the Coughlin broadcasts when current contracts expire. But another group of stations carrying the priest's broadcasts indicated clearly they did not intend to follow the Code Committee edict.

With the majority of Coughlin contracts slated to expire Oct. 29, it was impossible as BROADCASTING went to press to ascertain the precise lineup of stations and their future policies with respect to the Coughlin series. Confusion also developed as to the interpretation of the code provision itself, with one school insisting that the Coughlin series can be renewed for a year under the code, irrespective of the Committee's interpretation.

Several May Quit NAB

In any event, it appeared likely that the Coughlin problem would be focused upon John Shepard 3d, president of the Yankee and Colonial Networks. Mr. Shepard has taken the position that by virtue of commitments of certain stations on the 17-station Colonial Network he cannot reject the Coughlin contract renewal due Oct. 29 and that his present intention is to continue the series. While Father Coughlin himself has refrained from publicly condemning the code, both Leo J. Fitzpatrick, executive vice-president of WJR, Detroit, WGAR, Cleveland, and KMPC, Beverly Hills, and John F. Patt, vice-president of the three stations, have attacked the action. Mr. Patt on Oct. 5 expressed strong criticism of the Code Committee's action, declaring it went far beyond self-regulation [see page 12].

There were indications that at the showdown a number of stations might prefer to resign from the NAB, if that course becomes necessary, rather than yield to the Code Committee's interpretations. While the Code Committee itself refrained from mentioning names in its rulings, it was self-evident that during its deliberations it discussed personalities. But it was repeatedly emphasized that the code provision is one of principle and does not deal with individuals.

The Roosevelt situation grew out of a statement in his broadcast of Oct. 7, in which he advised that his remarks "may be cut off the air by the station to which you are listening" because the NAB had adopted a code "in which they set forth that any commercial program featuring a commentator must not allow that commentator to express an opinion on controversial issues, and the NAB has listed the Neutrality Act and the question of the repeal of the embargo provisions now pending before Congress as a controversial issue which no commentator should express an opinion on personally." He then stated he intended to express opinions.

Following this observation, NAB President Neville Miller discussed the matter with Code Committee members and with T. C. Streibert, vice-president of MBS and WOR. Mr. Roosevelt was to have conferred with Mr. Streibert in New York Oct. 13 but was suddenly called to his home in Fort Worth and was due to return to New York for the discussion the following week. Presumably it is felt that Mr. Roosevelt's personal expressions of opinion on controversial issues, particularly in connection with neutrality, are in conflict not only with the code but with the announced policies of the major networks to refrain from handling broadcasts which might in any wise jeopardize this country's neutrality.

MBS To Rule on Roosevelt

The fact that Mr. Roosevelt is president of Texas State Network and of KFJZ, Fort Worth, an NAB member, was not used as a basis for the NAB consideration. Because he is featured as "talent" in the



CODE COMMITTEE of the NAB, which met in Washington Oct. 2 and 3 at its first session since the self-regulation code became effective and issued an edict which has the effect of barring Father Charles E. Coughlin and other "controversial" speakers from purchase of radio time, except during political campaigns on issues subject to ballot. Seated (l to r) are Ed Kirby, NAB public relations director and Code Committee secretary; Edgar L. Bill, WMBD, Peoria, Committee chairman; NAB President Neville Miller, and Earl Glade, KSL, Salt Lake City. Standing (l to r) Martin Campbell, WFAA, Dallas; E. M. Spence, NAB secretary-treasurer; E. K. Cargill, WMAZ, Macon; William B. Dolph, WOL, Washington; T. C. Streibert, WOR-MBS, New York; Frank M. Russell, NBC Washington vice-president; Cal Smith, KFAC, Los Angeles and Don Searle, KOIL, Omaha. Harry C. Butcher, CBS Washington vice-president also attended.

Emerson-sponsored MBS series, it was concluded that the matter should be left to the network.

The Code Committee's interpretations at its initial session, as forecast in the Oct. 1 issue of BROADCASTING, were not restricted to the Coughlin situation nor to the Roosevelt problem which developed as an aftermath. The rulings automatically became applicable to such figures as Dr. J. F. Rutherford of Jehovah's Witnesses and The Rev. Walton E. Cole, Unitarian minister of Toledo, who had purchased time on stations to answer Dr. Coughlin and who had complained to the FCC over WJR's refusal to accept his transcriptions.

Townsend Rejected, Too

On Oct. 10 the Code Committee turned thumbs down on sponsored broadcasts in behalf of the Townsend Plan as a controversial question unacceptable under the code. But in California, where the "$30 every Thursday" project is subject to ballot, it was held that time can be purchased in behalf of or in opposition to the Townsend Plan.

Meanwhile, two picketing developments growing out of the NAB action, and purportedly stemming from Coughlin protests, were reported. One was said to have been at CBS headquarters in New York Oct. 1 when former Gov. Al Smith spoke in favor of lifting the embargo and the other at Yankee-Colonial Network headquarters in Boston. Both were said to have been by so-called "Christian Front" movements which have been linked with Fr. Coughlin. CBS, as a precautionary measure, picked up Mr. Smith from its Seventh Avenue studios rather than its main studios. No trouble developed at either place.

Carry Replies to Coughlin

A Coughlin counter-offensive undertaken by the Non-Partisan Committee for Peace Through Revision of the Neutrality Law, headed by William Allen White, of Emporia, Kan., resulted in procurement of time on at least 15 stations carrying the Coughlin broadcasts for Oct. 15. The committee, recently organized, requested time of the 44 stations carrying the Coughlin series immediately following the Coughlin broadcasts in order to reply to the priest. Msgr. John A. Ryan, of Catholic University, and Prof. Charles G. Fenwick, of Bryn Mawr, were to answer the priest. In requesting the time, Mr. White based it on the NAB code and stated that "unlike the Coughlin interests" his organization did not have the necessary funds to pay for the telephone lines to hook up an independent network and that consequently transcriptions would be employed.

The 15 stations agreeing to carry the Committee's broadcast Oct. 15 were given as WAAB, Boston; WCOU, Lewiston, Me.; WEAN, Providence; WJR, Detroit; WLBZ, Bangor; WJAS, Pittsburgh; WTMJ, Milwaukee; WHO, Des Moines; WIBA, Madison, Wis.; WICC, Bridgeport; WKZO, Kalamazoo; WIRE, Indianapolis; WSAR, Fall River; WTHT, Hartford; WSTP, St. Paul. It was announced that since other stations from whom no reply had been received or who had given unfavorable replies might wish to reconsider, the committee was sending transcriptions to all carrying the Coughlin broadcast.

Shepard's Viewpoint

Repercussions to the code edict on the fundamental question of controversial issues came on the heels of the committee's action. In the vortex of the resulting controversy were such prominent figures as Messrs. Shepard, Fitzpatrick, Patt, Father Wallace Burke of WEW, and other broadcasters now carrying the Coughlin series. Elliott Roosevelt also quickly found himself deep in the controversy because his broadcasts likewise admittedly fall in the "public controversy category" in connection with the arms embargo.

Mr. Shepard, who personally had appealed to the Code Committee, asserted Oct. 10 it was his present plan to continue the Coughlin series over the Colonial Network through October, 1940. He pointed out that since a number of other stations—possibly all save a half-dozen of the 44—had already committed themselves to continue the Coughlin series, he was left no alternative. He added that, as he interpreted the code provisions, the Coughlin series should be handled on the same basis as other programs, which would permit "competitive accounts" to be accorded the same facilities for the same length of time as current running accounts.

Asserting he had advised Stanley Boynton, president of Aircasters, Inc., Coughlin agency, that he would continue to carry the program after Oct. 29, when his present contract expires, provided two conditions were met, Mr. Shepard explained that this commitment does not obligate all of the Colonial Network outlets. Nevertheless, since certain of the stations already had renewed, he said he was duty-bound to originate the programs.

It was made obvious that such stations as WJR, Detroit, WGAR, Cleveland, WEW, St. Louis, WJAS-KQV, Pittsburgh, and WHBI, Newark, among others, would continue to carry the Coughlin series. Several of the stations which already have renewed their contract through Aircasters have advised NAB they would abide by the Code Committee's ruling on the controversial issue question and exercise their cancellation options within a two-week period. Among the stations understood to have dropped Coughlin were WFBL, Syracuse; WHAM, Rochester, WTAG, Worcester, and WHKC, Columbus. Such stations as WHO, Des Moines; WCKY, Cincinnati, WTMJ, Milwaukee and KSTP, St. Paul, were understood to be considering dropping the series on the basis of the NAB ruling. In Worcester, WORC is now carrying Coughlin in lieu of WTAG.

Railroading Denied

The NAB committee and President Neville Miller, took sharp issue with the contention of complainants that the code was "railroaded" through the convention in Atlantic City last July. It was pointed out that the NAB began work on the code nearly a year ago and that the first draft was sent to all stations, with attendant publicity, as early as last May. It was adopted by the July convention, as amended, by an overwhelming vote of six to one. Moreover it was pointed out that the social aspects of the code were only slightly amended from their original form as adopted by the convention after full discussion. The convention not only approved the code but authorized the machinery to enforce it.

While stations carrying the Coughlin series have been deluged with letters protesting the NAB action, so far as could be learned most of the protests have emanated from individuals. On the other hand, many women's, social and other organizations and groups have commended the code, which also has received generally favorable editorial support.

Union States Position

In its rejoinder, Oct. 7 to Mr. Patt's telegram [see top of this page], Civil Liberties Union through Arthur Garfield Hays and Morris L. Ernst, general counsel and Quincy Howe, chairman of the National Council on Freedom From Censorship, declared it struck them as "highly improper for the Detroit station at which Father Coughlin's programs originate to criticize the new NAB code for denying free speech." (Mr. Patt is vice president of WJR and KMPC as well as WGAR).

"Complaint already has been made to the FCC against that station for denying opponents of Father Coughlin an opportunity to reply to him", the Union said. "What Mr. Patt really means is that the profit has been taken out of free speech since hereafter Father Coughlin or anybody else under the rules of the new Code cannot purchase time for the discussion of public issues. This is wholly in the interest of free speech since it puts everybody on the basis of equality and puts people without money on precisely the same footing as people with it. The new code corrects a situation so obviously unfair to free speech as to com-

(*Continued on Page 72*)

Code's Restrictions on Commentators Are Blow to Freedom, Patt Tells NAB

FOLLOWING is the text of the telegram sent the NAB Code Compliance Committee Oct. 6 by John F. Patt, vice-president and general manager of WGAR, Cleveland, and vice-president of WJR, Detroit, and KMPC, Los Angeles:

"Public reaction to your general statement to the press leads me to make the following statement. It is my opinion and that of many broadcasters with whom I have talked that the broadcasters who voted for the adoption of the code, while well-intentioned and having high purposes in mind, have gone too far on the controversial issue question and have taken an unfortunate step from which we may never be able to retreat.

"That step is in the direction of censorship and abridgement of free speech, as time will certainly show whether we like to admit it or not. While most of the code shows careful thinking and high resolve and will be of ultimate benefit to all broadcasters and to the public, the provision on controversial subjects seems to many of us the first shackle on freedom of speech on the radio. It takes away much of the broadcaster's responsibility of judgment for what is in the public interest. It goes beyond mere self-regulation into the realm of strangulation, stagnation and censorship.

Merely Reporters

"Did the broadcasters contemplate that this provision of the code would mean that such famous personalities, commentators and speakers as W. J. Cameron, Dorothy Thompson, Boake Carter, Lowell Thomas, Edwin C. Hill, H. V. Kaltenborn, John B. Kennedy, Elmer Davis, Hugh Johnson and many others could never again express an opinion on a sponsored program? If that is so, it will surely result in these speakers reducing their talents to that of mere reporters of facts rather than analysts and interpreters; otherwise, they will be limited to those more obscure hours of the day which are now sustaining. Many millions of listeners then will not have easy access to hearing them because the popular evening periods having mass audiences will be restricted to entertainment and informative programs only.

"We of WGAR have never used our facilities to express or exploit our personal or company viewpoints on the listener. We are conscious that many speakers on controversial subjects who have bought time from our station have made statements which were perhaps not acceptable or agreeable to our listeners, but we have been quick to say that they were not our viewpoints and we have been quick to offer time on an equal basis to persons holding opposing views. Nor have we, nor any other broadcaster to our knowledge, ever allowed any organization or individual to usurp more than a limited amount of time which could not be duplicated at once in an equal amount by opposing speakers. We have rarely had one side of a controversial issue given on paid time which was not immediately answered on other paid time and on the same terms.

"We are aware that there are possible excesses in freedom, but in our opinion it would be better to have the excesses than to have the cure that is now proposed. But, in particular, we even believe that self-respecting broadcasters can devise ways and means of permitting speakers on controversial subjects to go on their own sponsored programs and at the same time eliminate any obvious excesses. The financial return to the broadcasters is secondary here to the larger public interest.

"If the code as it now stands is to hold without reasonable amendment, I predict we shall see an emasculation of private enterprise in broadcasting with a solar plexus blow to freedom in this country, and an invitation for further Government regulation."

Text of First Ruling of Code Compliance Committee . . .

FOLLOWING is the full text of the statement issued by the NAB Code Compliance Committee following its Oct. 3 meeting in Washington:

While the Committee realizes that the American people, through the delegation of the radio franchise, have placed upon the broadcaster final responsibility to accept or to reject program matter in 'the public interest, convenience and necessity,' it nevertheless recognizes that NAB member stations in the 17th annual convention, July last, shared their program and operating experiences in the adoption of a new Code so that a more uniform and higher level of public service might result throughout the length and breadth of American radio.

The Committee has taken these into consideration in its deliberations, which have chiefly centered around problems involving the Religious and Public Controversial sections of the new Code.

In approaching the Public Controversial section of the Code, which bars the sale of time for such discussions, but which provides that such discussions be placed on the air without cost, the Committee emphasizes the underlying principles involved.

There is a limitation to the number of radio channels now available for broadcasting in this country.

There is also a limit as to the number of hours available per day for broadcasting. Newspapers may add any number of extra pages to accommodate their overflow news and advertising columns. No comparable opportunity exists in the daily schedule of a radio station, which must adhere to the hands of the clock.

In the absence of any self-imposed policy to the contrary, it is conceivable that some individuals or groups with financial means to do so could buy all the available time necessary to monopolize, dominate or control the discussion of public issues through the radio medium, precluding a fair opportunity for an opposition without financial resources to present its case to the radio audience.

Public Conference

Such a situation would pervert the function of American radio as a forum of democracy, and would irreparably shatter the confidence of the public in the American system of broadcasting.

In order to assure the American people for all time that such an intolerable misuse of radio facilities cannot happen, the Code states that 'Time for the presentation of controversial issues shall not be sold.'

The Code does not bar anyone or any group from using radio. It simply denies the right to buy time, for the reasons stated. [Political broadcasts, as defined, are excepted because "at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away."]

Representative spokesmen of groups in the field of public controversial issues have a perfect right to request time on the air, from a network or station, in accord with the public interest therein as outlined in the Code. "Broadcasters shall use their best efforts to allot such time free of charge, with fairness to all elements in a given controversy."

The handling of public controversial issues by radio stations is a matter of principle and not one of personalities.

Determination of a Public Controversial Issue—The Code Compliance Committee realizes that whether a matter is a public controversial subject or not is one sometimes difficult to determine, particularly in national and statewide affairs.

The Committee feels, therefore, that its duty and function is that of rendering advisory opinions, and of recommending procedures through which a sincere and uniform understanding of, and compliance with the Code, may be achieved.

Toward such ends, the Committee holds as self-evident that no determination as to the character or classification of a proposed program or radio address can be established until an advance script has been examined by the station management.

The Committee recommends, therefore, that

(a) Since discussions of controversial public issues have been eliminated from paid commercial broadcasts, adequate time for the presentation of controversial public issues shall continue to be provided free of charge by each station or network, in accordance with the public interest therein.

(b) All such scripts shall be required in advance, for examination in light of the Code.

(c) Under no circumstances will compensation be accepted by the station or network for time consumed by the spokesman of a controversial public issue, unless,

(d) The spokesmen appear on a public forum type of broadcast regularly presented, in conformity with the Code, as 'a series of fairsided discussions of public issues and when control of the fairness of the program rests wholly with the broadcasting station or network.'

Without an advance script, no one can determine the complexion of any proposed broadcast.

Controversy Not Barred

This does not mean, of course, that those who wish to discuss matters of public controversy are barred from the air.

Far from it!

Through the new Code, representative spokesmen of groups will be given free time to present their viewpoints, in accord with the public interest, program balance and availability of time.

The Committee recognizes that all such representative spokesmen of public opinion groupings may broadcast their opinions during time provided free for this purpose, or may take a political position on paid radio time during a political campaign, or may espouse or oppose a "public proposal subject to ballot." The Code adequately covers these provisions.

Neutrality—Method of Maintaining of Which is a "Public Controversial Issue" Within the Meaning of the Code—The question of America's neutrality has raised an interesting point in which the Committee and the individual broadcasters are concerned in the application of the Code.

Following careful survey of the members of the Committee drawn from different sections of the country, and of the issue itself as resolved yesterday in Congress, the Committee feels that while all Americans desire to stay out of war and to preserve neutrality, the methods of achieving and maintaining same are matters automatically falling within the sphere of 'public controversial issues,' and as such should be presented on free time and not sold.

Definition of a Public Proposal Subject to Ballot—In response to inquiries from member stations, the Committee defines a 'public proposal subject to ballot' as one where the proposal itself appears on the ballot to be cast by the individual citizen.

Matters pending before a legislative body are not regarded as "public proposals subject to ballot."

The NAB Religious Code—The Committee calls attention to the religious section of the Code which reads: "Radio, which reaches men of all creeds and races simultantously, may not be used to convey attacks upon another's race or religion. Rather it should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community."

Members of the Committee in attendance were: Edgar Bill, WMBD, Peoria, Ill.; Martin Campbell, WFAA, Dallas; Edward Cargill, WMAZ, Macon, Ga.; Earl J. Glade, KSL, Salt Lake City; Don Searle, KOIL, Omaha; Calvin J. Smith, KFAC, Los Angeles; Theodore C. Streibert, MBS; Harry Butcher, CBS; Frank M. Russell, NBC; William B. Dolph, WOL, Washington; Neville Miller, president, NAB; E. M. Kirby, NAB, secretary.

Rule Hearing Deferred

HEARING on the petition of Mayor F. H. LaGuardia of New York, in behalf of the municipally-owned WNYC, to amend FCC rules to permit use of ultra-shortwaves for domestic network transmission, in lieu of wire lines, scheduled for Oct. 16, again has been postponed to Oct. 23. The hearing, postponed several times, is to be before a committee of three commissioners.

SMITH BROS., Poughkeepsie, N. Y. (cough drops), will start a spot campaign Nov. 1 on about 30 stations, using a varied schedule of quarter-hour newscasts and five to seven announcements weekly. Campaign, placed through J. D. Tarcher, New York, will run through March, 1940.



Drawn for BROADCASTING by Sid Hix

Radio Questions Placed in Census

Housing Survey Tentatively Includes Query on Sets

INCLUSION of a radio questionnaire in the tentative schedule of the Housing Census, to be conducted in conjunction with the 16th Decennial Population Census, will yield an actual house-to-house count of radio homes rather than the sampling that would be furnished by inclusion of the question on the supplementary schedule of the regular population census, according to the U. S. Census Bureau. The Bureau indicated to BROADCASTING Oct. 11 that the Housing Census, which has been authorized by Congress, will be conducted when the necessary appropriation is secured.

Previously the radio question had been included on the supplementary schedule employed by the Census Bureau in a sample population census conducted in mid-August in two Indiana counties [BROADCASTING, April 15, June 15, July 1, Aug. 1], first results of which will not be available for several weeks.

"Does This House Have Radio?"

The question, "Does this household have a radio set?", has been included in the tentative schedule proposed for the Housing Census, which will cover an estimated 33,000,000 homes. The housing survey will be conducted simultaneously with the population census, and enumeration is to start April 1, 1940. Although Congress has authorized inclusion of housing in the general census program, along with a $45,000,000 appropriation for carrying on its various phases, an individual appropriation of $8,000,000 is sought for the Housing Census itself. An appropriation of approximately $5,000,000 is to be asked as a supplemental appropriation in the First Deficiency Appropriation bill brought before Congress when it convenes in regular session in January. This amount would cover the cost of field and office work necessary to gather census data, while the remainder would be spent in compilation of the results and would extend over a period to Dec. 31, 1942.

Speaking to the 11th annual Boston Conference on Distribution Oct. 3, Dr. Vergil D. Reed, assistant director of the Bureau of Census, commented that the Housing Census, the first of its kind ever taken, "is really a stock dividend to every retailer, wholesaler, and manufacturer. It will be of particular importance to the building and construction industries, to real estate, utility, and housing finance interests, and to manufacturers and distributors of household appliances."

In addition to radio, he explained, the housing survey will provide basic facts as to adequacy or inadequacy of housing facilities, age and condition of structures, major repairs needed, and presence or absence of electricity, gas and running water. Data also will be gathered on home mortgages, amounts, interest charges, and amortization arrangements, he added.

News Fees Raised For War Service

Greatly Increased Costs For Gathering of News Cited

INVOKING emergency clauses in their contracts with newspapers and radio stations subscribing to their news services, International News Service and United Press have levied special war assessments on all subscribers, amounting to a 15% increase in the normal fees for INS subscribers and a 12½% increase for users of the UP service.

Contracts of both UP and INS contain emergency clauses permitting them to assess increases amounting to a maximum of 25% for periods when conditions make extraordinary expenditures necessary for good coverage of the news.

Cost of Communications

At INS headquarters it was stated that since the first of August expenses of covering the European scene had increased by approximately $10,000 a week. In making the increased assessment, which became effective Oct. 1, INS is not attempting to collect for these back expenditures, it was stated, but on the contrary is still carrying itself a considerable proportion of the current increased costs. Some of the factors contributing to the increase were given as: The shut-off of phone and cable communication between London and Paris, causing intercommunication between these two cities to be routed by way of New York; lack of cable connections between Berlin and New York, forcing the correspondents in the German capital to use radio or to phone their copy to Rome and cable it from there; tremendous increases in payrolls and expense accounts, as space-rate correspondents in scattered cities have been made full-time staff men and as both the amount of traveling and the costs of transportation have risen precipitously.

At UP headquarters it was said that costs of this organization's European coverage have increased by about $2,500 daily over normal, making it necessary to levy the 12½% assessment on their subscribers early this month. The Associated Press as yet has announced no similar increase.

Transradio's Policy

Transradio Press Service has not invoked its special war clauses to raise rates to its subscribers, according to Herbert S. Moore, president, although he said that the advisability of such a move had been carefully studied. "The question is being left open during the present period when peace talk is widespread," he said, "but if no truce has come by the end of October the question will be reexamined and a decision made in the best interests of both our clients and ourselves."

Libby Spots in Canada

LIBBY, McNEILL & LIBBY of Canada, Toronto (baby food) starts a transcribed spot announcement campaign twice daily six days weekly on various Ontario and eastern Canada stations in November. Account was placed by McConnell, Eastman & Co., Toronto.

War Correspondents Leave for Front, Hoping to Broadcast Actual Fighting

WHEN the first contingent of American war correspondents officially accredited by the British military authorities left London the week of Oct. 9, bound for the Western front "somewhere in France", the party included William Henry of CBS and Arthur Mann of MBS, first radio reporters ever assigned to front line duty. NBC's accredited front line reporter, Brig. Gen. Henry J. Reilly, U.S.A., retired, was absent from the lineup because he had taken advantage of the "pause" in the war to return home for a brief visit, arriving in New York on the *Lisbon Clipper* on Oct. 9.

Exactly how radio's reporters will handle their assignments of covering the Allied front for American listeners is not known. The possibility of arranging for facilities that would permit broadcasts directly from the front, while devoutly hoped for, is not believed to be very great at this time, and it is expected that a more probable solution will be an arrangement that will enable these men to watch whatever goes on at the front and return to some point behind the lines, probably Paris, to broadcast their reports to America. Whether the military authorities will limit the comings and goings of the radio men is likewise unknown, and what sort of broadcasting schedules will be permitted is another question still to be answered.

Aided by Time Shift

The difference in time between Europe and America, it is pointed out, would enable a correspondent to spend the day in the front lines, return to Paris during the evening, go on the air after midnight there and be heard in the United States in the early morning. Possibility of a daily schedule of broadcasts of authentic front line observations is believed slight by special events directors here, however. General opinion is that for a while, at any rate, one or two such broadcasts a week is the most that can be expected.

William Henry, who is acting as CBS representative with the Allied armies, will also cover the war front for the *Los Angeles Times*. Sporting editor of this paper, Henry went to Europe to cover the preliminaries of the Olympic Games, scheduled to be held in Finland in 1940. An experienced radio reporter who had assisted Ted Husing in broadcasting the Berlin Olympics in 1936 for CBS, he was pressed into service by this network when the war broke out as assistant to E. R. Murrow, CBS representative in London. With Henry's departure for the front, Larry Le Sueur has been made Murrow's assistant.

In Paris, CBS is represented by Thomas B. Grandin. Eric Sevareid, who has also been stationed in Paris, is temporarily in Brussels. William L. Shirer, chief of the CBS Continental staff, with headquarters in Berlin, has taken advantage of the war "pause" to snatch a few days' vacation, with Russell Hill relieving him.

Arthur Mann, who was appointed by John Steele, head of Mutual's London and European offices, to cover the front for MBS, was formerly a correspondent for the *St. Louis Post Dispatch* and is now associated with the London office of the *New York Times*. Other MBS reporters in Europe include Sigrid Schultz in Berlin, Waverly Root in Paris and James Minifie in Rome.

Gen. Reilly, who will serve as NBC's front line observer when he returns to Europe early in November, is also an experienced foreign correspondent. A graduate of West Point who served in the Philippines and Mexico and as an ambulance driver for the French and British armies during the World War, he joined the *Chicago Tribune* as war correspondent in 1915, successively reporting from the Western Front in 1916 and 1917, the Polish campaigns in 1920 and, more recently, the Civil War in Spain.

NBC has also announced that Warren Irvin, now in Berlin as assistant to Max Jordon, chief of the NBC Continental staff, will be sent to the German side of the front as soon as the Germany Army command approves an accredited list of correspondents. Irvin was formerly with the *New York Times* before being recently signed as a regular member of NBC's foreign staff. Fred Bate, London chief for NBC, and Howard Claney, well-known announcer who had been studying abroad and had rejoined NBC when hostilities commenced, are covering English happenings, and Paul Archinard is managing the Paris office for NBC.

Ready for Front

AN INDICATION of the accoutrements of a radio correspondent on the Western Front may be gleaned from the following radiogram sent by Fred Bate to NBC in New York: "General Reilly needs two tunics, one slacks, one breeches, boots. Special insignia provided, also tin hat, service mask. Maximum baggage allowed field in pounds: 50, personal; 50, for servants; baggage, 20; tents, where carried, 50."

AP Postpones Action

MEETING of the board of directors of the Associated Press, held in New York, Oct. 3-5, produced no changes in the press service's present arrangements for the sale of AP news to radio advertisers. Because of the pressure of problems arising from the European war which required immediate attention, action on the less pressing subject of changing the regulations covering use of AP news on the air was postponed until the meeting of the AP executive committee in December.

Hull at New WHLD

EARL HULL, former chief engineer of WKY, Oklahoma City, and first licensee of that station, will take over the management and operation of the new WHLD, Niagara Falls, N. Y. The new station, authorized on Sept. 1, is licensed to the Niagara Falls Gazette Publishing Co. It will operate with 1,000 watts daytime on 1260 kc.

THOMAS ABANDONS NEWS CURB PLANS

SATISFIED that the basic disseminating media, including radio, newspapers and the movies, have settled down in their task of reporting war activities and therefore eliminated danger of commitment of "unneutral" acts, Senator Thomas (D-Okla.) asserted Oct. 12 that he had abandoned his plans for an amendment to the pending Neutrality Act to supervise operations of these media.

Recalling he had observed last month that such a move might be desirable, he asserted that voluntary steps taken by the industries have eliminated entirely any desire on his part to foster restrictive legislation.

"As far I can see, nothing especially objectionable is going on now," he declared. He urged that radio commentators should avoid "overdramatization" and lauded the voluntary steps taken by the several industries during the crisis. He mentioned particularly he did not want to see anything in the nature of a recurrence of the Orson Welles episode, pointing out that in these times it could bring serious consequences.

Wartime Use of Radio

CANADA'S war department, Ministry of National Defence, starts on Oct. 17 a weekly series of 15-minute talks entitled *Canada's Fighting Services* to be carried on the full Canadian Broadcasting Corp. national network in English and French. The series was announced at Ottawa by Prime Minister Mackenzie King, who said "a distinctly useful purpose would be served by these talks in that the people of Canada could thus be kept informed, as far as it is possible, of the work devolving upon the Department of National Defence as a whole and of the progress which was being achieved." The first of the talks will carry introductory remarks by Defence Minister Norman McL. Rogers. In addition to this weekly series the CBC will carry an actuality broadcast on Oct. 27 titled *A Day In The Life Of A Recruit.*

Detrola Sponsors Lewis

FULTON LEWIS jr., Washington news commentator, will be sponsored on a partial MBS network starting Oct. 23 by Detrola Corp., big Detroit radio manufacturer. He will be heard Mondays, Wednesdays and Fridays, 7-7:15 p.m. and 10:30-10:45 p.m., on about 10 stations of the network, including WOR, Newark, and WGN, Chicago, in the latter period. He will continue on a sustaining or local sponsorship on all other stations of the Mutual Network at 7-7:15 p.m.

Regal Shoe Adds Davis

REGAL SHOE Co., New York, will sponsor Elmer Davis, CBS war news analyst, three quarter-hours weekly on WABC, New York, beginning Oct. 15. Programs, broadcast 6:30-6:45 p.m., Monday, Wednesday and Friday, will augment the company's sponsorship of Drew Pearson and Robert S. Allen, authors of *Washington Merry-Go-Round,* on a national scale over MBS. Cecil & Presbrey, New York, is the Regal agency.

ASCAP Starts Retaliations By Filing Infringement Suits

KGIR and KGVO Named in Criminal Actions; Buck Names ASCAP Committee to Study Radio Angle

INFRINGEMENT suits, filed early in October by a number of the publisher members of ASCAP against the owners of KGIR, Butte, and KGVO, Missoula, constitute the first retaliation of ASCAP to the civil and criminal actions brought against it by the Montana broadcasters. As ASCAP has been enjoined from doing business in the State, under a Montana law passed largely through the efforts of the broadcasters of the State, the suits were brought by individual publishers and not by the Society itself.

Suits against Mosby's Inc., owner of KGVO, and A. J. Mosby, were filed in the U. S. District Court in Missoula by Harms Inc., charging seven alleged infringements; Leo Feist Inc., charging five infringements; Santley-Joy-Select Inc., for four; Chappell & Co., for five, and Irving Berlin Inc., for six. In the suits against E. B. Craney and KGIR Inc., filed in the Federal District Court in Helena, nine infringements are charged by Harms, five by Berlin and four by Chappell.

ASCAP Names Committee

This action by these publishers followed close on the heels of the attempt of New York detectives to arrest Gene Buck, ASCAP president, and other officers of the organization on bench warrants issued in Montana, charging criminal conspiracy. Mayor LaGuardia halted the police before any arrests had been made [BROADCASTING, Oct. 1]. Although similar warrants had been issued for officials of NBC and CBS, no attempt was made to serve them, it being explained that statements had been sent to Montana authorities asserting they were not guilty of the charges. Refusal of ASCAP executives to send such statements led to the request for their arrest.

Following a meeting of the ASCAP board on Sept. 28, Mr. Buck appointed a committee to study the radio situation and report back to the board. Its members are Irving Caesar, Deems Taylor, Walter Fisher and Herman Starr, the latter head of Warner Bros. music companies. Reports that this committee had been appointed to negotiate with the NAB Copyright Committee were labeled erroneous by John G. Paine, general manager of ASCAP, who told BROADCASTING that "this committee will function entirely within the Society" and that "there is no plan to name any committee to meet with the broadcasters, those negotiations to be carried on in the future as they have been in the past by Mr. Buck, Louis Frohlich, ASCAP attorney, and myself."

The Festival of American Music, eight concerts presented in Carnegie Hall the week of Oct. 1 in celebration of ASCAP's 25th anniversary, was broadcast by WNYC, New York's municipally-owned station, via transcriptions made at Carnegie Hall and broadcast on the afternoons following. This was necessary, as WNYC, which shares time, signed off before the concert time in the evening. WNYC carried all of the concerts except that of Friday evening, which featured swing bands having contracts that bind them to broadcast only for their sponsors.

Offer of the concerts to the major networks was referred by them to Samuel R. Rosenbaum, chairman of the Independent Radio Network Affiliates, for the reaction of his members. He in turn put the question up to his board, a majority of which recommended accepting the programs on a sustaining basis if time was available. The Wednesday night program was broadcast on NBC-Blue and the Saturday afternoon concert on NBC-Red. Neither CBS nor MBS broadcast any of the concerts, although MBS had planned to carry the swing concert but was prevented by the exclusive contracts of the featured bands.

And Then Came Radio

An elaborate Festival program, containing the ASCAP membership roll and portraits of its most famous members, also contains articles by E. C. Mills, chairman of the executive committee, and Mr. Paine, which do their bit to spread the ASCAP doctrine. "With the advent of radio broadcasting as public entertainment and the tremendous and spectacular growth of its popularity," writes Mr. Mills, "composers and authors were almost economically destroyed through a change which occurred in the musical habits of the people. Sales of sheet music and phonograph records rapidly declined. The craving of the people for melody came to be satisfied by radio with the result that royalty income to creators from the normal source of sheet music and phonograph record sales almost disappeared."

Describing the reluctance of the broadcasters to pay for the right to use copyrighted musical works until, through litigation, "the right of the composers and authors to reasonable payment from broadcasters for the use for profit of their copyrighted compositions was sustained," he concludes: "Our Society seeks the most equitable means of making it possible for them [authors and composers] to live comfortably — by protecting them in their lawful rights and collecting for them their infinitesimal portion of the enormous profits made by commercial users of their products in enterprises, which but for the availability of music, could not be successfully operated."

Similarly Mr. Paine in his article, titled "Advancement of Culture", states that ASCAP "in the most practical manner possible is keeping alive the creation of music in the United States. The process by which this is done is a simple one. We make those commercial enterprises that use the music of our members in the profitable conduct of their business pay for that right and the money which we collect we give to the men and women who create as a reward for their creation and as an encouragement to their continuation.

"We are abused grossly by those from whom we collect money. The dance halls, the taverns, the theatres, the broadcaster and like commercial enterprises, charge us with being a monopoly, heap epithets upon us in the hope that they will make repugnant to the American people the very existence of the American Society, but we fear them not, for on our side and walking hand in hand with us is the right and the knowledge and the conviction that the preservation of the Society and its continuation is necessary if American musical culture is to be preserved and America's musical future assured."



Publishers Syndicate

"A fire? Okay, Lady, soon as the Reds finish this inning!"

ASCAP Oversight

IF REPORTS emanating from ASCAP's Musical Festival, commemorating its 25th anniversary, are correct, its collective face must be red. During the "swing" concert featuring such maestros as Paul Whiteman, Fred Waring and Glenn Miller, the hit *Sunrise Serenade* was played at least three times. It is a composition published by Jewel Music Co., a member of the Society of European Stage Authors & Composers (SESAC); not ASCAP.

Pure Oil Buys Spots

PURE OIL Co., Chicago, has added twice-weekly 50-word spots on 35 of the 39 CBS stations carrying the thrice-weekly *Kaltenborn Edits the News* series. The series is sponsored Mondays, Wednesdays and Fridays, and is aired sustaining Tuesdays and Thursdays. Following the sustaining programs, spots have been purchased on a 52-week basis on WADC WWNC WGST WRDW WAPI WCHS WBT WDOD WCKY WBNS WOC WHIO KDAL WDNC WMMN WTAQ WBIG WMFG WNOX WREC WCOC WQAM WCCO WSFA WLAC WDBO WPAR WDBJ WTOC WDAE WHLB WJNO WSJS WFBM WWVA, Wheeling, and KRNT, Des Moines, were recently added to the network for the series. Leo Burnett Co., Chicago, handles the account.

Groundwork Laid For NAB Music

Draft of New Concern Drawn At Meeting Held Oct. 5

REPORTING "encouraging progress" in laying the groundwork for the new $1,500,000 Broadcast Music Inc. project, Neville Miller, NAB president, declared Oct. 12 that practically all of the initial details had been worked out and that he looked forward to a "going concern" operation within a relatively short time.

At a meeting in New York Oct. 5, members of the Broadcast Music board met with Sydney M. Kaye, special counsel, and approved the draft for the corporate organization. Papers have been filed with the Secretary of State at Albany and registration with the Securities & Exchange Commission in Washington is being perfected.

Paid Head Sought

Meanwhle, the quest for a paid head for Broadcast Music is being continued. President Miller has interviewed a number of individuals in the music publishing field and it is possible an appointment will be made at the next meeting of the corporation's board. The name of Samuel R. Rosenbaum, president of WFIL, Philadelphia, advanced a fortnight ago, is understood to have received endorsement in several quarters but it is by no means certain that he would accept the post.

Once the SEC registration is completed, NAB directors in the 17 geographical districts will schedule regional meetings, to be addressed by President Miller and perhaps other members of the Broadcast Music staff. The plan is to complete the circuit of NAB districts and procure from stations commitments to Broadcast Music of 50% of their payments to ASCAP in 1937. At these meetings, broadcasters will be told of the detailed plan to establish the independent music corporation as a means of introducing competition in the copyright field.

It is expected these district meetings will get underway in late November or December, according to Mr. Miller. Because existing ASCAP contracts expire at the end of 1940, it was pointed out that time is of the essence in perfecting the project.

For Greeting Cards

HALL BROTHERS Inc., Kansas City (Hallmark greeting cards), on Oct. 29 starts *Tony Wons Radio Scrapbook*, thrice-weekly quarter-hour live program on WMAQ, Chicago. The series will follow the program theme formerly used by Mr. Wons on CBS and will be aired on WMAQ, Tuesdays and Thursdays, 12:30-12:45 p. m. (CST), Sundays, 3-3:15 p. m. The deal was set by Frank Ferrin, radio director of Henri, Hurst & MacDonald, Chicago agency which recently got the account.

McKENZIE MILLING Co., Quincy, Mich. (pancake flour), on Oct. 16 starts a five-weekly 15-minute dramatized serial titled *All in the Family* on WOWO, Fort Wayne, Ind. The transcribed serial will be followed in a few markets with spot announcements, it is understood. John H. Dunham Co., Chicago, handles the account.

Baseball Carried By 238 Stations

Cincinnati Pickup Explained By Crosley Corp. and MBS

THAT the Crosley Corp., whose president, Powel Crosley Jr., is owner of the Cincinnati Reds, did not carry the World Series games on its two broadcasting stations in Cincinnati, WLW and WSAI, was perhaps the strangest situation developing from the broadcasting of that major sporting event of the year, on a special MBS network, sponsored by Gillette Razor Co. A statement explaining the matter was issued by James D. Shouse, vice-president of Crosley, saying that "permission to carry the World Serits broadcasts on WSAI was denied, even though we offered to make no charge to the Gillette Razor Co. or MBS."

MBS Explanation

MBS also issued a statement to the effect that its offer of the series to WLW had been rejected. "To furnish organized baseball and the listeners with facilities that would provide the next widest coverage," the network continued, "the facilities of WKRC were secured . . . . Mutual does not have an affiliation with WSAI." In an earlier release, MBS stated that "up to game time, only six stations offered in the United States refused the Mutual network and Gillette's offer to carry this stirring climax to America's National Pastime. Thus listeners in the areas of Phoenix, Ariz.; Billings, Mont.; Utica, N. Y., and Binghamton, N. Y., may not receive directly the 1939 World Series between the Cincinnati Reds and the New York Yankees."

A total of 238 stations in the United States, Hawaii and Canada carried the exclusive MBS broadcasts of the series, won in four straight games, played Oct. 4-8, by the New York Yankees. Shortwave stations WRUL, Boston, and WGEA, Schenectady, also broadcast the event.

Mr. Shouse's Statement

The Shouse statement follows:

"The Crosley Corp., operators of WLW and WSAI, take this opportunity to state their deep regret at being unable to supply their audiences with play-by-play descriptions of the World Series games. We consider this to be particularly unfortunate in view of the fact that for the first time in 20 years, Cincinnati's own team was a participant.

"Station WSAI has for many, many seasons brought complete play-by-play descriptions of all baseball games. However, permission to carry the World Series broadcasts on WSAI was denied, even though we offered to make no charge to the Gillette Co. or the Mutual Broadcasting System, who purchased the exclusive broadcast rights from the Commissioner of Baseball. WLW was offered the broadcast of the World Series, but inasmuch as the games were sold this year on a commercial basis we did not desire to break long-term contracts entered into with other advertisers in order to carry advertising for a World Series sponsor. WLW also was offered at no cost for the Series games occurring on days when WLW was available.

"WSAI will resume the broadcasting of baseball games for the entire season of 1940. In making this announcement we do not wish to imply any criticism of the arrangements which have been made, but have merely felt that our listeners are entitled to an explanation of the situation."



ALL WARMED UP to describe the World Series play-by-play for MBS listeners, under sponsorship of Gillette Safety Razor Co., this trio—(1 to r) Red Barber, Stan Lomax and Bob Elson—were on hand every game of the Series with their scoresheets and special "baseball" mike. The novel microphone (in Barber's hand), was designed by J. R. Poppele, WOR chief engineer. Its base is shaped like a home plate, the standard is a miniature baseball bat, and the mike itself—one of the non-directional, wide-angled "eight-ball" variety—is enclosed in an enlarged replica of a baseball. The bat is aluminum and the housing is spun aluminum alloy. The instrument was constructed in the WOR shop.

Gas Assn. Budget

ASSOCIATION of Gas Appliance & Equipment Mfgrs., New York, has approved a budget of $110,000 for 1940 promotion of "CP" gas ranges, double the 1939 budget. The campaign, divided into spring and fall drives, will tie in with the national campaign of American Gas Assn. Radio, used extensively in the past, probably will be included. The account is handled direct.

Major Music Publishers Protest Plan Of RCA to Demand Fee for Recordings

A GROUP of Music Publishers Protective Assn. members has entered the lists along with the broadcasting industry against the proposed plan of RCA to license stations to broadcast phonograph records. Lining up with the performing artists and the musicians in protest against this move of RCA's, the music publishers have notified the broadcasters that licenses given recording companies by copyright owners to record their numbers do not include the right to license their use on the air.

The following letter, signed by Harry Fox, agent and trustee, was sent Oct. 12 to all radio stations, following a meeting of the publisher group at the New York headquarters of the Music Publishers Protective Assn.:

"We have seen the proposal of certain manufacturers of commercial phonograph records to grant to radio stations licenses to broadcast such records. Inasmuch as this association (MPPA) represents a great many publishers whose copyrighted works are involved, we wish to advise you that any such proposal is not authorized or sanctioned by our members. The recording licenses granted to the record manufacturers by the copyright owners do not give them the right to demand from you license fees for the broadcasting of phonograph records."

Three Intervene

MPPA, by this action, becomes the third organization to intervene in RCA's attempt to issue licenses to broadcasters covering the use of phonograph records on the air, not including the NAB, which persuaded RCA to postpone the effective date of its licenses from Oct. 1 to Dec. 1 [BROADCASTING, Sept. 1].

National Association of Performing Artists, organization that provided the defense in the RCA-Whittman suit in which the Court found that RCA has the right to limit the use of its records if it so desires, notified broadcasters in August that RCA has not been authorized to collect royalties on behalf of NAPA members and at the same time told RCA that it would "legally resist" its attempts to license stations.

In September the American Federation of Musicians entered the picture by notifying all AFM members that any assignment of rights in phonograph records to the manufacturing company without consent of the AFM would mean the immediate loss of union membership [BROADCASTING, Oct. 1]. Amplification of this ruling and an explanation of how the union expects to apply it are expected to be issued by the AFM executive board during its next meeting, which will be held in New York beginning Oct. 17.

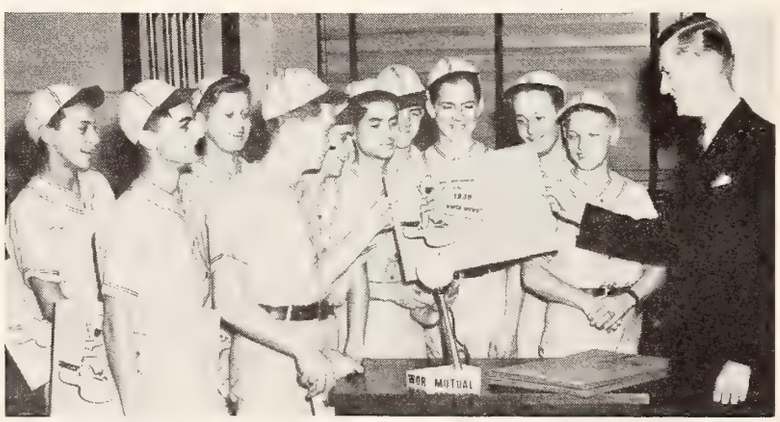
Possibility of Ban

Meanwhile the question has been raised as to whether such action by the AFM would not be a violation of its contracts with the network affiliates and the nonnetwork stations, both of which were predicated on the promise of the AFM that it would not restrict the use of transcriptions and phonograph records by stations employing the agreed quota of AFM members. The contract drawn up by the union and the committee representing nonnetwork stations specifically provides that any station upon entering into the agreement with the local union "is granted full rights to . . . broadcast electrical transcriptions and phonograph records."

Refusal on the part of AFM to permit its members to assign their rights in phonograph records to RCA might make it necessary for the company to withdraw its license and to issue instead an order prohibiting the broadcasting of any of its records. The phonograph record manufacturers have consistently denied ever deriving any profit from the use of their records in broadcasting, and it is believed they would probably be willing to eliminate the practice altogether unless they are to be allowed to collect a reasonable fee from the broadcasters for its continuance.

If the AFM does not intend to block the licensing efforts of RCA and the other record manufacturers, but instead plans to insure its members getting some extra payment for the broadcast use of the records they helped to make it is probable that such extra payment will have to come from the broadcasters.

Similarly, if the MPPA insists on an extra payment, that too will probably be passed along to radio. However, since the stations are already paying ASCAP for the privilege of broadcasting copyright music there is serious doubt as to whether another payment to MPPA would not mean paying twice for the same thing.



FINAL INSTRUCTIONS from Robert A. Schmid (right), MBS sales promotion manager, are given Western Union Messengers, dressed in baseball outfits, before they start their trot around Gotham to deliver the jigsaw puzzle souvenirs promoting the exclusive MBS-Gillette broadcasts of the 1939 World Series. The full-color puzzle, reproducing a Currier & Ives lithograph titled "The American National Game of Baseball—Grand Match for the Championship at the Elysian Fields, Hoboken, N. J.", was delivered in an envelope "from Gillette . . . to Mutual . . . to You."

Fly Sees President

FCC CHAIRMAN James Lawrence Fly conferred with President Roosevelt Oct. 13 for nearly an hour regarding FCC affairs generally. While he made no comment following the conference, Mr. Fly is understood to have given the chief executive a progress report on Commission affairs since he assumed its helm six weeks ago.

AFM Pickets Force Shutdown, WPEN Recruits a New Staff

Refusal of Musicians to Enter Definite Pact Leads to Release of Staff Orchestra

AFTER a day-and-a-half of enforced silence occasioned by refusal of CIO announcers, engineers and other employes to break through an AFM picket line, WPEN, Philadelphia, returned to the air Oct. 11 with non-union help.

The strike grew out of a refusal of AFM headquarters or the Philadelphia local to enter into a definite contractual arrangement for union musicians based on the standard form entered into with independent stations, with the result that the staff orchestra was released, according to Harold A. Lafount, general manager of the Bulova radio interests.

As BROADCASTING went to press Oct. 13, the station was still being picketed by the musicians but negotiations were to get underway the following day. AFM headquarters in New York had invited WPEN officials to confer with them and with officials of the Philadelphia local.

Mr. Lafount declared that when the station staff refused to break through the picket line Oct. 10, it became necessary to recruit engineers, announcers and other office help, which was promptly done. There has been a minimum of disturbance to station operations and accounts, he said, since its return to the air.

Adjustment Refused

The burden of the $42,000 per year contract for musicians was so onerous, Mr. Lafount declared, that the station lost money in 1938 and, based on the present outlook, will also be in the red in 1939. The contract was entered into three years ago by John Iraci, then owner of the station, before the industry had negotiated the standard form of contract with AFM.

Subsequently, independent stations negotiated a national contract offered to all stations which provided for an expenditure of 5½% of the station's gross to hire union musicians. The contract, however, carried a clause that no station could spend less for musicians than it was disbursing at the time. WPEN, under the 5½% provision, would have disbursed only about $12,000 per year as against the $42,000 figure.

When WPEN sought to have the local union (No. 77) in Philadelphia alter its contract on the basis of the industry-wide arrangement, the local responded that it had no jurisdiction. The question then was submitted to Joseph N. Weber, president of AFM, who likewise disclaimed jurisdiction. The upshot was that for the last year WPEN has retained 14 musicians on a week-to-week basis but under the salary provisions of the original contract.

Because of the failure of AFM to adjudicate the question and because the sum was far in excess of WPEN's ability to pay, Mr. Lafount said that Arthur Simon, manager of WPEN, on Oct. 7 advised the musicians that the station henceforth would operate without a staff orchestra. There was no question involved regarding wages and hours and the controversy grew out of the refusal to revise the contract.

Picket Line Started

On the following morning, Mr. Lafount related, a picket line was thrown around both the WPEN studios and the transmitter. Because AFM is an American Federation of Labor union, while other station employes belong to CIO unions, it had been implied there would be no general strike. Technicians, announcers and production men, belonging to CIO unions, reported for duty on Sunday and Monday but on Tuesday morning refused to break through the picket lines. Notice was given the station Monday night to that end and the station was therefore unable to open the following day.

So far as known, the WPEN case is the only instance of labor controversy growing out of the AFM contracts forcing shutting down of a station. All other independent stations, it is understood, are operating on the basis of the 5½% of gross scale.

WPEN now is controlled by Arde Bulova, New York watch manufacturer, who acquired it with FCC approval several months ago. Mr. Lafount is a minority stockholder.

On Oct. 9, R. E. Shipp, president of Local No. 28 of the American Communications Assn., CIO union, announced that at a general assembly meeting the local had agreed to "respect the picket line" of the AFM local at WPEN. He asserted ACA is a CIO union affiliate and is the representative union of all the engineers, announcers and production employes employed at stations in the Philadelphia area.

Singing Breaks

THERE'S no monotony about station breaks on KIRO, Seattle. Singing breaks, suggested by Billy Reuter, technician, are performed by a quartet. "Columbia's Voice in Seattle" is one break, sung to the tune of *Columbia, the Gem of the Ocean.* After a kiddie program comes this: "Little Jack Horner sat in a corner next to his radio; he stuck in this thumb, pulled out a plum, and said I've got KIRO." Staff members collaborate in writing the breaks, which are scheduled in appropriate spots.

Radio Censorship in Europe Described; German System Called Most Efficient

WHILE the censorship imposed on correspondents by Europe's warring nations is extremely strict, American newspaper and radio men have more latitude than during the last war, in the opinion of John Gunther, Pierre Van Paassen and Hilmar Baukhage, NBC war commentators just returned to America from London, Paris and Berlin, respectively. Conditions in each country were described in a roundtable discussion led by John B. Kennedy on the Blue network Oct. 7.

German censorship, according to Baukhage, is as efficient as German military operations. "They realize that they'll get a lot better deal out of the whole thing if they treat you sort of humanly," he said, "and if they're going to amputate some of your most glowing periods they're going to give you a little anaesthetic in doing it. Their whole treatment is one of absolute cooperation. Why, they turn over an office to you, they give you carbon paper to make up the books of five copies and sometimes a little refreshment is brought in.

"The worst censor, you know, is not the fellow that cuts out most of your stuff, but the one who won't let you know how much he's going to cut or when it's going to come back. That's where the Germans have it well organized. You know what you can do and you can count on your copy being done in time. It's an efficient machine."

Quite a different picture of censorship was given by Van Paassen. In Paris, he said, "the broadcaster had to present himself three hours before the delivery of his talk at censorship headquarters and produce three copies of his intended comments. The speech was read by several functionaries representing the War Ministry, the Ministry of the Interior and the Ministry of Finance. If approved by all three, a set of stamps and seals was affixed to the document and the broadcaster was allowed to depart, but with the warning that some official would be listening to his talk and that at the slightest deviation from the approved text the broadcast would be shut off."

One evening, Van Paassen said, he had prepared a broadcast dealing with the personal reactions of men leaving for the front and their relatives as he had seen them at railway stations, mentioning "the anguish, the despair, the heart rending scenes of parting." The French censor killed the whole script, telling Van Paassen that he'd seen wrong, that there was no weakness but only determination and resolution. Calling this "pretty rigid censorship", Van Paassen added that all this was before war had actually been declared. "As soon as hostilities opened, the French put a ban on interpretative broadcasts by foreigners and designated native Frenchmen to take our places," he explained.

In London, according to Gunther, radio reporters were "rather severely limited as to what news we could send, but we were quite free to interpret what little there was almost any way we wanted. But we didn't have to get there three hours ahead and we didn't have to have any number of scripts. One scribbled manuscript was enough." Describing some of the trouble caused by inefficient censorship by people "who obviously didn't know a newspaper from a hole in the ground," Gunther went on to say that those were for the cable correspondents and that in contrast the radio censors were mostly trained experts who did all they could to help the correspondent get his story out, as long as he steered clear of military information, such as the state of the weather, which might advise the enemy that conditions would be good for an air raid.

Accounting Group Changed by NAB

Lucy Named as Wilder Quits; Questionnaire Is Sliced

APPOINTMENT of a new Accounting Committee, headed by C. T. Lucy, general manager of WRVA, Richmond, was announced Oct. 12 by NAB President Neville Miller, with the retirement of Col. Harry C. Wilder, president of WSYR, Syracuse, from chairmanship of the group.



Mr. Lucy

Col. Wilder relinquished the post upon completion of protracted negotiations with the FCC Accounting Department on financial, program and other questionnaires. The form of the 1939 financial questionnaire, developed after intermittent conferences during the last year, awaits formal approval of the Commission itself after substantial agreement between the NAB Committee and the FCC Accounting Department.

Slated to go out to stations early this month, the questionnaire has been held in abeyance until formal Commission ratification is forthcoming, now expected by Oct. 24. It is in an 18-page form, compared to a 27-page document sent out last year to cover 1938 fiscal operations of stations. It will cover the calendar year 1939 and must be filed with the FCC by March 1, 1940 [BROADCASTING, Sept. 15].

Standard Log Sought

Other members of the Accounting Committee to serve with Chairman Lucy are H. W. Batchelder, WFBR, Baltimore; N. L. Kidd, WSYR, Syracuse; Earl J. Gluck, WSOC, Charlotte; Harry F. McKeon, NBC auditor; S. R. Dean, CBS assistant treasurer; E. M. Spence, NAB secretary-treasurer, who serves as committee secretary.

The new committee, it was stated, probably will meet late this month to complete a standardized form of station log meeting all of the requirements set forth in the new FCC rules and regulations which became effective Aug. 1. Many stations, particularly smaller units, have suggested adoption of a uniform log meeting all FCC requirements.

In boiling down the FCC financial questionnaire form to an 18-page schedule, both the NAB committee and the FCC chief accountant, William J. Norfleet, feel that an effective cooperative job was done. When the conversations began, a form with some 160 pages was projected. Items gradually were eliminated, consolidated and condensed with the result that the new form was produced.

Third Stipulation Signed by Agency

FTC Pacts Provide Revision Of Advertising Claims

THE Federal Trade Commission on Oct. 14 announced the third stipulation entered into by advertising agencies in recent weeks, the first agency stipulations accepted pursuant to the broadened powers of the Radio & Periodical Division under the Wheeler-Lea amendments to the FTC Act by which an agency is held jointly responsible with the advertiser-client for false and misleading advertising claims.

The agencies, all of which signed individual stipulations based on similar agreements signed by their clients, include Raymond Powell Co., Memphis; Ralph H. Jones Co., Cincinnati, and Van De Mark Advertising Inc., Cincinnati.

Agency Agreements

The Powell agency, first to enter a stipulation, accepted Sept. 12 by the FTC, agreed to stop making purportedly misleading advertising claims on behalf of "Blue Star Ointment", distributed by Star Products Co., Houston, Tex., which also signed a similar stipulation. Ralph H. Jones Co., in its stipulation, agreed to discontinue allegedly misleading representations in advertising a fruit juice product distributed by Kroger Grocery & Baking Co., Cincinnati, which also signed a separate stipulation.

The Van De Mark stipulation, announced by the FTC Oct. 14, covered the agency's agreement to discontinue certain representations in advertising "Floradex", a medicinal preparation distributed by Harold T. Maloney, trading as Floradex Co., Columbus, O., who previously had entered into a similar stipulation.

The FTC also has filed complaints, alleging violation of the Robinson-Patman Act in the sale of tobacco products, against P. Lorillard Co., New York; Brown & Williamson Tobacco Corp., Louisville; R. J. Reynolds Tobacco Co., Winston-Salem; Larus & Bro., Richmond; Liggett & Myers Tobacco Co., New York; Stephano Bros., Philadelphia, and Philip Morris & Co., New York. In another complaint filed recently by the FTC, Lady Esther Ltd., Chicago, was charged with the dissemination of misleading representations in the sale of "Lady Esther Face Cream". The complaints grant respondents 20 days for filing answers.

Among other stipulations announced by the FTC, Luxor Ltd., Chicago, agreed to cease certain representations for its "Luxor Special Formula Cream".

Noxzema, Pet Sponsor Trout

NOXZEMA CHEMICAL Co., New York, which recently dropped the *Professor Quiz* program on CBS, returned to that network Oct. 10 with a thrice-weekly five-minute news program by Bob Trout for Noxzema Greaseless Cream. During the football season the Saturday broadcast is heard between halves of Ted Husing's descriptions of football games. Pet Milk Sales Corp., St. Louis, also is sponsoring Trout's five-minute reviews as an added feature on the Mary Lee Taylor program, heard on 57 CBS stations, Tuesdays and Thursdays, 11-11:15 a. m. Ruthrauff & Ryan, New York, is agency for Noxzema, and Gardner Adv. Co., St. Louis, for Pet Milk.

Court Test of 'Musico' Program Seen As Post Office Finds It Objectionable

TEST case in the courts on *Musico*, a Friday night half-hour program on WGN, Chicago, and WMBD, Peoria, Ill., appears likely following a ruling by the U. S. Post Office Department the week of Oct. 9 that the program is objectionable under the lottery laws. The opinion was given at the request of the postmaster of Wyoming, Ill., a small town in the primary area of WMBD.

Sponsored by National Tea Co. on WGN and by Kroger Stores on WMBD, *Musico* is scheduled to continue on both stations. It is understood that it may be dropped from WMBD following the broadcast of Oct. 20, although the cancellation could not be confirmed at H. W. Kastor & Sons Adv. Co., Chicago agency handling the accounts.

The radio game was invented by John H. Farwell and is owned by Clef Inc., Chicago. It was tested on WROK, Rockford, Ill., during the summer and started on WGN Sept. 22. Patterned after bingo, *Musico* is essentially a song identification game. Cards ruled into 25 squares, five to a row, are distributed at the stations and at the stores of the sponsoring firms.

Each square contains the name of a song. Players check off the titles they recognize as the studio orchestra plays the tunes. When a horizontal row of five squares is checked all the way across the player "Musicos". Three of the rows are designated as "money rows" and cash prizes are given. The remaining two rows win baskets of groceries.

How Prizes Are Offered

On WGN, the "money rows" offer prizes of $25, $50 and $75 to the first listener who correctly completes the particular row mentioned on the broadcast and phones the station. Since every card distributed has at least one row that can be filled, the WGN trunk lines are jammed as soon as the tunes are played. For those who correctly complete the "money rows", but are unable to get their phone call through to the station a cash prize of $100 is offered if they send in their cards with a slogan concerning the sponsor. From these cards and slogans a winner is chosen by a board of slogan experts. On WMBD, those listeners who have had winning cards but who couldn't get their calls through have been turning in their cards and slogans at local Kroger stores. On WGN, potential winners in this group have been mailing in their cards.

The program has had phenomenal listener interest since it started. More than a million cards were distributed by National Tea stores in Chicago the second week of the broadcast, according to the agency. On the second broadcast 10,000 phone calls were received at WGN and 50 girls operate the switchboard at present. Since it started on WGN Sept. 22, more than 5,000 prizes have been given, including cash and merchandise.

Should a fraud order forbidding the use of the mails be issued by the Post Office Department, it is understood that the Department will be enjoined and a test case started. Opinion of Chicago radio and advertising men is that *Musico* does not constitute a lottery. The elements of a lottery appear to be some element of chance, the offering of prizes and some legal consideration on the part of the participant. Skill is required by listeners to *Musico* and a considerable knowledge of music is necessary to identfy the selections played. Prizes are, of course, offered on the show but the listener pays no legal consideration, for the cards are given to him gratis by the station and the stores for the asking. In some quarters, however, it is contended that the mere phone call constitutes "consideration." The so-called "bank night" in theatres was considered a lottery in several States because the participant had paid admission to the theatre, which was held sufficient legal consideration.

Pacific Coast Agencies Start Meeting Oct. 26

"TIME, Space and Dollars," will be the subject of a talk by Archibald M. Crossley, head of Cooperative Analysis of Broadcasting, New York, radio program evaluator, at the annual convention of the Pacific Council, American Association of Advertising Agencies. Mr. Crossley will speak at the two-day meeting to be held at Del Monte Hotel, Del Monte, Cal., Oct. 26 to 27, according to August J. Bruhn, vice-president of McCann-Erickson, Los Angeles, and chairman of Pacific Council. Agency men will be joined by guests on the second day and radio executives from all over the Pacific Coast are expected to attend.

Other officers and governors of Pacific Council include W. H. Horsley, Pacific National Adv. Agency; Dan B. Miner, Dan B. Miner Co.; David M. Botsford, Botsford, Constantine & Gardner; Fred T. Weeks, Brewer-Weeks Co.; Terrell T. McCarty, The McCarty Co.; Don Belding, Lord & Thomas; Fred W. Meyer, Dan B. Miner Co.; Philip J. Meany, Philip J. Meany Co.; and H. A. Stebbins, Erwin, Wasey & Co.

KWKH Tests 50 Kw.

TEST operation during daytime of the new 50,000-watt plant of KWKH, Shreveport, began early in October, and it is now planned to begin fulltime operation with the new power the week of Oct. 22, according to Jack McCormack, manager. A Western Electric transmitter has been installed with a full half-wave ground system on a 32-acre site. Three Truscon radiators, each 481 feet high, complete the installation, which was directed by Chief Engineer W. E. Antony under the supervision of Paul Godley, consulting engineer.

Jewel Stove on KQV

JEWEL STOVE Co., Detroit (gas ranges), has started five weekly participations on KQV, Pittsburgh. It is understood that the test may be expanded. Holden, Graham & Clark, Detroit, handles the account.

BATTEN, BARTON, DURSTINE & OSBORN has moved its Hollywood offices to larger quarters at 6331 Hollywood Blvd.

Radio Is Included In Agenda of ANA

Media Expenditure, Consumer Research to Be Discussed

NEVILLE MILLER, president of the NAB, and D. P. Smelser of Procter & Gamble Co., will represent radio at the 35th annual convention of the Association of National Advertisers to be held Oct. 25-28 at Hot Springs, Va., at which special emphasis will be placed on facts pertaining to the consumer research movement.

First day of the meeting will be a closed session devoted to a discussion of association affairs. Paul B. West, ANA president, will preside. Reports will be given under the chairmanship of A. T. Preyer, Vick Chemical Co. by the following: Newspaper, J. O. Carson, H. J. Heinz Co.; outdoor advertising, D. H. Odell, General Motors Corp.; magazine, Gorden E. Cole, Cannon Mills; advertising production, P. C. Handerson, B. F. Goodrich Co.; radio, Mr. Smelser; Government relations, George S. McMillan, ANA secretary.

On Oct. 27 scientific methods of determining advertising expenditures will be considered under the sponsorship of the Advertising Research Foundation, founded by the ANA and the AAAA. Speakers in the different media fields will be: Mr. Miller on radio; Edwin S. Friendly, *New York Sun*, on newspapers; Richard Compton, president of Compton Adv. Co., on "What is the Meaning of the Advertising Research Foundation?"; Curwin Fulton, president of Outdoor Advertising, on outdoor advertising, and William B. Warner, president of NPA and *McCall's*, on magazines.

Last day of the convention will be devoted to amusement with a show by the Adribbers Club under the direction of Douglas Meservey of NBC.

BROAD CURB URGED FOR DRUG CLAIMS

MORE STRINGENT regulation of claims made by food and drug advertisers in their radio commercials was advocated by the Association of Food & Drug Officials, at their 43d annual convention in Hartford, Conn., late in September.

Representing State food and drug boards, the officials contended that some of the claims made in radio advertisements, if included in written advertisements or on labels, would be considered law violations. The group was instrumental in securing amendment of the Wheeler-Lea act at the last session of Congress, invoking more rigid regulation in these fields.

Milton P. Duffy, chief of the California Bureau of Food & Drug Inspection and president of the Association, asserted that in his view "the detrimental effect of radio in broadcasting misleading information is in direct violation of the Food, Drug & Cosmetic Act." Dr. George R. Cowgill, of Yale University School of Medicine, asserted that the "general impression" conveyed in the radio advertising in these fields is "usually erroneous". He suggested that radio advertising copy be given the same legal status as newspaper or magazine advertising, observing that in his opinion statements over the radio have thus far escaped regulation.

NO. MANCHESTER IND JOURNAL
THURSDAY APRIL 27 1939 WEEKLY

SIDNEY STUDENTS VISIT CHICAGO

The juniors and seniors of the Sidney school, together with some of the teachers, visited Chicago Monday, the trip taking the place of the junior and senior reception. There were 16 seniors, 24 juniors, and adults were Mr. and Mrs. T. G. Weaver, Josephine Miller, Louise Ireland, and Chloe Borseth. They made the trip by train. They visited the Chicago post office, Board of Trade tower where they saw the board of trade open, Shedd aquarium, Planetarium, Field Museum, Art Institute, several department stores, W. L. S. broadcasting station. The final feature was a sightseeing bus ride through the loop.

MIDLOTHIAN (ILL.) MESSENGER
FRIDAY SEPT 22 1939 WEEKLY

Mr. and Mrs. Percy Barnes and son Richard, of Mlwaukee, had dinner with the George Fischers Saturday and later in the evening went to the WLS barn dance in Chicago.

WESTVILLE IND INDICATOR
THURSDAY MAY 18 1939 WEEKLY

Seniors Take Trip To Windy City

The Senior Class of the Westville High school were guests of Mr. and Mrs. Paul Stangle and Mr. and Mrs. Earl Reed, on a trip to Chicago, to-day (Thursday).

While in Chicago they were to visit the Brookfield Zoo, WLS radio station, Chinatown and other places of interest.

Those making the trip were: Don-

FULTON ILL JOURNAL
FRIDAY JULY 7 1939 WEEKLY

Misses Mabel Ottens and Eunice DeWeerdt, Henry and Alvin Norman spent Tuesday in Chicago visiting the Brookfield Zoo and also the WLS broadcasting station.

RIVERDALE ILL POINTER
THURSDAY APRIL 20 1939 WEEKL

True Reformed church, 139th street, Monday evening, April 24, at 7:30 o'clock.

Jane Veld, Cora Van Der Bilt, Jo H. De Young, Jay J. De Young and Marie Mulder left at 4 o'clock Saturday morning for WLS. After vsiiting WLS until noon, they went to the circus at the stadium. All enjoyed a wonderful day.

The South Holland cub scouts, pack 9, will meet at the Roosevelt school, Thursday, April 27 at 7:30. All cubs,

SYCAMORE ILL REPUBLICAN
SATURDAY JUNE 17 1939 WEEKLY

Mayfield

Mrs. Harold Patterson attended the broadcast at WLS radio station Chicago Tuesday afternoon when an account of the year's work of the DeKalb County Home Bureau was given. Venus Johnson home advisor, Mrs. Joe Masterson of Clare, and Mrs. Schoonmaker of Genoa told interestingly of how they had been advised by a state instructor and taught the cutting and fitting of pattterns and making of clothing so that they had been

THESE newspaper personals have been clipped recently by the WLS publicity department. Read each one and you will quickly understand why WLS is "one of the family" in Mid-West homes.

No trip to Chicago is complete for any WLS listener without a visit to the studios. And in return, the latchstring is always out for WLS stars when they make personal appearances in any city, town or village of the WLS Four-State Primary Area.

This confident friendship between WLS personalities and their hosts of listener friends results in closer cooperation between WLS listener-buyers and WLS advertisers.

MINONK ILL NEWS DISPATCH
THURSDAY MARCH 9 1939 WKLY

fects of drinking gasoline.

Irvin Bauman, Illinois champion corn husker, and his wife, of Eureka, accompanied by Mr. and Mrs. Curtis Steffen, left for Chicago last Saturday morning, returning home Sunday night. While there they attended the WLS Barn Dance, where Mr. Bauman talked about corn husking over the radio.

The Herald-Tribune of Sarasota

RUSHVILLE, ILL. NEWS
EDNESDAY JUNE 21 1939 WKLY

RADIO STAR ENTERTAINED AT CURRY SPILLERS HOME

One of the most popular stars of the WLS radio broadcast, "Chick" Hurt, of the Prairie Ramblers, his wife and daughter, Nancy Jo, of Chicago, were guests of honor at a dinner at the home of Mr. and Mrs. Curry Spillers, Sunday, and a number of guests were present for the occasion.

Those present were: Mr. and

NORTHBROOK ILL NEWS
FRIDAY APRIL 14 1939 WEEKLY

Entertain Radio Artists

Mr. and Mrs. Fred Schmidt of Sunset Ridge road had as their Easter day dinner guests Blaine and Mom Smith, well-known WLS radio stars.

WLS

THE PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, *President* GLENN SNYDER, *Manager*

National Representative:

JOHN BLAIR & COMPANY, *New York, Chicago, Detroit, Los Angeles, San Francisco*



TALL CORN, tall tale and proper background for Clark A. Luther, KFH, Wichita, whose lugubrious story of a broken cornstalk is not only depicted herewith but recounted in his telegram to Joe Maland, WHO, Des Moines, published in adjoining column. KFH thereby eliminates itself from the Tall Corn Contest and agrees to send prize-winning left hams to the Governors of Iowa and West Virginia.

TALL CORN AND TALL TALES

Maize Sweepstakes Ends in Conceded But Grudging Victory for WHO's Iowa Entry

Editor's Note: Joe Maland, originator of Iowa's Tall Corn Contest, sponsored annually by WHO, appointed us 'Korn Kounsellor' in the WHO-KFH-WCHS sweepstakes, just ended. It was an honor highly esteemed, but we're more than glad the ultimate decision didn't rest with us as proposed by Mr. Maland. WHO's competitors, as the following correspondence will disclose, have conceded honors to Iowa, wherefore they will, according to the contest terms, send their States' choicest specimens of ham to Iowa's Governor:

MOST Noble Korn Kounsellor:

We received the following telegram from Clark Luther, of KFH, Wichita, admitting that Iowa has the tallest corn with a mature ear in the WHO-WCHS-KFH Tall Corn Contest:

"Have sad story to tell. Our prize specimen with two mature ears also busted like WCHS entry only worse. Farmer lugging it in exposed stalk inadvertently to Kansas breeze which blew away 3 feet, 2½ inches from midsection cutting length to *15 feet four inches.* We are too proud to ask acceptance. Our next best specimen 13 feet 8 inches. Must yield to Iowa entry with thyroid trouble. Broken hearted. Hams get going. Congratulations. Hoping for better luck next year."

As this will require good judgment on your part, let me review briefly the situation. We conducted our Tall Corn contest in connection with the Iowa State Fair, requiring all entries to be in by Aug. 23, which as you know is right in the middle of the growing season. *The winning entries were tall corn with a mature ear 18 ft. 2½ in. and tall corn with an ear, but immature, 23 ft. 10¾ in.* Six of the leading agricultural experts in the State were judges so there was rigid enforcement of the rules that stalks should not be broken and pasted together in order to get extraordinary length and, also, that it should be a fully matured ear. From years of experience we have found that other States can raise tall stalks but can not raise corn at the same time. The trick is to pinch the budding ears and let all the nourishment from the soil be used for raising the stalk.



Mr. Maland

The W. Va. Challenge

About that time, WCHS challenged us with a Tall Corn Contest, which we accepted, subject to the rules and regulations of the Iowa Tall Corn contest, copy of which is enclosed. They terminated their contest about Sept. 23, which gave them an additional thirty days in order to attain height. We, of course, have no objection to this handicap because we know that West Virginia must import all their black soil from either Iowa or Minnesota (that great State from which you came—and so did I).

We received a telegram from J. B. McLaughlin, West Virginia Commissioner of Agriculture, inquiring as to the admissibility of broken stalks, to which we advised him that broken stalks were not admitted in our contest. His reply was that the stalk was broken in taking the curves on their crooked roads. This, of course, is possible and we did not want to voice the suspicion that it consisted of two stalks of corn tied together. Their broken stalk entry measures 18 ft. 9½ in. We have no definite assurance as to whether it had a fully matured ear or not. In the event that it had an ear, but not fully matured, we, of course, would like our entry of 23 ft. 10¾ in. to be considered.

It looks to me like it will require a man of superior judgment, like yourself, to settle the problem.

J. O. Maland,
Vice-President,
WHO, Des Moines.

* * *

Korn Kounsellor, BROADCASTING:

West Virginia asks no quarter, and although our broken stalk measures 18 feet 9½ inches when put together, we will not embarrass our competitors by asking admission of this specimen. We are not suggesting sabotage but we understand some folks from Iowa and Kansas registered at our leading hotel recently. Watch our smoke next year, however! And we are going to take extraordinary precautions against Iowa and Kansas. I should add that West Virginia's unbroken entry in our Tri-State Corn Sweepstakes measured 17 feet 9 inches. At least this tops Kansas.

JOHN A. KENNEDY,
President, WCHS,
Charleston, W. Va.



Mr. Kennedy



FROM this maze of maize, numbering hundreds of stalks and exhibited at the WHO booth at the Iowa State Fair, was chosen the winning entry of D. D. Hill, farmer of Batavia, Ia., in the third annual WHO-Iowa State Fair National Tall Corn Sweepstakes. Mr. Hill's entry stood 18 feet 2½ inches from ground level to highest tassel and was the tallest entry bearing a fully-matured ear, although the winner of the special prize for the tallest stalk, but without a fully matured ear, stood 23 feet 10¾ inches. Mr. Hill won $100 and the Col. B. J. Palmer trophy. Thirteen other prizes in the contest totaled $150 cash.

Ford Dealers Use Spots To Promote New Models

FORD DEALERS of Des Moines are broadcasting the complete Iowa U football schedule on WHO, that city. Ford Dealers of Kansas City have started sponsorship of the Missouri U schedule on KMBC, that city. It is understood that dealers in St. Louis will soon choose a station to air a schedule of local college football games. In addition, Ford dealers in various cities will sponsor an extensive spot campaign this fall. McCann-Erickson, Chicago, is agency.

Ford Motor Co., Detroit, recently ran a special eight-day campaign for its new cars using eight announcements on Larry Elliott's *The Rising Sun* program, heard daily from 6:35-7 a.m. on WABC, New York, McCann-Erickson, Detroit, placed the account.

Ford Dealers, through McCann-Erickson, Detroit, are not using quarter-hour programs as incorrectly stated in the Oct. 1 BROADCASTING. The list of stations as carried in the Oct. 1 issue was incorrectly included in the Ford item because of an error in telegraphic transmission. The list actually referred to the Mantle Lamp Co. spot campaign.

Jack Howard's New Duties

JACK HOWARD, president of Scripps-Howard Radio Inc., is dividing his time between radio and newspaper activities since his appointment as assistant to John H. Sorrells, executive editor of the Scripps-Howard newspapers. He will handle his newspaper duties in addition to his duties as head of the organization's radio interests.

QUIN RYAN, manager of WGN, Chicago, has started the fifth year of his *Marriage License Bureau Romances*, thrice-weekly quarter-hour series on MBS from the Cook County License Bureau.

Illinois Central Spots

ILLINOIS CENTRAL RAILROAD, Chicago, on Oct. 15 was to start a live quarter-hour legendary drama titled *Cameos of New Orleans* on WMAQ, Chicago. The Sunday afternoon show is being transcribed by NBC and will be aired starting Oct. 22 on WOW KSTP WTAM WWJ WHO KSD WTMJ. The 26-week series will be broadcast on KSTP on Wednesdays; on WTMJ on Fridays, and on the other stations in late Sunday afternoon. Written by William Murphy, of the continuity department of NBC-Chicago, the program will describe historical scenes in New Orleans that may be visited today and will promote winter travel to the South via the Illinois Central. Caples Co., Chicago, handles the account.

IOWA TRAVELING Men's Assn., Des Moines, is sponsoring play-by-play broadcasts of the Drake U football games on KSO, Des Moines, with Gene Sumate and Paul Miner handling the pickups.

Blossom WHBU Partner

IN ORDER to equalize their shareholdings, Leo M. Kennett and Roy E. Blossom have arranged for transfer of two shares of stock in WHBU, Anderson, Ind., to Mr. Blossom, and application for authority to make the transfer was filed with the FCC Oct. 9. Mr. Kennett continues as manager of the station. Mr. Blossom, general manager of WFBM, Indianapolis, until its sale several months ago to the Bitner-Kaufman interests [BROADCASTING, July 15, Aug. 1] will not be active in the station's management but will continue as executive secretary of the Indiana Electric Ass'n.

WNBX to Keene, N. H.

THE FCC on Oct. 10 authorized WNBX, Springfield, Vt., to move to Keene, N. H., where it will continue operating with 1,000 watts fulltime on 1260 kc. With a new transmitter site, it is expected the removal will be completed within a few months. Studios will be maintained at Springfield. The station is controlled by Harry C. Wilder, operator of WSYR, Syracuse, and WJTN, Jamestown, N. Y., who also holds a construction permit for a new station (WTRY) to be constructed in Troy, N. Y.

Hartz Sunday Series

HARTZ MOUNTAIN PRODUCTS Co., New York (birdseed), which recently started a Sunday afternoon musical program on MBS [BROADCASTING Oct. 1], will soon start a series of 10-minute spot programs Sunday mornings and afternoons on an undetermined number of stations. George H. Hartman Co., Chicago, is agency.

"The Green Hornet"

Half-Hour Mystery Drama • Twice Weekly



A BIG TIME SHOW
With A National Reputation

• • • •

The Green Hornet is Known from Coast to Coast on sixty-four Stations

• • • •

And soon appears, as a Universal Moving Picture for Nation-Wide Showing

• • • •

Produced by the Creators of the Lone Ranger

• • • •

Tested and Proven as a Sales Builder

LIVE TALENT
or
TRANSCRIPTIONS

Write for Green Hornet Case History and Price for Your Market

KING-TRENDLE BROADCASTING CORP.
Stroh Building Detroit, Michigan

Three New Locals Authorized by FCC

Stations Granted in Syracuse, Fort Myers, Cordele, Ga.

THREE new stations were authorized by the FCC in decisions rendered Oct. 3, and a proposed finding favoring the authorization of a fourth was approved. The newly-authorized stations are all locals and will be located in Syracuse, N. Y.; Fort Myers, Fla., and Cordele, Ga. The proposed finding, which requires later ratification by the Commission, favored a new station in Fremont, Neb.

The Syracuse station, a fulltime 100-watter on 1500 kc., will be licensed to Civic Broadcasting Corp., of which T. Sherman Marshall, Syracuse advertising man, is president and chief stockholder. Vice-president is George E. Hughes, of New Rochelle, N. Y., and now in radio production for Shell Union Oil Co., who resigns to join the new project. Secretary is Lawrence Sobik, Syracuse attorney.

New Florida Outlet

The Fort Myers station, 100 watts night and 250 day on 1210 kc., will be licensed to Fort Myers Broadcasting Co., of which W. E. Benns Jr. is president; Mrs. W. E. Benns, vice-president and treasurer; R. Julian Skinner, director. Call letters will be WFTM.

The Cordele (Ga.) station, 100 watts night and 250 day on 1500 kc., will be licensed to Cordele Dispatch Publishing Co. Inc., publisher of the *Cordele Dispatch*. John W. Greer Jr., publisher, is president and 69% stockholder in the corporation. Call letters will be WMJM.

The proposed new station grant in Fremont, Neb., which will be made in routine unless exceptions are filed within 20 days, will go to the Nebraska Broadcasting Corp., and the assignment is 100 watts night and 250 day on 1370 kc. Directors and stockholders are Clark Standiford, former manager and part owner of KGFW, Kearney, Neb., 9 shares; A. C. Sidney, attorney, 5 shares; C. C. Marshall, retired nurseryman, 1 share; Earle J. Lee, attorney, 1 share; Arthur Baldwin, insurance and real estate, 1 share.

FCC Seeks Fund Boost

AN INCREASE of approximately one-third in its budget requirements for the 1941 fiscal year, which begins next July, has been proposed to the U. S. Budget Bureau by the FCC. The current appropriation is approximately $2,000,000, and it is understood the additional funds are sought primarily for personnel increases, more intensive supervision of telephone activities, and replacement of monitoring and technical equipment in the field.

Barbasol Test

WASEY PRODUCTS, New York, is planning a test campaign of transcribed announcements for Barbasol to start late in October on one Salt Lake City and one Indianapolis station. No further plans have been made, and the stations have not been selected as BROADCASTING went to press. Erwin, Wasey & Co., New York, is the agency.

WSAI BUYS TEAM
Then Sells Time to Sponsor For Nice Profit

THE unique spectacle of a radio station purchasing an equity in a professional football club, then selling the sponsorship of its games at a price considerably higher than it paid for its interest, was presented last month when WSAI, Crosley-owned station in Cincinnati, acquired what is practically control of the Cincinnati Bengals of the American League.

Powel Crosley Jr., owner of WLW and WSAI, who also is owner of the Cincinnati Reds championship ball team, did not buy the Bengals personally. Instead, the purchase was in the name of the station and was negotiated by James D. Shouse, Crosley vice-president, and Dewey H. Long, WSAI manager. Sponsor of the Sunday afternoon games is the local Model Shoe Co.

The Crosley interests thus become the second in radio to acquire a pro football team. George A. (Dick) Richards, chief owner of WJR, Detroit, with Leo Fitzpatrick, WJR executive vice-president and general manager, own the Detroit Lions of the National League, and also have an interest, along with John Patt, vice-president and manager of WGAR, Cleveland, in the Cleveland Rams of that league.

P & G Takes Over Show

PROCTOR & GAMBLE Co., Cincinnati (Oxydol), will soon start *What's My Name* on a network not yet selected. The show was formerly on CBS under Phillip Morris sponsorship and during the summer replaced the Fred Allen *Town Hall Tonight* spot on NBC-Red. It features Arlene Francis and Budd Hullick in a half-hour quiz program. Blackett-Sample-Hummert, Chicago, is agency.



HEAR YE! cried Colonial Network's peripatetic Towne Crier as he appeared on Boston streets at noon during the World Series to draw public attention to the Gillette-MBS broadcasts.

Patt Progress

ROBERT PATT, one of the five Patt brothers engaged in the radio industry, has been placed in charge of the newly-organized sales promotion department of WHN, New York. Mr. Patt was formerly with Free & Peters, New York, and Campbell-Ewald Co. of New York. John Patt is general manager of WGAR, Cleveland; Ralph Patt is general manager of WPAY, Portsmouth, O.; James Patt is director of public affairs of CBS in Cincinnati, and Fred Patt, the youngest brother, recently joined KCMO, Kansas City.

KFRC and KHQ Granted 5,000 Watts; Group of Locals Get 250 Watts Night

FIRST of the regional stations to be accorded 5,000 watts power day and night are KFRC, San Francisco, and KHQ, Spokane, which received the grants under the new rules and regulations on Oct. 3. At subsequent meetings, the FCC is expected to authorize similar grants where no engineering controversies are involved in accordance with the new rules which classify such stations in the 3-A category.

Adding to the group of more than 120 stations already authorized to use 250 watts power day and night, pursuant to the new rules, the FCC at its meetings Oct. 3 and Oct. 10 authorized additional grants in this new local station classification. Stations awarded the increases Oct. 3 are:

WBTH, Williamson, W. Va. (also authorized to increase hours from daytime to unlimited); WOLS, Florence, S. C.; KFDA, Amarillo; WMSD, Muscle Shoals; KSAN, San Francisco; KORE, Eugene, Ore.; KFPW, Fort Smith, Ark.; WBNY, Buffalo; WHBC, Canton, O.; WFOY, St. Augustine, Fla.; WROL, Knoxville; KONO, San Antonio; WFJB, Marshalltown; WOC, Davenport; KOVC, Valley City, N. D.; KYSM, Mankato, Minn.; KLBM, La Grande, Ore.; KGKB, Tyler, Tex.; KPLT, Paris, Tex.; WCBS, Springfield, Ill.; KCRJ, Jerome, Ariz.

At its meeting Oct. 10, the following stations were given 250 watts night power:

WGRC, New Albany, Ind. (also granted increase in hours from daytime to unlimited); WLNH, Laconia, N. H.; KTSW, Emporia, Kan.; KVNU, Logan, Utah; WENY, Elmira, N. Y.; WCOL, Columbus; WALR, Zanesville; KPAB, Laredo, Tex.; KOCA, Kilgore, Tex.; WEDC, Chicago; KWJB, Globe, Ariz.; KOOS, Marshfield, Ore.; WKBB, Dubuque, Ia.; WBRK, Pittsfield, Mass., KWNO, Winona, Minn.

WCOL, Columbus, in addition to its grant of 250 watts fulltime, was authorized to change its frequency from 1210 to 1200 kc.

SYD BROWN, Toronto, producer of *The Northern Messenger*, Canadian Broadcasting Corp. service during the winter to Canadians living in the Arctic, was presented with a sealskin rug by Miss Florence Hirst, a nurse at Pangnirtung, Baffin Island, when she arrived on leave early in October on the annual supply ship's return from the Arctic.

Station Transfers Receive Approval

Quick Action in Transfer to Poughkeepsie Paper

TRANSFERS of the ownership of five broadcasting stations were authorized by the FCC in decisions Oct. 3, all of which were reached without preliminary hearings in line with the new Commission policy to avoid unnecessary hearings and delay in routine cases.

Peter Goelet, owner and founder of WGNY, Newburgh, N. Y., 250 watts daytime on 1220 kc., was authorized to sell the station for $40,000 to the *Poughkeepsie* (N. Y.) *Courier*, a weekly newspaper. Application for the transfer had been filed on Aug. 29, and the speed of its grant indicated not only that newspaper acquisitions of radio stations are no longer an issue but that the Commission is resolved to clear its calendar of cases as rapidly as possible.

R. J. Laubengayer, owner of KSAL, Salina, Kan., and publisher of the *Salina Journal*, was authorized to transfer the station to a corporation known as KSAL Inc., in which he remains as controlling stockholder. Mr. Laubengayer recently sold his newspaper but continues as its publisher for the new owners.

Acquisition of 89.9% of the stock in KABR, Aberdeen, S. D., by H. C. Jewett Jr., wholesale grocer, already holder of 44.6% of the stock, was authorized. This application was also made Aug. 29. Mr. Jewitt acquires the additional stock in satisfaction of obligations on the station held by him in the amount of $67,600.

Sale of WCHV, Charlottesville, Va., a local, to John F. Arington Jr., formerly of WIOD, Miami, and Mrs. Arington, was authorized. They purchased the 61% interest held by Mrs. Hugh M. Curtler for $16,500.

Transfer of WTMC, Ocala, Fla., new local which went on the air last July, from John T. Alsop Jr. to Ocala Broadcasting Co., was also authorized. Mr. Alsop, former mayor of Jacksonville, retains 99% of the stock as president of the corporation, with Fred S. Bugg as secretary-treasurer.

Cranberry List

AMERICAN CRANBERRY EXCHANGE, New York, from Oct. 26 through Dec. 17 will sponsor its annual campaign for Eatmor cranberries using four spot announcements weekly on the following stations: WFBR CFRB WTAM WBNS WJR WHIO WKRC WGN WIRE WMBD KSD WOC WMT WCCO KRNT KFJM WDAY KABR WNAX KSCJ WOW WDAF KFBI KOAM WFAA WBAP KLZ KSTM KFI and KSFO. Agency is BBDO, New York.

Kellogg Participations

KELLOGG Co., Battle Creek, Mich., on Sept. 18 started a 13-week campaign for All-Bran Flakes using three to five weekly participations in women's programs on WAPI WBZ-WBZA WGN WCKY WGAR KLZ WHO WJR KPRC KFI KSTP WJZ KDKA WHAM WGY KMBC. Kenyon & Eckhardt New York, handles the account.



UNLUCKY 13?

September 1939 was the 13th month of operation of the St. Louis Star-Times Radio Station, KXOK. We're not superstitious, however, because in September we received the largest volume of new advertising contracts of any month the station has been on the air. Advertisers who plan to use radio in St. Louis this fall and winter would do well to make their KXOK reservations now.

91,260 TELEPHONE CALLS

During the first twelve days of a brand new locally created program, KXOK received 91,260 measured telephone calls—details on request.

This enormous audience response is available for your advertising message to the rich St. Louis Area.

KXOK

Owned and operated by the St. Louis Star-Times. 1000 Watts—Full Time—1250 kc. Nationally represented by WEED & COMPANY, New York, Detroit, San Francisco and Chicago.

The Announcers Have a Word for It

But No Matter How It's Pronounced Some Listeners Will Object

By WILLIAM CABELL GREET
Associate Professor of English
Barnard College, Columbia University

RECENTLY on the key station of one of the networks an announcer pronounced Trieste to rhyme with "feast", Danzig to rhyme with "fan-zig", and the Pittsburgh Pirates as if spelled "parts". These three errors that marred the late evening news broadcasts may offend the fastidious, but most listeners probably will have a tolerance for one or more of them. A professor may regard them as typical of different sorts of linguistic error to which announcers are liable.

Two of these errors are "spelling pronunciations" of limited or no



currency and the other is dialectal. Yet none of these is so serious an error as a ridiculous attempt to give a foreign pronunciation to an English word. (Tiber, Munich, and Copenhagen are English words.) We expect an announcer to use the pronunciations of a well-educated American who is familiar with the subject.

Tricks of the Tongue

We can sympathize with the announcer's difficulty when we realize this hypothetical American man-of-the-world has to be on speaking terms with more subjects than any real person ever has been. In addition, the announcer is badgered by purists. For example, he must say "program" to rhyme with "ham", while everyone else in radio pronounces it "progrum". He is asked to pronounce Debussy as French, a feat which will throw almost every American from the cadence of his sentence.

An announcer's greatest financial return comes when he is working on commercial programs that present few difficulties of pronunciation. As a cub on sustaining programs with scripts linguistically difficult, he may hardly see the use of taking all the pains necessary to becoming competent in English speech and not too awkward in pronouncing names in French, German, Italian and Spanish (and other languages of a world at war). He sees the pot of gold in being a gagman or a stooge in a radio-vaudeville skit.

The two ideals, of course, are not incompatible. Several of the best commercial men I know are extremely competent in pronunciation.

The broadcasters have encouraged listeners to expect the best English from announcers, but they have not given as much sober thought as they should have to the problems involved. Very few stations have the necessary dictionaries available for the use of announcers. Scripts very often, especially news releases, come to the announcer so late he has no time to check with the dictionaries.

Dictionary Difficulties

As a matter of fact, most people in radio don't know how to use dictionaries, and we may as well confess that the critical apparatus of dictionaries is difficult, especially when the most recent information on pronunciation so often appears in prefaces in minute type. The best chance for improvement, I believe, lies in urging everyone interested in radio to study the English language from what is called academically a linguistic point of view. It is not as disagreeable a pill as you would think from the label.

The announcer is, of course, kind of an actor, and it is difficult for most actors to speak naturally—that is, like ordinary folk. They may play a part well, but without a part and this side of the foot-



lights their speech is likely to ring false and pretentious. Mark an actor's speech when he serves as his own master of ceremonies in a radio performance. The announcer has no footlights and no part on which to lean. Most announcers and directors agree that he should try to create the effect of being a genuine and pleasant, but forceful fellow citizen. While an actor characterizes and caricatures, an announcer usually tries to present himself as an unobstrusive, yet interesting, personality of the air. He has to be an ordinary fellow, for his lines are only introductory to characters and personalities of the program.

The announcer is on the side of the audience. When an announcer has only this role of introduction and yet tries to make a more dramatic figure of himself, he often suggests a hand-ringing butler or a gentleman so fine he is superior to his hearers, or at the other extreme, a sideshow or carnival spieler. To appear in mufti is as difficult a task for an actor as for a uniformed official. And that is the announcer's job.

Listeners are the arbiters of an announcer's success, and they have not hesitated to criticize. The criticisms usually are of two kinds: The announcer either does not pronounce a word correctly, or he speaks a highfalutin' unreal English with a so-called "British accent". Letters from listeners usually make the first criticisms, and editorial writers and columnists the second.

Unfortunately, these two criticisms tend to neutralize one another. When announcers attempt to speak correctly rather than idiomatically, they speak an artificial language which, like the mule, has neither pride of ancestry nor hope of progeny. If they take the columnists' score to heart and revolt against the puritan demand for a schoolbook language, they make errors.

Most listeners nowadays will sympathize with an announcer who is in revolt against the pseudo-correctness and the insincere voice of the typical announcers of the 20's, who were encouraged in their fake culture by the Academy's medal for good diction over the air. But, first of all, listeners want an announcer to be correct. To be idiomatic is probably a better ideal, for correctness implies a straitjacket and dullness. As I listened to programs at the rate of 600 a month, I found that on one in ten the announcer used a questionable pronunciation that was at least worth bringing to his attention.

The variety of material an announcer must handle is so great that he must simply rely upon authorities and try to speak well. Americans generally need to know more about the English language—the spoken language. Any group of graduates of American colleges and universities will have studied



almost every subject under the sun except spoken English and the history of the language.

H. L. Mencken has asked: "Why don't American colleges teach their students how to use the big dictionary? Any newspaper reporter knows how, but few if any students."

Using the Dictionary

Mr. Mencken's criticism of college students is just, I believe, whether or not reporters know how to use the apparatus of the dictionary.

The unabridged dictionary is a difficult volume. Linguistic distinctions are fine, it is hard to describe and illustrate them concisely and it is still harder for one without special training and practice to understand many of the distinctions. For indicating pronunciations there is no completely satisfactory phonetic alphabet, and those commonly employed by American dictionaries are very difficult for an inexperienced person to interpret.

Until 1934, with publication of the "Guide to Pronunciation" in the second edition of *Webster's New International Dictionary*, there was no volume that gave authority for many common American pronunciations—pronunciations distinguished speakers use and that an announcer must use if he is not to hamstring his speech and appear affected or foolish. In the meantime other excellent dictionaries, with revised pronunciations, are appearing—among them a new edition of the *Thorndike Century Book*, designed

(*Continued on page 62*)

FOR TWO YEARS Dr. Greet was speech advisor for CBS. And in that capacity he was probably radio's most thorough and comprehensive listener. Twenty times a day he would drop the work at hand to listen with critical ear to CBS programs, checking the delivery and pronunciation of the network's announcers. Later, at conferences with the announcing staff, he would point out faults and make suggestions. But, despite his far-flung reputation as an authority on speech, Dr. Greet, also lecturer at Bryn Mawr and editor of *American Speech,* is wholeheartedly against pedantry or anything that savors of pedantry. In the remarks that follow he outlines some of his general conclusions and gives some valuable tips—which may serve the public as well as they do members of the radio announcing profession.

USING WOR ONLY,

AN ADVERTISER

TRIPLED HIS SALES

IN ONE WEEK

AND ADDED 640

RETAIL ACCOUNTS

IN 9 WEEKS

A typical sales success from WOR's file of more than 60 success stories—the greatest collection of success stories ever gathered by one station.

Cooper, Cottone Appointed to FCC

Two Federal Attorneys Given Positions on Legal Staff

TWO NEW appointments to the Law Department of the FCC, effective Oct. 15, were approved by the Commission Oct. 3 on recommendation of William J. Dempsey, general counsel.



Mr. Cooper

Robert M. Cooper, special assistant to the Attorney General and FCC liaison in the Department of Justice, was named principal attorney. Benedict Peter Cottone, lawyer on the staff of Civil Aeronautics Authority, was designated senior attorney.

Mr. Cooper, who is 31, recently was assigned to a study of the Government's anti-trust suit against ASCAP pending in the New York Federal courts. He has specialized in communications and broadcast matters, however, with such cases as the Western Union-Postal merger assigned to him. It is expected he will continue his departmental studies at the FCC and presumably specialize in litigation earmarked for Supreme Court consideration.

Federal Careers

Mr. Cottone worked under General Counsel Dempsey and Assistant General Counsel William C. Koplovitz while they were with the Federal Power Commission. He was on the special telephone staff of the FCC under Special Counsel Samuel V. Becker during its AT&T investigation several years ago. Since his graduation from Yale Law School in 1934, he has been employed by Securities & Exchange Commission, Department of Justice, Power Commission and Civil Aeronautics Authority. He is a native of Brooklyn and took his undergraduate work at Cornell.

Mr. Cooper, it is understood, will participate in the handling of litigation in connection with pending petitions of the FCC to have the Supreme Court review decisions of the U. S. Court of Appeals for the District of Columbia involving fundamental jurisdictional issues. A number of new cases are earmarked for possible appeal to the highest tribunal to settle the jurisdiction of the lower court and the broad question of economic interest in radio litigation.

Mr. Cooper has been with the Department since he left school in 1934, joining it as special attorney. The following year he was named special assistant to the Attorney General, which post he has retained since. He has specalized in defending and enforcing orders of the administrative branch of the Government and in recent months in anti-trust work. A native of Philadelphia, Mr. Cooper took his undergraduate work at the University of West Virginia and graduate work at the University of Wisconsin, specializing in public utility regulation and management. He received his juris doctor's degree from the University of Michigan in 1934.

It is understood no final determination has been reached by the Department in connection with revival of prosecution of the ASCAP monopoly suit in New York, dormant for nearly four years. Mr. Cooper undertook study of the case under instruction from Assistant Attorney General Thurman Arnold, in charge of anti-trust work.

Mr. Cooper has collaborated with the FCC in handling a number of communications cases. He is a member of the Inter-Department Radio Advisory Committee for the Justice Department.

Soap Firm to Expand

LOS ANGELES SOAP Co., Los Angeles, to introduce Sierra Pine Toilet Soap, thru Raymond R. Morgan Co., Hollywood, on Oct. 2 started using three transcribed one-minute dramatized announcements weekly on KFI KNX KPO and KSFO in a 13-week campaign. Other stations will be added. Announcements feature Ted Bliss, announcer, and were cut by Recordings Inc., Hollywood, under direction of Cyril Armbrister, agency producer.

Gillingham Heads FCC Press Staff

TVA Publicity Director Goes To Commission on Loan

GEORGE O. GILLINGHAM, public relations director of Tennessee Valley Authority, on Oct. 16 joins the FCC in a similar capacity under a temporary three-month assignment during which he will be on leave from TVA. Borrowed at the suggestion of James Lawrence Fly, FCC chairman and former TVA general counsel, Mr. Gillingham is one of Washington's best known Government press relations officials.

While the appointment is on a "loan" basis, Mr. Gillingham may be appointed permanently in the near future. He may be designated assistant to the chairman in charge of public relations. This post has been vacant since M. L. Ramsay, press man of Rural Electrification Administration, who served temporarily under the former Chairman Frank R. McNinch, resigned several months ago. C. Alfonso Smith, assistant to Mr. Ramsey, who has been serving temporarily as head of the press section, is expected to return shortly to his regular post with the Soil Conservation Service.

Newspaper Career

With TVA since its creation in 1933, Mr. Gillingham is a former New Jersey and Pennsylvania newspaperman. He was born in Baltimore 43 years ago. He served as reporter on the *Newark Star Eagle*; Question Box Editor, *Newark Sunday Call*; covered Northern New Jersey for three Philadelphia dailies, and served as ship-news reporter in New York. He was associate editor and later managing editor of *Pathfinder* magazine, during which time its circulation rose from 550,000 to 1,320,000 weekly, and contributed to *Golden Book, Saturday Evening Post, Current History, Bookman, New Yorker* and *Esquire*, among others.

Mr. Gillingham is chairman of the publications committee of the National Press Club and edits the *Goldfish Bowl*, official organ of the Club. He is a past commander of the National Press Club Post of the American Legion.

Back in Washington



ASSIGNED to his old stamping grounds in Washington is Edward F. McGrady, vice-president of RCA in charge of Labor and Public Relations. Designated Washington coordinator, Mr. McGrady on Oct. 4 established headquarters in the Trans-Lux Bldg., where NBC is housed, as coordinator of all RCA and subsidiary activities. Former Assistant Secretary of Labor, he is a member of both RCA and NBC boards. Frank Mullen, RCA vice-president in charge of publicity and advertising, who heretofore has spent considerable time in Washington, will concentrate his attentions in New York, because of pressure of headquarters activities and by virtue of his recent appointment as Coordinator of Television for RCA.

Dunn to Get Medal

GANO DUNN, president of J. G. White Engineering Corp. and Cooper Union and member of the boards of directors of RCA and NBC, will receive the Hoover Medal, "awarded by engineers to a fellow engineer for distinguished public service," according to announcement by a board of awards representing national societies of civil, mechanical, electrical and mining and metallurgical engineers. Medal will be presented to Mr. Dunn under the auspices of the American Institute of Electrical Engineers, of which he is past president, at the AIEE convention in New York next January.

MBS Cooperative

COOPERATIVELY sponsored MBS program, *Show of the Week*, which returned to the air Oct. 1, is sponsored on nine Mutual stations to date, with more sponsors to be added throughout the year. Sponsors and stations are: Howard Clothes, New York, on WOR, Newark, WAAB, Boston, and WFIL, Philadelphia; Ungles Baking Co., Salt Lake City, KSL; Weinberger Drugs Co., Columbus, WHKC; Cherner Motors, Washington, WOL; Nashville Gas & Electric Co., Nashville, WSIX; Coca Cola Co., New Albany, Ind., WGRC, and Mano-Swartz Furs Co., Baltimore, WBAL.

SATEVEPOST STORY LAUDS LONE RANGER

THE *Lone Ranger*, most widely broadcast program on the air, originated by WXYZ, Detroit, was the subject of a feature article in the Oct. 11 issue of *The Saturday Evening Post*, written by J. Bryan III, associate editor. Titled "Hi Yo, Silver", the article is the first behind-the-scenes story of the origin and development of the King-Trendle feature and marks the first time the celebrated weekly has devoted a special article to a single radio program.

The story is profusely illustrated with photographs, one of which is the first out-of-character picture of Earle Graser ever released for publication. Graser plays the *Lone Ranger* role on the air.

The article relates how the *Lone Ranger* program was conceived by George W. Trendle, president of King-Trendle Broadcasting Corp., owners of WXYZ, and traces its meteoric success. Fran Striker, author of the serial, is described as America's most prolific writer. Mr. Bryan spent several days in Detroit interv.ewing Messrs. Trendle, Striker and Graser, and other members of the WXYZ staff to procure first-hand information.

Two years ago *Life Magazine* devoted a two-page spread of pictures to the program activities of WXYZ, with particular emphasis on the *Lone Ranger*.

Macfadden Dispute

ARGUMENT over censorship between Bernarr Macfadden and NBC [BROADCASTING, Oct. 1] continued right up to and past the final broadcast of *True Story Time* on the Blue network, Oct. 3. Script submitted for the final program contained a discussion of neutrality which NBC rejected as controversial and so improper on a commercial broadcast. Network, however, offered the publisher a sustaining spot the following evening in which to air his views. When Mr. Macfadden, who was confined to his bed with injuries sustained in an auto accident, found he would be unable to come to the studio, NBC offered to run lines to his bedside or to provide an announcer to read the message, but these offers were declined and the program cancelled.

Bauer & Black Test

BAUER & BLACK, New York (medical supplies), off the air for the last year, has returned with a half-hour Saturday night quiz show on WCCO, Minneapolis, titled *Quiz of Two Cities*. Copy promotes all of the firm's products and as many individual small items are mentioned as is possible. It is understood from reliable sources that should the WCCO test prove successful the show will be extended to a national network. Ruthrauff & Ryan, Chicago, handles the account.

Spots for Broadway Shows

ANNOUNCEMENT advertising for two current Broadway productions has been placed on New York stations by Donahue & Coe, of that city. For "Abe Lincoln in Illinois" spot announcements emphasizing the new price scale, with tickets at $1 top, are used on WQXR and WEVD. "The Little Foxes", sophisticated comedy, is plugged in announcements broadcast Saturdays on WOR immediately preceding the football broadcasts.

7th Anniversary!



Pioneer News Editor of the Southwest!



Seven years and yet a "granpappy" as far as radio news is concerned! Ken Miller, KVOO News Editor, came to KVOO in 1932, with a complete background of newspaper experience, most of it gained on the City Desk. Ken fought the battle of early day news gathering and helped in the formation of radio's own news gathering agencies. He has had a hand in every major development in radio news, serving once as Vice President of the Association of Radio News Editors and Writers.

Today, Ken Miller's News has the largest audience of any feature offered by Oklahoma's Most Powerful Station. A few words from Ken and the mail pours in. His latest offer, a colored war map for 15c, swamped the KVOO Mail Department with thousands of letters.

The KVOO News Department is the only one in Oklahoma carrying the full, daily wire reports of International News Service and the only News Department in the Southwest carrying both International News Service and Trans-Radio Press Service, as well as maintaining its own State Capital Bureau. Whether it be with news or some other feature, cover Oklahoma's Greatest Market through KVOO. 25,000 watts. Unlimited time. Both N. B. C. Networks.

EDWARD PETRY AND COMPANY, Inc.
National Representatives



O & M CHIEF ENGINEERS of CBS met in New York headquarters late in September for their annual conference with their chiefs. Front row (l to r): W. B. Lodge, engineer in charge of radio frequency division; Henry Grossman, eastern division operations engineer; Frank B. Falknor, central division operations engineer; E. K. Cohan, director of engineering; A. B. Chamberlain, chief engineer; L. H. Bowman, western division operations engineer. Second row (l to r): G. L. Davis, KMOX, St. Louis; J. L. Middlebrooks, engineer in charge of transmitter construction; J. J. Beloungy, WBT, Charlotte; J. M. Tiffany, WKRC, Cincinnati; P. K. Baldwin, WEEI, Boston; H. A. Chinn, engineer in charge of audio frequency division; H. S. McCartney, WCCO, Minneapolis; J. D. Parker, network engineering assistant; G. C. Hutcheson, engineering assistant, radio frequency division; C. M. Hunt, of WJSV, Washington outlet for the Columbia network.

Dole Staff Named

HAWAIIAN PINEAPPLE Co., San Francisco (Dole Pineapple Juice & Gems), on Oct. 11 replaced Phil Baker's *Honolulu Bound* with *Al Pearce & His Gang* on 63 CBS stations, Wednesday, 8-8:30 p.m. (EST), with West Coast repeat, 9-9:30 p.m. (PST). Bradford Browne, recently transferred to Hollywood from the New York office of N. W. Ayer & Son, agency servicing the account, is producer of the weekly program. He handled the show for N. W. Ayer during its Ford sponsorship. Ben Ward, manager of the agency's Hollywood office, is director. Bruce Fouche is in charge of publicity. Writing staff includes Monroe Upton, for many years with Pearce; Art Phillips, formerly scripter for Jack Benny and Jack Haley; and Don Prindle, who wrote comedy for the recent Joe Penner radio series. Jack Hasty continues to write the *Eb & Zeb* sketches. Beside Pearce, the cast includes Billy House, comedian; Don Reid, tenor, and Bill Wright. Carl Hoff has the orchestra. A guest artist is featured each week. H. L. McClinton, head of N. W. Ayer & Son, New York radio department, was in Hollywood for start of the series.

General Foods V-P's

GENERAL FOODS SALES Co., New York, has named four new vice-presidents, each to have charge of the merchandising of a group of the company's products, as follows: Mrs. E. B. Myers, former director of the consumer service department, merchandising manager of Calumet Baking Powder, Swansdown Cake Flour, Sanka, Kaffee Hag, Certo and Sure-Jell; Clarence E. Eldridge, formerly a vice-president of Young & Rubicam, New York, merchandising manager of Post-Toasties, Post's Bran Flakes, Grape-Nuts and Flakes, Huskies, Whole Bran Shreds and Post-O; Ray M. Schmitz of the merchandising department, manager of Jell-O, Jell-O ice cream mix and powder, Minute Tapioca and Minute Puddings; and James Ingram 3rd, former assistant to the vice-president in charge of sales planning, merchandising manager of Instant Postum, Postum Cereal, La France, Satina and Log Cabin Syrup.

Fly Praises Industry for War Policy; Record in WMCA Proceeding Studied

COOPERATION of the broadcasting industry since the outbreak of hostilities abroad was described Oct. 9 as "an excellent example of industrial self-regulation" by FCC Chairman James Lawrence Fly.

Discussing the neutrality situation in general, the FCC Chairman said the Commission was observing closely all phases of radio and communications activities and was generally gratified over the status of industry activity. Efforts of licensees of international broadcast stations to draft their own self-regulation code as a means of avoiding unneutral acts, also were cited by the Chairman.

Meanwhile, the FCC was studying testimony in the case involving revocation proceedings against WMCA, New York, for alleged violation of the Communications Act in connection with purported interception of code messages from Germany or Great Britain [BROADCASTING Sept. 15]. Because of the absence from the city of several members, it was doubted if formal action would be taken before the Oct. 17 or 24 meeting.

Studying the Record

The record adduced at the all-day hearing Sept. 27, at which WMCA categorically denied wilful violation of the statute, is being studied by members. Little likelihood of drastic action is foreseen, based on the record, although a sharp warning to stations and possibly a reprimand to WMCA are possible.

It is understood several members of the Commission felt strongly on the matter. Based on the record, however, actual revocation proceedings were considered too extreme. There is the possibility, however, that the entire matter, including the *Herald-Tribune* participation as the actual operator of the equipment which intercepted the transmissions, might be turned over to the Department of Justice for further study and possible prosecution. The question to be determined is whether there actually was a technical violation of Section 605 and if that is affirmatively determined, whether the FCC has any discretion under the statute itself.

In some official quarters, it was felt the worst accusation against WMCA was that it exercised bad judgment and that the "scoop" trade paper advertising was ill-advised and inaccurate. Since the original citation, the war hysteria has subsided considerably insofar as radio is concerned, by virtue of voluntarily imposed self-regulation within the industry. Consequently, feeling has bogged down considerably, particularly since there have been no diplomatic complaints, so far as known, because of the purported interceptions.

Published reports of the internal fighting and seething controversy in the FCC have been disclaimed by Commission members. Since Chairman Fly took office Sept. 1, it is reported, internal activities have been harmonious, although there have been expected differences on policy matters. Any semblance of a "crack down" attitude on the part of the FCC insofar as the broadcasting industry is concerned, likewise was disclaimed. It was reiterated that there is no intention on the part of the FCC to invoke neutrality regulations unless there is provocation.

After Radio

THE SHOW must go on, but radio comes first. At least that's how it works out on Broadway this fall. "See My Lawyer," starring Milton Berle, has moved its Saturday evening curtain time up from 8:45 to 9:15 because Mr. Berle is also starred on the Quaker Oats Co. program *Stop Me if You've Heard This One* on NBC-Red from 8:30-9 p. m. Saturdays. Similarly, "Streets of Paris" is delaying its opening time on Fridays so that Abbott and Costello, who are in the revue's opening scene, may retain their spot on the last quarter-hour of *Kate Smith's Variety Hour*, on CBS from 8 to 9 for Grape Nuts.

Plans to Build Studios In San Francisco Are Again Pondered by NBC

WITH transfer of A. E. Nelson, formerly NBC New York sales manager of the Blue Network, to San Francisco as manager of KPO-KGO, [BROADCASTING, Oct. 1], plans have been revived for the building of new executive offices and studios in that city.

This was revealed in early October when Mr. Nelson, enroute to San Francisco, spent several days in Hollywood conferring with Don E. Gilman, NBC western division vice-president. Several locations in downtown San Francisco have been scanned, but the most likely site is that on the corner of Stockton and Sutter Streets. Present San Francisco studios have been housed in the 111 Sutter St. Bldg. for 12 years and are the oldest now in use by NBC. Setup is obsolete, and NBC executives believe it advisable to erect a new plant rather than revamp the present quarters.

Lloyd E. Yoder, formerly manager of KPO-KGO, was scheduled to take over his new duties as manager of KOA, Denver, on Oct. 15. Robert H. Owen will remain as assistant manager. Mr. Nelson, at one time, was manager of KOA.

New Technical Building Planned by KFI-KECA

A NEW BUILDING to house the engineering and research division of KFI-KECA, Los Angeles, is being erected in the rear of the former KEHE quarters at 141 N. Vermont Ave., now owned by Earle C. Anthony Inc. That firm, by FCC approval, recently bought the facilities of KEHE from Hearst Radio and took over Aug. 1.

The new building, scheduled to be occupied by Dec. 15, is an addition of 3,000 square feet to the main structure, according to Harrison Holliway, general manager. Former KEHE studios and executive offices are being remodeled to fit needs of KFI-KECA, and all technical equipment is being revised for both stations at the new plant. A complete modernization has been ordered throughout, Mr. Holliway said. KFI-KECA for many years has been located in the Earle C. Anthony Bldg., 1000 S. Hope St.

New WCNC on the Air

THE new WCNC, Elizabeth City, N. C., authorized last June by the FCC to operate with 100 watts daytime on 1500 kc., made its debut Sept. 26 under the managership of Trim W. Aydlett, local barrel and package manufacturer, who with Aubrey G. McCabe, vice-president of the Norfolk & Carolina Telephone Co., owns the station. It is Western Electric equipped throughout, with a 180-foot Blaw-Knox radiator. Staff members are Nathan Frank, commercial manager; Paul O. Moyle, program director; Louis Highland, chief engineer; Ed Bray, Louis Bigsbee and Frank Facenda, announcers; Jack Siegel and Nick Pieler, engineers.

WHEN Cardinal Mundelein of Chicago died Oct. 3, CBS and NBC aired network memorial services. WBBM, Chicago, aired the Pontifical Requiem High Mass Oct. 6 for 45 minutes and NBC-Red network broadcast a full hour of that day's services.



Famous Cardioid Mikes
available for immediate delivery!

This revolutionary 3-in-1 mike will handle *any situation.* You can use it as a ribbon mike or a dynamic mike—and, combining the two, as a Cardioid. It gives you pick-up control never before approached!

Get your order in to Graybar — take advantage of this latest Western Electric mike for *better broadcasting.*

Western Electric

Distributed by Graybar Electric Company

DISTRIBUTORS: Graybar Electric Co., Graybar Building, New York. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

Sales of Networks Breaking Records

Gain of 13.9% Is Shown for First Nine Months of 1939

CONCLUSION of the third quarter leaves no doubt that 1939 will be another record breaking year for network advertising. Cumulative gross time sales of the nationwide networks for the first nine months show $58,934,734, a gain of 13.9% over $51,752,511 for the same period of 1938. For September, combined billings for time of MBS, CBS and NBC totaled $6,091,142 as compared with $4,781,338 for September 1938, an increase of 27.4%.

For the third consecutive month CBS showed the largest gain, both in dollars and percentage. From $1,601,755 in September 1938, CBS billings rose to $2,565,246 for the same month this year, a rise of 60.2%. For the year to date, CBS billings total $24,167,548, a climb of 21% from the January-September 1938 total of $19,975,532.

NBC time sales for September totaled $3,315,307, of which time on the Red network was billed at $2,648,892 and time on the Blue at $666,415. Compared to the $2,979,241 total for September 1938, NBC shows a gain of 11.3%. Cumulative totals of $25,121,002 for the Red and $7,389,367 for the Blue give an NBC cumulative sum of $32,510,369 for the year to date, 8.7% ahead of the $29,902,724 time sales for the same period of 1938.

Mutual, with time sales of $210,589 during the month, was 5.1% ahead of the same month of last year, when the total was $200,342. For the nine-month period MBS shows a total of $2,256,817 worth of time sold to advertisers, 20.4% better than the total for the first three-quarters of 1938, which was $1,874,255.

Gross Monthly Time Sales

NBC

	1939	% Gain over 1938	1938
Jan.	$4,033,900	6.3%	$3,793,516
Feb.	3,748,695	7.2	3,498,053
March	4,170,852	9.6	3,806,831
April	3,560,984	7.6	3,310,505
May	3,702,102	8.4	3,414,200
June	3,382,404	5.7	3,200,569
July	3,283,555	11.0	2,958,710
Aug.	3,312,570	12.6	2,941,099
Sept.	3,315,307	11.3	2,979,241

CBS

Jan.	2,674,057	—7.1	2,879,945
Feb.	2,541,542	—5.2	2,680,335
March	2,925,684	—3.6	3,034,317
April	2,854,026	17.7	2,424,180
May	3,063,329	25.4	2,442,283
June	2,860,180	34.8	2,121,495
July	2,311,953	69.1	1,367,357
Aug.	2,337,376	64.2	1,423,865
Sept.	2,565,246	60.2	1,601,755

MBS

Jan.	315,078	16.7	269,894
Feb.	276,605	9.2	253,250
March	306,976	31.8	232,877
April	262,626	38.6	189,545
May	234,764	20.9	194,201
June	228,186	12.7	202,412
July	216,583	29.6	167,108
Aug.	205,410	24.7	164,626
Sept.	210,589	5.1	200,342

NBC Revising Rates

NEW RATE CARDS for the NBC owned and operated stations, with local rates adjusted to conform to the new network rates, are being prepared by the network, with the first to be issued about Nov. 1. Cards will be issued singly, it was said.



TALKING THINGS OVER, this trio is generally recognized as one of the keenest production groups in radio. They get together every week to discuss and plan the *Kraft Music Hall* program on NBC-Red, Thursday nights, sponsored by Kraft Phenix Cheese Corp. They are (l to r) Carroll Carroll, writer; Bob Brewster, producer and director; Bing Crosby, star. Carroll and Brewster are with J. Walter Thompson.

AWAKENING BOSTON'S DRUGGISTS

A Three-Month Institutional Drive Quickly Convinces Them of Radio's Value

By J. BAIN THOMPSON
Division of Drug Merchandising
WEEI, Boston

IN GREATER BOSTON there are over 1,100 retail drug stores with an annual business running into the millions. It is traditional that the pharmacist regards himself first as a professional man, like the doctor or the dentist, and secondly as a business man. For many years I have been associated with the retail druggists of Greater Boston and I have never known of a group of men who adhered so strongly to this tradition. You will, therefore, understand what a job it meant for me to awaken this group to the possibilities of advertising.

My whole campaign of education was centered on the Boston Association of Retail Druggists which comprises a membership of approximately 400. In this group there fortunately were some who were progressive in spirit and could see the advantages of using modern merchandising methods as applied to their own sales problems. The whole purpose of my campaign was to arouse the druggists to the realization that through the medium of the radio they should send their message of good will and educational philosophy.

Three-Month Drive

Our sales and merchandising plan was finally adopted and a three-month campaign was started. WEEI was named as the official station of the association in Boston and our broadcasts started in the early spring.

The program was titled *Your Neighborhood Druggist Calling* and ran for 15 minutes every Saturday morning at 10 o'clock, with the spokesman known as "The Voice of the Druggist." From the very first broadcast our purpose was to educate the community patron as to what his neighborhood drug store meant to him—that it was not just a place to buy a soda or a lipstick but a laboratory where an experienced pharmacist compounded those medical remedies as prescribed by the family doctor.

We supplied every member of the association with a large flyer calling attention to the program, which he put up in his store windows and inside. We also instructed clerks to boost the program, to listen in, and to tie in with the broadcasts. It was agreed there was to be no technical discussion of the drug business nor any druggist member or drug manufacturer on the program.

We put on a special broadcast for Mother's Day, which the president of the association informed us brought fine sales results. Our programs dedicated to Memorial Day and to Father's Day brought hundreds of expressions of appreciation to the druggists. The same was true of the program we put on for the Children's Hospital, the New England Peabody Home for Crippled Children, the Boys Clubs of Boston, the Perkins Institute for the Blind, the Disabled American Veterans, the Veterans of Foreign Wars and other like worthy purposes. We broadcast appeals for blood transfusions, and we made this program widely discussed throughout Greater Boston. The president of the association wrote us again voluntarily that during the three-month period of the broadcast campaign his membership reported satisfactory increases in business. We have congratulatory letters from public officials and hospitals of Greater Boston. Enthusiastic reports come from national drug advertisers and wholesale drug distributors.

Your Neighborhood Druggist Calling was widely commended by local newspapers for its splendid public service to the mutual benefit of the druggists, the radio industry and WEEI.

Lou Gehrig Serial

WHN, New York, has prepared a script serial titled *Our Coach* for commercial sponsorship starring Lou Gehrig, recently retired captain of the New York Yankee's baseball team, with Dick Fishell, WHN sportscaster, as co-producer. According to WHN, the quarter-hour program is ready for sponsorship on that station with addition of other stations, if desired.

CHAIN BREAK PLEA AROUSES CONCERN

NEW REQUESTS from network advertisers that stations accept gratis chain break announcements have tended to revive feeling among network outlets against this practice.

The latest request, from Wade Adv. Agency, placing the Alka-Seltzer *National Barn Dance*, has caused concern, and probably will be discussed by Independent Radio Network Affiliates Inc. with the major networks. The platform and principles adopted by IRNA in Chicago Sept. 14 specify that affiliates regard station breaks as station time. The platform specifies that networks should provide station breaks of at least 20 seconds between all separate program units, whether sponsored or sustaining, specifically including consecutive sponsored programs of an advertiser, whether or not time is purchased for programs singly or in bulk.

The Wade letter, apparently sent to all NBC Blue stations carrying the *National Barn Dance*, stated that the client would like the stations to accept a chain break announcement between the first and second half-hours of the Alka-Seltzer program "without charge, i.e., when you identify your station we would like to have you give a short chain-break announcement for Alka-Seltzer of some 20 to 25 words."

WEEI, WJSV Rates

RATE CARDS for two more CBS owned and operated stations, WEEI, Boston, and WJSV, Washington, have been issued. WEEI's base rate of $425 per evening hour jumps to $475 on Oct. 15, when the new schedule becomes effective. Base rate for WJSV will rise from the present $300 to $375 when the station goes on the air with its increased power to 50 kw., probably about the first of the year. New rate schedules for WABC, WBBM, WCCO, WBT and KMOX went into effect Oct. 1 [BROADCASTING, Oct. 1].

Luden's Big Campaign

LUDEN's Inc., Reading Pa. on Oct. 16 started a 20-week campaign for cough drops using quarter-hour news programs, weather reports, station-break announcements and one-minute spot announcements on 55 stations throughout the country. J. M. Mathes, New York, is the agency.

Sept. Billings in Chicago

A NEW September high in network and local billings was reached by five Chicago stations, according to an analysis recently made by Wayde Grinstead, sales promotion manager of WBBM, Chicago. More than 1,000 quarter-hour units were sponsored on the five stations, with 505 of the quarter-hour units falling in the non-network classification, Mr. Grinstead found. The September billings were higher than any month during 1938, the analysis showed. Stations included in the survey were WBBM WLS WENR WMAQ WGN.

Christmas Tree Series

STAR RADIO Programs, New York, has released its fourth annual Christmas series, *The Christmas Tree of 1939*, complete in 25 half-hour scripts. Audition continuity is included in a sales brochure bound in color for presentation to prospective sponsors. The series was written by Lawrence N. Marks and requires only one man for production.

NEW NEW NEW NEW NEW NEW NEW NEW NEW NEW NEW

NEW — location on the heavy traffic end of Southern California radio dial—now 780 kc.

NEW — selling opportunities with a new primary coverage reaching out to 91.4 per cent of Southhern California's "buy-minded, try-minded" population.

NEW — business, both local and national. August time sales were 400% higher than average six month period prior to August 1st. September shows additional gain of 75% over new business written in August.

NEW — listening habits of a vast segment of this 3,000,000 population of Southern California, now "dial-habited" to KECA local and NBC Blue Network programs.

NEW — signal strength. Notably in the better residential areas in the nation's fourth major market. New signal is 5 to 10 times as strong in desired areas.

NEW — National Sales Representative. Effective October 1, 1939. FREE & PETERS, INC., will represent KECA as exclusive national sales representative.

OLD — rates still in effect. No increase yet. Rate card No. 14 in effect until further notice . . . but better sign today with KECA.

780 KC
5,000 WATTS, DAYTIME
1,000 WATTS, NIGHT
OPERATED FULL TIME

NBC
KECA
BLUE NETWORK



Earle C. Anthony, Inc.
KFI • LOS ANGELES • KECA

Free & Peters, Inc. KECA National Sales Representative

AFRA Negotiates On Pacific Coast

Deadline Expires, Rate Scale Declared to Be in Effect

WITH deadline set by AFRA for settlement having expired, Los Angeles Chapter on Oct. 1 made known to local stations in the Los Angeles and San Francisco areas that rate scales and conditions, as incorporated in the proposed local code, are now in effect. With this notification, local stations were invited to negotiate, and several have indicated willingness to bargain, it is reported.

The advertising agency committee, headed by Naylor Rogers, formerly of Raymond R. Morgan Co., Hollywood, recently notified the Los Angeles Chapter that it was unable to represent the local stations because of a "lack of cooperation". Upon receiving this information, AFRA immediately set up scales and conditions for those not already covered by regional negotiation. A copy of the terms and conditions for regionals, which were agreed upon by AFRA and the agency committee some weeks ago, were sent to all local stations. Along with this was a classification of local stations and applicable rates which have been proposed by Los Angeles Chapter.

Some Rates in Effect

AFRA already has in working effect the commercial rates for actors, singers and announcers for all networks. This includes regional commercials for this group on NBC and CBS. It also has signed sustaining pacts, covering national, regional and local schedules, with NBC, CBS and Mutual network, as well as with KFWB, Hollywood. A staff contract for KNX, Hollywood, has also been completed.

Negotiations with Don Lee Broadcasting System, for KHJ, Los Angeles, and KFRC, San Francisco, and the regional network, got under way Oct. 1 and were expected to be consumated shortly. AFRA has also started negotiations with Harrison Holliway, general manager of KFI-KECA, Los Angeles. There still remain several other stations in the San Francisco and Los Angeles areas to be contacted and executives of AFRA expect that negotiatons will be in full swing before the end of October, with many signed.

Los Angeles Chapter has appointed a new executive committee to act as steering body in handling organization business for various classifications. Members are William Brandt, James Eakins, Thomas Freebairn Smith, Edward Arnold, Ted Bliss, Georgia Fifield, Lucile La Pointe, and Fred Shields, president of the Chapter. I. B. Kornblum, executive secretary and attorney of Los Angeles Chapter, is an ex-officio member.

The AFRA board of directors has authorized release of KNX, Hollywood, staff writers to Radio Writers Guild of America. Only provision is that RWG comply with terms of assignment by showing it represents majority of the scripters and is prepared to assume all duties imposed by writers upon AFRA. Combination writers who double as producers, announcers or actors, are not included in the agreement. Jurisdiction over the latter group has not been settled, but amicable settlement is seen.

AFRA and AFM Wage Feud in Chicago; Recording Code of AFRA Nearly Ready

CHICAGO recording companies and stations have become spectators in another jurisdictional scrap between American Federation of Radio Artists and American Federation of Musicians, both AFL affiliates. During the week of Oct. 2, James C. Petrillo, head of the Chicago Federation of Musicians, sent local recording companies telegrams stating that all recorded programs using AFM musicians must be announced by AFM announcers. As BROADCASTING went to press, Chicago recording firms were recording as usual, for their executives considered their firms outside the union jurisdictional dispute.

Background of the controversy is this: For the last two years, WBBM, Chicago CBS station, has employed announcers who are members of AFM to handle WBBM assignments. Since last March, an agreement with AFRA to use AFRA announcers on CBS-Chicago originations has been in effect. Script shows originating at WBBM-CBS are announced by AFRA members.

Mostly Script Shows

On Sept. 26, the CBS program, *We the People* originated in Chicago and was announced by Harry Von Zell, who had to return to New York soon after the first network show. The repeat broadcast was about to go on when it was learned that the assignment had been given to Jay Sims, a WBBM staff announcer and member of AFM. On AFRA's objection, the program was finally announced by Franklyn McCormick, a member of AFRA. On Oct. 4, the Paul Whiteman show, *Chesterfield Hour*, originated in Chicago and Tommy Bartlett, a member of AFM, announced the program.

It is understood that national officials of AFRA wanted to take over the AFM contract with WBBM but Mr. Petrillo refused. He then sent his ruling to the recording companies including World Broadcasting System, NBC (formerly RCA-Chicago), and Blackett-Sample-Hummert, whose Chicago office does considerable recording.

Almost all recording done in Chicago is dramatic script show transcribing and very few dance band recordings are made. This resulted from a Chicago AFM ruling some years ago that recording artists in Chicago must either be members of the Chicago AFM or that standbys be paid for. Since few traveling dance bands belong to the Chicago Federation of Musicians and standbys are costly, few records have been made.

Most of the script shows carry no music except organ music and the majority of script shows cut in Chicago recording studios omit the organ music which is played and filled in at the various stations receiving the transcriptions. Since no dance band recordings carry announcements, it is difficult to follow the logic of the AFM ruling, according to the industry viewpoint. The recording firms employ no radio talent and their contracts with AFM are national and involve no announcers. No Chicago recording company has local contracts with either AFM or AFRA. As the matter stands, agencies bringing shows to the recording companies are referred to Mr. Petrillo in those cases where music and announcers are used on the same transcription.

Code About Ready

Meanwhile, the local AFRA situation remains the same [BROADCASTING Oct. 1] with no arbitration board set up to rule on the dispute between the broadcaster-agency committee and local AFRA officials. From AFRA's point of view a code was agreed on, then disputed and the arbitration committee would arbitrate this code. From the committee's point of view, no contract is in existence to arbitrate and even if a board were set up it would have nothing to arbitrate. It appears that the local dispute will not be settled until 1941 when the network AFRA contract expires and the local situation will be dealt with when the national contract is signed.

The code for artists employed in the manufacture of transcriptions, which has been in preparation by AFRA for some months, should be ready for presentation to the transcription companies in the near future, according to George Heller, assistant executive secretary of the talent union. He declined, however, to set any more definite date for the announcement of the union demands or to divulge any details of wages or conditions to be specified.



OPENING day of the hunting season, Col. W. E. Whitmore, owner of KGFL, Roswell, and KWEW, Hobbs, N. M., killed this antelope.

CBS Leases 4th Theatre

RITZ Theatre, 219 W. 48th St., New York, has been leased by CBS as the network's fourth theatre studio for the presentation of audience shows. The theatre seats 820 people, and was first used by CBS for the *Gay Nineties Revue* on Oct. 14. It will be the scene of the Tuesday evening broadcasts of Walter O'Keefe's *Tuesday Night Party*, sponsored by Lever Bros. for Lifebuoy soap. Renovation of the Juilliard Bldg. across the street from CBS New York headquarters, which the network purchased last spring, is progressing rapidly, CBS reports. When the alterations are completed the building will contain two large studios, seating 300 apiece, and a number of smaller studios.

Proposed Single Union Of Actors Said to Solve Television Jurisdiction

THE PROBLEM of television jurisdiction, which has been a headache to various competing groups in Associated Actors & Artistes of America, is now expected to be definitely settled with formation of one big union for actors. Under terms of the proposed setup of a single organization, all jurisdictions in actor fields, including television, will automatically come under one head.

At present television control is in the hands of the international body of AAAA. It was tentatively placed there several months ago during the dispute between Screen Actors Guild, Equity and American Federation of Radio Artists. SAG opposed the Equity move for control of television. It maintained that Equity was numerically the smallest of the AAAA groups. SAG, with more than 7,000 members, claimed precedence over the television field, with AFRA next in line by reason of its direct contact through radio.

SAG also raised the argument that since television is a combination of radio and motion pictures, it had at least 50 per cent equity in its jurisdiction. In case of a showdown, SAG and AFRA at that time entertained the thought of merging forces and out-voting Equity on the issue. With a single organization as planned, this dispute will be settled for all time, Hollywood members of SAG and AFRA believe.

They pointed out that a single organization will do away with multiple dues and establish a basic system with one membership card. Under the setup being worked out by AAAA committees, the performer is to be given free choice in establishing his primary occupation and also assurance of autonomy in all local branches. There are to be joint offices in larger cities and the right to discipline members will be given to local chapters. Still to be worked out is the question of a common treasury. This has been previously opposed by SAG and other AAAA groups on grounds that it would not be feasible.

Reynolds Begins Pair

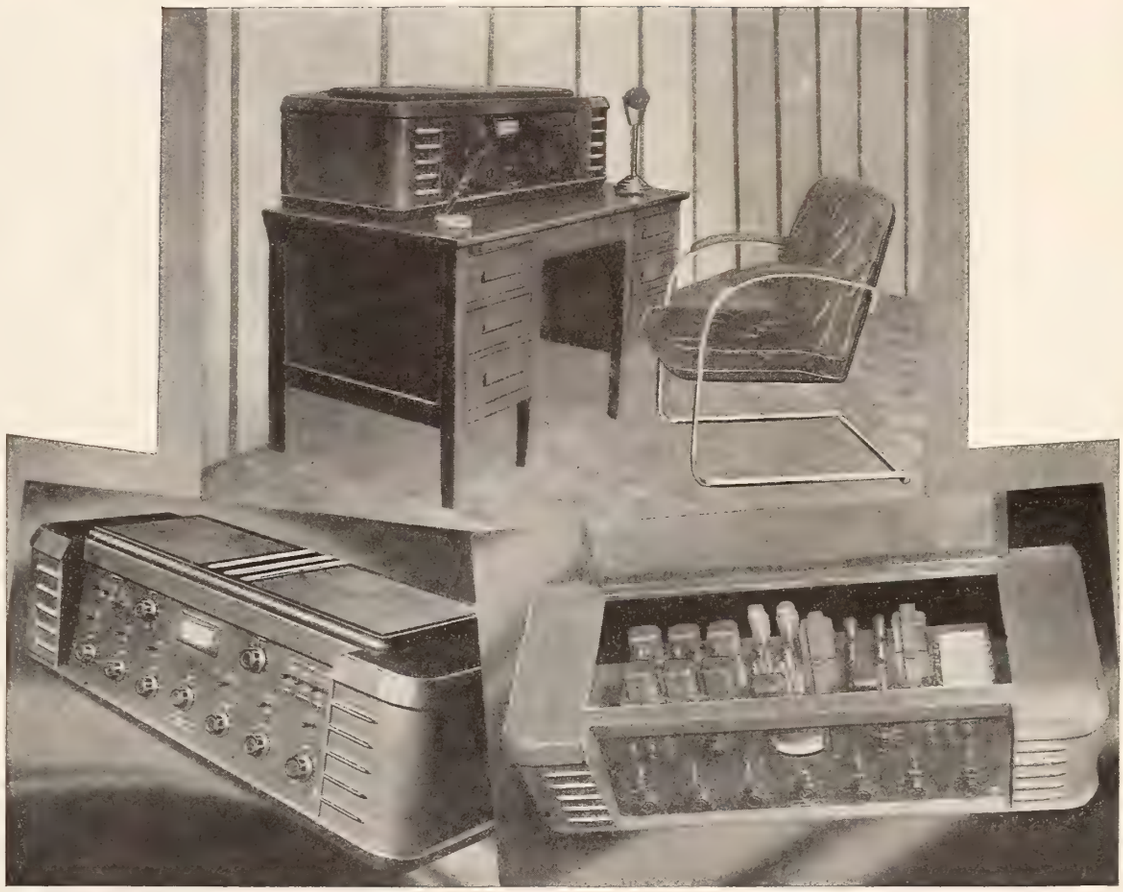
R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., has started two network programs for Prince Albert smoking tobacco, both for regional distribution of the product. First program is *Casey at the Mike*, a quarter-hour sports program featuring Eddie Casey, which started Oct. 7 and is heard thrice weekly on 18 Yankee Network stations. The other program, *Grand Old Opry*, has been heard locally on WSM, Nashville, for the last ten years, and on Oct. 14 started on a southern network of 24 NBC-Red stations, Saturdays from 10:30 to 11 p. m. Agency on the account is Wm. Esty & Co., New York.

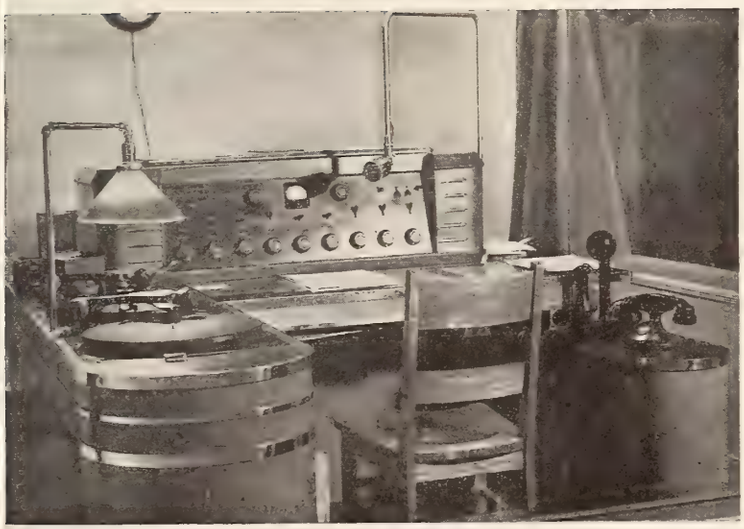
P & G on WOR

PROCTER & GAMBLE, Cincinnati (Teel liquid dentrifrice), has started the five-weekly quarter-hour afternoon disc show *Kitty Keene* on WOR, Newark. H. W. Kastor & Sons Adv. Co., Chicago, handles the account.

GATES

"20 SERIES"
SPEECH CONSOLE EQUIPMENT





Typical 20 series console installation at CKTB, St. Catherines, Ont., Canada

RAPID calculation of the 20 series Console features is difficult as in this popular Gates speech equipment will be found feature after feature either not prevailing in or improved upon in other similar equipment.

20 series popularity is best exemplified by its large number of users plus being chosen by four leading Universities this year for student instruction in operation of the latest in broadcasting equipment.

The moderate price will surprise you.

GATES RADIO & SUPPLY CO.
MANUFACTURING ENGINEERS
QUINCY, ILLINOIS, U. S. A.
Cable Address: Gatesradio

FCC Granted Test Of Court's Power

Will Review Pottsville Case; Petition of WOW Denied

WHETHER the U. S. Court of Appeals for the District of Columbia has been "usurping" the administrative powers of the FCC will be determined by the U. S. Supreme Court, which on Oct. 9 granted the Government's petition for a writ of certiorari in the so-called Pottsville case.

The highest tribunal, at the same time, refused certiorari on the petition of WOW, Omaha, from the FCC ruling granting WKZO, Kalamazoo, fulltime operation on the 590 kc. frequency. The court assigned no reasons for denial of the petition, which raised technical questions.

Extent of FCC's Power

In the Pottsville case, the Department of Justice and the FCC had asked the highest court to review the action of the Court of Appeals in mandamusing the FCC to reconsider its denial of the application of Pottsville Broadcasting Co. for a new station in Pottsville, Pa. The question, the FCC contended, was whether the lower tribunal has power to issue a writ of mandamus to compel the Commission to reconsider the Pottsville application on the original record and without regard to subsequent applications. It held that the lower court's action is "an unwarranted invasion of the administrative field and that it overrides the basic purpose of the licensing requirements of the Communications Act of 1934."

A similar issue is involved in the so-called Heitmeyer case in which the Appeals Court reversed the FCC action denying a new station in Cheyenne, Wyo., and ordered a new hearing on the original record. The Supreme Court has not yet acted on this petition. It is expected the Supreme Court will schedule the Pottsville arguments in December, after which briefs will be filed.

Also pending before the court is the petition for certiorari of WLW, Cincinnati, from the action of the lower court in sustaining the FCC's decision withdrawing authorization to continue operation with 500,000 watts.

Some 30 separate radio cases now are in litigation, of which all, save the three pending in the Supreme Court, are before the Court of Appeals.

Min-It Rub on 8

BRISTOL-MYERS Co., New York, on Oct. 2 began sponsorship of Sidney Walton's thrice-weekly newscasts on WOR, Newark, from 4 to 4:15 p.m. as part of the company's news campaign for Min-It Rub on eight stations. The news period is sponsored Tuesdays, Thursdays and Saturdays, the other three week days, by Wheatena Corp., Rahway, N. J., which on Oct. 16 will shift the WOR schedule of newscasting to the 8-8:15 a.m. period Mondays, Wednesdays and Fridays with Mark Hawley. Young & Rubicam, New York, is the agency for Min-It Rub, and Compton Adv., New York, handles the Wheatena account.

DEPARTMENT STORES RENEW

On KSTP Because Salesmen Keep Close Track Of Department Heads' Problems

SELLING department stores does not present any special problem to KSTP, St. Paul, according to Sales Manager Ray Jenkins, who has outlined a definite policy for all salesmen calling on that type of business.



Mr. Jenkins

As a result of its department store sales policy, KSTP has received repeated renewals from the leading retail firms of Minneapolis and St. Paul. On the air now are the Golden Rule and Shunemans & Mannheimers of St. Paul, Donaldson's and Powers of Minneapolis, as well as the big Montgomery Ward retail store situated in the Midway district. The radio time per store runs between a quarter-hour to a half-hour daily plus special announcements on sales.

Not Far Enough

"The average salesman," says Mr. Jenkins, "merely limits himself to the advertising manager. He calls on him with an idea, talks about coverage and the benefits of radio advertising, leaves him a rate card and departs when the manager says he'll think it over. But nothing happens and the same procedure is repeated on subsequent calls.

"Our salesmen, however, go into a store with the knowledge that each individual department buyer, as well as the advertising manager, has a part in the ordering of advertising. In fact the advertising head is merely a buyer himself, working for the individuals who tell him what they want to promote. He is simply their clearing house.

"It is these department heads who spend the store's money, and so when a KSTP salesman visits a store he contacts each individual buyer and assistant buyer, telling his story to them, and keeping them informed through attractive mailing pieces."

Mr. Jenkins himself is a firm believer that radio is an inexpensive (from the standpoint of cost per listener) and necessary adjunct to department store advertising. He points out that department stores can carry their sales messages not only to those who reside in the area where the store is located, but also to those in surrounding territory, reaching a potential trading area that is rich and worthy of cultivation without the use of numerous newspaper outlets. The veteran sales manager, who began an immediate and successful drive on department stores when he came to KSTP four years ago, also stresses radio's flexibility, which permits last minute changes in copy, prices or store policies to become immediately effective.

The Speed Factor

"Radio is geared to department store procedure," Mr. Jenkins declares. "Weather changes can be quickly capitalized when the time element is vital to the successful promotion of sales. Speed is also an important factor in successfully and quickly meeting competitive conditions.

"Then, too, by proper timing, the department store's radio broadcast can reach the housewife when she is planning her day's shopping. Evening programs can be directed at family groups when the purchase of larger units of merchandise, such as furniture, rugs and major appliances, can be discussed and decisions made. Thus by carefully selecting the time of day for the broadcast, by directing the appeal to one type or another, the department store can reach the greatest number of people who are logically the best prospects for their various departmental promotions. By thoughtful and intelligent planning, the program appeal can be directed to certain income groups, to individuals or to family groups."

WIS DEFIES STORM

Records Network Programs as Lines Are Struck

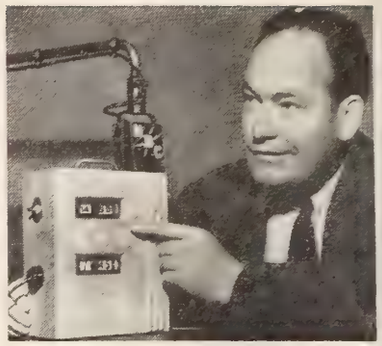
FACED with a serious emergency when the line between the studio and transmitter was hit by lightning and put out of commission, along with telephone lines and auxiliary wires between the two points, WIS, Columbia, S. C., made good use of its transcription cutting equipment in saving several of its network features for listeners.

Although all communication between studio and transmitter was cut, the NBC network line remained intact, and was fed directly to the studio. G. Richard Shafto, WIS manager, after dispatching an announcer to the transmitter to hold the air with a news program on the emergency mike, phoned New York and received permission from advertising agencies and NBC to record the network programs and commercial shows as they came up while studio-transmitter lines remained out. Proceeding with the transcription process, the station carried its network programs, via recordings, only 15 minutes behind schedule.

Loose-Wiles Spots

LOOSE-WILES BISCUIT Co., Long Island City, New York, on Oct. 16 will start a campaign for Sunshine Krispy Crackers using a half-hour program weekly on WBBM, Chicago, titled the *Saturday Sunshine Parade*, and the thrice-weekly quarter-hour transcribed series *The Adventures of Pinocchio* on WWJ, Detroit. On Oct. 23, the company will start a quarter-hour transcribed program *Uncle Jimmy* five times weekly on KWK, St. Louis, KOIL, Omaha, and WMC, Memphis. Newell-Emmett Co. of New York is the agency.

NORTHROP & LYMAN Co., Toronto (proprietary), on Oct. 2 started a thrice-weekly transcribed spot announcement campaign on 29 Canadian stations. E. W. Reynolds & Co., Ltd., Toronto, placed the account.



SAM HAYES, NBC Hollywood commentator, with the new electric timing clock he recently invented and patented. The clock simplifies the job of radio directors in keeping their programs within allotted time limits, he declares. It tells at a glance how long the program has run and how much more time there is to go. He has been using the clock regularly on his daily quarter-hour NBC-Pacific Red network program, *Sperry Breakfast News*, sponsored by Sperry Flour Co. Hayes designed the clock without mechanical or electrical knowledge. He believes that it will eventually replace the stop watches now used in radio studios throughout the country.

Colgate in Canada

COLGATE-PALMOLIVE PEET Co., Toronto, (Super Suds, Palmolive Soap) started six weekly quarter-hour British United Press newscasts on Oct. 1 to run till Dec. 31, 1940, on CFAC, Calgary; CJOC, Lethbridge, Alta.; CKCK, Regina; CFQC, Saskatoon, Sask.; CKBI, Prince Albert, Sask.; CJGX, Yorkton, Sask.; CKGB, Timmins, Ont.; CKPR, Fort William, Ont.; CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CJCS, Stratford, Ont.; CFRB, Toronto; CKCW, Moncton, N. B.; CHSJ, St. John, N. B.; CFNB, Fredericton, N. B.; CHNS, Halifax; CKAC, Montreal; and Transradio News on CJIC, Sault Ste. Marie, Ont.; and for Super Suds only on CJOR, Vancouver; CKY, Winnipeg; CFRN, Edmonton, Alta.; CHRC, Quebec; CJBR, Rimouski, Que. The account was placed by L. J. Haegerty & Associates, Toronto.

Empire State Promotes

NEW YORK STATE Brands & Trade Marks about Nov. 1 will start a promotion campaign for all state-produced farm products using participating home-maker type programs on WSYR, Syracuse. Programs will be tested on WSYR and later extended to other upstate cities. Products promoted will bear the Empire State seal of approval and will include potatoes, apples, grapes, tomatoes, etc. J. M. Mathes, New York, directs the account.

Crosley One-Timer

CROSLEY DISTRIBUTING Corp., Cincinnati (radios and refrigerators), on Oct. 7 sponsored a special period on WEAF, New York, giving scores of major sports for the day directly after the Northwestern football game heard on that station. J. M. Mathes, New York, placed the account.

COMPLETE discussion of the method, with nine charts covering the first research data on radio listening gathered by the Audimeter method, used in the Nielsen Radio Index Data is carried in the October issue of *The Nielsen Researcher*, published by A. C. Nielsen Co., Chicago.



WKY-ADVERTISED FOR 4 YEARS

● Like the boy who in early spring dips his toes into the old swimming hole and then takes a run and a dive into the deepest part, Superior Feeds tested WKY's power to produce 4 years ago with a few announcements at market report time. Today, President B. C. Eddie says: "I wouldn't trade my radio advertising for all of the other available forms."

The rise from a nice selling item to the biggest selling commercial feed in the state . . . a 1938 business 25 percent ahead of 1937 and a 1939 sales record 15 percent above 1938 . . . 80,000 requests for a song sheet distributed through dealers would make one feel like that. For the bulk of the Superior Feed Mills appropriation is spent on the air . . . over WKY.

But WKY is geared to accomplishments like that. It has men who know the Oklahoma market and what its potential is. It has the machinery and talent to produce the kind of entertainment that appeals to the Oklahoma market . . . and sells it. It employs methods of program production and merchandising cooperation that attract advertisers . . . and keep them on the air.

WKY *Oklahoma City*

NBC AFFILIATE ★ 900 KILOCYCLES

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: ★ THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES ★ THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS ★ KVOR, COLORADO SPRINGS KLZ, DENVER (*Under Affiliated Management*) ★ REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Dominion Departments Permitted to Release Their News Separately

CANADA has followed Great Britain's lead in allowing each Government department to disseminate its own news, as before the outbreak of war, an Ottawa dispatch states. The government information bureau which had been planned and which rumor said would be headed by L. W. Brockington, chairman of the Canadian Broadcasting Corp., has been temporarily set aside. The bureau was to have acted in conjunction with the censorship board. Criticism in Great Britain against the Ministry of Information at London is understood to be responsible for the move in Canada.

Under present arrangement, each department hands out its news through a liaison officer or other spokesman and sends copies of such releases to the Canadian Censorship Co-Ordination Committee, headed by Walter S. Thompson. Cabinet news continues to come from the Prime Minister's liaison officer, Walter Turnbull, who was press liaison officer during the Royal Tour this past summer. Assisting him to coordinate the news is George Hambleton, former European correspondent for Canadian Press. It is understood there is some criticism among members of Parliament on the lack of news about Canada's war effort appearing on the air or in the daily press. With the change to pre-war conditions of allowing each department to issue its own news, this lack of news may be overcome.

Broadcasters have received a number of new censorship regulations in recent weeks, all confidential and not for publication. The CBC staff at Toronto is flooded with requests to give talks. Permission must be obtained for each radio talk under censorship regulations, although censorship of script is not necessary.

Quebec Elections

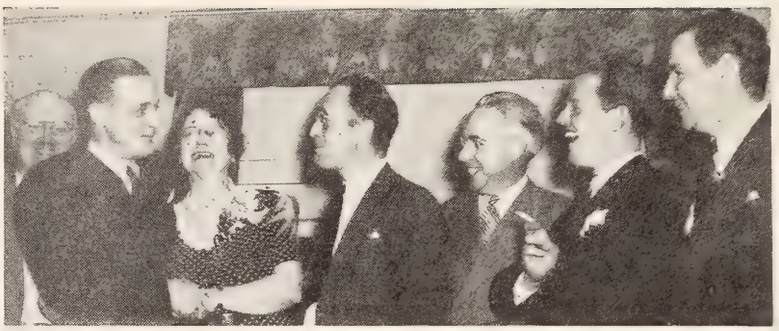
ALTHOUGH strict censorship has been enforced on political broadcasts in the Quebec provincial election [BROADCASTING, Oct. 1], the commercial offices of the Canadian Broadcasting Corp., through which all network accounts must be booked, reports considerable activity in arranging small networks for election speeches on Quebec stations. All speeches are censored before being allowed on the air from a studio at which only the speaker and studio staff is present. There are no studio audience broadcasts nor broadcasts of political meetings at this election, which takes place Oct. 25.

New Quebec Station

CKVD, Val d'Or, Que., went on the air Oct. 16 with 100 watts on 1200 kc. The station is owned by La Voix d'Abitibi. Fred Darling, formerly manager of CKGB, Timmins, Ont., has been appointed manager, and Ed Ryan, formerly engineer at CKGB, chief engineer.

Met. Opera to Resume

ALTHOUGH no definite starting date has been announced, NBC will broadcast again this year the Saturday afternoon operas from the Metropolitan Opera House in New York.



WHEN *Caroline's Golden Store*, dramatized script show, started on CBS Oct. 9, Arthur B. Church, head of KMBC, Kansas City, and the production firm owning the program, held a cocktail party at Chicago's Palmer House. Snapped by Chuck Logan, of the publicity department of WBBM, Chicago, are (l to r), George E. Halley, of Arthur B. Church Productions; Kirby Hawkes, of the radio department of Blackett-Sample-Hummert Inc., Chicago agency handling the show; Mrs. Caroline Ellis, writer and featured artist of the series; Dave Owen, head of production of General Mills (Gold Medal flour), sponsor of the program; Mr. Church; Harry Bingham, Mr. Hawkes' assistant; Fran Heyser, producer of the show.

Guestitorial

HOW BIG IS RADIO?

By M. L. GAFFNEY

CBS Promotion Dept.

WE'RE talking here about a country, whose continental stretch extends across one-eighth the earth's circumference. About its people—132 million people assembled here with equal rights under the law. Equal rights . . . but as different as New York and Hawkins Hollow in their harder heritage of blood and brains and boodle.

Young people with strong backs and ambition? We've got millions of them. Established families, with homes and cars and ice-boxes all paid for? We've got millions of them. Pretty girls, with duty to posterity ahead? We've got millions of them. Tillers of the soil—wearers of the white collar—followers of the union? We've got millions of them.

Race and religion, however—politics and pay envelopes—luck and location—jell them into many moulds. Until our millions—individually—are as different as Gloucesterman and glamor girl. Birth, citizenship and death they share in common, but other common ties are hard to find. With this exception . . .

28,000,000 American families own radios—85% of *all* U. S. families.

By City Size

Forty-eight States within these boundaries. Three million and more square miles. Three thousand and more counties. Three thousand and more communities—each sheltering 2,500 and more people. And all different.

How different? Let's ship the seasoaked people of New Bedford to, shall we say, Peoria. And take these innocents of Central Illinois, to set them down in Newport. Let's switch the citizens of New Orleans and Minneapolis. Do this, and learn "How different".

Or take a trip along the Mississippi—past Davenport and Hannibal, Cape Girardeau and Cairo, Memphis, Vicksburg, Natchez. Compare these towns with what you see along our Eastern coast from Biddleford to Miami. Do this, and see "How different".

Pittsburgh and Birmingham have furnaces in common. Tulsa and Scranton, fuel. Duluth and Anaconda, metal. Seattle and Boston, fish. But "commonness" is hard to find in 3,165 communities—each sheltering 2,500 and more inhabitants. With this exception . . .

97% of *all* U. S. families living in communities of 2,500 and over own radios.

By Income Level

Our Government lists 31,000 different occupations for its free people to choose from—31,000 different ways to pay for baby's shoes. All legal—all available to those who have the necessary knack or trick or talent.

There are hundreds of roads that lead their followers to what economists define as "Upper and Middle Brackets". Hundreds of ways to flatten the wolf's nose and blunt his teeth. Hundreds of ways to pad this life in comfort.

Teaching or preaching will do it as surely if not as well as selling or banking or farming. Or, if you prefer, you can write or act or draw pictures. Or draw on the gloves for a few rounds and a few hundred dollars. Lobsters will do the trick in Maine, just as oranges do in Florida or corn in Iowa or copper in Montana.

That's why America can count its "Uppers" and "Middles" in millions. And that's why their economic status is just about their only common experience. With this exception . . .

99% of *all* U. S. families in upper and middle income groups own radios.

Postscript

"All right," you say. "They all own radios. But how much do they listen?" Here's how much they listen . . . how much it costs them, too. Last year, they spent a half-billion bucks to listen; 505 million dollars for sets and tubes, for batteries and current and repairs to keep the programs coming in.

You can't freeze ice cubes in a radio. You can't read books or darn a sock in feeble light such as their tubes emit. A radio is good for just one thing. To make a program audible; to please its owner's ear. A radio is good for nothing else.

"All right," you say again. "All right, they listen. But just how much?" To which we answer:

More than they ever did before.

The longer they own sets, the more they listen.

Four-fifths of all their sets are used each day.

To get their sleep and earn their bread, of course, consumes most of their time. But radio comes next. Listening to radio is "America's First Activity" . . . after working and sleeping! Here are the facts.

23,000,000 U. S. families listen to radio programs on an average of 5.2 hours (per family) each day . . . an average of 119,600,000 U. S. family-hours of listening daily!

RENEWAL DECISION ON KMPC MODIFIED

THE UNUSUAL practice of modifying an opinion rendered in a broadcast case, because of a complaint from other than a licensee directly involved, was resorted to Oct. 3 by the FCC in connection with renewal of license granted KMPC, Beverly Hills, Cal., last January.

The FCC had granted the station a renewal, but in so doing had criticized particular accounts broadcast over the station based on complaints in connection with its program service. It referred particularly to the advertising of "Basic Science Institute" and "Samaritan Institute". These accounts had been broadcast over the station prior to its change in management and were discontinued by the new management.

The modification, it is understood, resulted from a petition filed by Leland M. Woods, who complained about the reflection upon the Samaritan Institute, an organization which claimed a "48-hour treatment for alcoholism". In modifying its decision, the FCC declared that it was unnecessary to make any finding as to whether charges leveled against organizations in other cities performing similar functions were applicable to the Samaritan Institute of Los Angeles. The program, it pointed out, had been discontinued.

New Campbell Series

CAMPBELL SOUP Co., Camden, N. J., on Oct. 9 started a thrice-weekly program for Franco-American Spaghetti on CBS, featuring favorite songs by Lanny Ross, noted tenor and singing star of *Your Hit Parade*, heard on CBS for Lucky Strikes. The program is broadcast in the Eastern and Central time zones 11:05-11:15 a. m., the ten-minute period following Bob Trout's newscast, and in the Mountain and Pacific Coast time zones from 1:45 to 2 p. m. (EST). Ward Wheelock, Philadelphia, handles the account.

WKY, Oklahoma City, is originating its *Cameos of Melody* program for coast-to-coast broadcast on NBC, Tuesdays, 6:30 p. m. (CST). The program, produced by Naiph Abodaher, features music by Allan Clark's orchestra and songs by Lee Norton.

THE MOST SENSATIONAL PROGRAM EVER TO HIT THE RADIO INDUSTRY!



FIRST 8 OPENINGS GIVE THE PROOF!

WOR, New York	BLOOMINGDALE'S
WFIL, Philadelphia	LIT BROS.
WWJ, Detroit	LOOSE-WILES
WTIC, Hartford	BERNARD KOFSKY'S
WHK, Cleveland	THE HIGBEE CO.
WSMB, New Orleans	MAISON BLANCHE
WAPI B'm'gham	LOVEMAN, JOSEPH & LOEB
WEOA, Evansville	IDEAL PURE MILK CO.

AT LONG LAST—THE PERFECT PROGRAM!

"Nothing has been overlooked . . . topnotch production . . . song both plaintive and catchy . . . highly competent cast . . . plenty of action . . . While main appeal may be for the children . . . has much to hold grown-ups . . . as clean and faultless a production as any advertiser would want to sponsor."—*Radio Daily*

EDWARD SLOMAN'S Superb Production

PINOCCHIO

Complete Promotion Campaign. Especially Created By TONY SARG

RADIO ATTRACTIONS, INC.

RKO BUILDING • RADIO CITY • NEW YORK



Program ratings have a
for *NBC*

Program ratings now have a new meaning... one discovered in the most penetrating circulation survey ever made—a survey which proves the Red's regular listening audience of 22,000,000 families is greater than any other network's—and which *also* reveals that 13,000,000 families "listen most" to the Red!

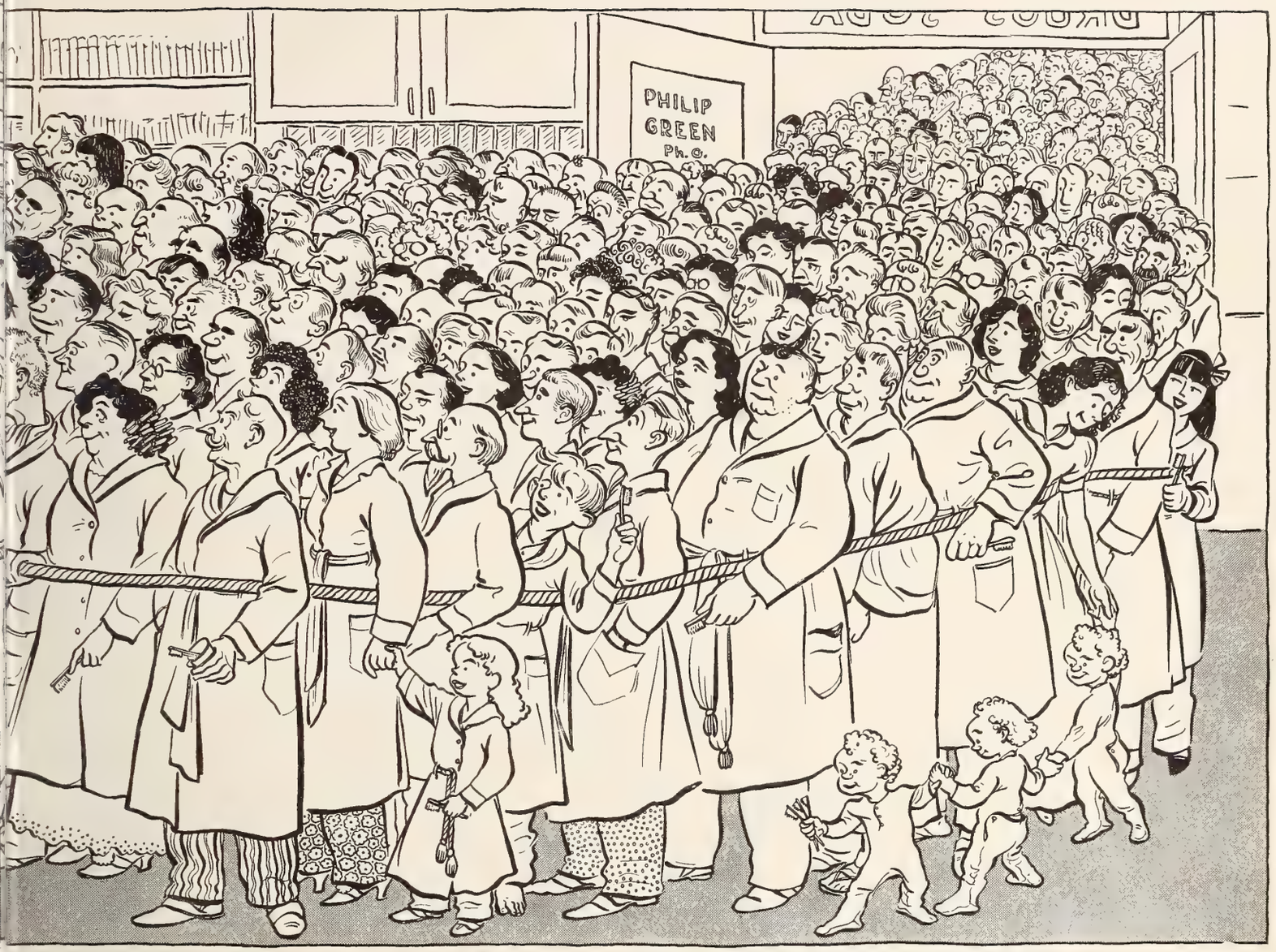
To make another survey isn't necessarily news. But this one literally rolls away a fog that has obscured radio for years!

Never before had there been a measurement of network listening habits of people in *every* city in the U. S. of 25,000 and over... *in addition* to the cities where leading networks have stations.

Plus that, the research delved into one out of five of all rural counties from coast to coast, adding to the findings among that part of the rural audience living near the cities where large stations are locate

"The Other Half" Talks!

From this remarkably complete surve facts were found which no advertiser ca profitably ignore. Facts which will surpri those who have judged network values b program ratings... and prove the error projecting, on a national plane, ratin *made only in station-cities.* Also facts base on the testimony of "The Other Half" of th national radio audience the 51% of th country's radio owners *never before studie*



Cold figures talk . . . Dentifrice makers, in the first eight months of '39, invested $1,274,922 in NBC RED Network time—$409,761 more than any other network!

new meaning

Red NETWORK advertisers!

dvertising men tell us this survey is the rst to give them a factual presentation *why* and *how* radio works the way it es. A survey that shows them the im-rtance of the fundamentals of radio ansmission . . . the relation of millivolts d listening habits to the curve on a sales art. It shows how to judge networks on comparable circulation basis . . . why day-d night-time coverage are so vastly dif-rent . . . *why a C. A. B. rating on the Red etwork means a greater nationwide audience for a program than precisely the same rating on another network!*

It will pay you to hear this story

We are eager to visit your office and *show* you the results of this survey. We think you'll agree that the proof it offers of the Red's superiority can mean only one thing to advertisers on the Red—*more sales.* That, we believe, is why 79 national advertisers last year spent over $31,000,000 on the NBC Red Network—more money than was spent in any other single advertising medium in the world!

You can now prove with facts why the Red—the network with the majority of leading programs, day and night, since the beginning of network broadcasting—is far and away your most profitable advertising investment!

NBC *Red* NETWORK

The network *most* people listen to *most*

National Broadcasting Company
A Radio Corporation of America Service

DL&W Prefers Blue Coal to Red Ink

Wise Choice of Radio Campaign Gives Sales Stimulus

By BRUCE ROBERTSON

ON Sept. 24 last, *The Shadow*, supernatural sleuth with the sepulchral chuckle, started his third season on MBS. A triple-threat detective, *The Shadow* has been equally successful in chasing criminals, entertaining listeners and selling Blue Coal for his sponsor, the Delaware, Lackawanna & Western Coal Co., the only producers of anthracite to venture into network broadcasting.



Mr. Malone

His success as a detective is proved each Sunday afternoon, when, shortly before the conclusion of the half-hour broadcast, he turns the malefactor of that week's adventure over to the police. In the entertainment field, the CAB reported that *The Shadow* during the 1937-1938 season reached the proud position as the most popular daytime half-hour program on the air and last year, its second year on Mutual, the program achieved a CAB rating of 9.7.

Sales, of Course

As to sales, well, in the first three months the show was on the air sales of Blue Coal increased 10.8% over the same period of the previous year. Nor was this a mere flash in the pan, for Blue Coal sales for the first eight months of 1939 were more than 25% ahead of those during the same period of 1938. Gains like these would be satisfactory in any business but are even more gratifying in the anthracite industry, which, due to increasing competition of oil, gas and coke as means of house heating, has fallen from an annual production of approximately 100,000,000 tons 20 years ago to a 50,000,000 ton average now, with the drop being most rapid during the last five years.

A good many anthracite producers watched the declining sales with dismay but, aside from weeping into their beer and wishing for a return of the "good old days", did nothing to turn or even stem the tide. But DL&W is a different kind of company. They had proved that years before, when they developed and patented their unique process for coloring coal, enabling them to offer consumers a coal that could be unmistakably recognized, so that every Blue Coal customer could tell by a glance into his bin that he had received the coal he ordered.

By rendering substitution impossible and trade-marking their own brand of coal, DL&W had licked one of the chief hazards of coal merchandising.

But there still remained another large obstacle between them and the coal consuming public, the fact that few coal users ever came into contact with their coal dealers. Coal yards, by necessity, are located alongside the docks or freight sidings, places completely outside the normal orbit of most consumers, who order their coal by telephone and pay for it by mail.

So, in their broadcasts, DL&W keep discreetly in the background and turn the spotlight as much as possible onto the "Blue Coal dealer". The program is presented, not by the "makers of Blue Coal," but by "*your* Blue Coal dealer". Window streamers, counter cards, signs for dealer trucks, ask people to listen to "*our* popular radio program". Each broadcast concludes with a 45-second heating hint by "John Barclay," heating engineer, who tells his listeners that their heating problems can be solved by a call to their local Blue Coal dealer who will send his own John Barclay-trained heating expert around to check their furnaces without charge.

By use of cut-in announcements the commercials are localized, both to give dealer identification wherever possible and to support the dealer with sales messages prepared specifically to fit his local situation. For example, in New England Blue Coal finds its chief competition from other anthracites and the sales talk is written accordingly. Again, in the Midwest, which is essentially a soft coal area, the commercials stress the advantages of a "clean" fuel. In Washington, D. C., where there is only one distributor of Blue Coal, the commercials mention this company by name as the program's sponsor.

Search for Individuality

DL&W's first association with *The Shadow* dates back to the winter of 1932-1933, when the company secured the radio rights to the name and the character for use on a series on CBS. But at that time *The Shadow* was not a real character, but only a sort of cloud hanging over the program, a ghostlike voice announcing "Who murdered Adam Addlewit? *The Shadow knows!*" followed by a sinister laugh. The program ran its course and was dropped in favor of *Little Italy*, a comedy drama serial dealing with Italian-Americans, which in turn made way for *Vanishing Voices*, a pseudo-scientific drama of a time machine device.

"These programs were fair enough," says William E. Malone Jr., assistant sales promotion and advertising manager of DL&W, "but they were just run of the mine. As radio entertainment they lacked that individuality that makes Blue Coal, for instance, stand out from all other coals. So, in 1937 when we were talking over advertising plans for the coming winter with our advertising agency, Ruthrauff & Ryan, we were all seeking a program with something special about it. We wanted a show that would catch the public's imagination, a show whose tag line would become a part of the public speech, like the Lone Ranger's 'Hi Ho Silver,' or Joe Penner's 'Wanna buy a duck?'

A Second Career

"Suddenly it occurred to us that in the long-discarded Shadow we had just that thing. His unholy laugh, his whispered 'The Shadow knows,' were properties with a tremendous value if we only took advantage of their possibilities. And so The Shadow began a second radio career. We hired the best radio writers we could find to do the scripts. We hired the best actor we could find to portray the title role, who was now a major character in the plot of each program, even though we were forced to agree not to tell the public that The Shadow was really Orson Welles.

A New Idea

"This time we were on the right track, as has been conclusively proved by both the program's popularity and the increased sales of our product, and we have continued along that line. When we lost Welles we engaged Bill Johnstone for the part and there have been no complaints. Arch Oboler, Jerry Devine, Jack Byrne, Ellery Queen and similar top-notch radio writers contribute scripts. This year for the first time we are introducing a note of comedy into our dramas, chiefly in the dialogue between our hero and heroine. This move, which is frankly an experiment and will be dropped if it does not prove successful, was based principally on a survey of entertainment trends during the last war which showed a public turn toward comedy as a relief from the tragic front page news.

"The popularity of the radio program has caused enterprising toy and novelty manufacturers to put out a wide variety of Shadow merchandise such as masks, guns, hat and cape, makeup and disguise kit, stationery and invisible ink, et cetera ad infinitum. In addition to plugging our program in hundreds of toy and department stores these novelties make unusually good premiums for use by dealers. Another by-product of the program that gives the Blue Coal dealers a chance for some extra merchandising is the movie version of The Shadow. Grand National made a Shadow picture a couple of years ago and Columbia Pictures is currently distributing a Shadow serial.

Dealer Tieups

"Dealers are urged to cooperate with local theatres through truck and store signs advising readers to 'See the Shadow at the Bijou Tonight and Hear Him Every Sunday' and through lobby displays. Contests, such as offering a ton of Blue Coal to the theatre patron guessing the correct weight of a large lump of Blue Coal displayed in the lobby, are frequently staged by our dealers and afford a natural tie-in between movie, broadcast, product and dealer."

Mr. Malone's interest in the program is not confined to sales results alone. Acting on the premise that better programs produce better results, he reads scripts, takes an active part in supervising rehearsals, attends all broadcasts and has frequent conferences with his agency's radio experts regarding the program and ways of making it more valuable to DL&W. Last year Mr. Malone hit on the idea of making *The Shadow* available to other advertisers outside the distribution area of Blue Coal, both through MBS or by transcriptions. Before the season ended the program was sold in eight or ten cities in the South and West to other sponsors, with an even larger sale expected for this winter. The use of cued local announcements for Blue Coal dealers makes the program unusually well fitted for sale to various sponsors.

OUTSTANDING among daytime programs is that weird purveyor of justice and collector of criminals, 'The Shadow'. Outstanding among dramas, also, is the same apparition. But the sales figures of DL&W are no apparition, for sponsors, as radio well knows, want facts rather than fancies. DL&W sales reflect the sponsor's aggressiveness in refusing to let intra-industry troubles wreck the business. From that courageous stand has come a series of sales increases, in direct contrast to the general trends in the anthracite industry. Here is how Delaware, Lackawanna & Western found sunshine in 'The Shadow'.

Knox Fall Drive

CHAS. B. KNOX GELATINE Co., Johnstown, N. Y., on Oct. 7 began its fall campaign for Knox gelatine sponsoring Mel Allen's quarter-hour weekly football preview on WABC, New York, heard each Saturday before the football games broadcast on CBS. On Oct. 9, the company started a five-minute transcribed mystery program five times weekly on KYW, Philadelphia, and a quarter-hour musical program titled *Knox Melody Parade* Monday through Saturday on WCAU, Philadelphia. Kenyon & Eckhardt, New York, is the agency.

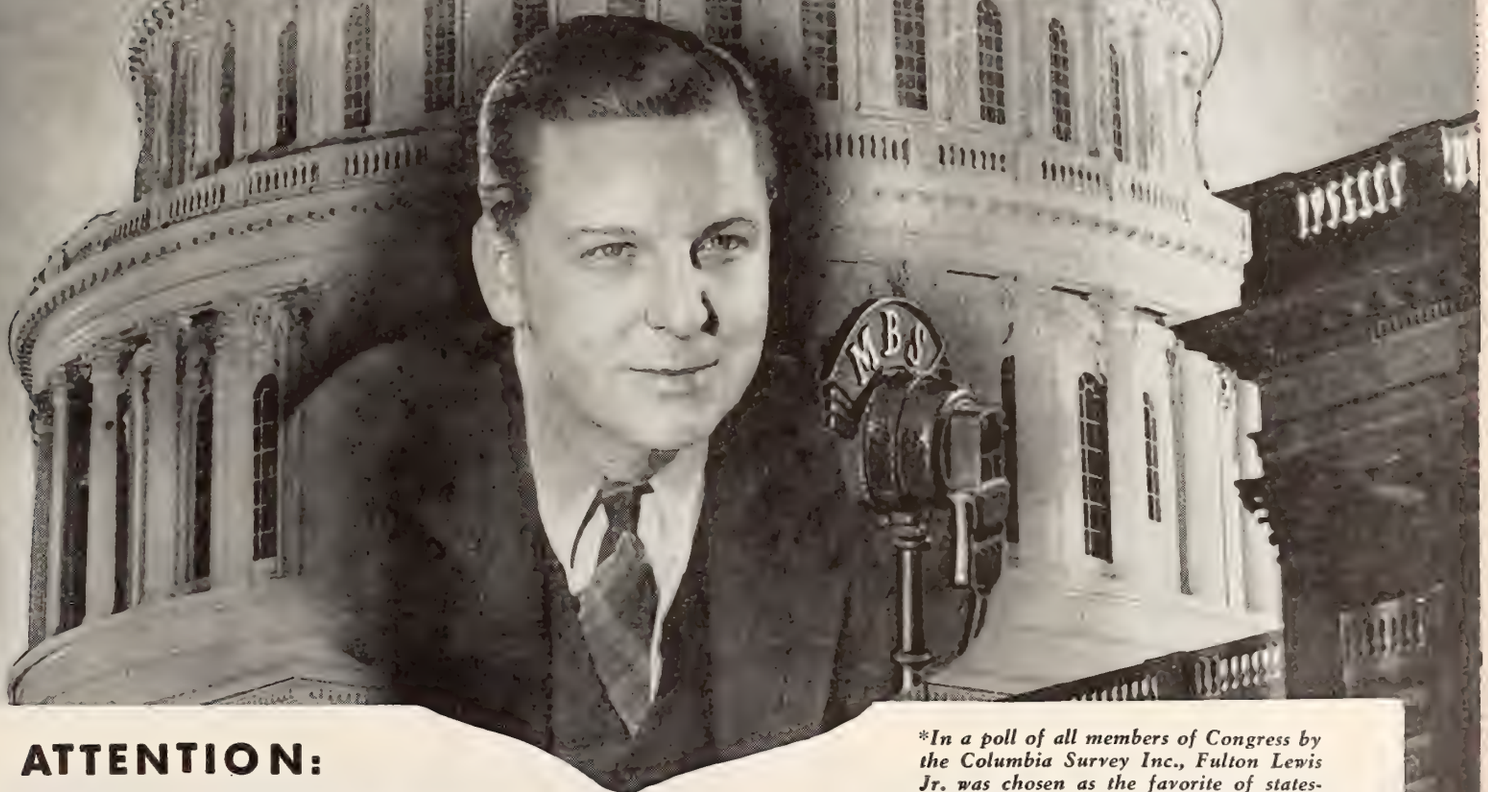
Stein Clothing Discs

STEIN Bros., New York (clothing chain store), consistent user of spot radio, on Oct. 1 started for 13 weeks, using an average of five transcribed one-minute dramatized announcements daily, six times weekly, on 46 stations nationally. Allied Adv. Agency, Los Angeles, has the account. Mel Roach is agency executive on the account. Announcements feature Don Wilson and were cut by C. P. MacGregor, Hollywood transcription concern, under direction of Howard Esary Radio Productions, that city.

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Code Commotion

RADIO finds itself caught in another riptide over its first code interpretations. The Couglins and the Townsends, the Rutherfords and the Coles are affected, along with numerous local satellites who broadcast about so-called controversial issues.

The broadcasting industry, at the NAB convention in Atlantic City last July, went into the self-regulation problem with its head up and its eyes open. The situation that obtains today was foreseen; it does not come as a surprise. Then why all the shooting from within the industry?

It is one thing to deny a person time because his hair is pink. But it's quite another to adopt a principle, applicable to all, under which time will not be sold for discussion of public controversial issues. It applies equally to J. P. Morgan and Earl Browder; to Bishop Sheil and Rabbi Wise. But it does not bar any station from allotting time *gratis* for such discussions, nor from according equal time and opportunity to opposing viewpoints on the same basis.

Those who scream out against the code provisions and their interpretation do not take into account all of the circumstances. Radio is not a public utility, open to all who have the price. If that were so, broadcasters would lose control of their microphones and radio might well become a Babel of arm-waving rabble rousers preaching their particular philosophies around the clock simply because they had the price.

The broadcaster, to hold his franchise, must serve the public interest. He can't do that if he must yield to the demands of all who have the price, and then give all opposing viewpoints equal time. He must take into consideration program balance and audience reaction. He must exercise his right of picking and choosing his programs, but in so doing he must not discriminate against any particular class.

The NAB has not set itself up as a dictator, as some contend. It is simply seeking to carry out the mandate of its membership in interpreting the code provisions. It is up to the stations themselves to follow through. The responsibility to serve public interest reposes with each individual licensee, not with the trade association. Current discussions over contract renewals, cancellation notices and the like are questions to be dealt with by the stations and are temporary considerations to which the answer will be found in each individual case. Moreover, as a man-made document, voluntarily imposed, it *can be amended.* If, after trial and error, certain of its provisions prove onerous or unfair, the proper and forthright step would be to modify them.

When the code was adopted last July, we viewed it as a step in the right direction. We still feel that revenue lost today by virtue of its inhibitions can be regarded as insurance for tomorrow's operations. To repudiate the code at this late date would be unfortunate.

'Shocking Discovery'

A "SHOCKING discovery", the nation is told, has been made by the National Committee to Uphold Constitutional Government, headed by the prominent and vociferous anti-New-Deal publisher, Frank Gannett. It is the "discovery" of Section 606 of the Federal Communications Act, which permits the President, in a national emergency, to commandeer radio, even to the point of taking over broadcasting.

To us, it is rather shocking that Mr. Gannett, himself the owner of several stations through affiliation with his newspapers, should have been so long ignorant of this basic provision of communications law. It was in the old Radio Act of 1927. We of the industry have cited it repeatedly, even as far back as the Roosevelt-declared bank holiday of 1933, which had all the earmarks of a "national emergency". The Mississippi-Ohio floods likewise might have constituted the type of "national emergency" which would have justified legally the type of drastic action cited by Mr. Gannett.

"It shocked us, as it will shock the American people to discover that, by declaring that an emergency exists, the President can take advantage of a clause in the Federal Communications Act of June, 1934," Mr. Gannett advised Congressional leaders this month. He pointed out the President has absolute and unlimited power to stop free speech over the radio, to take over all broadcasting to suppress public discussion by radio of views contrary to his own, to seize any or all stations and turn them over to any department of the Government to be run as instruments of Administration propaganda.

We concur in Mr. Gannett's conclusion that the President's power is great and that in our democratic form of government dictatorial powers of that nature should not repose in any single individual. But we do not share his horrendous views on what *might* happen. It hasn't in the past, and the President has been more than friendly to radio and sympathetic with its aims and problems.

Radio through the current crisis has proved beyond any reasonable doubt that it can conduct its affairs without bias or favor and without disturbing the nation's equilibrium. Actually, Radio by the American Plan has contributed greatly to the morale of the people.

Prize Cycle

PROGRAM technique runs in cycles. Audience participation programs, after a rather meek start several years ago, are today the rule rather than the exception. The quiz technique has had a thousand offsprings. Box-top ripping has become a national pastime.

In their lust to stimulate listening, several sponsors, with the acquiescence of networks and stations, have turned to the cash-prize offer. Therein lies a danger. Several are variations of *Bingo* or *Bank Night,* which are barred in some States as lotteries. All of them apparently fall fairly close to the borderline.

The Postoffice Department already has found occasion to label one such program a lottery because the mails are used in the giveaway formula. The Communications Act of 1934 carries a prohibition against lotteries and certain types of gift enterprises.

Widespread development of the cash-prize offers on the air will not help radio. Sponsors, interested only in results rather than in the welfare of the industry, can be expected to flock in increasing numbers to this new twist in audience building. And in so doing, they will try to outstrip their competitors with bigger, better and more sensational prize awards.

To prevent radio from becoming the vehicle for continuous series of prize competitions, we believe networks and stations alike would do well to check the new trend before it gets out of hand.

Legal Twist

A BRAND new philosophy in radio regulation has been adopted by the FCC under which it appears that only the applicant and the Commission will participate in hearings on new broadcast facilities. Other stations may not intervene or seek to have the issues enlarged unless they can prove to the Commission's complete satisfaction beforehand that their interests will be adversely affected, and even then the FCC reserves the right to admit them or not.

It is difficult to reconcile this new policy with that of former Chairman McNinch who, upon assuming office two years ago, adopted a "goldfish-bowl" procedure. All comers would be admitted to hearings, under his decree. We fail to see where the new procedure will result in a saving of time and money of applicants, existing stations or the Commission. On the contrary, it appears, the only result can be duplication of effort through rehearings on new issues which unquestionably will be raised by parties adversely affected.

Like other novel approaches, however, it looks as if the new policy eventually will come before the courts. It is a certainty that stations will challenge any procedure that does not give them the right to protect their facilities against undue encroachments.

We Pay Our Respects To —



WILLIAM JOHN SCRIPPS

SHOP TALK among oldtimers in the editorial and business offices of the *Detroit News* now and then takes a reminiscent turn back to the days, more than 20 years ago, when "Little Bill," son of the publisher, made very much of a pest of himself around the place. Because his dad also had a mechanical turn of mind, young Bill would bring his many amateur wireless gadgets to the office to mull over, and at times hard-boiled news and advertising men, scornful then as few of them are today of radio, would have liked nothing better than to kick the cluttering "play-toys" into smithereens.

As a matter of fact, William John Scripps, at age 13, was merely riding a "ham" radio hobby without the slightest thought that it would lead to a career and without even dreaming that his efforts might one day write his name high in radio's hall of fame as a pioneer broadcaster. Out of that hobby grew WWJ, the *Detroit News* station, with one of the finest studio plants in all radio. Though newspapering is in his blood, Bill Scripps' proudest pursuit among his many and varied activities is that of executive director of WWJ.

It was largely in the *Detroit News* plant that young Bill—his father's name is William Edmund—did his "ham" experimenting. It was partly in deference to the boss' son, though probably more particularly because radio receiving sets linage seemed to offer good prospects, that the newspaper instituted a radio page to tell something about the technical progress of radio. It was for no good reason at all—at least so some of the impatient but forebearing newspaper executives thought at that time—that the *Detroit News* inaugurated its own broadcasting station.

There is still a battle of historical research going on between Westinghouse's KDKA and the *Detroit News'* WWJ as to which came first and which is entitled to be regarded as the true pioneer station still surviving. Without attempting to take sides, we can only cite the record as it appears and the claims as made. Lee A White, historian of the *Detroit News*, records that on Aug. 21, 1920, the Detroit station (then 8MK) announced returns of the primary election in Michigan, remaining on the air daily thereafter. For KDKA it is claimed that it broadcast the Harding-Cox election returns of Nov. 2, 1920, and then continued only on a semi-weekly schedule.

Now there is no doubt that both Frank Conrad, founder of KDKA, and young Scripps, founder of WWJ, did some broadcasting before these dates—on sporadic schedule. There is also no doubt that others antedated KDKA and WWJ as broadcasters, notably Dr. Lee DeForest, who broadcast Enrico Caruso from the Metropolitan Opera House as far back as 1910. But WWJ and KDKA both lay claim to being the pioneer "broadcasting station" still in existence. KDKA argues it was operating with its present call letters 16 months before 8MK (later WBL) became WWJ on March 3, 1922. To which WWJ counters that it got its third license (in October, 1921) before KDKA had applied for its first.

Whatever the claims and counterclaims, young Bill Scripps remains one of commercial broadcasting's real pioneers, his station having begun broadcasting on a daily schedule the day after he turned 15. He was born in Detroit, Aug. 19, 1905, attended public schools of that city before going to the Hill School at Pottstown, Pa. and the University of Michigan.

Married in 1923 to the beauteous Virginia Stanley, of Boston, he chose to go into the family's Scripps Motor Co. plant, automobile manufacturer, rather than the newspaper. He started as a machinist, but that lasted only a year. Then he tried banking for a year. Inevitably he returned to the newspaper, where by that time (1926) the radio station he founded was already a going concern.

On the *News* staff he was a cub reporter before doing a turn at advertising, circulation and other branches. Always he kept an eye on the radio station, though, having once got it going, his hobbyist inclinations turned to flying, gliding, iceboating, sailing, deep sea fishing, experimental gardening and photography. He wasn't exactly a dilletante, but once a job was done he liked to try something new—still a characteristic.

In 1933 the late beloved Jefferson B. (Jeff) Webb, then director of advertising for the *Detroit News* and manager of WWJ, suggested that Bill become his assistant, paying particular attention to the technical and commercial side of the station. It was Jeff Webb who conceived and persuaded the newspaper's management, up to then just tolerating the radio station as an adjunct but refusing all offers to sell it, to erect its magnificent Gothic radio plant just across the street from the newspaper plant. He died in 1936, and Bill relinquished all other duties to assume the acting managership of the station and the direction of its construction. In 1937 he took the official title of general manager, though he remains a director of the *Detroit News* corporation and of the Scripps Motor Co.

To the radio station young Bill brought and still brings the enthusiasm of youth and the zest of his instinct for hobbies. WWJ's program standards have always been the highest. Its innovations have been many, and most of these, like the highly successful anti-tuberculosis crusade headed by Paul de Kruif, which later went nationwide, originated with young Bill. Incidentally, a program which started the day the station opened, *Tonight's Dinner*, is still on the air over WWJ.

High-frequency broadcasting is one of Bill's newest hobbies. If and when television is an everyday practicality, he will be right in the swim. Latest technical development to intrigue him is Armstrong's frequency modulation system. If there's anything new in radio, Bill Scripps will know all about it.

At the ripe old age of 34, Bill Scripps is already a "leading citizen". Besides his corporate directorships, he is a member of the Board of Commerce, a director of the Adcraft Club, a member of the board of the Detroit Symphony Society and a director and publicity chairman of the Detroit Children's Hospital. Mr. and Mrs. Scripps have four children—William Edmund II, 15; Diane, 10; Virginia, 8½; Keith Armiger, 7.

Personal NOTES

LOUIS K. SIDNEY, who has been in Hollywood for two years, on Oct. 16 takes over his former executive post with Loew's Inc. as general manager of WHN, New York. He will also assume charge of the organization's theatre department. Mr. Sidney was brought to the West Coast originally as M-G-M radio director when the film studio made an agreement with General Foods Corp. to produce and supply talent for the NBC-Red *Good News* program. When M-G-M withdrew from participation in the weekly show, Mr. Sidney continued with the film studio as a producer.

CARL E. HAYMOND, manager of KMO, Tacoma, and president of the Pacific Broadcasting System, that city, recently won first place trophy in the radio-press division of the annual golf tournament staged by the Northwest Golf Salesmen's Assn. Larry Huseby, publicity director of the network, tied for second and was also awarded a trophy.

J. S. K. HAMMANN, formerly of NBC and previously sales manager of KYW, Philadelphia, has been appointed Eastern sales representative of *Advertising & Selling* magazine, New York.

JACK TODD, formerly assistant to Herb Hollister at KANS, Wichita, and onetime program director of WHB, Kansas City, and manager of KGGF, Coffeyville, Kan., has been named manager of KMMJ, Grand Island, Neb., with Randy Ryan shifting over to sales work as commercial manager. KMMJ is owned by Mr. Hollister and Don Searle, director of KOIL, Omaha, and KFAB-KFOR, Lincoln.

PHIL HOFFMAN, formerly with the local sales staff of KSO-KRNT, Des Moines, has been named commercial manager of WNAX, Yankton, S. D., succeeding Ted Matthews.

GORDON S. STUDEBAKER, son of Dr. John W. Studebaker, U. S. Commissioner of Education, who is director of the Educational Radio Script Exchange of the U. S. Office of Education, on Oct. 5 married Miss Janice Fuller at San Francisco. Miss Fuller has been a reporter with the *San Francisco Chronicle*. They will make their home in Washington after Oct. 20.

HAYDN EVANS, for the last year commercial manager of WNAX, Yankton, S. D., has resigned to work on production of *Pot o' Gold*, new NBC show for Tums. Mr. Evans and Robert Brilmayer collaborated on the program idea.

DICK KAY, salesman of KCKN, Kansas City, Kan., is the father of a girl born recently.

JACK O'MARA has joined the sales department of WOWO-WGL, Fort Wayne, Ind.

JACK SAMWAYS, of NBC Hollywood guest relations staff, has resigned to join KTMS, Santa Barbara, Cal., as account executive.

INGHAM STEPHAN ROBERTS, of the commercial staff of KTSA, San Antonio, married Margaret Virginia Thomas Sept. 2.

WILLIAM C. KOPLOVITZ, FCC assistant general counsel, had a tonsilectomy performed Oct. 9 at Emergency Hospital in Washington.

PERCY L. DEUTSCH, president of World Broadcasting System, is vacationing at White Sulphur Springs, W. Va., following an illness of several weeks.

C. ARTHUR FIFER recently was named general manager of WTAD, Quincy, Ill.

TYLER SMITH Jr., new to radio, has joined KIEV, Glendale, Cal., as account executive. Cal Cannon, son of David H. Cannon, co-owner of KIEV, who also has joined the station as account executive, is the father of a boy born Sept. 23.

LES HARRIS, formerly of KOMO-KJR, Seattle, and before that manager of KFBL (now KRKO) Everett, Wash., recently joined KROW, Oakland, as account executive. On Sept. 30 he married Melba Hansen, of San Francisco.

S. W. (Bill) BROWN, for the last two years a member of the announcing and continuity staff of KWTO, Springfield, Mo., has joined the promotion department of Ralston Purina Co., St. Louis, as an assistant to L. A. Wherry who is in charge of the radio advertising of Purina feeds for livestock and poultry.

JOHN C .McCORMACK, manager of KWKH and KTBS, Shreveport, La., has been elected president of the Centenary College Quarterback's Club, booster club for the Centenary football team. The organization meets Tuesdays in the College gym and watches movies of the preceding week's game.

JAMES R. LUNTZEL, for the last year on the sports staff of the *Chicago American*, on Oct. 1 joined KDKA, Pittsburgh, as publicity director succeeding Kay Barr, resigned. Mr. Luntzel for nine years was associated with the Balaban and Katz Theatres in Chicago and prior to that time was on the reportorial staff of Louisville newspapers.

LENOX R. LOHR, president of NBC, on Oct. 12 addressed the banquet of the Texas Newspaper Publishers' Assn. in Galveston, held in honor of G. B. Dealey, president of the *Dallas News*, who was celebrating 63 years of service with that organization.

JOHN EWING, owner of KWKH and KTBS, Shreveport, and publisher of the *Shreveport Times*, on Sept. 30 conferred at the White House with President Rosevelt.

JOHN W. HAIGIS Jr., son of J. W. Haigis, owner of WHAI, Greenfield, Mass., and a graduate of Amherst College, has joined the station as director of the news department.

P. H. CUNNINGHAM, formerly in the newspaper advertising field, has joined KWOC, Poplar Bluff, Mo., as commercial manager, succeeding Cliff Atkinson.

JOHN C. McCLOY, formerly program manager of WROK, Rockford, Ill., on Oct. 1 joined WKAT, Miami Beach, Fla., as assistant to President Frank Katzentine.

MORTON BASSETT of NBC sales department, New York, on Dec. 17 will marry Davyde Miller of Elmhurst, Long Island.

LESLIE W. JOY, general manager of KYW, Philadelphia, again has been named chairman of the radio committee of the Southeastern Pennsylvania chapter of the American Red Cross. Joy also was appointed to the Founders' Day committee of the University of Pennsylvania for 1939-40.

HENRY GREENFIELD, who has been serving as both advertising manager of the *Jewish Daily Forward* and general manager of WEVD, New York, owned by the newspaper, will henceforth devote all his time to the station as managing director. Joshua S. Epstein, formerly of Waxelbaum & Co., New York, succeeds Mr. Greenfield at the *Daily Forward*.

WILLIAM MISKIN, formerly in the travel service field, has joined WMCA, New York, as salesman.

DAVE SUTTON, new to radio, has joined the sales staff of WBBM, Chicago.

G. F. BOURKE, manager of CKCA, Kenora, Ont., has resigned.

JOHN O'HEAR, formerly publicity director of Charleston's Dock Street Theatre and new to radio, has joined the commercial department of WCSC, Charleston, S. C.

FRED ELSETHAGEN, of the commercial staff of KGVO, Missoula, Mont., is the father of a boy born recently.

WILLIAM ROTE, formerly of WOKO and WABY, Albany, N. Y., has joined the sales staff of WKBN, Youngstown, O.

WYNN NEELY, formerly of WISN and WEMP, Milwaukee, has joined the sales staff of WROK, Rockford, Ill.

Willey Appointed

F. C. WILLEY, business manager of the *Modesto Bee*, has been named assistant general manager of the McClatchy properties, according to an announcement by G. C. Hamilton, vice-president and general manager of the McClatchy newspapers and radio stations. Mr. Willey, who will headquarter in Sacramento, has been with the McClatchy organization for 13 years, starting in the advertising department of the *Sacramento Bee* in 1926 and becoming business manager of the *Modesto Bee* in 1933.



Mr. Willey

Wirges Joins WFBM

WILLIAM WIRGES, veteran radio production man, has left the NBC Thesaurus staff to become musical and production manager of WFBM, Indianapolis, it was announced Oct. 9 by Jesse L. Kaufman, general manager of the station. Mr. Wirges, a conductor, pianist and composer, who has handled programs for Van Heusen, Eveready, Smith Brothers, Valspar and other sponsors, plans to promote music written especialy for radio and to develop local talent. For three years he was musical director of Brunswick Recording Co., and has been accompanist for Morton Downey, Irene Bordoni, James Melton, George Jessel, and Frank Munn.



Mr. Wirges

Simon Joins WOR

ROBERT A. SIMON, noted radio writer, annotator and music critic of the *New Yorker* magazine, on Oct. 9 became director of continuities in the program department of WOR, Newark. In the early days of radio, Mr. Simon conducted his own musical commentary programs on various stations in New York, and in 1929 joined the Judson Radio Program Corp., New York. In 1931 he joined the radio department of J. Walter Thompson Co., New York, which position he has resigned to join WOR. Mr. Simon also conducts a course in radio technique at the Juilliard Graduate School of Music.

George Daws

GEORGE DAWS, 38, former publicity agent, radio commentator and writer, died Oct. 1 of a streptococcic infection at the Knickerbocker Hospital, New York. Mr. Daws wrote for the *New York World-Telegram*, was publicity agent for Warner Brothers, and in 1934 joined Blackett-Sample-Hummert, New York, as editor of a five-minute news program broadcast twice daily on CBS under the sponsorship of General Mills, Minneapolis. At the time of his death, he was with Earl Newsom, public relations firm, New York.

TONY LEFRANO, KHJ, Los Angeles, announcer-producer, has taken on the additional duties of educational director of the Don Lee Broadcasting System.

BEHIND the MIKE

NAIPH ABODAHER, formerly production manager of WKY, Oklahoma City, has been named program director of the station, replacing Bill Kennedy, resigned, and Jim Cox has been appointed head of the WKY publicity department, following the transfer of John Shafer to a full time sports assignment.

KEN ELLINGTON, announcer of WBBM, Chicago, has transferred to the West Coast, where he is commercial announcer on the Wrigley *Gateway to Hollywood* series, which started on CBS Oct. 8. [BROADCASTING Oct. 1]. He joins Robert N. Brown, WBBM program director, new producer of the series.

GLEESON KISTLER, formerly of KFJM, Grand Forks, N. D., has joined WDAN, Danville, Ill., as program director, succeeding Donald Glasgow, who shifted in that capacity to WJBC, Bloomington, Ill. Margaret Karlstrom, pianist-announcer, has been named musical director of WDAN.

DOM DAVIS, former editor of the *NBC Transmitter* when with the NBC production division, is now on the editorial staff of the *White Plains* (N. Y.) *Evening Dispatch*, where he rewrites AP news for the newspaper's radio station, WFAS, and presents the WFAS quarter-hour newscasts four times weekly.

DAVE FREDERICK, of the publicity department of KXOK, St. Louis, has been named editor of *Flash*, weekly publication of the young men's division of the St. Louis Chamber of Commerce.

WALTER DAVIDSON, of NBC Hollywood sales promotion staff, is the father of a girl, born Sept. 28.

Meet the LADIES



MRS. DELAVAN COWLES

FOR MORE than five years, Mrs. Cowles has been broadcasting hints to homemakers in Tidewater, Virginia. Last year she began her association with WTAR, Norfolk, and is its representative on the Newport News Peninsula, operating its office and studio in the Bank of Hampton Roads Bldg. Her program, *Fashion Thrift & Home Economics*, is carried three mornings weekly on WTAR, and she features recipes for Tidewater seafood on which she is an expert.

JEROME SCHWARTZ, CBS Hollywood continuity writer, has written a new book titled *Oscar the Ostrich*, a novelty satire, which will be published by the Random House, New York. A one-act play, *Laugh God*, also written by Schwartz, and released last spring, is being produced by various little theatre groups throughout the country.

JERRY BOWMAN, formerly of WLW, Cincinnati, has joined WKBN, Youngstown, O., as news editor.

HELEN BERGOVOY, formerly with *Columbia Workshop* where she collaborated in the production, editing, casting and research of various radio scripts, will conduct a course in radio script writing at the Writers' School, New York, this season.

HERBERT BAYARD SWOPE Jr., formerly editor of the CBS monthly program book, has been named CBS trade news editor, replacing James S. Tyler who moves up to the position of copywriter. Robert Gerdy has joined CBS to replace Mr. Swope.

BILL TRAUM, formerly of WROK, Rockford, Ill., has joined WJIM, Lansing, Mich., as head of the newly organized WJIM news bureau.

CHARLES CRUTCHFIELD, program director of WBT, Charlotte, N. C., recently bagged the first deer reported during the 1939 deer season in North Carolina.

MICHAEL WILKOMIRSKI, violinist of WGN, Chicago, has been named concertmeister of the WGN orchestra, according to Henry Weber, WGN musical director.

JOHN LAGEMANN, who recently resigned from the CBS publicity staff in New York to devote his time to fiction, is author of *Time to Get Up*, broadcast on CBS Oct. 10 as the first of the new fall series of *Columbia Wokshop* productions.

MAVIS GREEN has been appointed educational director of Arizona Network and is headquartered at KOY, Phoenix.

EDWARD R. MAYER, formerly with the *Philadelphia Record*, has joined WIP, Philadelphia, as news editor, in which capacity he will supervise the 13 individual news broadcasts carried by the station daily.

EDWARD J. LORD, formerly manager of WLNH, Laconia, N. H., is now with WFMJ, Youngstown, O. John H. Baxter, WFMJ program director, has resigned.

ANDREW ALLAN, formerly announcer and continuity writer at CFRB, Toronto, and recently with a London (England) agency handling radio advertising, returned to Toronto Sept. 30. He was a survivor of the torpedoed *Athenia*.

BOB LEHIGH, announcer of WCSC, Charleston, S. C., recently remarried his former wife, and she and their three-year-old son have joined him in Charleston.

KENNETH WEBB, radio script editor of BBDO, New York, will conduct an evening class in radio script writing at the New York U Radio Workshop this fall.

FRED HENRY and Clete Roberts, news commentators of KMTR, Hollywood, have signed for four-daily three-minute news summaries in the Pantages, Hollywood and RKO-Hillstreet theatres, with more expected to be added. The pair also continue their nightly sponsored half-hour *Let's Talk Over the News* on KMTR.

VIRGINIA MELTON has joined the continuity staff of KSO-KRNT, Des Moines.

BOB KESTEN, Toronto free-lance program director, formerly with CKCL, Toronto, has been appointed program director of CKGB, Timmins, Ont.

WILLIAM C. LIVESAY, announcer of KGMB, Honolulu, on Sept. 30 married Laurel Ensminger.

BOB HOWELL, formerly of WNLC, New London, Conn., has joined the sales department of WELI, New Haven. Vincent Palmeri has transferred from the WELI publicity department to continuity, and is succeeded by Richard Carlson. Bill Reeves has been named chief of the news department, succeeding Sidney Golluboff. Bud Finch has joined the WELI announcing staff.

FRANK DOUGHERTY, head of the supply department of WIP, Philadelphia, sailed from New York Oct. 6 on the *Santa Lucia* for Guayaquil, Ecuador, where he will join the staff of the Ministry of Industry. Thomas Gill has succeeded him at WIP.

PAUL S. FARRELLE, formerly of KROY, Sacramento, has joined the announcing staff of KPMC, Bakersfield, Cal.

GANUS SCARBOROUGH, formerly of WJBY, Gadsden, and WBRC, Birmingham, has joined the announcing staff of WHMA, Anniston, Ala.

LINCOLN P. SIMMONDS, of Texas State Network, has returned to work in Fort Worth following a successful eye operation and five weeks confinement in a New York hospital.

SIDNEY WALTON, former announcer of WOR, Newark, on Oct. 1 joined the station's news staff with a daily 4 p. m. Transradio period. Floyd Mack, formerly announcer of the Don Lee Network, has joined the WOR announcing staff on a permanent basis after a temporary position this past summer, and Al Helfer, who assisted Red Barber with baseball broadcasts this summer, has returned to the station's regular announcing staff.

ED MASON, announcer of WLW, Cincinnati, and George Biggar, program director of the station, recently won first and second prize, respectively, in a muzzle-loading rifle contest staged by the Ohio Valley Coon Dog Assn. at Dillsboro, Ind.

KEN ALLYN, formerly of the NBC guest relations staff, has joined WRTD, Richmond, Va., as special events announcer. Hugh Carlyle, Carnegie Tech graduate, has replaced Peco Gleason as head of the WRTD sports department.

EMERSON SMITH, formerly with NBC in San Francisco, has joined the announcing and production staff of KDYL, Salt Lake City. Mildred Baker has joined the KDYL continuity department.

FRANK WILLIS, who returned early this summer from an exchange post with the Australian Broadcasting Commission, is now stationed at the Toronto production headquarters of Canadian Broadcasting Corp.

WILBUR CORLEY, announcer of WIND, Gary, Ind., is to marry Miss Audrey Miller Oct. 21.

DON McNAMARA, chief announcer of KMTR, Hollywood, has resigned to join KFI, Los Angeles.

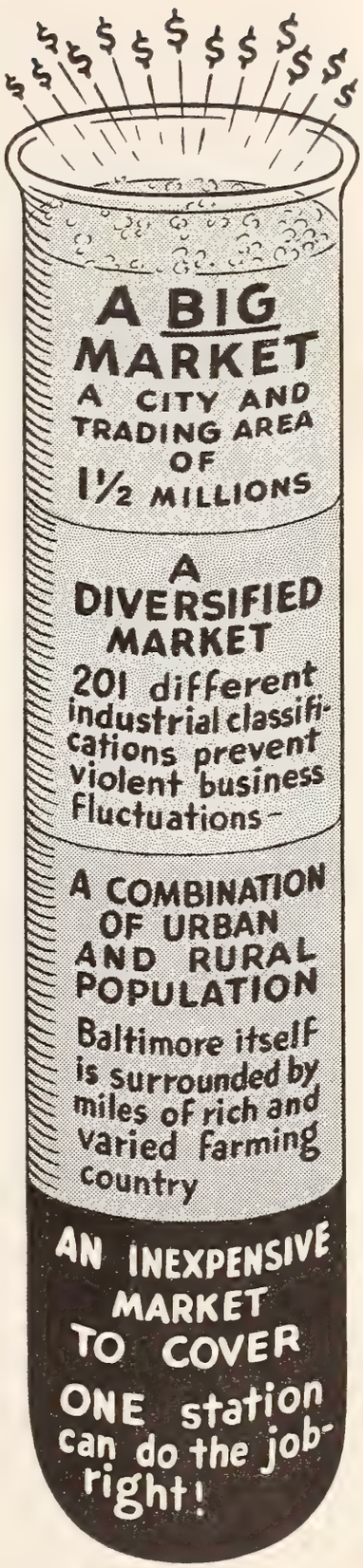
HUGH (Bud) ERNST Jr., production manager of KMTR, Hollywood, for 10 months, has resigned. His successor is Mort Werner, formerly assistant to Ernst.

WALTER KELSEY has resigned as musical director of KPO-KGO, San Francisco, but will remain on staff as a conducter and violinist. The post will not be filled.

THOMAS D. CONNOLLY, assistant to Victor M. Ratner, CBS director of sales promotion, on Oct. 10 spoke on "Covering the Market by Radio" before the National Canvas Goods Manufacturers Assn., at the Hotel New Yorker, New York. Using as a basis the figures that 28 million families in America own over 41 million radio sets and spend an average of more than five hours daily listening to their sets, Mr. Connolly proved that radio produces results for advertisers in this tremendous market by telling of the rise in net profits as a result of radio advertising for a gum manufacturer, a silverware producer and one of the largest of the food advertisers.

BALTIMORE-- "TEST-TUBE" CITY!

Get a representative reaction by trying out your advertising formula here:



WFBR is Baltimore's leading radio station--
first in popularity
first in advertising
first in showmanship

IN BALTIMORE THEY LISTEN TO – **WFBR**

National Representatives: EDWARD PETRY & CO. NEW YORK • CHICAGO SAN FRANCISCO DETROIT

MARYLAND'S PIONEER BROADCAST STATION
BASIC N.B.C. RED NETWORK

DANA WATERS, assistant to John M. Outler Jr., advertising manager of WSB, Atlanta, has enrolled in Columbia Theological Seminary and shifted to a night announcing assignment to accommodate the scholastic schedule.

MONA BAKER, graduate student of Montana State U school of journalism, has joined KGVO, Missoula.

BOB O'HARA, sports columnist of the *Syracuse Herald-Journal*, has joined the sports staff of WFBL, Syracuse, N. Y.

CLIFF PETERSEN, actor of NBC-Chicago, is the father of a boy born recently.

SHORTY CARSON, actor of NBC-Chicago, married Maxine Wade Oct. 7.

STANLEY GORDON, actor of WGN, Chicago, married Miss Merle Erickson Oct. 2.

CHARLES VOLGER has joined the announcing staff of WHBF, Rock Island, Ill.

JAMES MUGFORD has resigned as program director of WSPA, Spartanburg, S. C.

FRANK BRADY, of the sports department, and Mena Boyer, secretary to Program Director C. G. Renier, of KMOX, St. Louis, recently announced their marriage of last July. Harriet Edwards, director of KMOX educational programs, on Oct. 7 was married to H. N. Spencer Jr., of D'Arcy Adv. Agency, St. Louis.

RUSS HODGES, sportscaster of WBT, Charlotte, N. C., on Sept. 30 married Margaret Hilton.

HARRY JORDAN, announcer of KOMO, Seattle, is the father of a girl born recently. Maitland Jordan, also a KOMO-KJR announcer, recently married May Strangeby, formerly of the station copy department.

MARGARET KILEY has joined the program staff of WEEI, Boston, to assist in *Food Magician* broadcasts and promotion, making personal appearances in New England stores to acquaint housewives with food products mentioned in recipes on the program.

ROBERT STONE, of the NBC transcription department in New York, is to marry Margaret Stillman, of the stenographic department, on Oct. 15.

VIRGINIA PRICKETT, new to radio, has joined the secretarial staff of the Chicago office of Texas State Network.

WALDON PORTERFIELD, formerly of KFRU, Columbia, Mo., has joined the news staff of WHO, Des Moines.

CARL VANDAGRIFT, press relations director of WOWO, Fort Wayne, Ind., on Oct. 7 married Harriette Fosnight.

CHARLES WOOD, James Nolan, Edwin Watson, Ronald Rule, Stanley Warwick, James Scott and Radford Kuykendall, all students of Washington State College, Pullman, have been named announcers of KWSC, the university station, for the 1939-40 college year.

JEAN TENNANT McGRAW, formerly of the traffic department of WOAI, San Antonio, was married Sept. 30 to Richard E. Meyers. Virginia Anderson replaced her in the WOAI traffic department.

CYRUS TROBBE, formerly musical director of KPO and more recently in that capacity on KYA, recently was named musical director of KFRC, San Francisco. He succeeds Chet Smith, resigned.

CLINTON JONES, formerly assistant news editor at KNX, Hollywood, has been named news editor of KSFO, San Francisco.



GIFTS and farewell festivals marked the departure of Lloyd E. Yoder from San Francisco to become manager of KOA, Denver, after two years as manager of KPO-KGO. Employes presented him with this set of golf clubs, with Jennings Pierce (left), agriculture director, making the address, while Milton Samuel (right), manager of the KPO-KGO press department watched. Affairs were given by station department heads, who presented him with pipe and pipeholder, as well as Northern California Broadcasters Assn., San Francisco Press Club, Shriners, and businessmen.

FRANK FARR, formerly of Salt Lake City, has been added to the announcing staff of KPO-KGO, San Francisco.

EVAN FRY, formerly of KCKN, Kansas City, Kan., has joined the announcing staff of KANS, Wichita.

STANLEY L. VAINRIB, formerly in radio in Chicago, has joined KRIC, Beaumont, Tex., as announcer and publicity director.

STANLEY SWALES, announcer of WWJ, Detroit, recently married Marian Wilson. Winifred Wilcox has joined the WWJ office staff as receptionist.

GERALD HOLLAND, free-lance writer, formerly with KMOX, St. Louis, has joined the NBC script division, New York.

BILL WOODSON, formerly of KHJ, Los Angeles, has joined the announcing staff of WDGY, Minneapolis.

DANA BASTIANI, 11-year old Chicago radio singer, has joined the music staff of KFEQ, St. Joseph, Mo.

TRISTAN COFFIN, former Hollywood announcer, has been signed by Monogram Productions, that city, for role in a forthcoming film.

RAY EPSTEIN, former sportscaster of KROW, Oakland, Cal., has resigned and is free lancing in Chicago.

SAM WANAMAKER, actor of NBC-Chicago, has been named director of the local Jewish Peoples' dramatic group. A number of prominent Chicago actors are members of the group.

PEGGY HILLIAS, leading actress of *Manhattan Mother* on CBS was recently married to Jack Bordeaux, radio singer.

WILLIAM M. CARPENTER, Columbia U graduate, has joined WRAL, Raleigh, N. C. as publicity director, succeeding Howard Hamrick. J. B. Clark, sportscaster, has joined the WRAL announcing staff.

JACK PAYNE, of WTMJ, Milwaukee, recently was hospitalized with a fractured jaw and slight brain concussion resulting from a motor accident.

PETE PRINGLE, editor of the CBS Hollywood news bureau, is the father of a boy, born Oct. 9.

Grubb's Song

WHEN Oklahoma City's Downtown Quarterbacks saw the need for a new Oklahoma U football song, a committee approached Gayle Grubb, manager of WKY, with the suggestion that the station sponsor a song contest. Manager Grubb, a football fan and something of a composer himself, eliminated necessity for further search by composing "Hail to Oklahoma", which made its debut between halves of the Oct. 14 game. Also one of radio's pioneer football announcers, Manager Grubb started his 15th consecutive year of stadium broadcasting when he handled the color commentaries for John Shafer's description of the Oklahoma-Northwestern game Oct. 7.

NBC Hollywood Shifts

REALIGNMENT of executive personnel has been put into effect at NBC Hollywood studios by Don E. Gilman, western division vice-president. Reshuffling created three new positions and coordination of the duties of two department executives. Walter Baker, formerly general service manager, has taken over the newly-created post of office manager of NBC Artists Service, under management of Alex Robb. Three subdivisions under Baker's former supervision—building management, maintenance and general service—have been turned over to aides, responsible to Lew Frost, assistant to Gilman. Walter Davidson, supervisor of studio tours, has been transferred to the sales promotion department as assistant to Charles Brown, head of that division on the Pacific Coast. William J. Andrews has relinquished the post of night program supervisor to Marvin Young. He is now manager of guest relations department which includes tour guides, receptionists and ticket distribution. Young also continues as assistant program director under John Swallow.

Opera Names Weber

HENRY WEBER, musical director of WGN, Chicago, has been named general musical director of the Chicago City Opera Company for the coming season. In addition, Mr. Weber will conduct several of the 40 operas to be given. At 38, Mr. Weber has a record of 20 years as conductor of world famous operatic orchestras including the Chicago Civic and operas at Bremen, Germany, and Florence, Italy. Mr. Weber is a graduate of the Imperial Academy of Music at Vienna.

Lucille's Crew

WHEN the new home of Lucille Long, singer on the *WLS National Barn Dance*, was recently completed everyone who had worked on the house was invited to a broadcast. Paper hangers, truck drivers and painters filled a special section of Chicago's Eighth Street theatre during the show.

Personnel and Facilities In Ontario Are Widened By Thomson Interests

WITH establishment of a new company, combining the broadcasting and publishing enterprises of Roy H. Thomson in Northern Ontario, an expansion of personnel has taken place. The new company is now known as Northern Broadcasting and Publications, Ltd., with Mr. Thomson as president. The organization operates CFCH, North Bay; CJKL, Kirkland Lake; CKGB, Timmins; the *Timmins Daily Press;* the weekly French language paper *La Voix Populaire*, Timmins; the weekly *Larder Lake* (Ont.) *Sun;* and the Northern Directory Co.



Mr. Cooke

Jack Cooke, 27, for three years sales manager of Northern Broadcasting Co., in Toronto, has been appointed general manager of the broadcasting division of the company. He was with the sales organization of Colgate-Palmolive-Peet Co. in Toronto before joining Northern Broadcasting. He will make his headquarters in Timmins, visiting each station frequently and also keeping in touch with the Toronto sales office.

George Brown, new to radio, has been taken on as operator at CKGB. Paul Vatcher, also new to radio, has been appointed operator at CJKL. Hal Cooke, new to radio, has joined the announcing staff at CFCH. Dan Carr, formerly announcer at CKGB, becomes sales manager. Sonya Barnett, continuity writer at CFCH, is now at CKGB. Julian Garson, announcer at CHML, Hamilton, Ont., has been appointed announcer at CKGB. Bill Wren, former manager of CKGB, has been appointed editor of the *Timmins Daily Press.*

Building of a new two-story home of CKGB and the *Timmins Daily Press*, which was stopped at the outbreak of war, has been resumed, and the structure is expected to be completed by spring. Three studios, control room offices and the news room of the daily will occupy the second floor. The building is the most modern in northern Ontario.

Shecklen for Isbell

GEORGE SHECKLEN, recently returned from Shanghai where he had charge of RCA Communications affairs in China, has been appointed manager of the company's commercial department in New York, succeeding Arthur Isbell, who retired Sept. 29 after 37 years of radio work. Mr. Isbell installed the wireless equipment in the steamship *President* in 1907 and sailed as operator with the ship, first vessel of the U. S. Merchant Marine to carry radio into the Pacific. Mr. Shecklen's radio career dates from 1911 when he joined the United Wireless Telegraph Co. in operations work. After serving in the Navy during the war, he joined RCA in 1919 and has held successively the posts of radio operator, chief accountant, cashier, commercial representative and assistant superintendent in San Francisco until 1928, when he was sent to China.

Specialized Staff Leads to Speedier Handling of News

Control of Judgment, Avoiding Of Duplication Attained

By JOHN F. PATT
Vice-President & General Manager
WGAR, Cleveland

DOES news pay?

Managers of several hundred broadcasting stations have decided in the past several years that it does. Steadily increasing lists of stations broadcasting news attests to the success of news as a broadcast feature.



Mr. Patt

But — does a News Department pay?

That's another question. Many stations hesitated to build up the overhead by putting one or more full-time news men on the payroll to edit and prepare newscasts.

But a News Department does pay. That, at any rate, is the experience of WGAR, one of the first stations to back up its wire service with an editorial staff.

Two to Edit

When we contracted with INS for trunk wire reports, we did not consider this as the be-all and end-all. Rather, we regarded the wire service as a starting point and took on two experienced editors to develop the wire service and local news into a genuinely personalized service to WGAR listeners.

Here are the advantages that accrued to WGAR through the staffing of a News Department:

Consistency in editorial judgment and centralized control of policy.

WGAR broadcasts do not duplicate those on any other station, in structure and wording. Naturally, there is the coverage of the same major news facts.

Developments of feature angles and local application of wire stories.

Closer contact with police and fire departments, city officials, hospitals, etc.

Faster action on flash news. The editor "rides" the wire and is not in danger of missing a flash while engaged in some other task.

Complete coverage while newscast is on the air. In the case of 15-minute newscasts this is important. Major developments occasionally come while the newscaster is on the air. The news editor on duty does not relax his vigilance even during the airing of news.

And possibly at the top of the list in importance—direct contact with listeners. There are innumerable occasions when listeners telephone to ask about items they have heard on the air. At WGAR the news editor handles the call and supplies the information. This has made a number of warm friends for WGAR. They advertise by word of mouth, and the station's consistent audience and its reputation as "Cleveland's Friendly Station" are enhanced.

In the WGAR News Department are Editor Ralph Worden, and his assistant, Ted Hanna. Both are experienced newspaper and radio newsmen.

WBBM Sports Sponsors

FOUR sponsored sports programs were recently signed by WBBM, Chicago, to start during October. Stephano Bros., Philadelphia (Marvel cigarettes), through Aitkin-Kynett Adv. Co. is using *Sports Huddle*, thrice-weekly quarter-hour sports celebrity interviews with Pat Flanagan and John Harrington, WBBM sportscasters, as m.c.'s. Peter Hand Brewing Co., through Mitchell-Faust Adv. Co., is sponsoring the Wednesday evening quarter-hour *Harrington's Football Preview* and on Dec. 2 will start *Sports Quiz*, which will run up to the 1940 baseball season. Andes Candies, Chicago, through McJunkin Adv. Co. is using *Fifth Quarter*, a recapitulation program immediately following WBBM's collegiate football broadcasts.

H. V. KALTENBORN will be guest of honor at a luncheon given Oct. 16 in New York by Columbia Pictures Corp. at which a preview of "Mr. Smith Goes to Washington", in which Mr. Kaltenborn portrays himself, will be shown. Edwin C. Hill, Bob Trout, Gabriel Heatter and other commentators have been invited.

Fame at Last

FOR YEARS, Ray Bierman, engineer of NBC-Chicago, has handled the controls during the *Vic and Sade* dramatic script show. The other day he swallowed his gum and jumped a foot when one actor on the show said, "If it was hard for you to learn your lessons like Raymond Bierman there . . ." On recovery, Bierman was presented with an autographed script of the day's show.

Direct Mail Citations

CITATIONS to radio at the annual Direct Mail Advertising Association's banquet Sept. 28 at the Hotel Roosevelt, New York, included awards to E. P. H. James, NBC advertising and sales promotion manager, New York; Emmons C. Carlson, NBC advertising and sales promotion manager, WMAQ-WENR, Chicago; John H. Dodge, NBC commercial manager of WMAL and WRC, Washington; Robert A. Schmid, sales promotion manager of MBS.

WCKY Carries Program At Gubernatorial Shift

AS A public service, WCKY, Cincinnati, ran lines to the Kentucky State Capitol at Frankfort Oct. 9 and broadcast the proceedings as Gov. A. B. Chandler resigned, Lieut.-Gov. Keen Johnson took the oath as Governor and then appointed Chandler U. S. Senator from Kentucky to succeed the late Senator Logan. The ceremonies, held in the House Chamber of the Capitol, were attended by 1,000.

To accommodate the special broadcast, carried from 11:30-12 noon, WCKY cancelled two network commercial programs, simultaneously transcribing the ceremonies and rebroadcasting at 6 p.m. that day. L. B. Wilson, president and general manager of WCKY, and a friend of both Sen. Chandler and Gov. Johnson, went to Frankfort to take personal charge of broadcast arrangements. Rex Davis, announcer, and Charles Topmiller, chief engineer, handled the Capitol pickup. Gov. Johnson had visited WCKY two weeks before to participate in its 50 kw. dedication.

DEALER'S CHOICE



Mr. William H. Levis

* THE FIFTH OF A SERIES

Intelligent use of their advertising appropriation has had much to do with the sound growth of the Levis Music Stores to dominant position in Rochester.

Like other careful gaugers of the media to reach this rich market, William Levis, manager of the Levis Music Stores, makes important use of WHEC—and has, *continuously*, for over 3 years!

Rochester merchants know Rochester's listening preferences first hand;—back their opinion of WHEC with their own hard dollars!

BASIC CBS

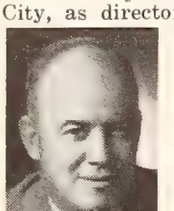
Representatives:

PAUL H. RAYMER CO.
New York Chicago Detroit
San Francisco

WHEC
ROCHESTER

KMBC Farm Series

PHIL EVANS, well-known farm authority and radio commentator, on Oct. 1 joined KMBC, Kansas City, as director of farm service, in which capacity he will actively supervise all farm activities of the station, coordinating them with local, regional and Federal agricultural agencies, and working with the program department in developing farm programs, both from the service and commercial angle. Mr. Evans recently completed a year's contract as the *Goodyear Farm Commentator* on NBC, and will conduct a special program on KMBC as the *Friendly Farm Counselor*. Creation of the farm director post on the KMBC staff is part of the station's policy to expand and improve its rural service, according to President Arthur B. Church.



Mr. Evans

Canadian Quiz Test

WILLARDS CHOCOLATE Ltd., Toronto, on Oct. 15, started a weekly quiz on CFRB, Toronto, as a test for a possible network or transcription campaign on a large number of Canadian stations. Cockfield Brown & Co., Toronto, placed the account.

Promote N. Y. Auto Show

ANNUAL Automobile Show, held this year from Oct. 15-22 in the Grand Central Palace, New York, will be promoted throughout the week of the show with special announcements on various network programs sponsored by gas, oil and automobile manufacturers. Sponsors cooperating are Chrysler Corp. on *Major Bowes* program, CBS; American Oil Co. on *Edwin C. Hill's* news program, CBS; Texas Co. on *Texaco Star Theatre*, CBS; Sun Oil Co. on *Lowell Thomas'* program, NBC; Cities Service Co. on *Cities Service Concert*, NBC; Firestone Tire & Rubber Co. on *Voice of Firestone*, NBC; and on WJZ, New York, *Woman of Tomorrow* program, *Ray Perkins'* program and *Ed East's* program. Rowland Adv. Service, New York, is handling the promotion for the Auto Show.

Doubles in Justice

BUSY MAN for several years, William Montgomery, transmitter engineer of WSM, Nashville, combined his engineering work with a course at the Vanderbilt U law school for four years and got his sheepskin. Last month, after a couple years practicing law in combination with his WSM job, Montgomery was appointed judge of the Williamson County general sessions court. Nothing daunted, he still is keeping his job as engineer, opening the WSM transmitter early each morning, working there until noon, then driving to Franklin to gavel the court into session during the afternoons.

A NEW 100-watt station on 1420 kc. in Marysville, Cal., is sought in an application filed with the FCC by Marysville-Yuba City Broadcasters Inc., controlled by the interests owning KYOS and the *Merced Sun-Star*.

ALL EARS

"All Ears" in the largest primary area in the United States are focused on KFYR for it is the only single advertising medium reaching all of this tremendous Northwest.

NBC-Red & Blue
550 Kilocycles

1000 watts-night
5000 watts-day

"All Ears" focus on KFYR because it has always given them the best entertainment; the latest AP news; told them where they can get best value for their hard-earned money.

KFYR

BISMARCK, NORTH DAKOTA ∞ MEYER BROADCASTING CO.

in the CONTROL ROOM

ROBERT J. SINETT, formerly assistant chief engineer of WHBF, Rock Island, Ill., has been promoted to chief engineer, succeeding J. E. Gray, who on Oct. 1 resigned to join the technical staff of the Illinois State Police radio system. John Sharpley and George Hanna have been added to the WHBF engineering staff.

LAWRENCE E. JOSEPH, recently appointed executive head of the Blaw-Knox Division, was elected a director and vice-president of Blaw-Knox Co. at the last meeting of the board of directors.

MAJ. R. L. DUNCAN, veteran radioman, has been elected president of the Television Training School, 480 Lexington Ave., New York. Maj. Duncan was associated with the Marconi Institute in the past and was once managing director of the Radio Institute of America.

JACK LOVELL has been named chief engineer of WKY, Oklahoma City, succeeding Earl Hull, resigned. Charles Walker, formerly a WKY operator, has transferred to KLZ, Denver. Jimmy Bray, formerly of KTOK, Oklahoma City, has joined the WKY technical staff.

MISCHA PELZ Jr., formerly in charge of the Los Angeles City College public address system, has joined the studio engineering staff of KHJ, that city. His father, now retired, was at one time musical director of KOIN, Portland, Ore.

JOHN BUTTRICK, of WEEI, Boston, has been transferred to the transmitter staff at Medford, Mass., and is succeeded at the studio controls by Robert DeHart.

HUGH L. LIBBY, faculty member, has been named chief operator and faculty supervisor of the Washington State College station, KWSC, at Pullman.

CHARLES JEFFERS, engineer of WOAI, San Antonio, on Oct. 5 married Mary Jane Kuntz.

TED REICK has joined the engineering staff of WDAN, Danville, Ill., as transmitter operator.

EDWARD McGINLEY, formerly control engineer of WJEJ, Hagerstown, Md., and WTMA, Charleston, S. C., has joined the engineering staff of WCSC, Charleston.

EDWARD TURNER, transmitter engineer of WIP, Philadelphia, is recovering from a fractured hip received when he slipped on a newly-painted floor in his home.

RUSS THOMPSON, engineer of WBBM, Chicago, has returned to the studios following a month's absence caused by a fractured right leg.

IRVING SMALL and George D'Lugas have joined the engineering staff of WELI, New Haven, along with Grant Ellerbeck as relief operator.

DAN MUNROE, engineer of WIND, Gary, Ind., married Jean Kraft Oct. 15.

BOB NICHOLAS, Kenneth Crank and J. B. Hannon have joined the engineering staff of KXOK, St. Louis. Al Bergtold, KXOK operator, recently married.

DON CHASE, engineer of WTMJ, Milwaukee, was flight commander of Wisconsin's Civil Air Company aviation field day for 1939, staged recently.

KFRC, Abilene, Tex., has applied to the FCC for authority to change frequency from 1420 to 940 kc. and to increase its power from 250 to 1,000 watts.



aluminum construction
light weight

completely self contained
fast set up

easy accessibility

standard batteries—long life

3 standard tubes

amplifier chassis removable

front access attenuators

COLLINS NEW 12Z REMOTE Has Plenty On The Ball

It is football time again and to help you do a better pick-up job, here is Collins new 12Z. Many operators will be trudging stadium steps again, but instead of carting a van load of equipment, the smart operator will be able to take two steps at a time with his light-weight 12Z.

Inherent Collins quality assures him of the utmost reliability and fidelity. He knows that with the 12Z he can do a studio job anywhere. A shrewd happy man, indeed, is our hero with his new shiny Collins 12Z Remote Amplifier. We say shrewd, because he knows the 12Z is more amplifier for the money than he can buy anywhere else.



COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA NEW YORK, N. Y: 11 WEST 42 STREET

AGAIN - - FIRST

with the Newest



TELEVISION demonstrations, of course—but it has been one of the biggest events in a long time here in Salt Lake, judging from crowds attracted and interest displayed.

What does this mean to you, as an advertiser? It means that the people of the intermountain territory look to KDYL for everything that's newest and most interesting—that they will continue to think of KDYL as the station that "always has it first"—that they will continue to sense KDYL's leadership.

5000 WATTS DAYTIME
1000 WATTS NIGHTS

KDYL

THE *POPULAR* STATION
Salt Lake City, Utah
Representatives:
JOHN BLAIR & COMPANY
Chicago - New York - Detroit
San Francisco - Los Angeles

NBC RED NETWORK

PEARCE A PIONEER
Claims He Conducted Music Broadcast in 1914

NOT YET claiming he is the first person to have conducted a musical broadcast, but wondering if there were any others before him, is Al Pearce, currently heard with his Gang for Dole Pineapple on CBS. His record goes back to 1914—the log of the *USS Sherman* in Washington, D. C., contains the record of the ship having received by wireless telephone a musical program conducted by Pearce.

A lad of 16 at the time, Pearce broadcast over a radio arc transmitter from a station owned and operated by E. A. Portal, located atop the Garden City Bank in San Jose, Cal. Using an Edison "morning glory" type microphone, Al acted as m.c., and then sang with his brother in an act billed as "Al and Cal", with the theme song "Hello, Hawaii, How Are You?", which was the hit of the 1914 season. Currently he is trying to find out if he was the first person to conduct a music-comedy program on the air.

Langendorf Increases

LANGENDORF United Bakeries, one of the Pacific Coast's largest bakery concerns and a major radio advertiser, recently expanded its two network shows. *News Pictorial*, previously heard thrice-weekly on 24 Don Lee stations, changed time, name and format and is now on NBC-Pacific Red network five days a week as *Original Rush Hughes Pictorial. The Phantom Pilot* is now on Mutual-Don Lee two to three times weekly. Langendorf introduced Wheato-Nuts and Dr. Penland's bread in California and Washington this year. Leon Livingston Adv. Agency, San Francisco, is agency.

Rolls Razor in Canada

RICHARDS GLAS Co., Toronto (Rolls Razors) on Oct. 16 will start a campaign of spot announcements to run three to six times weekly on CHNS, Halifax; CJCB, Sydney, N. S.; CFNB, Fredericton, N. B.; CKCW, Moncton, N. B.; CHSJ, St. John, N. B.; CFCF, Montreal; CKAC, Montreal; CFRC, Kingston, Ont.; CJKL, Kirkland Lake, Ont.; CKCR, Kitchener, Ont.; CFPL, London, Ont.; CBO, Ottawa; CKSO, Sudbury, Ont.; CKGB, Timmins, Ont.; CKCL, Toronto; CKLW, Windsor; and a group of western stations. A. McKim Ltd., Toronto, placed the account.

COME AND GET IT!

A ready-made audience with a constant supply of ready cash is the golden combination offered you on WAIR. If it's volume you want—it's here! Come and get it!

WAIR

Winston-Salem, North Carolina

National Representatives
Sears & Ayer



IN ANTICIPATION of two new papas, members of the staff of WJSV, Washington, tossed a baby shower for Joe King, announcer, and Granville Klink, engineer. In front row (l to r) are Margaret Legge, assistant bookkeeper; King and Klink; Gladys Hall, secretary to CBS Vice-President Butcher; middle row, Hugh Conover, announcer; Charles Parker, guest relations; Robert Pilchior, engineer; Elma Williams, secretary to Chief Engineer Clyde Hunt; top row, Donald Saunders, engineer, and Harry McTigue, sports. The King baby, a boy, was born Oct. 11 and the Klink baby, also a boy, Oct. 2.

ABDICATION speech of Edward VIII of England in December, 1936, as recorded by World Broadcasting System, has been placed in the steel Crypt of Civilization at Oglethorpe U, Atlanta, along with other recordings.

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N



N.B.C.

STRIKE OIL IN MISSISSIPPI

"Black gold"—six-thousand barrels per day is being taken from Tinsley Dome, approximately 30 miles north of Jackson.

Drilling activity is underway in Hinds, Warren and Madison counties. "Shooting" continues along the gulf coast.

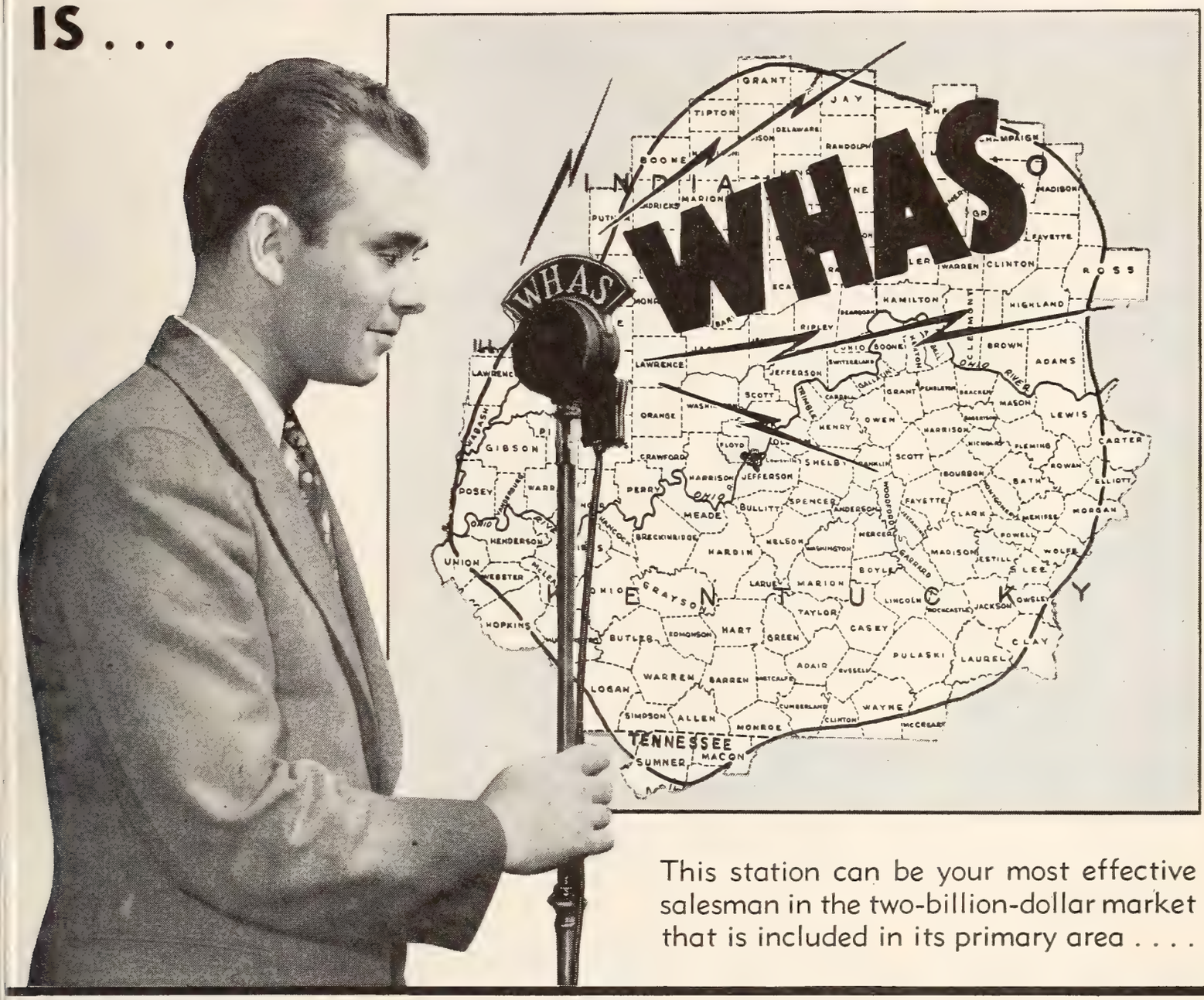
Base prices for leases range from $17.50 to $350 per acre.

Oil fever is already manifest in Jackson and surrounding vicinity. Hotel, office and residential accommodations are at a premium.

Invest your advertising dollars with WJDX. Mississippi's dominant radio station will help you "strike oil" in this rapidly developing market area.

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

THE VOICE OF THIS RICH MARKET IS . . .



This station can be your most effective salesman in the two-billion-dollar market that is included in its primary area . . . .

LOOK AT THESE WHAS POTENTIALITIES

1,292,454 FAMILIES — 1,185,900 RADIO HOMES

$2,214,269,000 Total Spendable Income

$1,296,831,000 RETAIL SALES — $1,492,684,705 BANK DEPOSITS

$153,975,874 INDUSTRIAL PAYROLL

$1,360,831,000 VALUE OF FARM LANDS AND BUILDINGS

(OTHER DATA ON SALES POTENTIALITIES IN THIS AREA AVAILABLE ON REQUEST)

820 Kilocycles—50,000 Watts

WHAS

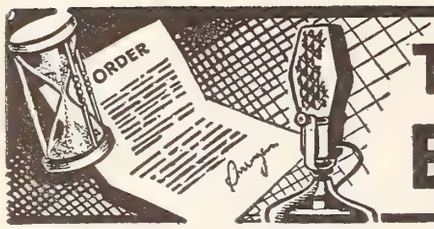
Nationally Represented by Edward Petry & Co.

CBS BASIC STATION

Owned and Operated by

THE COURIER-JOURNAL

THE LOUISVILLE TIMES



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WADC, Akron

Beaumont Labs., St. Louis (4-Way tablets), 100 *ta*, thru H. W. Kastor & Sons, Chicago.
Ludens Inc., Reading, Pa. (cough drops), 60 *sa*, thru J. M. Mathes, N. Y.
Standard Oil Co. of Ohio, Cleveland, 38 *sa*, 350 *sp*, thru McCann-Erickson, Cleveland.
Charles E. Hires Co., Philadelphia (root beer), 75 *ta*, thru O'Dea, Sheldon & Canaday, N. Y.
Bond Clothing Co., Akron, 78 *sp*, thru Neff-Rogow, N. Y.
Oyster Shell Products Co., New Rochelle, N. Y., 52 *sa*, thru Brown & Thomas, N. Y.

KSFO, San Francisco

Quaker Oats Co., Chicago (Aunt Jemima), 2 *sa* weekly, thru Sherman K. Ellis & Co., Chicago.
White King Soap Co., Los Angeles. 5 *sa* weekly, thru R. R. Morgan Co., Los Angeles.
Scott Towel Co., New York (paper towels), 2 *sp* weekly, thru J. Walter Thompson Co., N. Y.
Langendorf Bakeries, San Francisco (Homestead Bread), 3 *sa* weekly, thru Leon Livingston, San Francisco.

KGMB, Honolulu, and KGBC, Hilo

Vick Chemical Co., New York, 39 *t*, thru Morse International, N. Y.
Colgate-Palmolive-Peet, Jersey City, 21 *t*, thru Benton & Bowles, N. Y.
H. J. Heinz Co., Pittsburgh, renewal *sp* series, thru National Export Adv. Service, N. Y.
Euclid Candy Co., San Francisco, *sa* series, thru Sidney Garfinkel Adv. Agency, San Francisco.

KQW, San Jose, Cal.

Folger Coffee Co.. San Francisco, 3 *sp* weekly, thru Raymond R. Morgan Co., Los Angeles.
Industrial Training Corp., Oakland, 2 *sp* daily, thru James R. Lunke Associates. Seattle.
Mutual Citrus Products, Los Angeles (pectin), 13 *t* weekly, thru Charles H. Mayne Co., Los Angeles.

KHJ. Los Angeles

Quaker Oats Co., Chicago. (Magic Ready Mix), 6 *sp* weekly, thru Sherman K. Ellis & Co., Chicago.
Helms Bakery, Los Angeles (chain home deliverey), 5 *sp* weekly, thru Martin Allen Adv., Los Angeles.
Postal Telegraph-Cable Co., New York, 3 *sa* weekly, thru Biow Co., N. Y.

WBBM, Chicago

Airy Fairy Foods, Minneapolis (cake flour), *sp* weekly, thru George H. Hartman Co., Chicago.
Fitzpatrick Bros., Chicago (soap), 10 *sp* weekly, thru Neisser-Meyerhoff, Chicago.
Sears-Roebuck Co., Chicago (retail stores), *sp* daily, thru McJunkin Co., Chicago.

WBNX, New York

Procter & Gamble Co., Cincinnati, 3 *t* weekly, thru Compton Adv., N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 15 *ta* or *sa* weekly, direct.
Ford Motor Co., Detroit. 16 *sa*, thru McCann-Erickson, Detroit.

KDKA, Pittsburgh

Kellogg Co., Battle Creek (All-Bran), 39 *sp*, thru Kenyon & Eckhardt, N. Y.
Chas. B. Knox Gelatine Co., Johnstown, N. Y., 26 *sp*, thru Kenyon & Eckhardt, N. Y.
Little Crow Milling Co., Warsaw, Ind. (Coco-Wheats), 6 *sa* weekly, thru Rogers & Smith, Chicago.
Freedom Oil Works, Pittsburgh, 5 *ta* weekly, thru Albert P. Hill Co., Pittsburgh.
Kemp & Lane, LeRoy, N. Y. (proprietary), 2 *ta* weekly, thru Hughes, Wolff & Co., Rochester.
Air Conditioning Training Corp., Youngstown, 26 *t*, thru National Classified Adv. Agency, Youngstown.
Goodyear Tire & Rubber Co.. Akron (tractor tires), weekly *t*, thru Arthur Kudner, N. Y.
E. L. Knowles Inc., Springfield, Mass. (Rubine), 104 *sa*, thru Lawrence M. O'Connell, Springfield.
Pinex Co., Fort Wayne, 44 *sa*, thru Russell M. Seeds Co., Chicago.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 60 *ta*, thru Joseph Katz Co., Baltimore.
E. I. DuPont de Nemours & Co., Wilmington (Cel-O-Glass), 13 *ta*, thru BBDO, N. Y.

WOAI, San Antonio

Washington State Apples Inc., Seattle, 10 *ta* weekly, thru J. Walter Thompson Co., San Francisco.
Custodian Toiletries, Chicago (cosmetics), 9 *ta* weekly, thru H. W. Kastor & Sons, Chicago.
Mentholatum Co., Wilmington, Del., 6 *sa* weekly, thru Dillard Jacobs, Atlanta.
Duncan Coffee Co., Houston, 3 *t* weekly, thru Steele Adv. Agency, Houston.

WCOU, Lewiston, Me.

Richfield Oil Corp., New York, 10 *sa* weekly, thru Sherman K. Ellis & Co., N. Y.
Carleton & Hovey, Lowell, Mass. (Father John's), 156 *sa*, thru John W. Queen, Boston.

KRGV, Weslaco, Tex.

General Mills, Minneapolis, 262 *t*, 52 *t*, 210 *t*, 155 *t*, thru Blackett-Sample-Hummert, Chicago, Knox Reeves, Minneapolis.

KPO, San Francisco

Tillamook County Creamery Assn., Tillamook, Ore. (cheese), weekly *sp*, thru Botsford, Constantine & Gardner, Los Angeles.

KFEL, Denver

Mountain States Telephone & Telegraph Co., Denver, *sa* series, direct.

WFBR, Baltimore

American Chicle Co., Long Island City, 96 *sa*, thru Badger & Browning, N. Y.
Benrus Watch Co., New York, 364 *sa*, thru J. D. Tarcher & Co., N. Y.
Potter Drug & Chemical Co., Malden, Mass. (Cuticura soap), 312 *t*, thru Atherton & Currier, N. Y.
Ex-Lax Mfg. Co., Brooklyn (proprietary), 32 *ta*, thru Joseph Katz Co., Baltimore.
Household Finance Corp., Chicago, 52 *sp*, thru BBDO, Chicago.
Lea & Perrins, New York (sauce), 52 *sa*, thru Schwimmer & Scott, N. Y.
Vick Chemical Co., New York (Vapo-Rub), 442 *ta*, thru Morse International, N. Y.

WDZ, Tuscola, Ill.

DeKalb Agricultural Assn., DeKalb, Ill. (hybrid corn), 66 *sa*, thru Western Adv. Agency, Racine, Wis.
Atlas Mutual Benefit Assn., Wilmington, Del. (insurance), 3 *sp* weekly, thru Shaffer, Brennan, Margolis Adv. Co., St. Louis.
American Poultry Journal, Chicago, 3 *sa* weekly, direct.
Furst-McNess Co., Freeport, Ill. (food remedies), 2 *sa* weekly, thru Rogers & Smith, Chicago.
Stover Mfg. & Engine Co., Freeport, Ill. (water softener), 2 *sa* weekly, thru Rogers & Smith, Chicago.

WOR, Newark

Howard Clothes, New York, weekly *sp*, thru Redfield-Johnstone, N. Y.
Refrigeration & Air Conditioning Training Corp., Youngstown, weekly *sp*, thru National Classified Adv. Agency, Youngstown.
Procter & Gamble Co., Cincinnati, (Teel). 5 *t* weekly, thru H. W. Kastor & Sons, Chicago.
Bristol-Myers Co., New York (Minit Rub), 3 *sp* weekly, thru Young & Rubicam, N. Y.

KFBK, Sacramento, Cal.

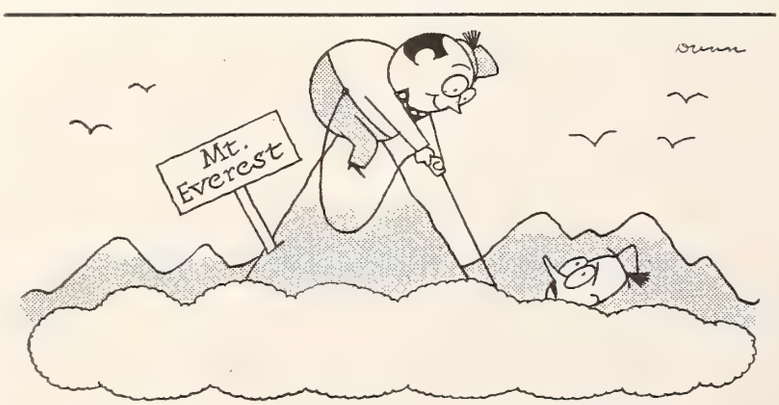
General Sugar Products Co., San Fancisco (sugar), 10 *t* weekly, thru J. Walter Thompson Co., San Francisco.
W. P. Fuller Co., San Francisco (paints), 21 *sa* weekly, thru McCann-Erickson, San Francisco.
White Laboratories, New York (Feenamint), 5 *t* weekly, thru Wm. Esty & Co., N. Y.

WLW, Cincinnati

Willard Tablet Co., Chicago (proprietary), *sa* series. thru First United Broadcasters, Chicago.
Consolidated Drug Co., Chicago, *sa* series, thru Benson & Dall, Chicago.

KRE, Berkeley, Calif.

B. F. Goodrich Rubber Co., Akron (tires), 2 *sa* weekly, direct.



"We're on top in Washington too, since we bought WRC."

Pd. Adv.

CFCF, Montreal

Underwood Elliott-Fisher Co., Toronto (typewriters), weekly *sp*, thru J. J. Gibbons, Toronto.
Royal Canadian Tobacco Co., Toronto, 26 *sp*, thru Metropolitan Bcstg. Co., Toronto.
Fulford Co., Chicago (Dr. Williams pills), 156 *sa*, thru Spot Broadcasting, N. Y.
Wm. Wrigley Co., Toronto (chewing gum), 26 *sp*, thru Tandy Adv. Co., Toronto.
Imperial Tobacco Co., Montreal (Sweet Caporal), 5 *t* weekly, thru Whitehall Broadcasting, Montreal.
Fairbanks Morse Co., Montreal (furnace blowers), 5 *sa* weekly, thru J. J. Gibbons, Toronto.
Dr. J. O. Lambert Ltd., Montreal (cough medicine), weekly *sp*, thru J. E. Huot, Montreal.
Oxo Co. of Canada. Montreal (cubes), 200 *ta*, thru A. McKim, Montreal.
Thomas Lipton Co., London (tea), 79 *sa*, thru Vickers & Benson, Montreal.
Henry K. Wampole & Co., Perth, Ont. (cod liver oil), 63 *sa*, thru J. J. Gibbons, Montreal.

WFAA-WBAP, Dallas-Ft. Worth

Vick Chemical Co., Greensboro, N. C. (Vaporub), 390 *sa*, thru Morse International, N. Y.
Galveston-Houston Breweries, Galveston, 312 *sp*, thru Jay Skinner Adv. Agency, Houston.
Scott Paper Co., Chester, Pa. (Scott towels), 39 *sp*. thru J. Walter Thompson Co., N. Y.
Procter & Gamble Co., Cincinnati (Lava soap), 70 *t*, thru Blackett-Sample-Hummert, Chicago.
Wander Co.. Chicago (Ovaltine), 150 *t*, thru Blackett-Sample-Hummert, Chicago.
General Mills, Minneapolis (Wheaties), 155 *t*. thru Knox-Reeves Adv., Minneapolis.
Brown & Williamson Tobacco Co., Louisville (Big Ben Tobacco), *t*, thru Russell M. Seeds Co., Chicago.
Goodyear Tire & Rubber Co., Akron, 52 *t*, thru Arthur Kudner, N. Y.
Ballard & Ballard, Louisville (Oven-ready Biscuits), 156 *sp*, thru Henri-Hurst & McDonald, Chicago.

CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.

Canada Starch Co., Toronto (corn syrup), 5 *sa* weekly, thru Vickers & Benson, Toronto.
Henry K. Wampole Ltd., Toronto (medicinal), 3 *sa* weekly, thru J. J. Gibbons, Toronto.
Dr. J. O. Lambert Ltd., Montreal (medicinal), 2 *sp* weekly, thru J. E. Huot, Montreal.
Richards Glass Co., Toronto (Rolls Razors), 4 *sa* weekly, thru A. McKim, Toronto.
Northrop & Lyman Co., Toronto (medicinal), 3 *sa* weekly. thru E. W. Reynolds & Co., Toronto.
Grove Laboratories, Toronto (medicinal), 3 *sa* weekly, thru R. C. Smith & Son, Toronto.
Harold F. Ritchie Products. Toronto (medicinal), 4 *t* weekly, thru United Radio Adv. Agency, Toronto.

WHO, Des Moines

Dr. Peter Fahrney & Sons, Chicago (proprietary), 156 *sa*, thru Cramer-Krasselt, Milwaukee.
Goodyear Tire & Rubber Co., Akron, 156 *sp*, thru Arthur Kudner, N. Y.
Manhattan Soap Co., New York (Sweetheart), 39 *sp*, thru Franklin Bruck Adv. Corp., N. Y.
Russel-Miller Milling Co., Minneapolis (Occident flour), 13 *sp*, thru Mitchell Adv. Agency, Minneapolis.
Penn Tobacco Co., Wilkes-Barre (Kentucky Club), 156 *sp*, thru Ruthrauff & Ryan, N. Y.
Kellogg Co., Battle Creek (All-Bran), 13 *sp*, thru Kenyon & Eckhardt, N. Y.

KSL, Salt Lake City

Mountain States Telephone & Telegraph Co., Salt Lake City, *sa* series, direct.

Radio Advertisers

W. P. FULLER Co., San Francisco (paints and varnishes), recently used 35 stations in eight Western states in a special two-week spot announcement campaign to test the radio adaptability of an advertising idea, embodying an offer for an end table for one cent with a $2.99 paint purchase, previously used only in newspaper and magazine copy. McCann-Erickson, San Francisco, handles the account.

STANDARD OIL Co., of California, San Francisco, has contracted with KPO, San Francisco, for 14-weekly time signals for a year. Agency is McCann-Erickson, San Francisco.

SOS MFG. Co. of Canada, Toronto (cleanser) started Oct 1 the *Coucou Club* six times weekly on CHRC, Quebec, as a test. L. J. Haegerty & Associates, Toronto, placed the account.

PIONEER CANNERIES, Seattle (Minced Sea Clams), in a five-week Southern California campaign which started Oct. 9, is using daily participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Agency is J. Walter Thompson Co., San Francisco.

ANDY LOTSHAW BODY RUB, Chicago, has started *Bob Elson's Sports Review*, thrice-weekly quarter-hour series on WGN, Chicago. Neisser-Meyerhoff, Chicago, is agency. The program is sponsored on alternating days by Charles B. Knox Gelatine Co.

BLUE BIRD POTATO CHIPS Inc., Oakland, Cal., in a 30-day campaign which started Oct. 9, is using daily 50-word spot announcements on KWG KROY KARM KERN KLX and KSRO. Agency is Emil Brisacher & Staff, Los Angeles.

FRUIT INDUSTRIES Ltd., Los Angeles & San Francisco (Guasti wine), in a Southern California pre-holiday campaign which started Oct. 9, is using five one-minute dramatized transcribed announcements weekly on KHJ KFXM KVOE KDB KGB KFI and 10 a week on KFOX. Contract is for 12 weeks. Emil Brisacher & Staff, Los Angeles, is the agency.

HOUSTON MILLING Co., Houston, Tex., (American Maid Flour), has started using five times weekly, the quarter-hour transcribed program, *Wade Lane's Home Folks*, on KTRH, that city, in a test campaign, and contemplates extending the series to include eight additional stations in Texas and Louisiana. Giezendanner Adv. Co., Houston, has the account. Transcribed series was produced by Mertens & Price, Los Angeles.



Salesmen's Kitty

SALES staff of KMPC, Beverly Hills, Cal. has started a three-month contest to bring in the largest volume of new business by Christmas. There are no rules to the contest. Only requirement is that business secured must not have been on the station within six months. Each account executive has contributed to a "kitty" which will be awarded to top man at end of the contest. Bob Reynolds, at the present time, leads in the field.

WILLIAM T. THOMPSON Co., Los Angeles, out of radio for some time, to introduce a new soil conditioner, VIT B-1 powder, is conducting a test campaign on KECA, that city, using the weekly *Garden Club of the Air*. Contract is for 13 weeks, having started Oct. 8. A regional campaign is contemplated. Agency is Richard T. Clarke Co., Beverly Hills, Cal.

BORDEN DAIRY DELIVERY Co., San Francisco (dairy products), on Oct. 9 started for 52 weeks a thrice daily six times weekly 10-minute news program featuring Ted Bliss as commentator, on KHJ, Los Angeles. Los Angeles City News Service and INS are used. Firm is also sponsoring similar daily news broadcasts, with John B. Hughes as commentator, on KFRC, San Francisco. Agency is McCann-Erickson Inc., San Francisco.

LOWE BROS Co., Toronto (paints), has started spot announcements on CKCL, Toronto, as a test, and later will expand to cover a number of Canadian stations. Account was placed by MacLaren Adv. Co., Toronto.

CUSTODIAN TOILETRIES Co., Chicago (cosmetics), is using a varying schedule of transcribed spot announcements on WOAI, San Antonio; KGNC, Amarillo; WFAA and KRLD, Dallas; KPRC, Houston; KOMA, Oklahoma City. H. W. Kastor & Sons Adv. Co., Chicago, handles the account.

PEOPLE'S CREDIT JEWELLERS, Toronto (chain stores), has started weekly *Cupid's Corner*, an interview with recently engaged couples, on CFRB, Toronto, and *Musical Gems*, on CKAC, Montreal. Same sponsor on Oct. 8 started Sunday evening network singsong from Toronto on CKCL, Toronto; CKCO, Ottawa; CHML, Hamilton, Ont. Agency is MacLaren Adv. Co., Toronto.

TUCKETT'S Ltd., Hamilton, Ont. (Wings cigarettes) on Oct. 9 started 4 spot announcements daily on 45 Canadian stations, to run till Dec. 30, 1939. Account was placed by MacLaren Adv. Co., Toronto.

WESTERN CANADA Flour Mills, Toronto, has added four additional stations — CFRC, Kingston, Ont.; CFCO, Chatham, Ont.; CKLN, Nelson, B. C.; CHWK, Chilliwack, B. C. —to the 27 stations listed in BROADCASTING, Oct. 1, for the transcribed dramatized show *Cavalcade of Drama*. Account was placed thru A. McKim Ltd., Toronto.

I. J. FOX, Cleveland (chain furriers), on Oct. 11 started sponsorship of the MBS program *The Lamplighter* on WHK, Cleveland, Wednesdays at 10:45 a.m. The quarter-hour program, featuring Jacob Tarshish, is sponsored on WOR, Newark, by A. Goodman & Sons, New York.

G. T. FULFORD Co., Canada (Dr. William Pink Pills), on Sept. 20 for 52 weeks started a campaign of transcribed announcements on 12 Canadian stations. Spot Broadcasting, New York, placed the spots.



LET ONE OF RADIO'S GREATEST PRODUCERS SHOW YOU HOW TO

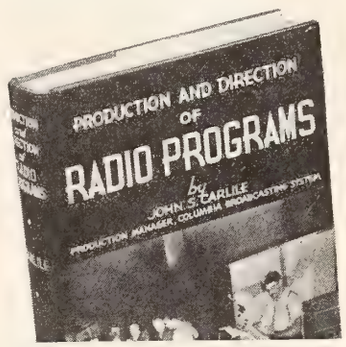
BUILD SHOWS THAT CLICK!

Everything you need to know to get—

- *top-notch shows!*
- *larger listening audiences!*
- *unusual sales results!*

YOU'LL gain years of production experience . . . overnight . . . by letting John S. Carlile show you how to organize, produce and direct successful radio shows. His new book, "Production and Direction of Radio Programs" is the fruit of a busy decade as C. B. S. production manager. It gets down to brass tacks right from the FIRST page.

Here is the A to Z of building shows that click — as entertainment, as commercial broadcasts that sell! You get priceless advice on how to work out your program idea and give it "ear appeal", how to organize the production staff for $50 shows, as well as network extravaganzas, how to balance showmanship with salesmanship. More than 50 illustrations and diagrams give you the most effective studio set-ups for music, dramatic and educational shows.



CAN YOU USE THESE IDEAS AND SUGGESTIONS?

- *How to produce hundreds of sound effects, from pistol shots to church bells;*
- *A complete dictionary of radio terms with illustrations of studio sign language;*
- *How to slant appeal for various audiences;*
- *How to make the most of your studio, microphone and special equipment;*
- *Tested rules for checking your production progress;*
- *How to time your show for smoothness and split-second precision;*
- *How to make a radio speech—(required reading for anyone who is ever likely to go on the air).*

SPECIAL OFFER:

See the book at our risk. **Pay for it only if you decide to keep it. Keep it only if it gives you many times your money's worth. The coupon will bring you this book on approval.**

MAIL NOW

Prentice-Hall, Inc.,
Dept. PP-2, 70 Fifth Ave., N. Y. C.

Send me John S. Carlile's "PRODUCTION AND DIRECTION OF RADIO PROGRAMS" for 5 DAYS' FREE EXAMINATION. After 5 days, I will either send you $3.75, plus 8c postage, or mail the book back to you.

Name .....

Address .....

City ..... State.....

☐ Check here if you prefer enclosing $3.75 with coupon, in which case we pay the postage. Same refund guarantee applies, of course.

(NOTE: N. Y. C. residents add 8c for Sales Tax).

CFCF
MONTREAL

first
IN
CANADA'S
RICHEST
MARKET

The finest of radio entertainment has made CFCF the most listened-to radio station in Canada's metropolis. You can capitalize on this wide bilingual market by using this sales-building medium for *your* advertising message. You'll find that CFCF will build sales for you.

CFCF and Short Wave CFCX
owned and operated by
CANADIAN
MARCONI
COMPANY

Representatives:
CANADA
All Canada Radio Facilities
U. S. A.
Weed & Company
NBC affiliate

CFCF
dominates a
BI-LINGUAL
AUDIENCE
of over
1,000,000

SUPERTEST PETROLEUM Corp. Ltd., Toronto, has expanded its football sponsorship in Canada this season to include broadcasts of all intercollegiate games played in Molson Stadium, Montreal, Little Stadium, London, and Richardson Stadium, Kingston. The broadcasts will be heard in the home cities of the visiting clubs and in some cases additional stations will be used. Vickers & Benson Ltd., Toronto and Montreal, handle the account.

CORN PRODUCTS Refining Co., New York (Karo), is sponsoring the juvenile transcription series, *Adventures of Ace Williams*, produced by Charles Michelson, on KGU, Honolulu, starting Oct. 15. Gotham Adv. Co., New York, handles the account.

COMET RICE MILLS, Beaumont, Tex., (packaged rice), in a four-week Southern California campaign which started Oct. 2 is using daily participation in the combined *Sunrise Salute* and *Housewives Protective League* on KNX, Hollywood. Freitag Adv. Agency, Atlanta, has the account.

CAMPBELL SOUP Co., Camden (soup), is sponsoring for 26 weeks the 6-weekly *Radio Reporter* on KPO, San Francisco. Agency is Ward Wheelock Co., Philadelphia.

MILES LABORATORIES Inc., Elkhart, Ind. (Alka-Seltzer), is sponsoring nine college football broadcasts on WOWO, Fort Wayne, on consecutive Saturdays starting Sept. 30, carrying either the games of Indiana U or Purdue. Wade Adv. Agency, Chicago, handles the account.

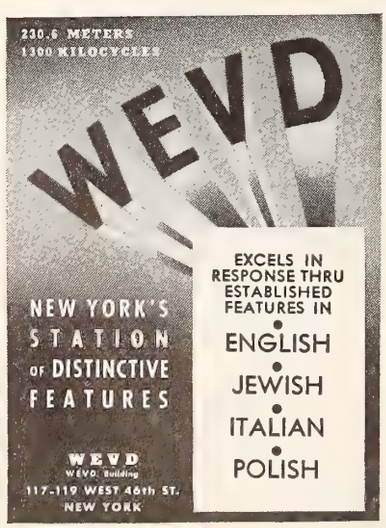
WIND, Gary, Ind., is broadcasting the October races at Sportsman Park, Chicago, by arrangement with the National Jockey Club. Ted Williams and Frank Ashley air the races, jointly sponsored by Walgreen Drug Co. Garcia Grande cigars, Twenty Grand, Spud, Kreml hair tonic and Studebaker Sales.

WANDER Co., Chicago (Ovaltine), has added WHK, Cleveland, and WKBN, Youngstown, O., to the list carrying twice-weekly spot announcements [BROADCASTING, Sept. 1]. Blackett-Sample-Hummert, Chicago, is agency.

QUAKER OATS Co., Chicago, which has appointed Ruthrauff & Ryan, that city, as agency for its Puffed Wheat and Rice. is using *Stop Me if You've Heard This One*. featuring Milton Berle on 53 NBC-Red stations, Saturday, 8:30-9 p. m.

BATHASWEET Corp., New York, on Oct. 15 continues its news program campaign for Bathasweet soap adding WEAF. New York, with the *Sunday News Highlights* program from 11:30 to 11:45 a. m. Agency is H. M. Kiesewetter Agency, New York.

STANDARD OIL Co. of California, San Francisco, is sponsoring broadcasts of 34 local football games on KGMB, Honolulu. Agency is McCann-Erickson, San Francisco.



Well Known

LISTENER letter recently received by Proctor & Gamble, Cincinnati, was addressed, "To Ivory Soap, in Care of the Station to which I Am Listening".

SOUTHERN CALIFORNIA Chevrolet Dealers Assn., Los Angeles, in a 10-day campaign ending Oct. 16, scheduled an average of 14 spot announcements daily on 8 Southern California stations, KHJ KGB KDB KFXM KVOE KPMC KVEC KXO. Agency is Campbell-Ewald Co., Los Angeles.

PHOENIX LAUNDRY & DRY CLEANING Co., Phoenix, placing direct, on Oct. 8 started sponsoring weekly the transcribed quarter-hour serial, *My Prayer Was Answered*, on KOY, that city. Contract is for 30 weeks. Serial was produced by Fields Bros. Radio Corp., Hollywood.

J. S. WILLIAMS, formerly sales manager of the Sunbrite Cleanser division of Swift & Co., Chicago, has joined Chappel Bros., Rockford, Ill., as vice-president in charge of sales and advertising.

70% Have One Rate

RESPONSE to a query concerning the difference between local and national rates sent by Donahue & Coe, New York, to all stations with whom the agency had placed spot announcements advertising the M-G-M motion picture, "The Women", shows that about 70% of these stations have only one rate, with no distinction between national and local advertisers, according to D. R. Parman, radio director of the agency.

Premiums Are Offered By 60% of Sponsors on NBC Nets, Says James

APPROXIMATELY 60% of all advertisers on NBC make some kind of offer to their listeners, E. P. H. James, sales promotion manager of the network, stated at the opening session of the fifth annual Atlantic Coast Premium Exposition, held under the auspices of the Premium Assn. of America at the Hotel Astor, New York, Oct. 2-6. Of these, about two-thirds ask for cash, usually ten cents, he said.

Tracing the history of premiums on the air since Oct. 1, 1930, when NBC first granted an advertiser permission to announce an offer over the network, Mr. James said the chief motives behind such offers are to separate prospects from other listeners, to get tangible evidence of listening—although he added that the latter reason was largely invalid since no one has ever been able to establish any dependable relationship between the response to an offer and the size of the listening audience, and to send listeners into the dealers' stores.

Describing the various types of premiums that have been successfully offered over the air, Mr. James said that contrary to general opinion only about 15% of all offers are aimed at the juvenile audience. Most offers are made to the feminine audience, he added, with very few appeals aimed at the men. To be most successful in radio, he said, the premium should have a short, attractive name, identified if possible with either the program or the sponsor.

Happy Joe's
"EARLY MORNING FROLIC" IS STILL
THE BEST BUY IN THE DETROIT AREA

ANALYSIS OF PROGRAM AUDIENCES
(7:30 to 7:45 A. M.)

STATION	TOTAL 143 Radios On No.	%
WWJ	28	19.58
WJR	32	22.38
WXYZ	27	18.88
CKLW	53	37.06
OTHERS	7	4.90

Results of a 3-day survey conducted for one of Detroit's Radio Stations (Time, 7:30 to 7:45) proves again . . . CKLW FIRST
WITH MORNING AUDIENCES



NEIL PETREE, president of Baker Bros., Los Angeles (left), largest retail furniture store in the United States, takes a vital interest in the radio activity of the firm he heads and is pictured with Edgar Harrison Wileman, commentator (right), on a recent *Background for Living* program, sponsored by the store on KNX, Hollywood. The thrice-weekly quarter-hour program originates from the radio studio which Mr. Petree recently built in the store's 11th story auditorium in downtown Los Angeles. Mr. Petree designed the program, previous radio activity having been confined to spot announcements and participations. Mr. Wileman, head of the firm's interior decoration department, was chosen commentator. Mr. Petree appears at intervals to "confirm the commercials."

Spots Promote Contest

TOTAL of $1,000 in cash, with $500 as first prize and 202 smaller prizes, is being offered for a two-week contest period, Oct. 16-27, by Colgate-Palmolive-Peet Co., Jersey City, on its *Ellen Randolph* program, which started Oct. 9 on a split NBC-Red and Blue network on behalf of Concentrated Super Suds. Prizes are given to listeners sending in the best answers to the problems faced by Ellen Randolph, the program's featured character. The problems are posed only on the program so contestants must listen in order to compete, while advance transcribed announcements are used on stations carrying the program promoting the contest, but not the product. Benton & Bowles, New York, is the agency.

KONDON MFG. Co., Minneapolis, on Nov. 15 starts thrice-weekly weather reports for Kondon's Nasal Jelly on Larry Elliot's *Rising Son* early morning program on WABC, New York. Agency is Addison Lewis & Associates, Minneapolis.

WRNX
5000 WATTS
DAYS
Coming events cast their shadows..
No change in programming or policy. Better service to Metropolitan New York including its 6,982,635 foreign citizens.
Now operating 1000 WATTS DAY AND NIGHT WBNX NEW YORK
The Station that Speaks Your Language

Tired Hands

WHITE cotton gloves, the gift of John C. Roberts Jr., vice-president of the *St. Louis Star-Times*, and Ray V. Hamilton, manager of KXOK, St. Louis, the *Star-Times* station, recently were presented Clarence G. Cosby, KXOK sales manager, to remedy the dull ache entering his hands from continually congratulating KXOK salesmen for bringing in 30 new contracts during September and continuing the run at the rate of two a day during October. Among national accounts brought in during the fall rush KXOK lists Wander Co. (Ovaltine), Chicago; Willard Tablet Co. (proprietary), Chicago; Gospel Broadcasting Assn., Los Angeles, and Sinoze Co. (proprietary), Chicago.

Royal Dessert Serial

STANDARD BRANDS, New York (Royal Desserts), on Oct. 5 started for 52 weeks, *Those We Love*, a dramatic serial, on 53 NBC-Red stations, Thursday, 8:30-9 p.m. (EST), with West Coast repeat, 9:30-10 p.m. (PST). Serial is written by Agnes Ridgeway. Calvin Kuhl of J. Walter Thompson Co., Hollywood staff is producer for the time being. He also produces the weekly NBC *Chase & Sanborn Hour* for the same sponsor. Cast includes Nan Grey, Donald Woods, Helen Wood, Alma Kruger and Virginia Sales. All were in the serial when *Those We Love* was sponsored by Pond's a year ago. Eddy Kay leads the orchestra.

Junket's Spots

JUNKET FOLKS Co., Toronto (food) on Oct. 16 starts 100 transcribed announcements three times weekly on CHNS, Halifax; CFCY, Charlottetown, P. E. I.; CFCF, Montreal; CHLP, Montreal; CBO, Ottawa; CKCL, Toronto; CKSO, Sudbury, Ont.; CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CKOC, Hamilton, Ont.; CKPR, Fort William, Ont.; CKY, Winnipeg; CKCK, Regina, Sask.; CFQC, Saskatoon, Sask.; CKBI, Prince Albert, Sask.; CJOC, Lethbridge, Alta.; CFAC, Calgary; CJCA, Edmonton; CFGP, Grande Prairie, Alta.; CKOV, Kelowna, B. C.; CKWX, Vancouver. A. McKim Ltd., Toronto, placed the account.

Fougera on Trio

E. FOUGERA & Co., New York, during the first week in October started a campaign of three spot announcements weekly for Vapex cold remedy on KFI, Los Angeles, KOMO, Seattle, and KGO, San Francisco. Small & Seiffer, New York, handles the account.

New Jamboree Stars

LULU BELLE and Scotty, hillbilly team featured on NBC's *National Barn Dance* for the last six years have been signed by WLW, Cincinnati, to headline the *Boone County Jamboree*. Transferring from Chicago to Cincinnati, they made their bow to WLW's audience Oct. 7. The well-known pair in real life are Mr. and Mrs. Scott Wiseman.

Rit Dye on 4

RIT PRODUCTS Co., Chicago (dyes), has returned to the air with a small spot campaign on three stations. For its new laundry whitener, the firm is using thrice-weekly recorded programs on WCLS, Joliet, Ill., featuring Harry Caray in interviews with shoppers. On WSAI and WKRC, Cincinnati, the firm has started four and thrice-daily spot announcements respectively for its curtain dye. Young & Rubicam, Chicago, handles the account.

National Biscuit Test

NATIONAL BISCUIT Co., New York, will shortly begin testing a juvenile quiz show in the interest of Cubs. Program, to be broadcast a half-hour weekly on a Detroit station, not yet selected, will be given a 13-week try-out and if successful will be extended nationally. Lord & Thomas, New York, is the agency.

KGVO
Dominates the largest wholesale center between Butte and Spokane.
Statistics prove it!
Advertisers know it!
Send for ALL the facts.
National Representatives
BURN-SMITH CO., INC.
New York and Chicago
5000 w. day ● 1000 w. night
MISSOULA • MONTANA

ARE SALES "N. G." IN O. K. (Ky.)?
You can be a philanthropist if you like. You can give the folks in O. K., Chicken Bristle, and Turkey Hash (Ky.) some radio entertainment, all right—but don't expect a sensational sales increase—and *don't* use WAVE! For WAVE can't give you the back hills and valleys. We give you *the Louisville Trading Area*, and a million people who buy more than all the rest of the State combined. If *that's* what you want, drop us a line!
LOUISVILLE'S WAVE
INCORPORATED
1000 WATTS • • • 940 K.C. • • • N.B.C.
NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

"PAUSE for Station Announcement"

WBIG
in Greensboro, N.C.

now broadcasting with the newest type Western Electric transmitter and most modern antenna system, in the richest and most populous area in the South, with a power of

5000 Watts Day
1000 Watts Night

Where Business Is Good

WBIG is the dominant station in the richest and most populous area in the South. Greensboro, North Carolina, home city of WBIG, centers a fifty mile radius that shows more automobile registrations, more population, more annual wages paid and greater value of manufactured products than any other southern city.

Write Edney Ridge, director, for "3 GREAT MARKETS". Its free for the asking.

COLUMBIA AFFILIATE

IN GREENSBORO, N.C.

George P. Hollingbery Co.,
National Representatives

Agencies

JOHN M. DOLPH, formerly assistant to Donald W. Thornburgh, CBS Pacific Coast vice-president, Hollywood, has been appointed to an executive post with Young & Rubicam, New York. His department will concentrate on advertising research and general coordination with other branches of the agency. Before joining CBS on the West Coast he was associated with N. W. Ayer & Son in New York as a radio producer.

MITCHELL SUTHERLAND, formerly promotion manager of the *Los Angeles Examiner*, recently was named manager of Ruthrauff & Ryan's Seattle office. He succeeds Frederick Duerr, recently transferred to San Francisco.

JAMES R. LUNKE & Associates has closed its Chicago office. Main office will remain in Seattle in the Joseph Vance Bldg. Miss F. M. Landwehr, formerly head of the Chicago office, has joined Mr. Lunke at the agency's Seattle office.

PHIPPS RASMUSSEN, formerly with with the research department of J. Walter Thompson, recently joined the markets division of McCann-Erickson, San Francisco. He was succeeded by J. A. Privett, Jr.

EDWARD A. CASHIN, former manager of Barron Collier, Minneapolis, and William L. Robinson, formerly in the promotion and sales merchandising department of General Mills, Minneapolis, have joined the Minneapolis office of BBDO.

CURTIS G. PRATT, for four years manager of the merchandising department of Young & Rubicam, New York, has been elected vice-president in charge of the agency's contact department. John M. Van Horson, a member of the merchandising staff, succeeds Mr. Pratt.

McGivena Opens Agency

L. E. McGIVENA has resigned as president of Briggs & Varley, New York, to open his own advertising agency, L. E. McGivena & Co., at 444 Madison Ave., New York. Telephone is Plaza 3-7422. Mr. McGivena was formerly with Lennen & Mitchell, New York, and previously with the *New York News* for 16 years in charge of promotion, research and merchandising service. He became well known for the "Tell It to Sweeney" advertisements for the *News*. Vice-presidents are J. Mitchel Thorsen, recently an associate of the Edward L. Bernays public relations organization, and T. W. Seckendorff, of Atherton & Currier, New York. Harry Varley, former head of Briggs & Varley, has rejoined the agency following his resignation as advertising manager of Schick Dry Shaver Co., and will replace Mr. McGivena as president.

CARL STANTON, who has been producing the *Bob Hope* program on NBC for Pepsodent Co. in Hollywood, on Oct. 9 returned to the New York office of Lord & Thomas to handle radio programs for Lucky Strike cigarettes. Mr. Stanton succeeds George McGarrett who resigned recently.

THOMAS LUCKENBILL, talent buyer and account executive on the Lux account at J. Walter Thompson Co., New York, on Nov. 18 will marry Junia Culbertson of Washington, D. C.

VIRGINIA GATES has resigned as publicity director of Lennen & Mitchell, New York, and has not announced her future plans.

TOD RUSSELL, formerly announcer at CFRB, Toronto, has joined the radio department of Ronalds Adv. Agency, Toronto.

WATSON HUMPHREY, formerly of Livingston Agency, San Francisco, and more recently of the production department of KYA, that city, has joined the radio production department of Russell M. Seeds Co., Chicago.

EDWARD LASKER, radio director of Lord & Thomas, New York, was in Hollywood during early October to confer with Tom McAvity, radio department manager in that city.

JIM BEALLE, Pacific Coast radio publicity director of J. Walter Thompson Co., Hollywood, is the father of a 6½-pound boy born Oct. 4.

ADOLPH L. BLOCH Advertising Agency, Portland, Ore., has purchased the Wm. Joplin Adv. Agency, established in 1936, and combined both enterprises in the Bloch offices in the Graphic Arts Bldg., Portland.

ERNEST FRANK, formerly with Hearst newspapers and more recently with the *San Francisco Examiner*, has founded Ernest Frank Associates, advertising agency in Monterey, Calif. Associated with him are Phyllis L. Smith, Malcolm Dewees, Ronald Johnson and Nina Post.

GEORGE P. BUENTE, formerly an account executive of Addison Vars Agency, Buffalo, has been placed in charge of the radio and radio merchandising department of Fonda-Haupt Co., New York.

CHESTER S. HENDRY, for the last six years copy chief in the Chicago office of Ferry-Hanly Co., has rejoined the copy staff of Charles Daniel Frey Co., Chicago.

S. M. BALLARD has been appointed copy chief of Gardner Adv. Co., St. Louis.

HAROLD KEMP, executive of Stack-Goble Adv. Agency, New York, was in Hollywood Oct. 2 for the start of the NBC *Sherlock Holmes* program, sponsored by Grove Laboratories, St. Louis.

DON BERNARD, formerly in charge of West Coast production for CBS, has joined the radio department of William Esty & Co., New York.

BENJAMIN POTTS of the radio department of N. W. Ayer & Son, New York, on Oct. 4 started a weekly course in radio drama at the Ballard School, New York.

CARL WESTER & Co., Chicago program firm, has moved to Suite 818, 360 N. Michigan Ave.; phone, Randolph 6922.

A. Fairbarn Smith

A FAIRBARN SMITH, 44, assistant general manager of A. McKim Ltd., Canadian agency, died at Montreal Oct. 4. Born in Chicago in 1896 and educated at McGill U, he saw service in the World War with a Canadian artillery unit. Invalided home in 1917 he worked in advertising agencies in the United States till 1921, joined Brigdens Ltd., Toronto photo-engravers, as manager of creative department. In 1931 he joined the Montreal office of A. McKim Ltd., and was elected a director of the firm in 1937. He is survived by his wife, two daughters and his mother.

Available Now!

WWVA
KIDDIE SHOW

WWVA

Two-hour Saturday morning entertainment from stage of State Theatre.

1½ hours of motion pictures and 30-minutes amateur broadcast.

Just released by soft-drink manufacturer, who wound up summer campaign with contest which drew 197,284 bottle caps.
Price—

$98.50

Including theatre, talent, motion pictures, M. C., station time and production costs.

Top Sales and Good-will Show

5,000 WATTS AT WHEELING, WEST VA.
COLUMBIA Station at Eleven-Sixty
on 2,085,666 Radio Dials
JOHN BLAIR CO — National Representatives

WFBG
ALTOONA PENN.
providing the ONLY full coverage of the Altoona trading area
announces its
AFFILIATION WITH NBC-RED
and
FULL TIME OPERATION

Reps

M. H. PETERSEN, formerly manager of KFNF, Shenandoah, Ia., has joined the Chicago radio staff of Reynolds-Fitzgerald, Inc., national representative firm, and with Ed Allen will represent the firm's list in the Midwest. Mr. Petersen was formerly assistant sales manager of NBC-Chicago and later manager of the radio department of Blackett-Sample-Hummert, Chicago. During 1935-36 he was national sales manager of Hearst Radio, New York.

KENT GODFREY, formerly with Roy Barnhill Inc., publishers representatives, and the Hearst newspaper organization in New York, has joined the New York office of Forjoe & Co., foreign language station representatives.

TRANSAMERICAN Radio & Television Corp., national representative firm, has moved its Chicago office to 230 N. Michigan Ave.

KARM, Fresno, Cal., has named Weed & Co., as national representative.

WALTER BIDDICK Co., Los Angeles, has been appointed Pacific Coast representative of WIBW, Topeka, Kan.

WKST, New Castle, Pa., has named Burn-Smith Co. as its national representative.

HOWARD H. WILSON Co. announces its appointment by WIBC, Indianapolis.

WHAI, Greenfield, Mass., has named Joseph Hershey McGillvra as national representative.

CANADA PACKERS, Toronto, has started a series on CJRM, Regina, Sask., designed to inform producers of meat products of ways to increase revenue. Account was placed direct.



FINAL program of the CBS *Women in the World of Tomorrow* series presented Mrs. Franklin D. Roosevelt, who later asked to see the equipment. Here she is with George Putnam (left) and Bob Trout, CBS announcers.

Mueller on Blue

C. F. MUELLER Co., Jersey City on Oct. 2 started a quarter-hour serial program titled *Thunder Over Paradise* in the interest of its macaroni products on NBC-Blue network. The program, written by Fayette Krum, is heard Mondays through Fridays, 10-10:15 a.m. Agency in charge is Kenyon & Eckhardt, New York.

Godfrey for Richfield

RICHFIELD OIL Corp. of New York, on Oct. 23 starts a 20-week campaign of one-minute spot announcements twice daily featuring Arthur Godfrey, announcer of WJSV, Washington, on discs on 35 stations throughout the country. Sherman K. Ellis, New York, is agency.

AGENCY Appointments

WHITE LABORATORIES Inc., Newark (Feen-a-mint), to Baker Adv. Agency, Toronto, on Canadian advertising.

KLEARFLAX LINEN Looms Inc., Duluth, Minn. (wool and linen floor coverings), to McCord Co., Minneapolis.

MIAMI INDUSTRIAL Bank, Miami, Fla., to Carlton Adv. Agency, Miami.

WM. S. SCULL Co., Camden (Boscul coffee, tea), to Compton Adv., N. Y. No media plans have been made as yet.

ZONITE PRODUCTS Corp., New York (Zonite), to H. W. Kastor & Sons Adv. Co., N. Y.

VITA SELTZER Sparkling Water Co., San Francisco, to Cesana & Associates, San Francisco.

PATON Corp., New York (Yuban coffee), to Campbell-Ewald Co., N. Y.

SCHUKEL & Co., Sunnyvale, Cal. (Rancho soups), to Lord & Thomas, San Francisco.

SUTLIFF TOBACCO Co., San Francisco (Heine's Blend), to Theodore B. Creamer Advertising, Hollywood.

OVERLAND PACKING & Beverage Corp., Long Island City, New York (Coffo), to Norman A. Mack & Co., New York. Radio may be included in 1940 advertising but not definite.

EASTERN WINE Corp., New York (Chateau Martin wines), to H. C. Morris & Co., New York. Radio may be used after first of next year.

BOB WHITE FROSTED FOODS, New York, to Philip Ritter Co., New York. No advertising plans made as yet.

NORWEGIAN GOVERNMENT (dried codfish), to Friend-Weiner Adv. Co., New York. Foreign language quarter-hour programs will be used thrice weekly, it is understood, probably on WOV, New York, WPEN, Philadelphia, and WCOP, Boston.

STANDARD ANTISEPTICS Corp., New York (Dob-Ene, I Kleer), to Jasper, Lynch & Fishel, New York. May use radio.

PETER DOELGER BREWING Co., Harrison, N. J. (Lambic beer), to Atherton & Currier, New York. No media plans.

CHAMBERLAIN Laboratories, Des Moines (hand lotion), to L. W. Ramsey Co., Davenport, Ia.

GLO-CO Co., Los Angeles (hair dressing), to Barton A. Stebbins Adv., Los Angeles.

PANCRUST-PLATO Co., Houston (Crustene shortening), to Tracy-Locke-Dawson, Houston.

George Weston Discs

GEORGE WESTON Ltd., Toronto, (biscuits) on Oct. 15, started *Smiling Ed McConnell* transcriptions weekly on CFRB, Toronto, and plans after Jan. 1, 1940, to place the program on 17 Canadian stations. Richardson-Macdonald Adv. Agency, Toronto, placed the account.

Objectivity For Sale

Background, not opinion; research, not rancor, furnish the color which has made Ray Dady's "Sidelights on the News" over St. Louis KWK a standout news program for years. Dady, pioneer newscaster of the Middle West, brings his incisive presentation of the things that make news to a news-hungry audience five days a week. He parades the news against a back-drop of experience which few radio newscasters possess. Two years as secretary to a U. S. Congressman, five years as a government employee in Washington, six years of radio presentation, combine with a clear, forceful style to demand audience respect for his views.
Right now, "Sidelights on the News" is available for sponsorship. Call St. Louis KWK or Paul Raymer.
Pd. Adv.

KMBC Communique about a.....
FRIEND TO FARMERS



PHIL EVANS, widely known livestock market analyst, probably has spoken to more farmers than any other man in America. He has given talks to farmers about their livestock problems in nearly every state, and has just completed a year's daily broadcasts on 45 NBC stations. October 1, Phil Evans joined KMBC, Kansas City, as Director of Farm Service, where he will coordinate farm broadcasts of the station with various governmental agencies in the area, and will direct the efforts of a large staff to give Middle Western farm listeners more complete service on world news, livestock, grain, produce and other commodity market reports, and vital, up-to-date information on farming.

● WE'RE SOCKING 27 STAFF PEOPLE into KMBC's Early Morning Farm Program to make it the MiddleWest's most complete service to farmers. You'd be surprised how little you need put into it to reach the tremendously prosperous RURAL audience of KMBC. Ask Free & Peters about 5 AM to 6:45 AM and 12 Noon to 12:30 PM.

KMBC
OF KANSAS CITY
The Program Building and Testing Station

TOPS in *Showmanship*

Curtain going up! Among the outstanding NBC Programs presented coast to coast are several **originating here** in Syracuse. And there are also plenty of others running locally — of network calibre — that will produce results to satisfy the most exacting Advertiser.

Listen to our Network Programs. Write for details about these **Tested** Shows. And then you, too, like our Advertisers, will realize why WSYR is "Tops In Showmanship."

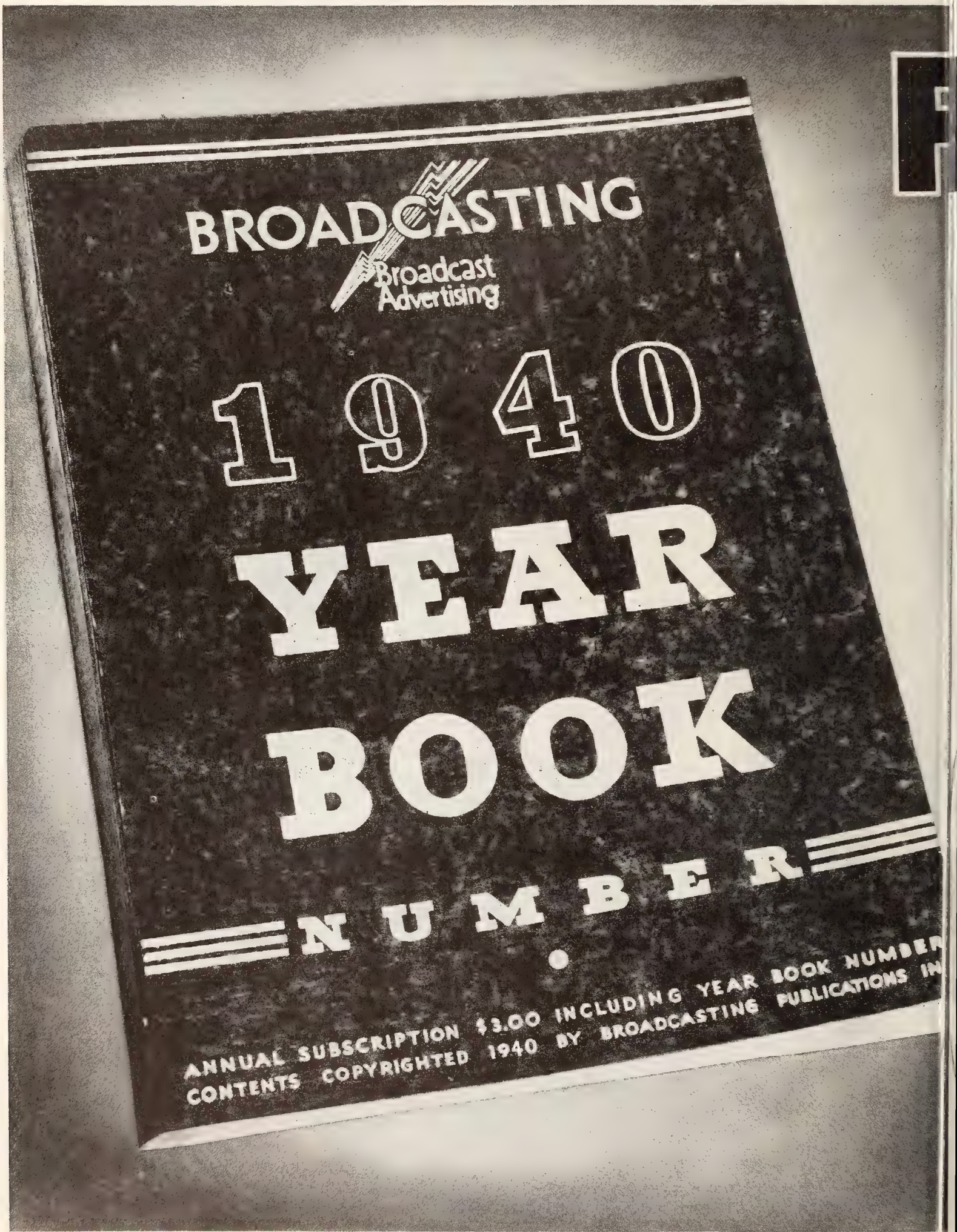
NBC Red

NBC Blue

WSYR

Tops in SYRACUSE

PAUL H. RAYMER CO. Representatives NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO


BROADCASTING
Broadcast Advertising
1940
YEAR BOOK
NUMBER
ANNUAL SUBSCRIPTION $3.00 INCLUDING YEAR BOOK NUMBER
CONTENTS COPYRIGHTED 1940 BY BROADCASTING PUBLICATIONS IN

IRST AID

for the Radio Advertising Industry



PRIOR to 1935 no "first aid" directory source existed in the radio advertising industry. Those were sad days. Long hours were spent in vain research. Time-buyers, account executives, advertising managers, station managers, chief engineers—a whole industry—were in a constant question-and-answer quandary.

Naturally, a Yearbook was needed. So in 1935 the editors of BROADCASTING published the BROADCASTING YEARBOOK Number, first of its kind, with scores of fully-indexed directories and documentary reference data . . . large, well-tabulated, easy-to-read and easy-to-use pages . . . a completely reliable and useful volume.

Cast in the same mold, with yearly refinements, came the 1936, 1937, 1938 and 1939 YEARBOOK Numbers . . . a succession of indispensable, every-day tools for a growing industry.

The 1940 BROADCASTING YEARBOOK Number now is in process of production. Many new features are being added . . . some at the suggestion of the men who use it most, the time-buyers. As before, the new edition stresses *utility.* It must work for everyone in the industry, everyday. Not a museum piece or "special edition", the 1940 YEARBOOK Number will get greater use than ever before.

Small wonder, then, that the 1940 BROADCASTING YEARBOOK Number, the year-round advertising buy at regular issue rates, is your *first* advertising choice of the year.

one page, $192 • half page, $108 • quarter page, $60

frequency rates on request

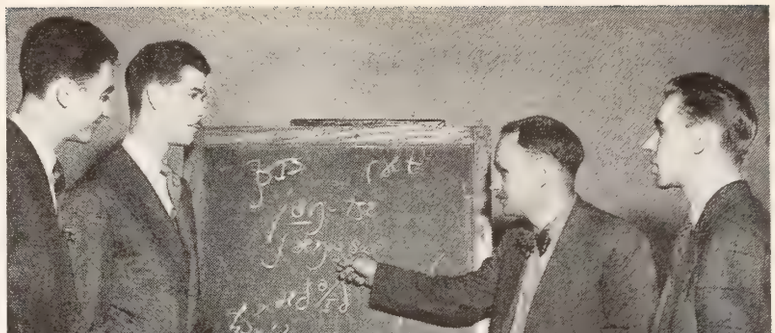
Reserve Space Now



KOIL

OMAHA'S BASIC COLUMBIA OUTLET

Don Searle, Gen'l Mgr.
Katz Agency Nat'l Repr.



PHONETIC SYMBOLS draw the attention of CBS announcers as Prof. W. Cabell Greet, well-known authority on American speech, points out gradations in enunciation and errors in pronunciation during a conference with members of the network's announcing staff. Listening attentively as he brings out a fine point are Mel Allen, Charles S. Arlington (at left) and Charles Stark (far right), all of them CBS announcers.

Announcers Have a Word for It

(*Continued from Page 24*)

especially for young people. It deserves mention particularly because of its improved phonetic key.

A sensible person should keep his own speech ways, his own phonetic patterns, when he finds them in good use, even if they are regarded by one dictionary or another as somewhat less to be preferred than others. A man who strives to cut himself off from his roots is suffering from a psychological ailment, and he is courting other troubles. His speech probably will sound false and "ham", his phrasing will be bad, he will tend to speak in single words instead of in phonetic groups, he is apt to overstress the fancy pronunciations that are false for him, and try as he may, he will be inconsistent.

This is not to say that one cannot and should not improve speech, but improvement is best undertaken along the lines of the phonetic pattern native to the speaker. It is not wise to teach or to ask a Midwesterner or Southerner to speak like an Easterner, or to ask either to acquire a British pattern. It is unforgivable to make anyone distrust the fundamentals of his speech—his most characteristic and most important means of expression. It should not be done unless his speech ways are very bad indeed—and never in response to any half-baked, eclectic so-called "standard English".

We must admit that the announcer has a difficult role. Though he is associated with cosmopolitan events, he is not so traveled nor so well educated as his duties really demand. An old-fashioned general education or its equivalent is a requirement for the job, but education alone cannot make a good announcer. For all his shallow fame, he does not receive from listener or producer the kind of respect that his position deserves.

CAREFUL DICTION
Sought by WFIL in Private Announcers' Quiz

CALLING attention to what he terms "the Philadelphia lingo", Samuel R. Rosenbaum, president of WFIL, Philadelphia, recently furnished WFIL announcers with a pronunciation quiz sheet for individual "private quiz", containing both the approved pronunciations and "the surrounding Philadelphia patois" to which local announcers might become susceptible. Emphasizing the need for radio announcers to keep their diction "just a trifle better than the average of the listening audience, rather than a trifle looser", and cautioning them not to get "too far out ahead" of the listeners, Mr. Rosenbaum included in his list:

"Do you say nooz or nyooz for news? I toldeem or I told him? Atsa-stuff or that's the stuff? Ah'll do it or I'll do it? Dub-ya or double-u for W? Mih-yun or mill-yun for million? Fildeffia or Filadelfia? Skookle or Skoolkill for Schuylkill? Come awn or come ahn for come on? Jellmen or jennle-men or gentlemen? Dennis or dentist? Connie-nennle or continental? Innimate or indimate or intimate? Idly or Itly or Italy?"

Jay Franklin to Record Weekly Quotation Series

JAY FRANKLIN, pro-New Deal Washington newspaper columnist and radio commentator, has announced plans to produce a weekly quarter-hour transcribed series of current events commentaries based on quotations from public figures. Titled *Washington Quotes*, the series is to consist of short quotations of well-known personalities read alternately by two or three separate voices, and interpolated between factual explanations of the news highlights of each week, according to Mr. Franklin. It is also contemplated to include a personal quotation by one public figure in each program, along with the indirect quotations read by announcers.

Quotes are to be secured both by direct contact with the speakers through the Franklin news organization, and from regular news service coverage. Merchandising and production plans are still in the formative stage, but Mr. Franklin stated it was planned to start actual production on the program before the first of the year. World Broadcasting System will cut the transcriptions.



"Yes - we have no used pianos"

In which we tell of the power of Oregonian Radio Station KEX to make sales for United Piano Company

● Tuning up an effective radio sales program for used pianos is a matter of getting the right idea, the right station, and sticking to a consistent schedule. United Piano Company of Portland had the right idea when they developed a three time a week demonstration broadcast direct from their showroom. And United had the right station when they selected KEX.

H. T. Howell, of United Piano Company, tells what happened:

"KEX has pulled our sales cost down and pushed our sales volume up. Time and time again we have cleared the floor of used pianos by means of our broadcasts, and we have also shown a big increase in the sale of new pianos. KEX is doing a splendid job."

H. T. Howell

MORAL: *Hitch your radio program to KEX or KGW and watch the Northwest sales roll in.*

KGW 620 KC 5000 WATTS DAYS 1000 WATTS NIGHTS NBC RED

RADIO STATIONS OF THE OREGONIAN PORTLAND • OREGON

KEX 1180 KC 5000 WATTS CONTINUOUS NBC BLUE

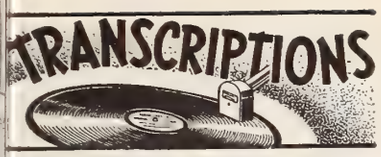
National Representatives—EDWARD PETRY & CO. INC.
New York Chicago Detroit St. Louis San Francisco Los Angeles

Advertisers using recorded programs pick stations using the best available equipment. That's why you need Fairchild Recorders, Amplifiers and Transcription Turntables.

"... it had to satisfy Fairchild first"

FAIRCHILD
Sound Equipment Division
AERIAL CAMERA CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

TRANSCRIPTIONS



FREDERIC W. ZIV Inc., Cincinnati, has announced a new transcribed show, *Lady of Millions*, starring May Robson, and consisting of 105 quarter-hour programs written by Hector Chevigny. Complete merchandising tie-ins with the star are available for local sponsors. The series was originated for and sponsored by Bauer & Black for Velure hand lotion on a selected list of stations before it was made available for local and regional sponsorship. The firm also announced that WWNC, Asheville, WCAE, Pittsburgh, WKBN, Youngstown, O., KWK, St. Louis, and WSAI, Cincinnati, have been set for local sponsorship of *Dearest Mother*, new serial, written by same writer and produced by same staff that produced the *Secret Diary* serial, now running on 65 stations.

RADIO ATTRACTIONS, New York, has announced further sponsors for its thrice-weekly quarter-hour, *Adventures of Pinocchio*, first sponsored on WFIL, Philadelphia, by Lit Brothers Department Store of that city, and on WOR, Newark, by Bloomingdale's Department Store, New York. The Higbee Co., Cleveland department store, will sponsor the series on WHK, Cleveland, starting Oct. 16; Ideal Pure Silk Co., Evansville, Ind., starting Oct. 9 on WGBF; Maison Blanche, New Orleans department store, on WSBM, WTIC, Hartford, and Loose-Wiles Biscuit Co. on WWJ, Detroit.

RADIO adaptation of the adventures of *Superman*, well-known comic magazine character, has been made by Frank Chase & George Ludlam of New York for sponsorship, either in live or recorded form, by national or local advertisers. *Superman* was originally published as a part of the comic magazine *Action Comics*.

FIVE new subscribers to Associated Music Publishers Library service are WMAM, Marinette, Wis.; WSBC, Chicago; WJPR, Greenville, Miss.; WGKV, Charleston, W. Va., WCOS, Columbia, S. C. New stations subscribing to the Ida Bailey Allen quarter-hour thrice weekly transcriptions produced by AMP are WISN, Milwaukee; KSL, Salt Lake City; WMAM, Marinette, Wis.

RECENT subscribers to the *Speedy-Q* sound effects library are WCAU, Philadelphia; WHBB, Selma, Ala.; WMC, Memphis; KYW, Philadelphia, and the Mason-Dixon Radio Group. The Charles Michelson library is also available in Canada through a recent arrangement with Starr Piano Co. WGAR, Cleveland, has subscribed to the WBS transcription library service.

WFBL

SYRACUSE

"MUSICAL CLOCK" TRIPLES SALES for client

"My five minutes (daily) talk on your station has been the best means of tripling our September Sales over 1938."

Mr. Charles W. Jacobsen, Oriental Rug expert of Dey Brothers & Company, Syracuse, is one of many enthusiastic advertisers who have found WFBL's live talent "Musical Clock" Program brings immediate results. Choice strips still available. Get full details, rates and time open, TODAY!

WFBL
Syracuse, N. Y.
or Free & Peters, Inc.
National Representatives

Maxwell House Discs

GENERAL FOODS Corp., New York, on Oct. 23 started a quarter-hour transcribed program titled *Kate Hopkins, Angel of Mercy* in the interests of Maxwell House Coffee on the following stations: KTSA KGNC KRIS KTSM KRLD KTRH KFH KSTP and WFEA. The program features Margaret MacDonald and Clayton Collier in the title roles, and is heard Mondays through Fridays at varying times. Benton & Bowles, New York, handles the account.

STANDARD RADIO announces the following stations as subscribers to its Standard Library: WJR, Detroit; KFIZ, Fond du Lac, Wis.; KFPY, Spokane; WGBI, Scranton, Pa.; WDSM, Superior, Wis.; WISE, Asheville, N. C., and KWEW, Hobbs, N. M.

GENERAL MOTORS of Canada, Oshawa, Ont.; has distributed discs announcing new General Motors cars to dealers throughout Canada, the dealers placing the discs with their local broadcasters, according to MacLaren Adv. Co., Toronto.

TRANS-RADIO ENTERPRISES, new Hollywood production and transcription unit, has been organized with headquarters at 5513 Sunset Blvd. Studios are RCA equipped. Frank Robinson Brown, well-known in Southern California radio, is production manager, and Frederic P. Plotkin, musical director. Walter J. Koeppel, executive of Schirmer Music Stores, Los Angeles, heads the world music clearance service.

WILLIAM R. LEWIS, formerly of Victor Talking Machine Co., Southern Wholesalers, and General Electric Supply Corp., has been named Midwestern sales manager of U. S. Record Corp., with headquarters in Chicago. The company recently leased two floors at 1780 Broadway, New York, and currently is remodeling them for recording studios.

J. CURTIS BIRD, general manager of Aerogram Corp., Hollywood transcription concern, is in Cleveland to confer with Alonzo Hawley, representative of that firm. He is scheduled to return to the Coast by Oct. 20.

COLUMBIA RECORDING Corp., Bridgeport, Conn., has announced among its November releases an album of eleven 12-inch records of Shakespeare's *Julius Caesar*, as played by Orson Welles and members of the Mercury Theatre.

Plan Promotion Drive For *Lone Ranger* Tieups

TO PROMOTE character merchandise in connection with *The Lone Ranger* program, an extensive campaign will be conducted between Thanksgiving Day and Christmas, according to an announcement by Raymond Spector, director of all commercial activities of Lone Ranger Inc. Sole license for the manufacture of "Lone Ranger" radio sets has been granted to Pilot Radio Corp. The sets are one of the 126 Lone Ranger items for sale in department stores all over the country.

Sponsors of the radio program have completed reciprocal publicity tieups with the department stores carrying these items. Promotion booklets, mats for newspaper advertising, window display cards and copy ideas will be used during the campaign, in addition to the usual promotion of daily comic strips in 127 newspapers, 15-minute episode movie serials and *The Lone Ranger* programs on 140 stations.

Blood Donors

TO ENLIST blood donors on a nationwide basis, 49 NBC-Blue stations on Oct. 6 tied in with a special network program, *Life Donors*, by starting organization of "blood donor posts" in their respective communities. The idea, superintended by Keith Kiggins, director of the Blue network, is an extension of the work of the Legion of Blood Donors, a voluntary humanitarian organization of Rochester, N. Y., which was founded 2½ years ago by Al Sigl on WHAM, with cooperation of the *Rochester Times-Union*.





CIVIC MINDED!

Doing a Great Job of Co-operating With Community Enterprises . . . It's the Northwest's Most Popular Station.

Here's What They Say—
(Excerpts from Letters to WTCN)

"Every year at this time WTCN has been very helpful in broadcasting announcements for the Christmas sale of the Minneapolis Society for the Blind."
Addison Lewis

"I desire to express to you in behalf of the Minnesota Arrowhead Association's officers and directors, my sincere appreciation for your courtesy in allowing me to present the Minnesota Arrowhead story over your station."
S. V. Saxby

"I wish to thank WTCN for its fine co-operation with the Young Peoples Department of the Minneapolis Church Federation".
Richard C. Hunter

"The Junior Association is indebted to WTCN for its splendid co-operation in helping us put over our Christmas lighting campaign".
Lester A. Malkerson

"May we ask your continued help in the effort to raise our Christmas Seal quota?"
Marguerite Breen

"Thank you very much for the time given us this morning for a Poppy Day broadcast".
American Legion Auxiliary

"Our sincere appreciation for the splendid co-operation received from WTCN during our campaign for funds for the relief of Anoka tornado sufferers."
American Red Cross

OWNED AND OPERATED BY THE ST. PAUL DISPATCH-PIONEER PRESS AND MINNEAPOLIS TIMES-TRIBUNE. FREE & PETERS, INC., NATIONAL REPRESENTATIVES. NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO.

Merchandising & Promotion

Parade of Oomph—West Virginia Boom—Pacific Promotion—Columbia Veterans—Husks

OUTSTANDING among the promotion stunts devised by MBS for its exclusive coverage of the 1939 World Series was the group of 3,500 Currier & Ives baseball prints cut into jigsaw puzzles, each piece representing an MBS station carrying the series.

Further publicity included the use of a specially constructed baseball microphone shaped into the form of a baseball, a bat and home plate for the broadcasts; New York City radio editors were invited to witness one of the games played in the city; giant telegrams were exhibited in 500 Western Union telegraph offices in 15 cities, and individual stunts were conducted by some of the stations carrying the series.

WHB, Kansas City, sent out baseballs to 300 advertisers and advertising agencies. WLAP, Lexington, had sandwich men touring streets with portable radios tuned to the Series. WHBF, Rock Island, erected a player board in the ballroom of Fort Armstrong hotel with a trained technician to operate the plays. WGRC, Louisville, held a Memory Luncheon for baseball veterans. WFIL, Philadelphia, advertised the series by its float at a water carnival. KUTA, Salt Lake City, hung a World Series sign over the ring at boxing and wrestling matches. Similar stunts covering a wide range of novelties and promotion tricks were staged by stations all over the nation in connection with the series broadcasts on the special MBS hookup.

* * *

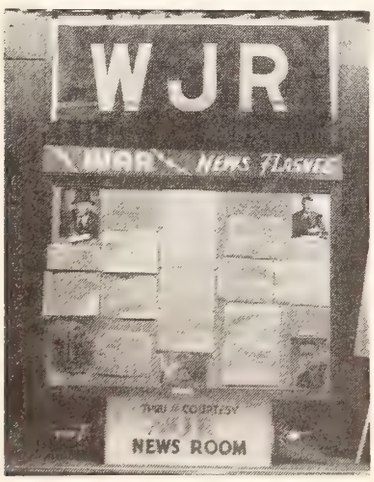
Nashville Bat

SIXTEEN-INCH baseball bat, distributed during the World Series, was used as a direct-mail promotion by WSM, Nashville. Mailing tag on the bat carried the legend, "Win a World Series in Sales! Send WSM, the station whose primary listening area alone produces between 30 and 40 million dollars worth of furniture and wood products yearly, to bat for you!"

* * *

Tillamook Recipes

TILLAMOOK COUNTY Creamery Assn., Tillamook, Ore. sponsors of *Tillamook Kitchen* with Benny Walker on NBC-Pacific Red network, is offering a recipe booklet for listeners writing to the station.



WINDOW of Wabeek State Bank, Detroit, presents an 18-hour daily war bulletin service supplied by WJR, with photos of the station's newsmen, Duncan Moore, Jimmy Stevenson, Edgar A. Guest Jr. and Jack King.

AMONG promotion stunts employed recently by Fin Hollinger, publicity director of CJLS, Yarmouth, N. S., is a series of weekly letters to agencies throughout Canada. With one note was sent a vial of water from the Atlantic, referred to as "an ocean located just off Yarmouth . . . through which travel 70,000 passengers (with $13,000,000 in spending money) between Yarmouth, Boston and New York; from which come the largest lobster shipments in the world, and in which swim the world's largest and hungriest tuna fish".

A second note, written on canvas duck, pointed out that Yarmouth is the home of one of the largest cotton duck mills in the world, with the admonition, "This is Yarmouth duck, but don't duck Yarmouth for bigger and better sails". On a third letterhead was glued an American penny, explained with "Here is an American penny. With it Yarmouthians may buy two slices of bread, a fifth of a pint of milk, etc. Over one billion of these American pennies leave the pockets of American visitors stepping into the Maritimes through Yarmouth. CJLS advertising will roll a few of them your way".

* * *

WFBR Newspaper Tieups

EXTENDING its reciprocal tie-ups with Maryland newspapers to 11, WFBR, Baltimore, recently negotiated a time-space exchange agreement with the *Baltimore Sun*, arranged by Hope H. Barroll Jr., executive vice-president, and Purnell H. Gould, commercial manager, for WFBR, and W. F. Schmick and E. P. Kavanaugh, for the *Sun*. Through its arrangement with weeklies in other counties in the state, WFBR devotes a daily five-minute program to news about the county each newspaper serves, receiving in exchange a quarter-page ad each week in the various publications. In addition the station frequently makes special pickups from counties in which it has newspaper tie-ups, receiving extra publicity in cooperating weeklies.

* * *

Capital Oomph

ELINOR LEE, home economist of WJSV, Washington, invited Capital redheads to a studio party Oct. 4 to meet Ann Sheridan, queen of the oomph, during her week of personal appearances at the Earle Theatre. An Ann Sheridan Club was formed, with charter and fixings. After the ceremonies, the titianites were guests at the theatre.

* * *

Sperry's Skillets

SPERRY FLOUR Company, San Francisco, sponsors of serial *Dr. Kate* on NBC-Red on the Pacific Coast, is offering a Revere copper skillet, chromium lined, for a sales slip showing purchase of Sperry Wheat Hearts and 50 cents.

* * *

Juicer for Cereal Cartons

ALBERS BROS. MILLING Co., Seattle, sponsor of the transcribed serial *Linda's First Love* on KPO, San Francisco, is offering an aluminum orange juicer for a box top from Albers Carnation Oats.

Ring and Flight

MORGAN JEWELRY Co., San Francisco jewelry firm, for a flat $99.50 is offering on KYA, San Francisco, a round-trip plane trip to Reno, complete with wedding ring, to customers planning marriage. For that price the bride and bridegroom-to-be, along with another couple of their own choosing, get the all-expense flight, including taxis to and from the airports. The wedding party may leave San Francisco in the morning, be married in Reno, and return in time for lunch. Sponsor calls it "Cupid's Air Express".

* * *

New Bulletin

PROMOTED as a plus-service for WLS advertisers is a new monthly merchandising bulletin published by WLS, Chicago, for distribution to all wholesale grocers and large chain grocery stores in the Midwest. The service was started when it became apparent that wholesalers and retailers didn't know which advertisers were sponsoring programs or when these advertisers were running special contests, premium offers and other sales stimulators, according to WLS.

* * *

Kanawha Boom

PROMOTION letter sent to agencies by WCHS, Charleston, W. Va., calls attention to bustling business resulting from the development of the chemical industry in the Kanawha Valley by Dupont interests, emphasizing the novel use of the district's coal supply in manufacturing toothbrush bristles and ladies hose. Hinting at a gift of a pair of hose, the station offers to "go on and on" in response to a postcard answer, all the while plugging the Dupont products.

* * *

Photo Posters

KVOE, Santa Ana, Cal., has placed 20 18x20 inch news photo posters, using pictures of Dispatch Photo News Service of New York, in principal downtown stores of the city. Pictures, of current news value, are replaced weekly, with the call letters appearing on the top border of each and commercial copy on one of the programs on the station imprinted on the lower border.

Exactly Three

THE MOST recent service extended to early morning radio listeners is provided by Jack Gregson's *Yawn Patrol* on KSFO, San Francisco. Gregson knows no morning program is effective without several "well-laid eggs". He likewise knows many bitter bridal tears are shed over inability to cook a three-minute egg. So, each morning with due warning to the ladies to get ready the boiling water, Gregson gives the down beat to Dick Aurandt, who starts his orchestra playing a tune lasting exactly three minutes. When the tune is over, the eggs are perfectly done.

Coast Displays

COINCIDENT with start of the fall radio season, NBC Hollywood press department has embarked on an ambitious campaign to publicize and merchandise network shows originating from that city. Most impressive is the weekly NBC Foto-Flashes, a printed photo job built around a different program each week. They are placed in windows of more than 300 radio stores in Southern California. Foto-Flashes include plugs for the program, its personalities, the network and station as well as sponsor.

Second window display deal, set by Hal Bock, NBC western division press manager; is a tie-up with publishers of *Radio News-Week*, fan publication with 80,000 copies distributed weekly through 30 Ralphs Grocery Co. stores in the Los Angeles area. At the cash register of each market is a 16x30 inch framed announcement plugging *Radio News-Week* and the NBC Red and Blue network. Blow-up photo of a popular radio entertainer, is also included along with program information. These displays are in addition to photos and other exhibits being placed in more than 50 other Los Angeles and Hollywood store and bank windows.

* * *

Soup by Campbell

KOY, Phoenix, devised a novel way to announce release of the weekly CBS *Campbell Playhouse*, sponsored by Campbell Soup Co. over that station. A week prior to the starting date, Sept. 10, hot Campbell soup was served to all studio audiences. Auditors were invited to call at the station, witness any of the day's programs originating at KOY, and have a bowl of soup. Several thousand were served during the week.

* * *

CBS Oldtimers

WITH 45 advertisers sponsoring 76 programs on CBS this fall, heaviest schedule in the network's history, CBS has issued a booklet, "The Measure of a Network—given by the people who know it best", listing these advertisers. Of the total, 11 are beginning their sixth year or more on CBS; nine are starting their fifth year; six their fourth; five their third; five their second, and 10 have started on CBS within the last year.

* * *

Coast Previews

WPO-KGO, San Francisco, has started a series of "Sneak Previews", new program ideas for the trade. Instead of conducting the usual transcribed or live talent audition in the studio for a single agency group at a time, invitations are sent agency men on the Pacific Coast. The idea was developed by KPO-KGO Sales Promotion Manager Robert McAndrews.

* * *

Week of Letters

KGO-KPO, San Francisco, capitalized on National Letter Writing Week in October. Spot announcements appearing daily on both stations invited listeners to write in and express themselves on their likes and dislikes concernng programs heard over the NBC stations.

* * *

Ears How

WDZ, Tuscola, Ill., has mailed corn husks to 500 advertisers and agencies on which is printed "O Shucks! Husk your profits with WDZ, over 2,000,000 'ears'."

KIT'S Own Daily

WITH no newspaper on the streets of Yakima, Wash., between the morning and evening editions of the local publications, J. A. Murphy, manager of KIT, that city, as promotion for the station and to create good-will among local businessmen, has started publishing a daily mid-day news sheet of his own. Deadlined for 11:30 a.m. and containing a round-up of hot off-the-press local and world-wide news, the sheet, mast-headed *KIT Radio Daily*, reaches readers by noon each day. It is 8½ x 14 inches in size and mimeographed on both sides. Distribution is through restaurants in the immediate downtown business area. Material is assembled, edited and printed at the station under direction of Pete Wick, KIT news editor, a former newspaperman. More than 400 copies are distributed and they must be left in the restaurant after reading for accommodation of other patrons. No advertising is carried, although various programs released by the station are briefly plugged daily.

* * *

Lever Lockets

LEVER BROTHERS Co., Cambridge, Mass., sponsor of the *Big Sister* program on CBS for Rinso, on Oct. 19 will introduce a fall promotional campaign for the program similiar to the offer last fall of cameos modeled after the profile of the featured star, Alice Frost. New offer will be lockets containing pictures of Miss Frost and her co-star, Martin Gabel, whom she marries in the script, which listeners may obtain in return for 15c and one Rinso box top. Agency is Ruthrauff & Ryan, New York.

* * *

Omaha Routes

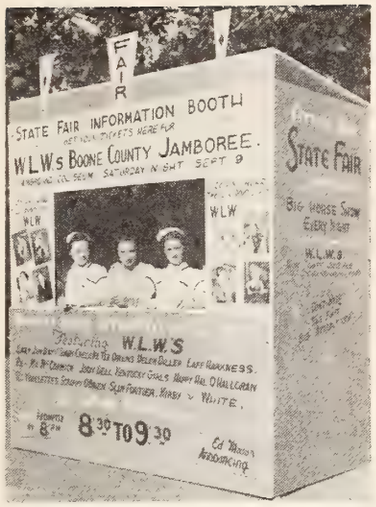
ROUTE LISTS covering every drug and grocery store in Omaha, bound in pocket-size booklet form, are offered manufacturers, jobbers and wholesalers as a merchandising aid by KOWH, Omaha. The booklets also include blank space for notes and remarks on calls in addition to the printed retail outlet list.

BROCHURES

WHIO, Dayton, O.: Market data folder combining coverage maps with county-by-county economic statistics for the station's service area.

CORN PRODUCTS Sales Co., N. Y.: Eight-page color brochure announcing Oct. 9 start of company's new five-weekly serial, *Society Girl*, on CBS.

WTIC, Hartford, Conn.: Illustrated studio, personnel and talent fan magazine, offset printed by National Radio Personalities Inc., Peoria, Ill.



FROM THIS bright red structure on the grounds of the Kentucky State Fair at Louisville were dealt out both general information and tickets for the special appearance of WLW's *Boone County Jamboree* at the fair. Among special promotions for the broadcast were two personal appearances of the *Jamboree* troupe, one in the Jefferson Dry Goods Co. store and another in the Seelbach Hotel, and newspaper advertising by the store and the hotel calling attention to the "previews".

Without Spinach

GOOD NEIGHBORING in Bingham, Utah, to describe the "Galena Days" celebration for listeners of KDYL, Salt Lake City, Program Director Myron Fox was clapped in the town's festive hoosegow—a "kangaroo jail" located on the city hall steps—for violating a local ordinance, in effect before and during the celebration. The ordinance required all males appearing on Bingham streets to sport a beard of one kind or another. Cleanshaven Mr. Fox had to spend two hours in the jug before he could go about his announcing.

ALABAMA football fans are hearing the complete schedules of Alabama and Auburn football games through WBRC and WAPI, Birmingham. Nehi Bottling Co. sponsors the games for Royal Crown Cola. Broadcasts are fed to Alabama Network. Leland Childs is announcer for WBRC, and Maury Farrell for WAPI.

Early Radio Incidents Recalled in Wile Book

THE DEAN of American radio commentators, Frederic William Wile, a distinguished journalist and former war correspondent, relates how he happened to start his former radio commentary, *The Political Situation in Washington Tonight*, in a chapter titled "Blazing the Radio Trail" in his newly-published book of memoirs, *News Is Where You Find It* [Bobbs-Merrill Co., $3.75].

Mr. Wile relates how he started broadcasting over WRC, Washington, in the fall of 1923, did his job gratis for four years, then asked David Sarnoff, president of RCA, which owned WRC, to place him on the payroll. He was rejected, Mr. Sarnoff being quoted as saying "a salary arrangement was out of the question anyhow because radio could get all the speakers it wanted on a voluntary basis." He quit, then was paid $50 a week until William S. Paley, CBS president, offered him a contract at $10,000 a year, starting March 4, 1929. Mr. Wile relates in his book, which largely is devoted to his experiences as a Washington and foreign newspaper correspondent, many of the sidelights of his radio career, and devotes a chapter titled "Hello, America!" to his pioneer broadcasts from abroad which started when he accompanied the American delegation to the London naval limitations conference in 1930.

WAAF, Chicago, recently invited its listeners to a roller skating party during its daily afternoon *Mythical Ballroom*. So many fans turned out that Eddie Chase, conductor of the program, had to hold a second party.

KTBC Stock Setup

INCORPORATION of the group licensed to operate KTBC, new 1,000-watt daytime station on 1120 kc. which went into operation in August and which shares time with the 500-watt WTAW, Texas A. & M. College station, was disclosed Oct. 6 in an application filed with the FCC for transfer of license to the State Capital Broadcasting Assn. Inc. Under the new setup, the stock is divided as follows: R. B. Anderson, member of the State Tax Commission, president, 83 shares; R. A. Stuart, Fort Worth attorney, vice-president, 83 shares; A. W. Walker Jr., professor of law at the University of Texas, secretary, 84 shares. The station is managed by Richard C. Watts, with Harry Slife as chief engineer.

WTAG

WORCESTER, MASS.

Two measures of returns: In Worcester, Income Tax Returns exceed the national average by 50%. WTAG has the largest audience at all hours — average 58.88%.

NBC BASIC RED NETWORK
YANKEE NETWORK
EDWARD PETRY & CO., Inc.
National Representative

WBAL
means business in Baltimore

? **IT'S NO MYSTERY** ?

"The Case of Greater Advertising Results" clears up all the clues to the Greater Cleveland Market. It's the story of the remarkable results you get by using the

WHK - WCLE Merchandising Plan

Send for your copy **Supply is limited**

▲

WHK & WCLE Cleveland
THE UNITED BROADCASTING COMPANY

Purely PROGRAMS

CAPITALIZING on the current interest in polls and surveys, KSTP, St. Paul, has started a new weekly program, *Minnesota Today*, on which are dramatized the opinions of persons in all professions and occupations on national and international problems of contemporary interest. Daily newspaper editors of the State cooperate with Val Bjornson, KSTP commentator, in gathering material for the dramatized discussions, and KSTP, along with other stations of the Minnesota Radio Network, which also carry the series, receive a good plug in newspaper stories written in conjunction with each program.

* * *

The Tax Problem

RECOGNIZING the growing interest in governmental expenditures, WBNS, Columbus, O., has started a new weekly series, *Money at Stake*, on which are presented the views of the local Citizen's Tax League. Each Saturday evening a cast of eight or ten dramatizes an episode based upon the history of taxation and public economy. At the close of each drama a CTL representative speaks briefly on the general purpose of the League. The show is written by William O. Aldridge, produced by Irwin Johnson.

* * *

After the Games

BULL SESSION of football titled *Monday Quarterbacks' Club has* started on WJJD, Chicago. Sports editors of local papers and football stars of yesterday are featured in a quarter-hour of alibis, second guesses and expert ribbing. E. W. Cochrane, sports editor of the *Chicago Herald-American*, is m.c.

* * *

CONTRACTS for exclusive radio rights to the writings of Fannie Hurst, Edna Ferber and S. S. Van Dine have been signed by Phillips H. Lord Inc., radio program producer.

Crime Prevention

DIRECTED at adults and recommending the wisdom of understanding and patience for persons directly concerned with the lives of first offenders against the law, *The First Offender* on WICC, Bridgeport, and MBS is presented Saturday mornings under auspices of the New Haven County Sheriff's Assn. to point out through dramatizations how a great percentage of "first offender" cases can be eliminated by proper handling of young persons during their adolescence.

* * *

Ticket Auction

TURNED into an auction sale for one day, the sustaining man-on-street feature of WMC, Memphis, was used recently to help boost the sale of season athletic tickets for the local Southwestern U. With a professional auctioneer actually selling season books to the highest bidder for a quarter-hour stretch, twelve of the regular $7.98 books were sold at prices ranging from $5.50 to $13.

* * *

Health Education

IN COOPERATION with the State Department of Health, the Arizona Network has launched a weekly quarter-hour program dealing with health from an educational standpoint. The program, originating at KOY, Phoenix, brings prominent doctors to the microphone with expert advice on health problems. The entire program is furnished by the State department.

Something Missing

REPORTEDLY a dandy mail-puller is the "Borrowing Neighbor" game included as a part of her regular domestic series by Elinor Lee, home economist of WJSV, Washington. At the close of her programs Mrs. Lee outlines a fairly common recipe, but leaves out one essential ingredient. Describing the missing product, she then invites listeners to write and tell her what it is. The stunt is dressed up by having an imaginary housewife call on a neighbor to borrow the missing ingredient, outlining the incomplete recipe in the process.

* * *

A Week of Fires

AMONG special programs presented on WBZ-WBZA, Boston-Springfield, during National Fire Prevention Week was a nightly reporting of the fires in the Boston area in the preceding 24 hours. The chief operator of the Boston Fire Alarm Bureau listed the conflagrations during the Week, and each night summed up with an estimate of what the amount of the day's fire losses would have purchased if put to some useful purpose.

* * *

Songs at Night

MEANT to show how the lives of many individuals swing on musical hinges of emotional tunes, *Your Song* on WLW, Cincinnati, presents Barney Rapp and his band each morning at 1 a. m. playing the requests of listeners sending in the best reason for liking a particular number. After the selection has been broadcast, Conductor Rapp sends them autographed photos of the band and copies of their songs.

* * *

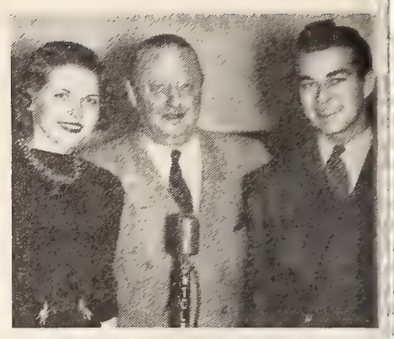
Fast and Furious

RAPID-FIRE 90-minute revue recently staged and broadcast by KOY, Phoenix, to celebrate reunion of the staff after the vacation period, has resulted in the program continuing as a weekly feature under title of *Tuesday Night Frolic*. All members of the staff, including technicians, are featured and the program is fed to Arizona Network, of which KOY is key station.

* * *

City Winters

WBBM, Chicago, has started a Saturday morning series designed to solve the problem of exercise for city dwellers during the winter months. Titled *What Can I Do*, the series features local recreation experts who tell the listeners where to go, what to do with their leisure time.



ASSIGNED to interview Jesse Lasky when he visited Toledo in connection with the *Gateway to Hollywood* series, Ruth Landwehr, woman's program director of WTOL, Toledo, not only got the interview but also a chance at film work. While chatting with Miss Landwehr, Mr. Lasky decided she was good movie material and suggested she join other Toledo contestants in the local tryouts. She did and she won. Here she is with Producer Lasky and the other winner in the Toledo competition, Henry Stambaugh, 20-year-old high school graduate featured on WTOL's weekly sustaining feature *Young Toledo Presents*.

* * *

While Europe Rumbles

STRESSING patriotism indirectly and American industry directly, the new weekly half-hour *America Works* on WHK, Cleveland, presents a dramatized history of some nationally known food product. Employing a cast of 12 persons, the program is non-commercial, although produced in cooperation with the Associated Grocery Manufacturers' Representatives in Cleveland. To promote the new series WHK is distributing a direct-mail folder, "While Europe Rumbles with War—*America Works*", built around pictures of officers of the AGMR and the large industrial firms cooperating and using a red, white-and-blue motif.

* * *

Chicago's Past

WMAQ, Chicago, has started a late Sunday evening series titled *City on Parade*, aired under auspices of the Chicago Historical Society, featuring dramatized highlights in Chicago's growth.

* * *

Ladies Say

INTERVIEWS with girls are carried on the new vox pop feature *Girl on the Street*, sponsored for Happy Family baking powder on WCHS, Charleston, W. Va.



What Station—

has so many listeners wanting to see broadcasts that it maintains an 800-seat auditorium from whose stage 125,000 persons were entertained with broadcasts during 1938?

Why It's **WNOX** 1010 KC 5000 W CBS

KNOXVILLE, TENNESSEE

Scripps-Howard Radio, Inc.

Representative

THE BRANHAM CO.

WWNC

ASHEVILLE, N. C.

Full Time CBS Affiliate

1,000 Watts

BIG FALL BUSINESS!

Many millions being spent in Asheville and Western Carolina by summer-fall tourists. Industry humming. Crops excellent. Business UP—and sure to be stimulated for months to come. Use WWNC's sole radio coverage to boost your sales . . . starting NOW!

Drama's the Thing

AN ORIGINAL musical comedy is presented on KGO and the Pacific Coast NBC-Blue network every Saturday, 6:30 to 7 p.m. (PST) titled *Tenth Row Center*. The series aims to present musical comedy specially written for microphone production but retaining the atmosphere and color which has made this type of entertainment perennially enjoyed by audiences everywhere. Dave Drummond, NBC playwright, is writing the musical plays, including dialogue, lyrics and musical setting. A large orchestra, conducted by Ernest Gill, accompanies the singers.

* * *

Silver Bucks

ON THE weekly *PDQ Quiz Court*, sponsored by Petrol Corp. on KFI, Los Angeles, six members of the audience, chosen as defendants and given 10 silver dollars each, try to answer questions put to them by the presiding judge, paying fines commensurate with the difficulty of the question for each miss. Winner receives all fines collected. Twelve jurors, also selected from the audience, also receive prizes, for answering queries too difficult for defendants. Questions, worth a dollar if accepted, are submitted on blanks from Petrol dealers.

* * *

Unpredictable

ELASTIC as available talent, the new *Breakfast in Bedlam* weekday morning show on WBZ-WBZA, Boston-Springfield, operates around Fred Cole as m.c., orchestra and a pair of singers, with the rest of the program open to all comers with any entertainment talent. Each Saturday morning during open house outside talent from anywhere may walk into the studio and go on the air during the program, which is ordinarily unpredictable.

* * *

Epochal Days

EACH of the years in which the present generation has lived is dramatized on a new series titled *These Amazing Years*, on NBC-Blue network. Featured is Howard Vincent O'Brien, for the last seven years daily writer of the "All Things Considered" column of the *Chicago Daily News*. Mr. O'Brien has published 15 books and last season conducted a program on WENR, Chicago, patterned after his newspaper column.

* * *

Treasure Box

A TREASURE box prize is the latest addition to Jerry O'Leary's vox pop show on WCOP, Boston. Interviewees during the broadcast are given a printed question at the end of the show with 30 seconds in which to answer. A right answer wins two dollars, which goes into the box if there is no winner, making a four dollar prize for the next day, and so on until someone collects.

* * *

Quizathon

A NEW TWIST to a quiz show is the "quiz marathon" introduced by Allen Prescott on his *Don't Forget* program on NBC-Blue. Undefeated contestants will be invited back for the next broadcast and so on until they miss. In addition to the usual prizes for correct answers, special awards are given: $25 for staying through two programs, $50 for three, $100 for four and $200 for six.

Lingo Puzzler

JOSEPH RIES, WLW station director at the New York World's Fair, started taking private lessons in Polish at the outbreak of war, but his text books did not arrive until after Germany and Russia had split up the country. At the moment Ries is in a quandry. He doesn't know if Polish names will continue in the news or whether he should devote his time to brushing up on his German and French and let it go at that.

Cash for Noise

WITH dollar prizes to listeners for correct identifications, WOL, Washington, has started *Zingo*, new audience participation game based on sound effects. Different audible effects are presented on each of the weekly quarter-hours, and listeners are invited to compete for prizes by mailing in their identification lists. Apart from being a novel form of listener participation, the series serves an educational purpose by acquainting listeners with the technique of synthesizing different sounds.

* * *

Meet the Classics

THE HUMAN side of literature, as expressed in famous diaries, letters and original manuscripts, and interpreted by Edward A. Weeks, editor of *The Atlantic Monthly*, will be presented in a series of informal weekly programs on NBC-Blue starting Oct. 17. The program, titled *Meet Mr. Weeks*, will feature weekly guest stars and will encourage listeners' participation by answering their questions on literary subjects.

* * *

Capital Autumn

INCLUDED among new programs opening for the fall season on WJSV, Washington, are *Washington Hour*, weekly variety show built around local talent; *Church News*, a church news and hymn feature; *Fan Fare*, providing inside stories of radio personalities along with music, and the *University of the Home* series, which resumes this year and presents representatives of local schools, universities and educational groups.

* * *

The Tactical Slant

SPECIAL summary of the daily military and naval developments of the European war is given nightly on WHN, New York, by George Hamilton Combs, WHN news commentator, to enable listeners to follow the war activities on the maps distributed by the station.

THE NORTHWEST'S LEADING RADIO STATION

KSTP

MINNEAPOLIS & ST. PAUL, MINN.

Soon

50,000 WATTS

NBC BASIC RED NETWORK

War Outlooks

TO PRESENT the opinions on the present world situation of the man and woman in the street, WIP, Philadelphia, has started a new sidewalk interview program, *John Q. Public*, with Howard Jones setting up a WIP microphone each afternoon at 3:15 p.m. at Ninth and Market Streets in downtown Philadelphia to pick up the comments, via interviews, of the ordinary citizen.

* * *

Government Activities

UNDER title of *The United States Government Reports*, the Arizona Network has launched a weekly quarter-hour educational feature originated at KOY, Phoenix, conducted by the local head of the U. S. Government Reports Office. He interviews various Federal department heads on their official activities in that state.

* * *

Pick Your Noise

A RADIO novelty game on WIND, Gary, Ind., uses hundreds of sound effects. Listeners are supplied charts of the sound effects, and are asked to check the ones heard. Merchandise prizes for the most accurate charts are awarded by Cousin's Jewelry Store, sponsor.

* * *

Years of Miracles

SENSATIONAL events through which the present generation has lived are dramatized on *These Amazing Years*, weekly half-hour program on NBC-Blue featuring Howard Vincent O'Brien, creator of *All Things Considered*, a daily column appearing in the *Chicago Da ly News* since 1932.

* * *

Abounds in Husking

WDZ, Tuscola, Ill., is broadcasting 20 corn husking contests during October. The contests will be remoted within a 100-mile radius of the WDZ transmitter. Farm women will be featured in one contest, county farm advisers in another.

* * *

For the High School

SLANTED to high school sports fans, WLS, Chicago, has started a Saturday morning program, *Prep Sports*. Jimmy Evans, Chicago sports commentator, is heard in a discussion of high school and prep teams, forecasts and predictions.

* * *

Busy Chicagoans

WIND, Gary, Ind., has started a series called *Chicago at Work*. John L. Sullivan interviews workers at local factories on the thrice-weekly series sponsored by the local Newart's Clothiers.

WSIX

"The Voice of Nashville" Tennessee

Offers more for your money in the rich Nashville area.

Mutual Broadcasting System

HEADLEY-REED CO., NATIONAL REPRESENTATIVE

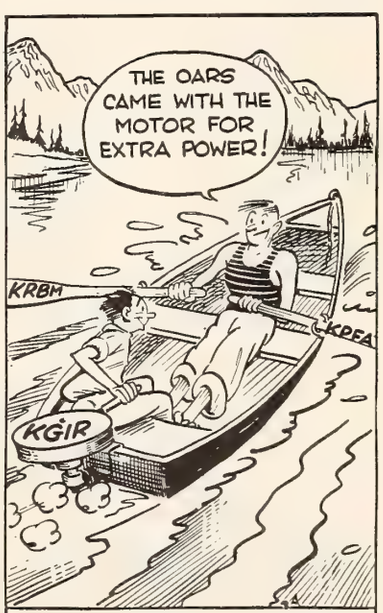
A SPOT A DAY
Proves an Effective Weapon For Sports Dealer

ONE DAILY 100-word spot announcement on WFBG, Altoona, Pa., timed for the noon period when most workers in local industries take their lunch hour, has proved an effective advertising vehicle for Burchfield & Co., local sporting goods store, according to the trade paper, *Sporting Goods Dealer*. "Our radio advertising costs only $5.90 a week and it has brought as many as 50 customers to the store in a day," commented Roy Burchfield, an official of the store. "It is easy to check returns from radio announcements. When we announce a special, usually a number of men come to the store and ask for it.

"Radio advertising is excellent for cleaning stocks at the end of each season. At the end of the last hunting season we had on hand a large quantity of coats. We offered them as a special and they were all moved out in a few days. It is our policy to clear stocks as far as possible each season, rather than have a lot of money tied up in old stocks. This speeds up turnover, enables us to use the money for new stocks and impresses customers with the fact that they are buying fresh merchandise every season."

For Radio Writers

PRACTICAL advice on how to write for radio, geared to fill the requirements of all classes of radio writers—beginners, amateurs and professionals—is presented in *Handbook of Radio Writing* [Little, Brown & Co., $2.50], by Erik Barnouw, former NBC script writer and now Professor of Radio Writing at Columbia U. The volume includes a thorough survey of the market, material and technique of the radio script, along with an appendix containing an academic analysis of a radio version of *Hamlet* and a 20,000-word writer's guide to radio.



MONTANA'S HIGHEST PER CAPITA INCOME AREA

Gene Furgason & Co., Representative

This picture reproduced on copper will be sent you on request.

FCC Denials of Intervention May Bring Court Proceedings

Attorneys Protest New Policy and Claim That Rehearings May Be Required in Many Cases

EVENTUAL court test of the new FCC procedure barring stations from participating in hearings on applications for new facilities unless the FCC is satisfied they can contribute substantially to the proceedings, is seen by virtue of action of that agency Oct. 10.

Sitting en banc the Commission, with two of its members absent, unanimously upheld the action of the Motions Docket on Oct 2 in denying intervention petitions filed by a number of stations which held their interests would be adversely affected if the applications in question were granted. In so doing, the Commission, with Brown and Case absent, upheld the contention of the Law Department, as reflected in the opinion of Commissioner Payne announced Oct. 2. This action had been indicated last month when the presiding commissioner at the Motions Docket reserved rulings on intervention petitions [BROADCASTING Oct. 1].

The adverse ruling on interventions brought a deluge of pleadings from attorneys representing stations seeking to intervene, on the ground that it was not in accord with the law or the FCC regulations. All these arguments, however, were rejected by the Commission in sustaining the Motions Docket actions.

Possible Legal Action

Several attorneys, it is understood, are considering possible legal action even at this stage, to enjoin the FCC from holding hearings on particular applications in which they are interested unless they are permitted to participate. It was considered more likely, however, that the majority of the stations would await decisions in the cases and then appeal to the courts, if aggrieved, claiming they were deprived of their rights to full and free hearings by the FCC.

The Motions Docket ruling, sustaining the contentions of FCC General Counsel William J. Dempsey and Assistant General Counsel William C. Koplovitz, came in the case of WDBO, Orlando, Fla., which has sought to intervene in the hearing of Hazelwood Inc. for a new 1,000-watt station in that city. WDBO, represented by George O. Sutton and Arthur H. Shroeder, also requested enlargement of the issues prescribed for the hearing beyond the question of pure technical interference so that economic issues might be included.

The Payne opinion sharply condemned past practices under which intervention was almost automatic, and stated that participation of parties other than the applicant in broadcast proceedings in many cases resulted in unnecessarily long delays and in expense to both the Commission and applicants. The opinion said that the major function served by interveners in many instances was to "impede the progress of the hearings, increase the size of the record, confuse the issues, and pile up costs to the applicant and to the Commission through the introduction of cumulative evidence, unnecessary cross-examination, dilatory motions, requests for oral argument, and other devices designed to prevent expeditious disposal of Commission business."

Attorneys, in commenting on the action, not only contested its legality but held that the new procedure might well increase rather than reduce litigation costs. By preventing stations having a definite economic or technical interest in new applications from appearing in the initial hearing, the FCC might find that it will be forced to authorize rehearings upon motions for reconsideration or as a result of court actions, thus further delaying the handling of such applications, it was pointed out.

It was readily admitted that some reforms might well be instituted in FCC hearing procedure as a means of expediting Commission action but that the extreme procedure adopted hardly accomplishes that purpose.

As enunciated in the WDBO case, the Commission held that the underlying purpose of the rule governing interventions is to limit participation to those persons who will be of assistance to the Commission in carrying out its statutory functions. It stated that WDBO failed to meet the requirement of the present rule. Insofar as WDBO requested permission to enlarge the issues at the hearing, the opinion said that the determination of what issues an applicant should be required to meet is a matter committed by Congress to the discretion of the Commission.

Others Protest

The Commission said that if the issues specified by it in a notice of hearing are in themselves a sufficient basis for denying an application if the applicant fails to sustain its burden of proof, no third party is harmed because the Commission does not also include in the hearing other and different issues, "even though conceivably it may be necessary at some later time for the Commission to designate the application for further hearing if the applicant meets its burden on the issues already specified."

In addition to the opposition to the Payne opinion cited on behalf of WDBO, a number of other stations, through their Washington counsel, contested the ruling as it applied to denials of their intervention applications. These included pleadings on behalf of the Clear Channel Group and NBC, which sought to intervene in the hearing on the application of WHDH, Boston, for fulltime operation on the 830 kc. clear channel assigned to KOA, Denver; Scripps-Howard Radio Inc., which sought to intervene in the application of Stuart Broadcasting Co. for a new regional station in Knoxville, Tenn., where Scripps-Howard operates WNOX; and WOAI, San Antonio, which protested the application of KMAC, that city, to change its frequency from 1370 to 930 kc. and increase its power from 250 watts day and 100 watts night, time-sharing, to 1,000 watts day and night unlimited time.

The WHDH issue, however, was disposed of when the FCC Oct. 10 postponed indefinitely the hearing on its application for full time on the 830 kc. clear channel. Mabel Walker Willebrandt, former Assistant Attorney General, had represented the station but the Commission was notified prior to the hearing that Andrew Haley, former FCC attorney, had been retained in the case and could not be prepared for the hearing as scheduled.

'Star Chamber' Charge

Louis G. Caldwell, counsel for the Clear Channel Group of 13 stations, filed three separate pleadings on their behalf protesting the intervention denial. Philip J. Hennessey Jr. filed two petitions and a motion to dismiss on behalf of NBC in the same case.

For Scripps-Howard, Paul M. Segal, its attorney, filed a petition to have the FCC review and reverse the denial of intervention in the Knoxville case. Mr. Caldwell, Reed T. Rollo and Percy H. Russell Jr. filed the petition for review and a request for oral argument in the San Antonio case.

Messrs. Sutton and Shroeder submitted a 15-page response to the Payne ruling in the Hazelwood case. In addition to challenging the action as "unjust, illegal, arbitrary and contrary to existing court decisions", the attorneys took exception to the "public condemnation of the practices which the Commission has created by its own rules and regulations, all of which acts and conditions were brought about with its knowledge, consent and approval." They added that while they sympathized with the Commission in its many problems, WDBO "is in no way guilty nor responsible for the acts and conditions therein set out."

They further held that under the ruling of Commissioner Payne, the Commission undertakes to determine whether the broadcasting service now available to the public in Orlando from WDBO "will be depreciated, jeopardized or destroyed by ex parte proceedings." The ruling, it was contended, might be construed as smacking of "star chamber proceedings" and defeat the argument with respect to saving of time and money if further hearings are to be held on the same application. It was contended that it is far less costly for a petitioner to intervene in a proceeding in its first stage than for the Commission to deny the petitioner intervention and then have the matter threshed out through legal proceedings.

Big Promotion Drive Arranged for *Pinocchio*

COMPLETE merchandising manual on the *Adventures of Pinocchio* has been issued by Radio Attractions, New York, containing over 50 pages of promotional material, including exploitation ideas and tie-ups, publicity features, advertising catchlines and novelty stunts.

The complete campaign is based on especially created *Pinocchio* characters drawn by Tony Sarg, noted artist and will be enlarged by licensed merchandise based on these drawings, to be issued shortly. Stations and sponsors will be sent weekly promotional bulletins containing an exchange of promotional ideas and activities as reported by other sponsors of the program throughout the country. *Pinocchio* was adapted, produced and directed by Edward Sloman.

LANDSLIDE FOR WNEW, HOOPER-HOLMES* SHOWS

More than twice the audience of any other New York non-network station! Look at the figures! . . .

Quarter Hours of Listening	Percent of Total
WNEW	10.4
Station No. 2	4.8
Station No. 3	3.6
Station No. 4	2.5

*Survey on Request

WNEW NEW YORK

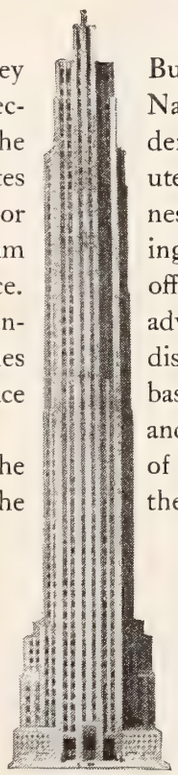
SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY
5000 WATTS BY DAY—1000 WATTS BY NIGHT
1250 KILOCYCLES

WOW

590 Kilocycles
John J. Gillin, Jr., Mgr.
★ On the NBC Red Net ★
OMAHA, NEBRASKA

From zero to 44 million in 20 years!

in two decades research in RCA Laboratories has played a big part in making radio set ownership exceed the figures for any other electrical device



People want radio sets more than they want anything else in the line of electrical equipment. This is proved by the fact that there are in the United States more radio sets than electric irons, or toasters, or washing machines, or vacuum cleaners, or any other electrical device. Even the 44 million radios in this country are not enough. Millions of homes want *more* radios, and want to replace old models with new.

RCA takes pride in the fact that the intense public interest in radio, and the ever-growing market for radio sets, both rest in no small degree on research in RCA Laboratories. From these studies there have come many of the important advances constantly made in set design and performance.

But RCA does more. Through the National Broadcasting Company it renders a fundamental service that contributes to the life-blood of the radio business... broadcasting. For interest in buying radio sets depends on a continuous offering of good programs, and constant advance in the art of broadcasting. NBC discovered or developed many of the basic principles of radio entertainment, and is responsible for a large proportion of the advances that have been made in the technical aspects of broadcasting.

This month RCA celebrates its twentieth anniversary, confident that it has rendered in two decades a pioneering service of the utmost importance to a great American industry as well as to the American public.

RADIO CORPORATION OF AMERICA

RADIO CITY, N. Y.

RCA Manufacturing Co., Inc. RCA Laboratories Radiomarine Corporation of America
R.C.A. Communications, Inc. National Broadcasting Company RCA Institutes, Inc.



FROM delicate diminuendo to crashing crescendo, the magnificence of the symphony depends on sound. And in the transmission of network programs the guardian of sound is the telephone engineer.

Special circuits have been developed by the Bell Telephone System to link the nation's radio stations. The most modern equipment in the hands of trained supervisors protects the quality of sound all the way.

Behind the scenes, Bell Telephone Laboratories are constantly at work to improve today's network transmission, and provide more nearly perfect service for tomorrow's needs.

BELL SYSTEM
AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES

Sound and Effect

THE SCRIPT read "sound of chair breaking over man's head" and Cliff Thorsness, CBS Hollywood sound effects man on the *Big Town* program, sponsored by Lever Bros. accidentally took it literally. As a result he was treated for a severe scalp laceration at Hollywood Receiving Hospital on Oct. 3, following the broadcast. During the program Thorsness took his cue and hurled the chair mightily against a wall to secure the sound effect desired by Edward G. Robinson, featured on the broadcast. Thorsness put so much force behind his swing that he slipped and fell against nails protruding from the shattered chair seat. Three stiches were taken in his scalp following the accident.

New Transmission Plan Employs Narrower Band

NEW WAVE transmission system, employing a restricted form of frequency modulation, has been developed by John A. Csepely, of New Haven, Conn., who claims his invention will not only improve the tone quality of radio reception, but also will make possible the operation of a greater number of transmitters in the regular broadcast band and increase the range of television transmission. The new transmission system, applicable to wire, cable and radio transmission, according to its inventor, is based upon the addition of a simple control circuit to the transmitter, with no changes of any sort required for receivers.

Through addition of the newly-devised circuit, which is bridged between microphone and oscillator, present standard broadcast transmitters may be converted into either a high-fidelity or a narrow band transmitter, Mr. Csepely declared. Frequency range is compressed during transmission and high-fidelity reproduction is obtained at the receiver, he explained. In demonstrations he reported he has tuned a receiver to WJZ, New York, received the signal, then rebroadcast it across the room via telephone wires, first routing the signal through the special circuit and compressing it from 3,000 cycles to 1,500 cycles, and received the signal, expanded to its original 3,000 cycles, on another set. Among advantages resulting from the new type of narrow-band transmission he lists diminished natural and man-made static, less selective fading, effective increase in transmitter power and high-fidelity transmission within a 10 kc. band.

Bunn With Wire Broadcasting

C. W. BUNN, formerly general sales manager of Electrical Research Products, New York, and a pioneer in the development of talking pictures with Warner Brothers, has been appointed general manager of Wire Broadcasting Corp. of America, New York. Mr. Bunn plans to extend the company's wired service to other cities and will supervise the activities of the present associated organizations — Teleprograms, Telemusic of New York, Muse-Art Corp. of Philadelphia, Television Music of Washington, D. C., Telemusic of New Jersey, Wire Broadcasting of New Jersey and of Pennsylvania.

New York F-M Station Is Proposed by Yankee; Says New Art Is Ready

HOLDING that frequency modulation has passed the experimental stage and is ready for everyday operation, Yankee Network, pioneer experimenter with the new "staticless" system of transmission and reception invented by Prof. Edward H. Armstrong, has applied to the FCC for authority to erect two more F-M transmitters—one in the New York metropolitan area and the other on Mt. Washington, N. H.

Yankee is now operating W1XOJ atop Mt. Asnebumskit, near Worcester, using 2,000 watts on 43 mc., and early next year will raise its power to 50,000 watts. A relay station, WEOD, carries F-M signals from Boston to the transmitter, 43 miles away, using 250 watts on 133.03 mc. Great success has been achieved with the system, leading to the conviction that it is ready to pass beyond the experimental stage.

The proposed New York station would operate with 50,000 watts on 43 mc., using a seven-bay turnstile on Prof. Armstrong's tower already erected for his W2XMN at Alpine, N. J. The Mt. Washington station would operate with 5,000 watts on 42.6 mc., and would utilize the experimental plant already installed there by Yankee under the direction of Paul A. deMars, Yankee chief engineer.

Insurance Program Suit

CLAIMS of the Knickerbocker Broadcasting Co., owner of WMCA New York, that the programs broadcast by Donald Besdine and Morris H. Siegal, insurance advisers, were in the public policy and interest, were dismissed in the New York State Supreme Court Oct. 10 by Justice Peter Schmuk who ruled that the programs were sponsored by the advisers and so were motivated by commercial interests. Station's claims were put forward as defenses in the $550,000 damage suit of Metropolitan Life Insurance Co. against the station and the two insurance advisers. Suit is concerned with 22 specific programs.

NORTHWESTERN YEAST Co., Chicago (Maca yeast), is using a varying schedule of participating announcements on approximately 20 stations. Hay MacFarland & Co., Chicago, handles the account.

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

Serving Connecticut
Day In—Day Out
A rich, responsive market of 1,548,109 people in WDRC's primary listening area.

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

Equipment

A WESTERN ELECTRIC transmitter, with RCA speech input, RCA microphones and a 155-foot Blaw-Knox tower have been ordered for the new WTSP, St. Petersburg, Fla., recently authorized for construction by the FCC. The new local, according to Fred Bugg, who will be manager, is expected to get under way by Nov. 25.

WARD, Brooklyn, has begun construction of a new 196-foot Truscon tower at its new transmitter site in the Newton Creek section of Greenpoint, Brooklyn, and is scheduled to start operation early in November. Plans call for a modern shunt-excited tower and underground transmission lines from the 500-watt Western Electric transmitter. The installation is under the supervision of Abe Haas, chief engineer.

RCA transmitter equipment and a 150-foot Wincharger tower are being installed for the new KWBD, Plainview, Tex., authorized for construction last July by the FCC. It will operate with 100 watts daytime on 1200 kc., and W. B. Dennis, owner and chief engineer, reports it will probably go on the air Dec. 15.

BLILEY ELECTRIC Co., Erie, Pa., has published its new catalog G-11, covering general communication frequency quartz crystals, holders and ovens for frequencies from 20 kc. to 30 mc. Amateur frequency products are not listed in the new publication.

HYTRONIC LABORATORIES, Salem, Mass., has announced a new filament type beam-power tetrode with instant heating filament, listed as HY69, for use in mobile and portable transmitters. The tube has a thoriated-tungsten filament designed for operation directly from a 6-volt storage battery, with a filament amperage of 1.5 and heating characteristics such that it will reach operating temperature before the motor generator has reached normal operating speed.

A NEW TYPE of furniture, designed by Thomas E. Smith and especially adapted for audience studios, has been announced by Swan Engineering Co., Newark. Built of a rust-resisting alloy tubing with an all-welded construction that eliminates squeaks, the chairs are light, weighing approximately 8¼ pounds; are fire resistant; 100 can be stacked in 10 square feet of floor space; covers of seat and back can be easily removed for cleaning.

WCSC, Charleston, S. C., expects to have its new 212-foot vertical radiator completed by Oct. 15. Construction, supervised by J. B. Fuqua, chief engineer, is being handled by Dawson Engineering Co.

WXYZ, Detroit, has purchased from RCA a 5-DX 5,000-watt transmitter.

CHNS

THE KEY STATION OF THE MARITIMES

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York

Rules and Regulations Correction

IN THE VOLUME *Rules and Regulations and Standards Applicable to Standard Broadcast Stations*, published by BROADCASTING, the following corrections should be made on Page 31: Under Section 3.34 (a), second column, fourth line of paragraph (a) should read "830, 850, 860, 870, 970, 980, 990, 1000, 1020." BROADCASTING regrets the misprint of the last two frequencies listed, which was due to an error in the original copy of the Government Printing Office. Copies of the second revised printing of the 72-page volume are still available from BROADCASTING at 60 cents each, or 50 cents each in quantities of two or more.

Where's Ellery?

WBBM, Chicago, was off the air for more than an hour Sunday night Oct. 8 when a water hose broke in the modulated stage of its transmitter, causing short circuits. Station went off at 7:50 p.m. when the solution to the *Ellery Queen* murder mystery was being given and more than 500 listeners phoned in for the crime's solution.

Plans for WEAF Site

NBC has tentatively set Nov. 1 as the date for ground-breaking ceremonies at Port Washington, L. I., for the new transmitter site of WEAF, New York outlet of the Red network, which will be moved from its present site at Bellmore, L. I. Permission for the move, which NBC believes will increase the station's coverage and efficiency, has been secured from the FCC and the land has been purchased, although no contracts for construction of the transmitter house and antenna have been let. The same transmitters now in use for WEAF will be installed at the new site, but a new antenna of more modern design will be erected. Raymond F. Guy, NBC radio facilities engineer, will be in charge of the installation.

AMERICAN Radio Relay League, West Hartford, Conn., has published a new 144-page manual, *The ARRL Antenna Book* [50c, postpaid], providing illustrated explanations of the theory and practice of all types of antennas used by amateurs.

A BAN on the use of auto radios, with an order that all now installed must be removed within 48 hours, has been issued by the Prefect of Police in Paris, presumably as a war measure.

WGN, Chicago, will soon publish its second edition of *Everyday Words*, a daily morning program devoted to proper speech and pronunciation. Helen Hardin, who conducts the series, is author of the new booklet.

INSURED RECEPTION

McCLATCHY STATIONS

COVER INNER
CALIFORNIA
PAUL H. RAYMER COMPANY
NEW YORK
CHICAGO SAN FRANCISCO

WOR Seeks FM Site

WOR engineers are surveying the New York metropolitan area in search of the best site for the new 1,000-watt frequency modulation station recently authorized by the FCC. Station will operate on 43.3 mc. with the call letters W2XWI. J. R. Poppele, chief engineer of WOR, has inspected the experimental work with this new type of broadcasting at the General Electric laboratories in Schenectady and at W2XMN, Alpine, N. J., station erected by Major E. H. Armstrong, inventor of the system.

Call Letters Changed

CALL letters of WMFO, Decatur, Ala., recently sold by James D. Doss Jr. to a corporation headed by Clarence H. Calhoun, of Atlanta, and Ted R. Woodward [BROADCASTING, Sept. 15], have been changed to WMSL. The FCC also announced that WPIV, authorized for construction in Petersburg, Va., but not yet operating, has changed its call to WPID.

CKGB, Timmins, Ont., inaugurates its new 1 kw RCA transmitter and Lingo vertical radiator Oct. 20.

KDKA Takes Air Nov. 1 With New Transmitter

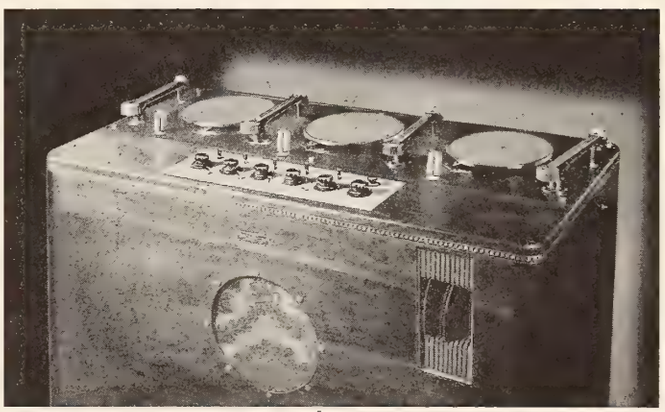
THE NEW transmitting plant of KDKA, Pittsburgh, built by Westinghouse, which owns the station, will be ready for operation about Nov. 1, according to S. D. Gregory, general manager. Only eight miles from downtown Pittsburgh, the transmitter will materially increase the signal strength of the station, Mr. Gregory asserted.

With equipment tests to start Oct. 16, the station plans to dedicate the transmitter in early November, during its 19th anniversary. A 718-foot Truscon antenna, located 1,400 feet from the transmitter, is more than half complete, being removed and reassembled from the present Saxonburg location.

A GROUP of local merchants, headed by Myer Wiesenthal, furniture dealer, has applied for a new 1,000-watt daytime station on 930 kc. in Steubenville, O.

KSCJ SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

History
"in the making"



investigate this new complete sound effects table for your dramatizations

The Gates Companies
Quincy, Ill., U.S.A.

First Code Act Brings NAB Discord

Father Coughlin Barred; Elliott Roosevelt Ignores Pact

(*Continued from Page 12*)

mend itself to any reasonable person. It does away with the justified criticism that public discussion has been weighted heavily on the side of those with large sums to buy time.

"Father Coughlin's sponsors apparently do not believe in fair play. They want a 'fair advantage' through the purchase of time. The Civil Liberties Union condemns such an attitude and commends the enforcement of the code in the interests of equal rights for all in the discussion of public issues."

At the NAB, it was stated that none of the commentators mentioned in the Patt telegram actually falls in the category of controversial speakers, insofar as their current commentaries are concerned. Only Elliott Roosevelt, it was indicated, indulges in expression of personal opinions, particularly on the subject of neutrality. In the case of Mr. Cameron, commentator during the *Ford Sunday Evening Hour* on CBS, it was pointed out that in his current series he is not espousing one viewpoint as opposed to another and that CBS has so devised its contract with the Ford Company that in the event he does indulge in controversial discussions, equal time will be allowed opposing viewpoints.

Committee Seeks Time

A new complication erupted Oct. 9 when the newly-formed Non-Partisan Committee for Peace Through Revision of the Neutrality Law petitioned the 44 stations carrying the Coughlin broadcasts to give it equal time on Oct. 15 immediately following Father Coughlin's address. Headed by William Allen White, noted publisher of the *Emporia Gazette*, as chairman, the Committee pointed out that unlike the Coughlin interests it has no funds to purchase telephone lines but it would send transscriptions of good quality to the stations. Mr. White said the request was made so that both sides of the question may be fully presented "in accordance with the spirit and ruling of the NAB Code". Such prominent figures as former Gov. Alf M. Landon of Kansas, Frank Knox, publisher of the *Chicago Daily News*, and Msgr. John A. Ryan of Catholic University, are listed as members of the Committee.

The request brought a deluge of inquiries to the NAB, since it asked for free time to answer Father Coughlin. The NAB response, it was stated, was that under the code provisions the right of rebuttal was apparent and the Committee appeared to be a qualified organization.

Code Group Discussions

The Code Committee sessions Oct. 2 and 3 in Washington were heated. While the issues before the Committee transcended Coughlin and covered similar bans on such speakers as J. F. Rutherford of Jehovah's Witnesses and Dr. Walton E. Cole, Unitarian Minister of Toledo, who has purchased time to answer Father Coughlin, the situation of the Detroit priest predominated. Technically, several attorneys held the view that under the strict terms of the code, it was possible to continue the Coughlin broadcasts for another year, or until all existing contracts expire. One attorney said it nevertheless would be morally wrong to do so under the interpretations of the Code Committee.

Shepard at Meeting

At the Oct. 3 session of the Code Committee, Mr. Shepard was present with his attorneys, former Commissioner E. O. Sykes and Paul D. P. Spearman. Mr. Spearman, it was reported, pointed out that if the terms of the code were enforced, it might have immediate official repercussions to the detriment of stations. For example, he pointed out, a citation by the NAB that a particular station had openly defied the code mandate, might lead to applications for that station's facilities and render it vulnerable.

The Code Committee did not perfect its compliance machinery, beyond that established by the NAB board, at its September meeting in Chicago. This procedure provides that rulings of the Committee can be appealed to the NAB board, which then will decide upon punitive action. There had been previous talk of expulsion from NAB membership but it is doubted now this course will be pursued.

Rev. Cole announced immediately after the NAB action that he intended to continue his transcribed addresses along non-controversial lines. He said he regarded the new ruling as eminently fair and added he had insisted from the beginning that America is entitled to hear both sides of controversial questions. He said he had never urged that Father Coughlin be silenced but recommended that he should be heard with speakers representing both sides of the many controversial issues he has raised.

Many Voice Support

Support of the code came to the NAB from many organizations and groups. The National Council of Catholic Men, through Executive Secretary Edward J. Heffron, hailed it as a "splendid platform of Democratic broadcasting". William Allen White said he could not see how any "honest, tolerant American citizen who wishes both sides presented can fail to support that code."

Paul B. West, president of the Association of National Advertisers, called it a significant and far-reaching step through which broadcasters "have acknowledged and fairly defined their social responsibilities and in broadest sense planned a wise course of action to meet those responsibilities." John Benson, president of the American Association of Advertising Agencies, cited it as "a fine extension of good stewardship".

Other associations which commended the code and its interpretation included the Federal Council of Churches of Christ in America, National Council of Women, General Federation of Women's Clubs, Boy Scouts of America, Union Theological Seminary, National Education Association, George V. Denny Jr., director of the *America's Town Meeting of the Air*, Lyman Bryson, director of the *People's Platform*, and W. Russell Bowie, director of Grace Church, New York City.

NAB buttressed action of its Code Committee by dispatching analyses of the code to members of Congress, national organizations and other groups. President Miller sent to all members of Congress a letter explaining the code's purposes and scope. Inviting comments and suggestions, he said he received nearly 100 responses, all commendatory. Code Committee Secretary Kirby sent to some 3,000 organizations copies of the code and advised them of its purpose and effect. Comments and suggestions likewise were solicited.

To the some 200 complainants who registered protests with the NAB against the Coughlin action, Mr. Kirby sent a letter advising them that their opinions apparently were based upon incomplete information. He pointed out the code did not deny the right of free speech to any man but did just the reverse. He emphasized that the code guarantees that listeners will hear both sides of all controversial issues.

Reactions in Congress

Despite the spadework done, it was apparent that the code operations are not thoroughly understood in Congress. Moreover, there were indications that Coughlin supporters in Congress would stir up a controversy over its provisions. It was learned that a number of inquiries had been made at the FCC by irate Congressmen who wanted to know why the "Government" had instituted such "censorship restrictions". FCC officials explained that the code was a voluntary industry proposition and that the Commission had nothing whatever to do with its drafting or enforcement.

In other Congressional quarters, the view apparently prevailed that the code would prevent candidates for public office from purchasing time. This view was expressed by at least two members of Congress who, however, were straightened out on it. As a result of this misunderstanding, President Miller undertook to inform members of Congress by letter of the purport of the code, with particular reference to the controversial issue phase.

Realizing that an educational job lies ahead, President Miller plans to set in motion a campaign in which radio itself will be used as the primary medium. Following up his address before the Civil Liberties Union in New York Oct 14, carried over an MBS network, he planned to use additional time on other major networks with the code as the theme. It was expected also that Chairman Bill of the Code Committee likewise would make one or more network addresses.

Thought also was given to a regular series of programs using the question-answer technique, in which particular code provisions would be amplified as they apply to particular groups or classifications. For example, the thought was that outstanding leaders in religion, politics, labor, women's activities and other sustantial groups could be interviewed in such a series as a means of conveying to a complete cross-section of the country the impartiality of the code provisions.

AFL Chief Lands Code

Another strong voice in support of the code was heard Oct. 6 over CBS when Matthew Woll, vice-president of the American Federation of Labor, at its convention in Cincinnati, described it as an important move "in defense of democracy by guaranteeing that radio will continue to provide an open forum for discussion of public issues." He said that the industry code guarantees that no one side shall monopolize the airwaves when a great public issue arises, but that all sides—majorities and minorities, rich and poor alike—shall have free access to the microphone to state their case.

"This is in the best tradition of democracy," Mr. Woll said, "and I think the broadcasting industry is to be congratulated for this sane and orderly procedure, which rules out domination either by force of numbers or by force of wealth. On that front, at least, power politics has been defeated."

MOVIES OVERRULED ON FREE TIME BID

REJECTION of a "free offer" of the Motion Picture Producers & Distributors of America Inc., commemorating the 50th anniversary of motion pictures, was advocated by the NAB Oct. 13. NAB reported a script had been offered stations which could be broadcast "free of charge", and which included several plugs for movie productions past, present and future.

NAB stated while the industry desires to render every cooperation to sister industries, it has advised Kenneth Clark of MPPDA that the scripts were unacceptable except on a paid basis, and invited his co-operation in helping members sell the program to local exhibitors.

Other free time seekers, the NAB reported, include the Missionary Servants of the Most Holy Trinity which has since withdrawn its offer after being informed that the plan to sell books at $1 a copy was a violation of the code, and the National Dunking Assn., seeking to popularize this custom and sell more doughnuts and coffee.

"Cost-per-inquiry" propositions from Dietetic Research Laboratories for MVM Reducing Perles, and Interstate Advertising Agency for Sunlit Flower Fields, were judged as in violation of the NAB Code and the principals so notified.

A GROUP of local merchants, headed by Myer Wiesenthal, furniture dealer has applied for a new 1,000-watt daytime station on 930 kc. in Steubenville, O.

ASCAP Contests New Florida Law

Claims It Is Unconstitutional And Asks for Injunction

PURSUING its practice of combating State anti-trust laws, ASCAP has filed an attack upon the 1939 Florida statute, alleging unconstitutionality and requesting a preliminary injunction. Arguments will be heard Oct. 19 in Jacksonville before a special three-judge court.

The new attack is by a supplemental bill of complaint in the existing suit of Gene Buck, ASCAP president, against Florida's attorney general. The State will seek to compel ASCAP to file a separate suit.

Florida's new statute, supplanting one which had been held faulty, requires full disclosure of copyrights by the copyright owners through filing of catalogs with the State comptroller; sanctions blanket licensing and blanket fees provided each member of the copyright combination makes available to the user the right to use on a "per piece" basis at prices determined by the copyright owner and filed with the comptroller; prohibits blanket licenses which require payment on programs not using music coming under the license.

Like Newspaper License

The effect of the statute is to require what amounts to the old ASCAP license accorded stations owned by newspapers. It also imposes a 3% privilege tax for the right to do business in the State. The statute is similar to those in force in North Dakota and Kansas.

The special court to hear the ASCAP plea comprises Judges Long and Strum of the District Court and Judge Hutchison of the Circuit Court of Appeals. ASCAP's attorneys are Frank Wideman and Stanley Caldwell. Appearing for the State are Assistant Attorney General Tyrus A. Norwood, Lucien Boggs, of Jacksonville, and Andrew V. Bennett, NAB counsel, acting as special assistant. E. C. Mills, ASCAP administrative committee chairman, and Louis D. Frohlich and Herman Finkelstein, ASCAP counsel, planned to participate in the hearing.

Spot Time Sales

EXPENDITURES for spot radio time on 14 New York City stations in July totaled $776,000 according to the first issue of National Radio Records, New York [BROADCASTING, Oct. 1]. Expenditures indicated include: retail, $167,771; general, $524,910; automotive, $48,092; financial, $35,227. The national total for the month, NRR reported, was $5,860,315, broken down to: retail, $2,925 (only one advertiser, Gallenkamp Stores Co., San Francisco, on 4 NBC-Pacific stations); general, $5,330,224; automotive, $495,-81; financial, $31,585.

RICHARD MARVIN, vice-president of William Esty Co., flew from Hollywood to Nashville Oct. 12, to attend the following day's broadcast of WSM's *Grand Ole Opry*, first under the sponsorship of R. J. Reynolds Tobacco Co. for Prince Albert pipe tobacco.

FCC Claims Operator License Policy Remains Unchanged Under New Rules

DISCLAIMING any reported change of policy in allowing service qualifications for renewal of First Class Telephone Operator licenses, the FCC on Oct. 4 responded to a group of identical letters of protest received from several American Communications Assn. locals scattered over the country. Protests entered by the technician unions centered about the alleged refusal of the FCC to accept studio and control room duty, in lieu of regular transmitter duty, in satisfying the service requirement for renewal of license without re-examination.

Pointing out that the revised operators' rules have not altered the situation prevailing under the old rules, where a technician performing duties not requiring the employment of a licensed radio operator was not to be given credit for such service as a basis for renewal of license, the FCC in its answer declared that "in no case has the Commission knowingly accepted this service". As for "satisfactory service", that interpretation also is essentially the same in substance as under the old rules, the FCC letter continued.

Justifying the stand against allowing studio and control room service as well as actual transmitter duty, the letter stated: "Experience obtained as a result of broadcast station inspections has indicated in many cases operators assigned solely to studio control work for extended periods of time lack intricate knowledge of the operation of the transmitter.

"The station licensee is responsible for the proper operation of the station and it is felt that the selection of personnel should likewise be a responsibility assumed entirely by the employer. Whether or not a station licensee required licensed operators for studio work is a matter to be determined by each licensee. For the Commission to require licensed operators for all positions associated with the technical operation of broadcast stations would be impractical as well as unnecessary. Since the transmitter is always in charge of a properly licensed operator, it is the Commission's policy to permit the employment of unlicensed personnel in other parts of the broadcast station's system."

A similar query on the "satisfactory service" interpretation and service requirement also has been received from Samuel R. Rosenbaum, president of WFIL, Philadelphia, who pointed out in his letter that apparently disparity exists between the rules as promulgated and as interpreted by FCC field offices. Mr. Rosenbaum, "speaking for the majority of broadcast station owners", declared that while owners felt strongly about operators who may attempt gratis renewals upon alleged but fictitious service, to avoid "undue hardship both on employer and employe" the whole subject should be carefully reviewed with an eye to clearing up apparent discrepancies.

NAB Hits Critics Of Copy Standard

CRACKING back at the criticism of spokesmen at the convention of the Association of Food & Drug Officials in Hartford, last month, NAB announced Oct. 13 that radio advertising copy is more "strictly and thoroughly policed" than that of any other medium. Unlike any other medium, the NAB Bureau of Advertising stated, radio exerts "voluntary regulation of advertisers' claims".

The NAB statement was prompted by suggestions advanced at the conference [see page 18], urging more stringent regulation of claims made by food and drug radio advertisers and that they be subjected to the same scrutiny by Government officials as newspapers.

Declaring the statement unfair and not based on facts, NAB stated the Federal Trade Commission is furnished with scripts of all network commercials and reviews commercials in transcription spot programs. However, it said, all stations supply a full week's scripts at quarterly intervals, a practice which has been in force since 1934. The statement quoted from the annual report of the Trade Commission for the 1938 fiscal year, in which it stated that in general it had received helpful cooperation of nationwide and regional networks, transcription producers, and some 617 active commercial stations. It added it had observed an interested desire on the part of broadcasters and publishers "to aid in the elimination of false, misleading and deceptive advertising".

The NAB reply was sent to the food and drug officials in a letter to Edwin G. Wodoward, president of the association, as well as to the speakers who had criticized radio advertising.

Apply to Transfer WKRC

Formal application for assignment of WKRC, Cincinnati, from CBS to the *Cincinnati Times-Star* was announced Oct. 12 in conformity with the recently announced $320,000 purchase deal [BROADCASTING, Sept. 15]. Hulbert Taft, nephew of the late President and Chief Justice and cousin of Senator Robert Taft of Ohio, is listed as president of the Times-Star Co., and 10% stockholder. Listed as 40% stockholders each are Jane Taft Ingals and Louise Taft Semple. William T. Semple is vice-president of the company and C. H. Rembold, secretary-treasurer. The station on Sept. 24 relinquished its CBS affiliation in favor of WCKY and went on MBS though it will continue to be operated by CBS until transfer of ownership is authorized.

To Support Red Cross

ARRANGEMENTS are being completed by networks, independent stations and big radio advertisers to support the annual Red Cross Roll Call. Starting Nov. 11 with a full-hour *Red Cross Parade* on NBC-Red, CBS and MBS, 10:30-11:30 p.m. (EST), on which several well-known bands, theatre and radio stars will appear from both Hollywood and New York, the Roll Call drive will be supported from Nov. 12 to 25 by spot announcements and sketches on sponsored network programs. To about 250 independent stations the Red Cross will distribute, about Oct. 23, two quarter-hour recorded dramatic programs, each of which concludes with a short Roll Call appeal. Chapters are being notified to confer with local station managers on scheduling.

New CBS N. E. Rates

NEW rate card for CBS New England Network, effective Sept. 15, has been issued by Radio Sales, listing the one-time evening rate at $1,730, an increase from $1,625. Since the last rate card was issued, in November, 1938, the night power of WPRO, Providence, R. I., has been increased from 500 to 1,000 watts.







"Facsimile
– THE NEXT MONEY-MAKER FOR BROADCASTERS"© 1939 F. T. L., Inc.

- Investigate the potential earning power of Finch Facsimile—the system that prints news of the world in the home—while it happens!
- New equipment now available reproduces 2, 4 or 5-column newspaper format at speeds up to 20 square inches per minute. Press matter, drawings, photos and complete advertisements are reproduced full-size in fine detail.
- Finch Facsimile can be used with radio, landlines and suitable cable circuits with equal facility. Operates from any source of power and is completely self-synchronizing under all service conditions.

Radio engineers and executives are invited to inspect Finch Facsimile Station W2XBF in operation daily at 1819 Broadway.

FINCH TELECOMMUNICATIONS, Inc.
BENDIX, N. J.
N. Y. Sales Office, 1819 Broadway
Circle 6-8080

Radio AND Education

THE FCC has assigned the call letters WNYE to the New York City Board of Education's non-commercial educational broadcasting station operating on 41100 kc. under the FCC rules of Jan. 27, 1938 [BROADCASTING, *1939 Yearbook*, page 370]. Formerly the station was known as WCNY, but the new call was allocated to avoid confusion with the municipal broadcasting station WNYC.

WLS, Chicago, has started two new educational programs under supervision of its director of education, Mrs. Harriet Hester. A quarter-hour Wednesday evening series features high-school choruses from various Chicago high schools. A second quarter-hour series features parent education and is given under auspices of the adult council of the WPA. Various schools who listen regularly to the *WLS School Time* are invited to see the broadcasts and participate in the singing.

WMAQ, Chicago, has started a half-hour Saturday morning studio program *High School Studio Party*. Students who can act, sing, tell stories, etc., are auditioned for the show and students from all of Chicago's high schools are eligible. No tickets are necessary for admission to the show and in addition to entertainment a part of the program is devoted to high school news. The program is given under auspices of the Chicago Radio Council, directed by Harold Kent.

DR. LEE DeFOREST, radio and wireless pioneer, has accepted membership on the board of consultants of CBS' *American School of the Air*, serving as advisor to the air school in scientific fields in general and radio technology in particular.

TREATING health, social security, foreign trade, labor welfare, and other problems of democratic government in units of five or six broadcasts each, the U. S. Office of Education has inaugurated a new plan of educational broadcasting on its *Democracy in Action* series, now heard Sundays at 2 p. m. (EST) on 107 CBS stations. The first groups of five programs, covering foreign trade, started Oct. 8. Laura Vitray, formerly Sunday editor of the *Washington Post* writes the *Democracy in Action* scripts.

COURSE in radio has been added to the curriculum of the State Teachers College, Trenton, N. J., for the 1939-40 season, under the direction of Robert B. Macdougall, a member of the radio committee of the National Council of Teachers in English.

KWSC, Washington State College station at Pullman, has increased its *School of the Air* broadcasts by five hours a week for the 1939-40 school season, now including in its schedule 16 separate programs designed for use in grade and high schools in Washington and neighboring states.

DEPARTMENTS of Education in New Mexico and Louisiana have officially adopted CBS' *American School of the Air* as part of the curriculum in State schools, thus making a total of six States which have included the CBS series in classroom programs.

THE HISTORY of democracy and its ideals is again being dramatized for children and adults on the weekly educational feature, *Ideas That Came True*, which returned to NBC-Blue on Oct. 5 for the 1939-40 season, with Dr. Rollo G. Reynolds, principal of Horace Mann School, New York, again acting as narrator.



Boston's Television Girl

WINNER among more than 400 contestants in the competition held recently by WBZ-WBZA and RCA in Boston to find Boston's Own Television Girl, Eleanor Aycock numbered among her honors official receptions by Gov. Saltonstall of Massachusetts and Mayor Tobin, a coast-to-coast presentation to radio listeners on NBC-Blue, an airplane trip to New York where, as a guest of the NBC television department, she had a role in an actual television program, and a tour of the New York World's Fair as the guest of Dr. John S. Young, radio and television director of the Fair. Here Miss Aycock is shown during her visit to NBC's Radio City television studios, participating in the program with Glenn Riggs, NBC television announcer. The Boston contest was held in conjunction with a one-week visual broadcast demonstration in the music center of the Jordan Marsh Department Store.

AT THE REQUEST of local school authorities and various Parent-Teacher Associations, KECA, Los Angeles, has resumed its five-weekly quarter-hour *School Edition of the News*, featuring Pat Bishop, commentator. All news is edited carefully in the interest of school children. Vice and crime news, as well as other items which do not measure up to the standard set by the Los Angeles Board of Education is eliminated. Nothing but news of a current historical nature is broadcast.

BAYLOR U, Waco, Tex., on Oct. 6 started a weekly half-hour series on Texas State Network, originating from Waco Hall on the campus through WACO, Waco. The series, featuring college symphony, choral and dramatic groups, was arranged by Forrest W. Clough, TSN educational director.

A "Must" Book for Station Management

Rules & Regulations
and
Standards

Applicable to Standard Broadcast Stations

★ PROMULGATED BY FCC, EFFECTIVE AUGUST 1, 1939

★ 72 PAGES

★ 60¢ PER COPY

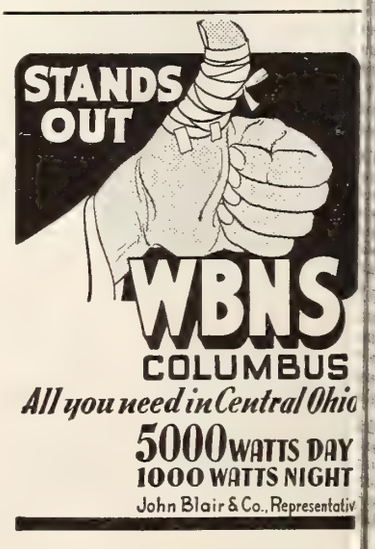
★ 50¢ EACH, TWO OR MORE COPIES

BROADCASTING Publications, Inc.
870 National Press Bldg. Washington, D. C.

Please send me your new 72-page volume, RULES & REGULATIONS AND STANDARDS APPLICABLE TO STANDARD BROADCAST STATIONS. Payment is enclosed.

☐ Send me single copy @ 60c.
☐ Send me_____copies @ 50c each.

Name_____
Firm_____
Address_____
City_____ State_____



ON THE opening broadcast Oct. 5 of *America's Town Meeting of the Air* on NBC, George V. Denny, Jr., president of Town Hall, and moderator of the program, announced details of the $1,000 essay contest, winners to be announced soon after the contest's closing date on Dec. 4. First prize of $500 will be awarded the best essay not exceeding 1,000 words in length on the subject "What Does American Democracy Mean to Me?" Second prize is $200 and third $100. Twenty additional prizes of $10 each will be awarded. The winning essay, selected by a committee of prominent Americans, will be printed in *Current History* and the *Town Meeting Bulletin*, and the writer will be invited to appear on a *Town Meeting* broadcast.

WNYC, New York's municipal station, on Oct. 9 started the fall schedule of daily broadcasts by New York City public schools under the auspices of the Board of Education. Two hundred broadcasts on the elementary, academic and vocational high school levels have been arranged and will be presented by the pupils under the direction of faculty members. All programs originate from the ultra-high frequency station WNYE of the Board of Education, to be heard also on WNYC, and are scheduled Mondays through Fridays, at 10:15 a. m., 11:15 a. m., 1:45 p. m. and 3 p. m. A radio committee headed by Regina Burke, associate Superintendent of Schools, will evaluate the education aspects of the programs with a view to making radio programs a regular phase of the school's curriculum.

FURTHER use of radio as an educational medium will be demonstrated late in October when Harvard's Graduate School of Education and Peabody College for Teachers, Nashville, Tenn., will cooperate in producing *This Living World* programs, the Friday series of CBS *American School of the Air*. First of the broadcasts to be arranged throughout New England cities by the Harvard School and CBS will be Oct. 27 in Civic Auditorium, Springfield, Mass., while later broadcasts from Nashville high school auditoriums will be arranged by Peabody College.

NEW ENGLAND Women's Press Assn. on Oct. 18 will start its fall broadcasting activities on WORL, Boston, with a special program during which certificates of merit, given on behalf of the National Federation of Press Women, will be awarded to WORL and Mrs. Maude W. Linscott, conductor of the weekly *Women in Review* program on the station. Mrs. Linscott won the award "for the best creative radio broadcast produced by a woman for the State of Massachusetts", while the station's award is "for foresight and cooperation in sponsoring this outstanding woman's program."

TOTAL of 100,000 letters of approval from listeners throughout the country has been received by producers of the CBS program *What Price America*, heard 25 times since its debut in January. The program, produced in cooperation with the U. S. Department of Interior, dramatizes America's struggle to restore and preserve her natural resources.

UNIVERSITY of Chicago *Round Table* celebrated its seventh network anniversary Oct. 7. The discussion series featuring prominent educators and public figures is aired on 68 NBC-led stations in 38 stations to an estimated audience of three million.

INDIANA State Teachers College has started its sixth consecutive year of educational broadcasting on WBOW, Terre Haute, with five individual series of programs announced by Dr. Clarence M. Morgan, radio director.

ARIZONA U on Sept. 29 inaugurated a new series of regular university radio productions, originating in the campus studio and carried alternately by KTAR-KVOA and KTUC-KOY.



PITTSBURGHERS got a demonstration of visual broadcasting the week of Oct. 1 through the cooperative efforts of KDKA and the local Spear's store. Operating on a schedule of four performances daily, two in the afternoon and two in the evening, the exhibition telecasts were dedicated opening day by Mayor C. D. Scully, of Pittsburgh, and later presented interviews with local and visiting celebrities, along with entertainment by KDKA staff artists, handled by Ed Schaughency, KDKA announcer. Technical installation was supervised by J. C. Baudino, KDKA plant manager, and operation was supervised by Engineer T. C. Kenney. Spear's store publicized the demonstration with announcements on all five Pittsburgh stations and full-page ads in local newspapers, and both the store's and KDKA's merchandising staffs got behind the project. One of the chief eye-catchers employed was the KDKA special events car, a midget Bantam, shown above carrying (l to r) Nathaniel Spear, president of Spear's; Mayor Scully; Miss Pennsylvania (Ruth Willock), and Miss America (Patricia Donnelly). The car was used to carry artists, staff members and technical experts through Pittsburgh streets daily on their way from the studio to the store for the visual demonstrations.

Television News Notes

RCA-Farnsworth Pact

A CROSS-LICENSING agreement has been entered into by RCA and Farnsworth Television & Radio Corp. whereby each party acquires the right to use the other's inventions in television and other fields, according to an announcement made jointly on Oct. 2. RCA gets a non-exclusive license for television receivers and transmitters and other radio and sound recording and reproducing apparatus under Farnsworth patents. Farnsworth Corp. receives a standard non-exclusive license under RCA patents for broadcast and television receivers and electric phonographs and also other non-exclusive licenses for television and broadcast transmitters and for other fields. Neither company acquired any right to issue sub-licenses to third parties under the other's patents.

* * *

Book by Lohr

LENOX R. LOHR, president of NBC, has written a book on television broadcasting which will be published early this winter by McGraw-Hill. Volume, which has not yet been titled, will cover visual broadcasting from all angles, engineering, program production, economics, etc., in non-technical language.

* * *

To Give Lectures

THELMA PRESCOTT, who resigned recently from the NBC television production division, has been signed by NBC Artists service department to give lectures on "Behind the Scenes in Television" at women's clubs, drama schools and universities throughout the East.

Cincinnati Demonstration

WLW, Cincinnati, conducted the first public television demonstration in the city recently when it arranged for installation of technical equipment, installed and manned by RCA, in a local department store. With iconoscopes on the fourth floor of the store, connected by coaxial cable with receivers on the ninth, the station furnished entertainment by studio talent during the six-day showing as well as arranging for talent from local night clubs and interviews with members of the Cincinnati Reds ball team. Peter Grant and Charles Woods, WLW announcers, were m.c.'s.

* * *

Indians See

UTE INDIANS of the Uintah and White River tribes of Eastern Utah recently performed ancient tribal dances and ceremonies for the television audience during a demonstration using the RCA portable equipment conducted by KDYL at the Paris Co. Department Store in Salt Lake City. After representatives of the two Ute tribes had performed the ancient "Bear Dance" and "Turkey Dance", the 89-year-old chief of the Uintahs described in Ute sign language the coming of the whites to Utah.

* * *

REVISION of NBC's television schedule will drop Tuesday afternoon and evening programs and start each week off on Wednesday, but will add Saturday evening and Sunday afternoon telecasts to the schedule instead. Arrangements have been made to televise boxing matches in Brooklyn, 9 to 11 Saturday nights and home games of the Brooklyn Dodgers, pro football team, 2:30-4:30 Sunday afternoons.

All About Television

TO TELL the radio listener something about television, NBC has started a new series, *Television Backstage*, broadcast each Friday, 1-1:15 p.m., on the Red network. Each week Announcer George Hicks, aided by "Bobby", a 10-year old boy, interviews one of NBC's television executives about this new kind of broadcasting. A. H. Morton, vice-president in charge of television, was the first speaker. Among others listed were O. B. Hanson, vice-president and chief engineer; C. W. Farrier, television coordinator; Thomas Hutchinson, manager of television programs; James McNaughton, designer of television sets, and others.

* * *

Don Lee Industrial Film

MARKING what is believed to be the first time industrial motion pictures have been shown in western television, the Don Lee Broadcasting System, Los Angeles, on Sept. 23 televised over W6XAO a General Motors produced educational film. The video-sound show was fed to 600 teleceivers in Southern California through W6XAO. Subjects included safe automobile operation; development of the diesel engine and sequences showing General Motors shops, methods and materials.

* * *

Television Test by Movies

HOW television may be used to advertise motion pictures is being tested by Columbia Pictures Corp., which is preparing special trailers for its feature pictures for televising on W2XBS, NBC's video station in New York. In exchange for the plug, the picture company also supplys NBC with two short features for televising. Deal was arranged by Arthur Hungerford of NBC's television staff. Televised trailer for *Golden Boy* was presented prior to the film's New York opening and the one for *Mr. Smith Goes to Washington* will be telecast the day before this film is first shown in New York.

* * *

Television and Airlines

IN COOPERATION with the Air Transport Assn., organization of 16 of the largest airlines and 20 major manufacturers of aviation equipment, NBC on Oct. 21 will start a series of one-hour televised programs designed to promote air travel. Plane models in the studio and movies will be used and noted figures in the industry will be interviewed. Erwin, Wasey & Co., New York, agency for the Assn., will assist NBC in the preparation and presentation of the series.

CBS Television Deferred

ALTHOUGH several months have passed since the date originally scheduled by CBS for the inauguration of its experimental broadcasts, the installation of its video transmitter in New York's Chrysler Tower is still incomplete and the network's television executives are unwilling to make any surmises as to when they will finally get on the air with sight as well as sound programs. Meanwhile, plans for production of visual entertainment are progressing at full speed, it was stated, so that when the technical problems have all been solved the network will be ready immediately to start presenting a varied schedule of visual entertainment.

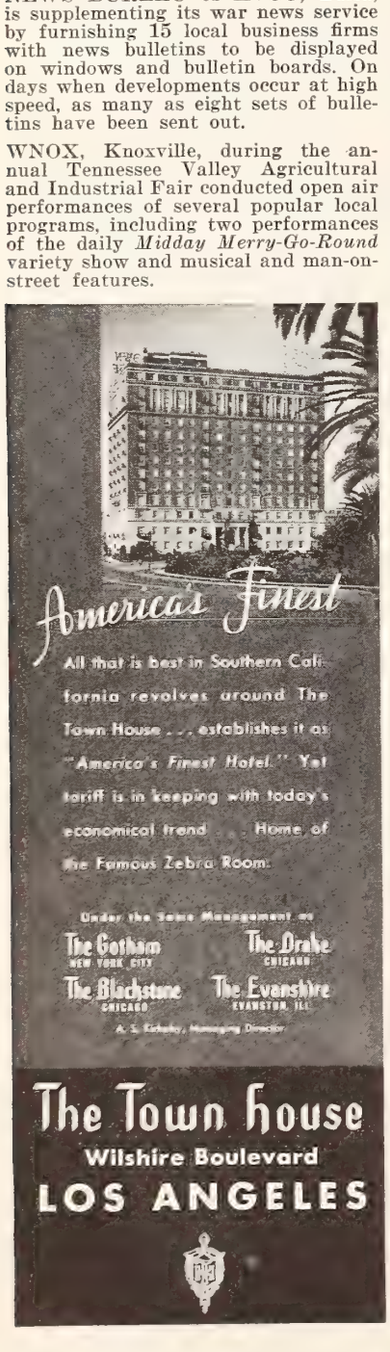
Studio Notes

WCKY officially became a Cincinnati station Oct. 10 with approval by the FCC of removal of its main studios from Covington, Ky. to the Gibson Hotel in Cincinnati. All executive offices and main studios are being removed to the Gibson, in which branch offices heretofore have been housed.

KTSA, San Antonio, transferrd its news bureau and equipment to the Municipal Auditorium during the local National Home Show, Sept. 30-Oct. 8, where night news programs were prepared and broadcast on regular schedule. The complete news bureau setup, including a UP teletype, was placed in the orchestra pit of the auditorium, where Charles C. Shaw, KTSA news editor, prepared and read the programs and answered questions of visitors. Jack Mitchell, KTSA production manager, acted as master of ceremonies for the entire Show, introducing stage shows and conducting a quiz program concerning the exhibits. Bee Morin, staff organist, also played organ programs nightly. KTSA broadcast the Home Show program, in addition to the news, from the auditorium each night.

NEWS BUREAU of KVOO, Tulsa, is supplementing its war news service by furnishing 15 local business firms with news bulletins to be displayed on windows and bulletin boards. On days when developments occur at high speed, as many as eight sets of bulletins have been sent out.

WNOX, Knoxville, during the annual Tennessee Valley Agricultural and Industrial Fair conducted open air performances of several popular local programs, including two performances of the daily *Midday Merry-Go-Round* variety show and musical and man-on-street features.



SHIFTS in the production and technical departments of KSL, Salt Lake City, have led to new staff designations by Earl J. Glade, manager, and Ivor Sharp, director of station operations. The new staff lineup follows: Gene Pack, technical director; Willice E. Groves, chief engineer; Glenn C. Shaw, production manager and chief announcer; Farley Baer, assistant production manager; Irma F. Bitner, educational director; Earl J. Glade Jr., news director; Harry Clarke and Francis Urry, production. Thomas H. Axelson heads a new department of public events, sports and promotional activities, with Wayne F. Richards as assistant.

WSM, Nashville, has all its news programs sponsored since the end of daylight time, amounting to six quarter-hours a day. Sponsors are Pinex Co., Manhattan Soap Co., Vick Chemical Co., Faultless Starch Co., Peter Paul Inc., and Bristol-Myers Co.

CBS has arranged six Monday evening concerts from the Curtis Institute of Music, Philadelphia, in addition to the usual afternoon series starting Oct. 16 for the 11th season. Five CBS programs each are planned from New England Conservatory of Music, Boston, and Ohio State, Columbus, as part of the network's 1939-40 musical broadcasts, which will also include the sixth year of concerts from Cincinnati's Conservatory of Music.

WGN, Chicago, has started a serial dramatization of *The Guilty Bystanders*, the novel of Rupert Hughes. Featured on the Friday night quarter-hour series is Caroline Fisher, central figure in a story that concerns court witnesses whose reputations are injured by legal innuendo.

MORE THAN 200 employes of NBC-Chicago attended the fall outing held recently at the local Lincolnshire Country Club. Ken Carpenter, NBC-Blue sales chief, was low man at golf. Page Charlie Whipple won the tennis singles and Johnny Wehrheim, of general office, won the ping pong trophy.

SINCE the transmitters of WEAF and WJZ, New York, were opened at 6:30 a. m., on weekdays a year ago, the sales department of the two stations reports the period between 7:30-8 a. m. completely sold to commercial sponsors. On WJZ, sponsors are Pinex Co., Commercial Solvents Co., Vick Chemical Co., Peter Paul Inc., and Standard Oil of New Jersey. On WEAF, sponsors are Commercial Solvents Co., Vick Chemical Co., Peter Paul Inc., and RCA Mfg. Co.

KGKO, Fort Worth, cooperated with WSM and WLAC, Nashville, in carrying the three Dixie Series baseball games between the Fort Worth Cats and Nashville Vols, played in Nashville recently. Herman Gizzard, of WLAC, and Harold Hough, KGKO general manager handled the play-by-play descriptions and commentary, with WSM engineers handling the pickup, carried to Fort Worth via phone wires. The first game was sponsored by Worth Credit Clothiers, Fort Worth, and the other two by T-P Oil Co. of Texas.

WRC-WMAL, Washington, on Oct. 1 held the official opening of NBC's "House of the Future" near Washington. Designed as an example of the future American dwelling, ground-breaking ceremonies for the structure were held last May, and WRC-WMAL listeners have been kept advised on construction progress through special programs and announcements. Mary Mason, director of the *WRC Home Forum*, who was hostess at the official opening, has broadcast her daily programs periodically from the house as it was being constructed.

KIT, Yakima, Wash., for the ninth consecutive year, broadcast a series of daily programs direct from its glass enclosed studio in the Horticultural building of the Central Washington Fair, Sept. 28-Oct. 1. In addition KIT had a roving reporter on the grounds and also broadcast the evening grandstand pickups, with Hugh Barrett Dobbs as master-of-ceremonies.

Another NBC

FOLLOWING the publicity barrage in Cincinnati telling of WCKY's joining CBS and the WLW-WSAI "exclusive NBC" tieup, radio and agency men rubbed their eyes recently when a fleet of trucks appeared on the streets bearing signs with big red letters, "WCKY—NBC". The trucks, it was learned on further observation, were owned by National Biscuit Co., which is advertising NBC doughnuts on WCKY with the transcribed *Buck Rogers* serial.

TWO Green Bay Packer football stars and a sporting goods store are sponsoring the new *Football, Facts and Forecasts* on WTAQ, Green Bay, Wis., with Al Michel giving facts about stars facing the Packers, immediately before the regular Packer game broadcasts, for Wadhams Oil Co., also sponsoring the games on WTMJ, and then forecasting results of other pro and collegiate games. The program, aired every Sunday afternoon at 1:45 p. m., is sponsored by Arnold Herber, Packer halfback and proprietor of DePere Clothing Store; Charles Goldenberg, Packer guard, and manager of the Auto Acceptance & Loan Corp., and Gordon Bent Sporting Goods Store.

WDGY, Minneapolis, recently broadcast the premiere of the new *WDGY Barn Dance*, playing before a studio audience of about 1,000. The new series features the Happy Hollow Boys, the Williams Sisters, Ernie Trapp, Thorstein Skarning and his orchestra, and Afhild Queber, with Ralph Wayne as m.c.

REDESIGNED to give farmers themselves a wider opportunity to talk about their problems, *Everybody's Farm Hour* on WLW, Cincinnati, has been expanded from a weekly feature to a six-weekly series. In addition to talks by and with farmers and farm representatives and agencies, the series features the music by Josef Cherniavsky and his orchestra. The feature is heard daily except Sunday on WLW, 12:30-1:15 p. m. (EST).

WTAR, Norfolk, carried three special programs in connection with the opening of the new toll-free entrance into the city via a new bridge at Magnolia, Va., including coverage of tape-cutting ceremonies at mid-bridge, interviews with visiting Virginia and North Carolina mayors and other notables, and a descripiton of the parade held during the bridge-opening celebration.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

WGN, Chicago, has reopened its main audience studio which was recently redecorated and announces that audience shows will be presented six days weekly. Audience shows include *Musico, Pageant of Melody, Guilty Bystanders, Romance in Rhythm, Concert Revue, Your Sunday Date, The Guilty Bystanders.*

WHEN FANS expressed a desire for the broadcast, Fred A. Palmer, manager of KOY, Phoenix, sent Lou Kroeck, sports commentator to San Diego, paid for a 500-mile direct line to that city, and broadcast the Arizona State-San Diego State gridiron game direct from the California city, as a sustainer.

CHICAGO World War Veterans were entertained Oct. 12 by the cast of the *WLS National Barn Dance* during a special performance at Edward Hines Hospital. Al Boyd produced the show and Jack Holden was m.c.

DR. EDWARD HOWARD GRIGGS, conductor of the *Lives of Great Men* series on NBC-Red last season, is presenting a new series of weekly programs *The Torch of Progress* on NBC-Red, during which he will tour from coast to coast giving lecture-broadcasts on the cultural advance of civilization from primitive times to the present.

KNX, Hollywood, celebrated its 15th anniversary Oct. 14. Highlights in the growth and achievements of KNX since its start in 1924 were featured on the *Saturday Morning Party* program, which was written by Paul Pierce, continuity editor, and presented under supervision of Fox Case CBS Pacific Coast public relations director. KNX was acquired by CBS on Dec. 29, 1936.

TIME SALES for the quarter ended Sept. 30 for WQXR, New York, were 56.8% ahead of those for the same period last year, according to Robert M. Scholle, WQXR sales manager. Sponsors now using WQXR include Gambarelli & Davitto wines, Glyco Thymoline, Martinson's coffee, Stromberg-Carlson radios, Venida products, White Rock Mineral Springs Co., J. B. Williams Co., Ford Motor Co., Conti Shampoo, Devonsheer Melba Toast, Hotel Seymour, Garrard Record Changer, National Council of the Protestant Episcopal Church, New York Society for Ethical Culture, World Book Encyclopedia, Douglas L. Elliman Corp.

WCAU, Philadelphia, has added 13½ hours to its weekly operating schedule, raising total operating time from 124 to 137½ hours. The station formerly opened at 7 a. m. and closed at 1 a. m. Under the new schedule, from Monday through Saturday, WCAU opens at 5:55 a. m. and closes at 1 a. m.

TWENTY-SEVEN dramas from Sophocles' *Antigone*, first produced in 441 B. C., are to be presented during the third consecutive season of *Great Plays*, the weekly program which returns to NBC on Oct. 15. The series has been arranged by Blevins Davis in association with Lewis H. Titterton, head of the NBC script division, and William S. Rainey, manager of the production department.

WHEN NBC starts its Saturday night symphonic program featuring Arturo Toscanini, there will be no Chicago outlet for the series. WENR, NBC's Blue outlet in Chicago is off the air on Saturday nights as WCFL, Chicago Federation of Labor station which carries a number of NBC-Blue sustainers, cannot carry the series because of prior commitments.

KMO, Tacoma, Wash., built a special display-studio at the recent Tacoma Home Products Exposition and broadcast daily programs, promoting home-town products. The exhibit included recording and play-back apparatus for visitors entertainment. Special booklets were prepared on the radio industry and handed out to visitors. Jerry Geeham, KMO announcer, also handled the exposition public address work.

COWBOY TRIO, *The Rough Riders*, who started their radio career three years ago on WKY, Oklahoma City, have signed a contract with Republic Pictures and are in Hollywood working on their first motion picture. The trio will shuttle between Hollywood and Oklahoma City to maintain both their picture and radio commitments. When not available in person, their programs for Cain's Coffee, present sponsor on WKY, will be presented via transcription.

WHO, Des Moines, on Sept. 30 started the ninth season of *Iowa Barn Dance Frolic* with a grand opening performance in the Shrine Auditorium before 3,000 persons. The 105-minute broadcast is sponsored this season by Mantle Lamp Co., Chicago, Murphy Feed Products Co., Burlington, Wis., Flex-o-Glass Mfg. Co., Chicago, and Red Brand fence. Production, supervised by Harold Fair, WHO program director, is handled by Stan Sidney, assisted by Dick Anderson, Ernie Sanders, Max Robinson, Jack Merrigan, and Bobby Griffin.

WHAT it believes is a model policy of devotional programs has been inaugurated by KOY, Phoenix, with a daily morning *Family Prayer* period handled by a staff member, which various religious groups of Phoenix and the Salt River Valley conduct in rotation and a Sunday evening *Vespers* program. The participating church's choir furnishes the Sunday evening music and its pastor delivers a five-minute sermonette. Without cost, remote lines are also put into a different Phoenix church each Sunday and the entire morning service service is broadcast.

POPULAR Saturday evening program on WIND, Gary, Ind., is *Montparnasse Forum* which features prominent Chicago personalities in discussions of topics of the day. Another WIND feature which returned to the air recently is *Chicago Sunday Evening Club*, a 45-minute lecture series by prominent clerics and laymen.

WBAL, Baltimore, during the week of Oct. 9 broadcast the regular early evening *Esso News Reporter* five-minute spot from the stage of the Hippodrome Theatre. The program was handled exactly as in the studio and was announced by Paul Girard and Lom Dane.

WESTERN ELECTRIC commercial department recently entertained colleagues in the Bell Telephone System at the annual outing and golf party at the Knoll Country Club, Boonton, N. J. Approximately 175 persons participated in softball games, horse shoe, badminton and golf competition, and prizes were awarded winners at the meeting including banquet in the club house.

WRC, Washington, has installed a microphone in the U. S. Weather Bureau to bring morning forecasts direct from headquarters. The Bureau has increased its forecasts to four a day instead of two.

WSTP, St. Paul, was recognized officially as a medium of public information recently when a U. S. District Court in Minneapolis gave legal recognition to an address of Linus W. Kotzbach, state WPA administrator, over the station and the Minnesota Radio Network July 3. The government intended the KSTP address was sufficient information and notice to WPA workers as to what conditions of employment would maintain under the new relief act. Attorneys for the defense opposed introduction of the radio address as evidence, but Judge M. M. Joyce upheld the government.

THE FIRST portable isolation booth to be used as a standard adjunct for a radio serial on the Pacific Coast has been constructed under supervision of William Robson, CBS Hollywood producer. It is employed each week on the CBS *Big Town* program, sponsored by Lever Bros. The use of a microphone in the booth emphasizes distant noises such as telephone calls, off-stage voices and street sounds.



THEY gave a surprise party recently for Bob Kelley, football commentator of WGAR, Cleveland. Hosts were members of the Cleveland Rams pro football team, in which the WGAR-WJR interests have an ownership stake. Kelly describes Rams games for General Mills, whose Wheaties provided the culinary diversion at the party.

Back from the Wars

BRINGING back tales of blackouts and war bustle, Ed McBride and Don Sullivan, singing cowboys featured on Radio Normandie for the last nine months, have returned to their home in South Stirling, N. J., after their contract had been cancelled because of war in Europe. Polishing off their final program on the European station Sept. 1, the crooning pair, after some difficulty in getting tickets, managed to secure accommodations on the *Manhattan* and lost no time in hurrying back to the United States, where they are now telling neighbors of the overnight thinning of the population of the French town, Caudebec, where they visited, as France declared war and townspeople enlisted, of trainloads of dead and wounded, and the lengthening of rail schedules to permit rerouting to avoid the war zone. Their European engagement was handled by Jesse L. Kaufman Inc., New York.

TECHNICIANS and announcers of KGFJ, Los Angeles, have affiliated themselves with Broadcast Local 15, American Communications Association. Negotiations have been started by the association with Ben S. McGlashan, owner and operator of the station, for a contract covering its members. Other ACA stations in Los Angeles are KRKD, KFVD and KFAC, with members also in KMTR and KMPC.

FOLLOWING the change of frequency of KECA, Los Angeles, from 1430 kc. to 780 kc., the station's local business for the month of August increased 400% over the average of the preceding six months, according to Ken R. Dyke, director of national sales promotion for NBC. KECA is the Blue network outlet in Los Angeles.

WCKY, Cincinnati, is planning to revive the *Doodlesockers* program, formerly conducted on both WCKY and WLW by Sidney Ten Eyck, who recently rejoined the WCKY announcing staff after several years at WSMK, Dayton. A new musical unit probably will assist Ten Eyck in the program.

PACIFIC Broadcasting System, Tacoma, comprising 16 stations in Washington and Oregon, and affiliated with the Mutual-Don Lee network, on Sept. 26 observed its second anniversary with a series of special broadcasts. Executives of the network, at a recent meeting called to discuss State copyright legislation and action of the NAB at its Chicago meeting, passed a ban on all songs tending to "promote war fever". They also pledged themselves to promote more "cheerful" and variety programs, sponsored and sustaining. Carl E. Haymond, head of KMO, Tacoma, is president, Thayer Ridgway general manager.

WKY, Oklahoma City, ran a direct wire from its studios to Evanston, Ill., when Oklahoma U triumphed over Northwestern U Oct. 7. CBS also broadcast the game with Ted Husing at the microphone.

WMAZ, Macon, Ga., has instructed its newscaster, Holt Gewinner, to save every piece of copy mentioning Senators, Representatives, the Governor and other Georgia officials in order that officeholders may know exactly what has been said about them on the station. Copies of the items are mailed out each week with a notation of the date and time of broadcast.

WCSC, Charleston, S. C., carried its longest remote Sept. 30 when it sent Phil Sutterfield and Edward McGinley to Athens, Ga., for a play-by-play description of the Georgia-Citadel football game. The 250-mile pickup was the longest remote in WCSC's nine years of operation.

KMPC, Beverly Hills, Cal., has installed a six-piece all-girl staff orchestra, directed by Peggy Gilbert.

KMBC, Kansas City, opened the third season of its Saturday night variety show, *Brush Creek Follies*, Oct. 7 in the local Ivanhoe Temple. The show, featuring 30 studio entertainers, played to capacity audiences last year at first-run theatre prices. Changed format for the current weekly series includes eliminating amateur contest in favor of an audience participation feature. Due to tight Saturday night schedules, KMBC records two half-hour shows from the stage and airs the program from 10 to 11 p. m. Felix Adams Jr., program director, and Jimmie McConnell, artist bureau director, produce and manage the show.

KDYL, Salt Lake City, during the two weeks ending Oct. 1 broadcast 162 remote control features, including the opening of the state fair, the "Galena Days" celebration at Bingham, Utah, KDYL's television demonstration, and fall practice sessions of Utah U's football team.

WCCO, Minneapolis, entertained more than 100 Minnesota mayors and their wives at a cocktail party on Northwest Day, Oct. 5, during the Minneapolis Century Celebration. During the centennial week, Oct. 1-7, WCCO carried broadcasts several times daily from the Minneapolis Auditorium, exhibit nucleus, along with interviews with prominent citizens, old residents, and visitors.

LONE STAR CHAIN, new Texas regional network, handled its first sponsored football game Oct. 7 when Humble Oil & Refining Co., Houston, sponsored the broadcast of the Rice-Centenary game direct from Houston. Stations comprising the network are KGKO, Fort Worth; KTSA, San Antonio; KGNC, Amarillo; KRIS, Corpus Christi; KXYZ, Houston, and KRGV, Weslaco.

WBZ-WBZA, Boston-Springfield, are carrying a regular schedule of special programs for the army recruiting office to assist in the Army enlistment drive. Arranged by John A. Holman, New England NBC manager, who is a captain in the Signal Corps Reserve, the programs consist of interviews with officers, army band units and descriptions of enlistment requirements and army life and departments.

Missouri-Illinois Hookup Is Formed

KWK, St. Louis, Originating Point for New Group

FORMATION of the Missouri-Illinois Broadcasting System, comprising four stations, was announced Oct. 9 by Robert T. Convey, president of KWK, St. Louis, and head of the new operation.

With KWK as the originating point of all programs, the hookup will include KWOS, Jefferson City, Mo.; WJBL, Decatur, Ill., and WTAX, Springfield, Ill. Operation began Oct. 9 with a liberal schedule of diversified programs, to be fed regularly to the stations.

Formation of the hookup grew out of experience gained by KWK in feeding its Hyde Park Brewery sponsored sports programs to KWOS last year, along with certain sustaining offerings. Mr. Convey said that both local and national advertisers exhibited interest in the two-station hookup with the result that the Illinois stations eventually were added to form the new network.

Chicago Competition

Mr. Convey said that in the territory covered by the hookup, there is a rich integrated commercial area, which, although competently serviced by stations within the communities, can be much better served through a combination of stations and a participation in the regional system. He explained that Chicago and St. Louis wholesalers compete vigorously for Springfield and Decatur markets and that intensive coverage of these two areas was not available heretofore.

Ten KWK sustaining programs are fed to the three stations regularly under the initial program schedule. Sports reviews sponsored by Hyde Park Brewery will be fed to all the stations daily while Alpen Brau beer's daily musical program will be fed KWOS.

Mr. Convey declared the new network will enable the advertiser interested in these regional markets to obtain comprehensive coverage economically both from the standpoint of talent and time cost and merchandising production. He estimated that primary radio homes reached by the network will exceed 6,000,000.

Dr. Fahrney Test

DR. PETER FAHRNEY & SONS Co., Chicago (proprietary), on Oct. 9 started *The Sunbeam*, thrice-weekly quarter-hour live program on WHO, Des Moines. The firm is using the series as a fall test and would not disclose when the program might be expanded to other stations. The program features the dramatic yarns of Bill Granger, a small-town newspaper editor who tells human interest stories. His wife, Martha, is in charge of the woman's page and presents recipes and household hints on the program. Cramer-Krasselt Co., Milwaukee, handles the account.

Swift Canadian Spots

SWIFT CANADIAN Co., Toronto (Pard dog food) starts a half-hour Sunday transcription, *Fu Manchu*, Nov. 5, on CFRB, Toronto, and following weeks on CHNS, Halifax; CJRC, Winnipeg; CJOR, Vancouver. J. Walter Thompson Co., Toronto, placed the account.

Tribute to Geo. Dealey

TEXAS and the nation paid tribute Oct. 11 to George Bannerman Dealey, publisher of the *Dallas News* and operator of WFAA, at a banquet in the Buccaneer Hotel, Galveston, on the occasion of the 65th anniversary of his entry into Texas newspaper work. Notables from all over the country attended, and speeches were made by Lenox R. Lohr, NBC president; Amon G. Carter, owner of WBAP and KGKO, Fort Worth, and publisher of the *Fort Worth Star-Telegram*; Walter M. Dear, president of the American Newspaper Publishers Assn.; former Gov. W. P. Hobby, publisher of the *Houston Post*, and others. Sharing honors with Mr. Dealey at the banquet were his wife, whom he met when she accompanied her father to Galveston in 1882 with a delegation of the Missouri Press Assn.

RE-ENACTMENT of the CBS *Americans at Work* program dealing with the baking industry will be witnessed Oct. 16 by 5,000 of the bakers attending the American Bakers Assn. convention, in New York.

WISE, Asheville, N. C., To NBC, Opens Oct. 20

THE new WISE, Asheville, N. C., local, will join NBC as its 177th outlet on Oct. 20, the day it dedicates its new facilities. The station will be available as a bonus outlet at no additional cost to advertisers using WFBC, Greenville, S. C., which is supplementary to both NBC Red and Blue. Harold H. Thoms, publisher of the *Asheville Daily News*, is licensee of the station which will operate fulltime on 1370 kc. with 100 watts. The station has installed a Gates transmitter. It is understood that Mr. Thoms, who will actively manage the station, plans to dispose of his ownership of the *Daily News* and devote full time to broadcasting.

Studios and offices of WISE are located in the Langren Hotel. In addition to the Gates transmitter, the station has purchased a Gates five-channel console and Presto heavy duty turntables with lateral pickups. Station personnel includes Bernard Macy, program director; John Kegell, continuity director; Kenneth Beechboard, production manager; Baxter Barkley, local commercial manager; William Hinn, assistant local commercial manager; Ralph Kiibler, chief engineer; Durham Ipock and James Sims, engineers, and Miss Clara Lathrop, hostess. Mr. Thoms said the station will have available Transradio and INS news.

Mennen's Promotion

MENNEN Co., Newark, has set up extensive promotional campaigns tying in the druggists with the company's *Quixie-Doodle* broadcasts on MBS east of the Rockies and Bob Garred's news broadcasts on the West Coast. Special window streamers, newspaper ads and other promotional material have been prepared and Mennen salesmen have been supplied with presentation books which give the retailers a complete picture of the radio programs and their direct activities on the retailers' behalf. Merchandising campaign was produced by F. S. Dieterich, merchandising manager of the Mennen Co.

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THIRTEEN YEARS EXPERIENCE
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RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service a great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
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Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

ASSOCIATED RECORDED PROGRAM SERVICE
Quality Programs for Commercial and Sustaining Uses.
25 West 45th Street
New York City

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per work. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Station manager wanted. Position open for energetic manager local station—Southwest. Interested in one who is employed managing a small station successfully in a comparatively small city but who might like to change for a position offering percentage of profits. Box A554, BROADCASTING.

Salesman—a man with a good background; 30-40 years of age; for full time NBC Red Station in western market. Drawing account and commission. Arrangement offers opportunity for real earnings. Give complete information. Box A542, BROADCASTING.

Salesman—Opportunity right man local station midwest city of 100,000. Must be able sell large accounts. Tell all first letter. Box A552, BROADCASTING.

Situations Wanted

Sports Announcer—Radio play-by-play all sports; sports commentary, recordings. Box A549, BROADCASTING.

Experienced Staff Organist - Pianist - Program Director desires change of location. Box A551, BROADCASTING.

Sales Manager: Regional, local station. Experienced. Capable. Exceptional record. Worth investigating. Box A540, BROADCASTING.

Combined services available or technician only. Wife; steno, continuity, microphone. Ages 26. One year experience. Box A539, BROADCASTING.

As Station Manager or Program Director: 10 years radio experience, both national and local fields. Highest references. Box A543, BROADCASTING.

Instructor-Announcer—Teach voice, speech, radio arts, commercial announcing, programming, dramatics. References. Box A548, BROADCASTING.

News - sports - special events announcer seeks better opportunity. Ten years experience—local and network. Go anywhere. Box A545, BROADCASTING.

Experienced Announcer desires position with small station. Can write continuity and develop program ideas. Salary secondary. Available immediately. Box A547, BROADCASTING.

Situations Wanted (Con'd.)

Producer - Script Writer—network experience, formerly associated with Nation largest independent station—now available for staff or assignment work. Scrip and transcriptions upon request. Bo A550, BROADCASTING.

Production Man, ten years' experience, pr duction, programming, promotion, wri ing. Employed, but wants to mal change. Married. Will accept small sa ary. Box A544, BROADCASTING.

Good Salesman or Sales Manager desir change location. Ten years experien network and independent stations. Sta reasonable and prove worth. Go an where. Box A546, BROADCASTING.

Idea Man, radio station or agency. Write producer, considerable sales and sal management experience. Excellent lor standing national contacts in radio a advertising circles. Go anywhere. Reaso able salary and percentage. Box A5 BROADCASTING.

Commercial Manager seeks change. N with well known network station whe efforts in past few years have account for growth and increases in reven that have gained national recognitio This man is a substantial citizen with fine background of experience and trai ing that qualifies him for the toughe radio job in the country. He is your energetic, thoroughly reliable and r possessed of any false ideas concerni his own place in the scheme of thin He has made scores of friends in t national field and knows the local sa and service problems. He is interest only in a permanent connection with good station prepared to reward sou production. Starting salary around $7,0 with future strictly on a make go basis. Box A538, BROADCASTING.

Expert News Man—Seven years ne paper experience. News editing and wr ing a specialty. Can give station lo news coverage, publicity, handle spec events, promotion. Age 26, married. B A555, BROADCASTING.

For Sale—Equipment

Western Electric 304 - A transmit 500/1000 watts. Good condition with t complete sets tubes less crystal oscillat $2000.00 f.o.b. W-F-B-R, Baltimore, Ma land.

Basic Standards for News Programs Discussed by Women's Radio Group

SUGGESTIONS that the Women's National Radio Committee prepare a set of criteria and distribute them to the women of America for use in evaluating war news and commentaries heard on the air, and that the WNRC prepare a demonstration news program or series to show how they believe war news should be handled by the broadcasters, were advanced at a luncheon meeting of writers and civic organization leaders held Oct. 11 under WNRC auspices at the St. Regis Hotel, New York.

The conference was called to consider ways in which the standards of news broadcasts may be improved," according to a resolution passed by a recent board meeting of the committee which stated that the committee "is fully cognizant of the fact that the broadcasting companies have undertaken with great earnestness the serious responsibility confronting them in the challenge of the world situation" but that it has also received many protests against "hysterical and ill-considered broadcasts of news." Resolution was read by Mme. Yolanda Mero-Irion, chairman of the WNRC.

Power of the Voice

Opening the discussion, Mrs. Marion Miller, member-at-large of the Committee, said the organization, which through its affiliated women's groups represents millions of American women, had been troubled over the treatment of world news on the air, particularly by the overly dramatic presentations of some small independent stations, adding that this was not true of the networks.

"Perhaps the news being broadcast was merely an unconfirmed rumor," she said, "and if you listened closely enough you would hear that stated, but whereas in reading a printed report you have an opportunity to study it as a whole, with all of its implications, in listening to the radio this is much more difficult, as the emphasis of the announcers' voice can completely change the meaning."

This point was also emphasized by Will Irwin, author of "Propaganda and News", who said that frequently during the crisis he would listen to some appalling news on the air and the next morning on reading the same news in almost exactly the same words in the paper he would discover that it was not so appalling after all and that his reaction had been due entirely to the emotional appeal of the voice he had heard. Stating that a thing of this nature cannot be regulated by law, he said the job must be done by the radio industry itself, by setting up trade customs that would require all news to be read in a plain, matter of fact voice, and played down rather than up.

Raymond Moley, editor of *Newsweek*, praised radio for its decision to eliminate sponsorship of controversial subjects and to present all such discussions fairly and impartially on sustaining time, but he criticized severely the "over editorializing of even the best commentators" who, he charged, are giving the public opinions in place of news. "'The way to get what you want," he told his audience, "is to scare the radio companies into giving it to you, for like all big companies they are awfully timid."

This point of view was emphatically contradicted by Josephine Schain, chairman of the National Committee on Cause & Cure of War, who said that telling the broadcasters "You've got to do this" would do no good as long as most people like sensational things. Stating that her group had had many more complaints about the movies than about radio, and adding that the press was not entirely innocent either, she described the problem as essentially one of education of the public to higher standards.

What the Public Wants

Asserting that "if nice young men get so enthusiastic over the merits of soap powders we have a right to expect them to become even more excited over some real news," Mrs. Lena Madesin Phillips, president of the International Federation of Business & Professional Women, said that "we can't expect to prevent the broadcasting of a battle from the front lines, if that becomes possible, merely by telling the broadcasters to be good boys, as long as the rank and file want that kind of news." She urged, however, that civic groups throughout the country be organized to protest against the sort of broadcasting that is producing a growth of intolerance, especially among the youth of the nation.

After several speakers had disagreed with Mr. Moley's wholesale condemnation of commentators, Mrs. D. Leigh Colvin, State president of the Women's Christian Temperance Union, suggested that the broadcasters be asked to label news and commentary programs so that each is unmistakably identified as either news or opinion. "I like to hear the commentators," she said, "but I also like to know who the speaker is and who his sponsor is."

Agreeing that most of us need some interpretation of the news, Mrs. Sidonie Gruenberg, executive director of the Child Study Assn., said she felt it would be unfair to ask such a commercial medium as radio to cancel sponsored newscasts and commentators but that "we can ask that the broadcasters keep control of the news."

Mrs. Phillips asked the Committee to draw up a set of points on which a commentator might be judged, a "yardstick" which a listener could use in evaluating what she hears on the air. This suggestion was enthusiastically accepted by the meeting, as was that of Mrs. Miller that the WNRC prepare and, if possible, present on the air, a demonstration broadcast that would show both the radio industry and the public how the women of America want to have news handled over the radio.

Seeks Improvement

Asked why no broadcasters were present, Mrs. Miller said they had not been invited because some of the criticism might have been construed as an indictment of radio and that this was not at all the Committee's intention. She praised the networks for handling a dangerous situation very well, but said WNRC wanted to improve the present status of news broadcasting. A meeting of the WNRC would be called in the near future, she said, to present the thoughts of the conference and to work out plans for putting them into effect.

WOL

WASHINGTON, D. C.

1,000 Watts

DAY & NIGHT

Affiliated With the Mutual Broadcasting System

1230 KC.

Pepsi-Cola Adds

PEPSI-COLA Co., Long Island City, N. Y., which recently started 15-second spot announcements weekly on five New York stations, on Oct. 9 joined the list of advertisers sponsoring *Uncle Don's* Monday through Saturday programs on WOR, Newark. Regular commercials are made each night for the drink Pepsi-Cola and on Fridays Uncle Don conducts a "dominant night" for the company during which he teaches his listeners the words of the Pepsi-Cola theme song. Newell-Emmett Co. of New York is the agency.

MOVIE ENGINEERS TO DISCUSS VIDEO

TALKS by a number of radio and television engineers will be featured at the fall convention of the Society of Motion Picture Engineers, Oct. 16-19 at the Hotel Pennsylvania, New York. A special demonstration of television will be held Oct. 16 in the RCA exhibit at the New York World's Fair, under the direction of J. Almonte, director of the exhibit. After the television program, delegates will witness a demonstration of two-channel recording and reproduction with steel tape, followed by a demonstration of the "Voder" in the AT&T Bldg.

Speakers from the field of radio and their topics at the general session of the convention on Oct. 16 include: G. L. Dimmick, RCA Mfg. Co., "Optical Control of Wave-Shape and Amplitude Characteristics in Variable-Density Recording;" P. C. Goldmark and P. S. Hendricks, CBS, "Synthetic Reverberation for Motion Picture Studios," with demonstrations.

On Oct. 18 R. L. Campbell, Allen B. DuMont Laboratories, will speak on "Television Control Equipment for Film Transmission." R. O. Drew and E. W. Kellogg, RCA Mfg. Co., will discuss "Starting Characteristics of Speech Sound."

A report on the status of television was to be given by A. N. Goldsmith, chairman of the SMPE Television Committee.

LUCIUS BEEBE, New York man-about-town, raconteur and play reviewer, will review the new Broadway dramas this season at 11:30 of the evenings they open over MBS.

THE MAD HATTERFIELDS

by

PAULINE HOPKINS

OWEN VINSON
Director

NOW AVAILABLE

One-half hour refreshing comedy drama.

geared for evening audience.

HIGH ENTERTAINMENT VALUE

Successfully and thoroughly tested on one of America's largest stations.

CARL WESTER & COMPANY

360 N. Michigan Ave.

Chicago

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 30 TO OCTOBER 13, INCLUSIVE

Decisions . . .

SEPTEMBER 30

MISCELLANEOUS — WRR, Dallas, extended trans. license on temporary basis pending renewal applic.

OCTOBER 2

NEW, Hazlewood Inc., Orlando, Fla.—Petition to intervene and enlarge issues denied WDBO, Orlando.

MISCELLANEOUS — WMBQ, WWRL, WCNW, New (Lillian Kiefer) and NEW (Paul J. Gollhofer), Brooklyn—Commission extended effective date Provision 3 of order of 12-3-38 30 days from 10-2-39, the provision cancelling mod. license of WWRL authorizing it to use time previously utilized by WMBQ and orders extending effective date to 10-2-39.

OCTOBER 3

MISCELLANEOUS — NEW, Enrique Abarca Sanfeliz, San Juan, P. R., granted reopening hearing No. 5298 and 4610; KTSA, San Antonio, denied petition intervene and enlarge issues KMAC applic., dismissed motion to fix same hearing date and consolidate KMAC and KABC cases, and dismissed petition intervene and enlarge issues KABC applic.; WOAI, San Antonio, denied amendment notice of hearing or enlarge issues KMAC applic., denied petition intervene KMAC and KABC, dismissed petition amend notice of hearing or enlarge issues in KABC applic.; KWK, St. Louis, denied intervention KABC applic.; WGBF, Evansville, Ind., same; WDBO, Orlando, Fla., denied intervention and enlargement issues re applic. Hazlewood Inc.; WNOX, Knoxville, denied intervention etc. WROL applic.; KWFT, Wichita Falls, Tex., same; WABC, New York, denied intervention WHDH, Boston, applic.; KABC, San Antonio, granted petition dismiss applic. without prejudice; KOA, Denver, denied intervention WHDH hearing; KMPC, Beverly Hills, mod. decision and dismissed petition of Leland M. Woods; NEW, Mayflower Bcstg. Corp., Boston, hearing continued to 11-9-39, with WAAB applic. license renewal; NEW, Lakeland Bcstg. Co., Willmar, Minn., reopened amended applic. new station 680 kc 250 w D; WJBW, New Orleans, cancelled hearing on renewal applic. and granted renewal; KFIO, Spokane, set for further hearing applic. 1 kw 950 kc; WINN, Louisville, granted mod. CP studio, trans. sites, new radiator; WDSM, Superior, Wis., granted mod. CP extend completion; WTSP, St. Petersburg, Fla., granted mod. CP trans., radiator; WFVA, Fredericksburg, Va., granted license 1260 kc 250 w D; WJPR, Greenville, Mass.., granted mod. CP studio, trans. sites, radiator; NEW, Seaboard Bcstg. Corp., Savannah, set for argument 9-29-39, but continued because of appeal of Arthur Lucal decided by court and now set for hearing 10-12-39; NEW, Colonial Bcstrs., Savannah, same.

NEW, Cordele Dispatch Pub. Co., Cordele, Ga.—Granted CP 1500 kc 100-250 w unl.

NEW, Fort Meyers Bcstg. Co., Fort Meyers, Fla.—Granted CP 1210 kc 100-250 w unl.

KBTM, Jonesboro, Ark.—Granted CP new equip., increase to 100-250 w unl.

WGNY, Newburg, N. Y.—Granted vol. assign. license to Courier Pub. Corp.

KSAL, Salina, Kan.—Granted vol. assign. CP to KSAL Inc.

KABR, Aberdeen, S. D.—Granted transfer control to H. C. Jewett Jr.

WBTH, Williamson, W. Va.—Granted CP increase to 250 w unl.

WTMC, Ocala, Fla.—Granted vol. assign. license to Ocala Bcstg. Co.

WOLS, Florence, S. C.—Granted CP increase to 250 w unl.

KFDA, Amarillo, Tex.—Granted CP increase to 250 w unl.

WMSD, Muscle Shoals City, Ala.—Granted CP increase to 250 w unl.

KSAN, San Francisco—Same.

KORE, Eugene, Ore.—Same.

KFPW, Fort Smith, Ark.—Granted CP move trans., new equip., change to 1370 kc 250 w unl.

KFRC, San Francisco—Granted CP increase N to 5 kw.

WCHV, Charlottesville, Va. — Granted transfer control to Mrs. Marcia Arrington.

WPRP, Ponce, P. R.—Granted mod. license to 250 w unl.

KHQ, Spokane—Granted mod. license N to 5 kw.

Modification licenses N to 250 w granted WBNY, Buffalo, N. Y.; WHBC, Canton, Ohio; WFOY, St. Augustine, Fla.; WROL, Knoxville, Tenn.; KONO, San Antonio, Tex.; KFJB, Marshalltown, Ia.; WOC, Davenport, Ia.; KOVC, Valley City, N. D.; KYSM, Mankato, Minn.; KLBM, La Grande, Ore.; KGKB, Tyler, Tex.; KPLT, Paris, Tex.; WCBS, Springfield, Ill.; KCRJ, Jerome, Ariz.

NEW, Civic Bcstg. Corp., Syracuse, N. Y.—Granted CP 1500 kc 100 w unl.

KMPC, Beverly Hills, Cal.—Decision of 1-16-39 modified to grant renewal of license.

OCTOBER 6

MISCELLANEOUS—NEW, Dr. Willard Carver, Thomas B. Williams, Byrne Ross, Lawton, Okla., granted motion dismiss without prejudice applic. 1420 kc 100 w unl.; NEW, Richard T. Sampson, Riverside, Cal., granted order take depositions; Clear Channel Group, referred to full Commission petition intervene applic. WHDH, Boston, increase power etc.; KOA, Denver, referred to full Commission motion dismiss WHDH applic.; WMEX, Boston, denied petition intervene WHDH applic.; WFLA, Tampa, WSUN, St. Petersburg, Fla., denied petition intervene WROL applic. change freq., increase power.

OCTOBER 9

WHDH, Boston—Hearing postponed to 10-18-39.

OCTOBER 10

WENY, Elmira, N. Y.—Granted mod. CP increase N to 250 w.

WCKY, Cincinnati—Granted mod. license move studio to Gibson Hotel, Cincinnati.

WCOL, Columbus—Granted CP change to 1200 kc increase to 250 w unl.

WALR, Zanesville, O.—Granted mod. CP increase to 250 w unl. etc.

WOKO, Albany—Granted extension facsimile.

WJHL, Johnson City, Tenn.—Granted voluntary assignment license to WJHL Inc.

WGRC, New Albany, Ind.—Granted mod. license change D to 250 w unl.

KPAB, Laredo, Tex.; KOCA, Kilgore, Tex.; WEDC, Chicago; KWJB, Globe, Ariz.; KOOS, Marshfield, Ore.; WKBB, Dubuque, Ia.; WBRK, Pittsfield, Mass.; KWNO, Winona, Minn.; WLNH, Laconia, N. H.; KTSW, Emporia, Kan.; KVNU, Logan, Utah—Granted increase in power to 250 w unl.

WAAB, Boston—Granted mod. license aux. transmitter to 1 kw N & D.

KDKA, Pittsburgh—Granted mod. CP new equip.

KDRO, Sedalia, Mo.—Granted license new station 1500 kc 100-250 w unl.

WRUL, Boston—Granted license move trans.

WGKV, Charleston, W. Va.—Granted license new station 1500 kc 100 w unl.

WJMS, Ironwood, Mich.—Granted license increase to 250 w unl.

W9XC, Mitchellville, Ia.—Granted license developmental station conditionally 1 kw.

WDSM, Superior, Wis.—Granted license new station 1200 kc 100 w unl.

WKST, New Castle, Pa.—Granted mod. CP change equip.

WSAV, Savannah—Same.

KVIC, Victoria, Tex.—Granted mod. CP studio, trans. site, new equip., radiator.

WISE, Asheville, N. C.—Granted mod. CP new equip., change name to Harold H. Thoms.

KFEL, Denver—Granted license change equip., radiator, increase to 1 kw unl.

KVOD, Denver—Granted license change trans., directional antenna, change to 630 kc 1 kw unl.

SET FOR HEARING—NEW, Stephenson, Edge & Korsmeyer, Jacksonville, Ill., CP 1370 kc 250 w unl.

MISCELLANEOUS — WMEX, Boston, minute entry adopted re CP applic.: "Secretary of Commission is directed to reissue said CP, date of commencement of construction to be advanced 60 days from date hereof and completion date to 180 days thereafter"; NEW, Silver Crest Theatres, Yuma, Ariz., denied petition and amended petition to reconsider etc. re applic. Yuma Bcstg. Co.; WNBX, Springfield, Vt., granted without hearing applic. move to Keen, N. H., directional, on 1260 kc 1 kw unl.; NEW, Summit Radio Corp., Akron, set for reargument 10-26-39 CP 1530 kc 1 kw unl.; WEBQ, Harrisburg, Ill., set for oral argument 10-26-39 mod. license to 1310 kc unl., which was denied 7-27-39.

OCTOBER 11

MISCELLANEOUS — WMC, Memphis, granted extension 5 kw N; WAAB, Boston, and NEW, Mayflower Bcstg. Corp., Boston, denied petitions and ordered hearing in Boston 11-8-39; WHDH, Boston, postponed indefinitely hearing on applic. 830 kc 5 kw unl.; WDBO, Orlando, Fla. Commission unanimously upheld action taken by Com. Payne denying petition to intervene in applic. Hazelwood Inc., for new station in Orlando.

OCTOBER 13

MISCELLANEOUS — WGRC, New Albany, Ind., granted motion dismiss application without prejudice, denied continuance argument; WTAR, Norfolk, Va., granted extension temp. auth. 5 kw N directional; KLCN, Blytheville, Ark., granted continuance renewal hearing to 11-27-39; WROL, Knoxville, granted continuance hearing on applic. change freq., increase power for at least 30 days; NEW, Hazlewood Inc., Orlando, Fla., granted amendment applic. to reduce from 1 kw to 500 w N, hearing cancelled.

Proposed Decisions . . .

OCTOBER 3

WSUI, Iowa City—Granted increase to 1-5 kw unl.

NEW, Nebraska Bcstg. Corp., Fremont, Neb.—Granted CP 1370 kc 100-250 w unl.

Applications . . .

SEPTEMBER 30

WCSH, Portland, Me.—CP directional, increase to 5 kw N & D.

WWVA, Wheeling—CP new trans., directional, change to 1140 kc 50 kw unl.

WLBJ, Bowling Green, Ky., mod. CP new station re antenna, studio, trans., and increase to 250 w N & D.

NEW, P. K. Ewing, Kosciusko, Miss.—CP 1500 kc 100-250 w unl.

NEW, Post Search Light Co., Bainbridge, Ga.—CP 1500 kc 100-250 w unl.

KVOO, Tulsa—CP new trans., directional, increase to 50 kw unl.

WMFR, High Point, N. C.—Mod. CP change equip., asking increase to 250 w.

KATE, Albert Lea, Minn.—Mod. license to 250 w N & D.

KHSL, Chico, Cal., CP new trans., increase to 500 w 1 kw LS.

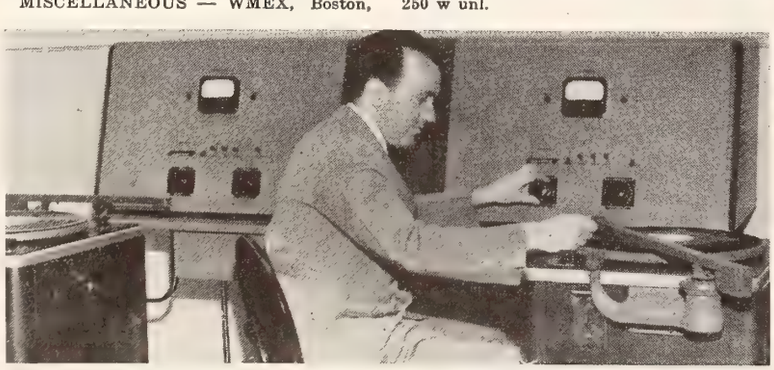
KSUN, Lowell, Ariz.—Mod. license to 250 w N & D.

KIRO, Seattle—Mod. license to 710 kc 1 kw unl.

OCTOBER 4

WBRC, Birmingham—CP directional antenna, increase to 5 kw N & D, move trans.

WJRD, Tuscaloosa, Ala.—Mod. license to 250 w unl.



A DUAL-CHANNEL console control was built by RCA for the New York Fair to provide two types of musical programs at once. Broadcasts may be received and re-routed through the special dual console simultaneously.

WHUB, Cookeville, Tenn.—Mod. CP new station, requesting new trans., antenna, studio sites, amended to 250 w N & D.

KXL, Portland, Ore.—Mod. license to 250 w N & D.

OCTOBER 6

WPRP, Ponce, P. R.—CP new trans., antenna, change to 1480 kc 5 kw unl, amended to 1 kw 5 kw D.

WHOM, Jersey City—CP new trans., increase to 250 w 1 kw LS, change antenna.

NEW, Lawrence J. Heller, Washington—CP 1310 kc 250 w unl., with 50 w. synchronous amplifier.

WRUW, Boston—License change trans. site.

Wayne U. Bcstg. Guild, Detroit—Auth. transfer programs to CKLW.

KTBC, Austin, Tex.—Vol. assign. license to State Capital Bcstg. Assn. Inc.

WCNC, Elizabeth City, N. C.—Mod. license to 250 w N & D.

WGRC, New Albany, Ind.—Mod. license to 250 w unl.

KOVO, Provo, Utah—License new station.

KARM, Fresno, Cal.—CP change trans., increase to 250 w.

KYOS, Merced, Cal.—CP new trans., change antenna, freq., change to 1390 kc 500 w 1 kw LS unl., contingent KOY shift to new freq.

OCTOBER 9

NEW, McNary & Chambers, Bethesda, Md.—CP high-freq. station 100 w.

NEW, Portland Bcstg. System, Portland, Me.—CP high-freq. 1 kw.

NEW, Harold Thomas, Bridgeport, Conn.—CP 1310 kc 100-250 w unl., amended to 1420 kc 250 w unl.

WILM, Wilmington, Del.—CP increase to 250 w.

NEW, Valley Bcstg. Co., Steubenville, O.—CP 930 kc 1 kw D.

WAZL, Hazleton, Pa.—CP increase to 250 w.

WKBN, Youngstown—CP directional N, increase to 1 kw N & D, unl., Simul-WOSU N.

WCAR, Pontiac, Mich.—Mod. CP re antenna, trans.

KRBC, Abilene, Tex.—CP new trans., antenna, change to 940 kc 1 kw.

WBIG, Greensboro, N. C.—License new trans., antenna, increase power.

KOAM, Pittsburg, Kan.—Mod. license re hours.

WHBU, Anderson, Ind.—Auth. transfer control to Roy E. Blossom and Leo M. Kennett.

KRKD, Los Angeles—Mod. license to 1-2½ kw.

KFSG, Los Angeles—Same.

NEW, Marysville—Yuba City Bcstrs., Marysville, Cal.—CP 1420 kc 100 w unl.

NEW, Echo Park Evan. Assn., Los Angeles—CP high-freq. 500 w.

OCTOBER 12

WLLH, Lowell, Mass.—Mod. license to 250 w N & D.

NEW, Arlington Bcstg. Corp., Arlington, Va.—CP 1420 kc 250 w unl.

WKRC, Cincinnati—Vol. assignment license to Cincinnati Times-Star Co.

WDAE, Tampa, Fla.—CP directional, increase to 5 kw N & D.

WMSL, Decatur, Ala.—CP increase to 250 w unl., move studio, trans.

NEW, Central Carolina Bcstg. Corp., Burlington, N. C.—CP 1420 kc 250 w unl.

WSGN, Birmingham—CP increase to 250 w N & D, move trans.

WGAU, Athens, Ga.—Mod. license to 250 w N & D.

NEW, Midland Bcstg. Co., Watertown, S. D.—CP 1210 kc 100-250 w unl., amended re antenna.

WIBC, Indianapolis—Mod. license to 1130 kc 1 kw N & D, limited KSL, contingent WJJD grant.

OCTOBER 13

WOCB, Hyannis, Mass.—Mod. CP new station to increase to 250 w N & D.

WELI, New Haven—Mod. license increase to 250 w 1 kw LS.

NEW, Palm Radio Co., Fort Myers, Fla.—CP 1210 kc 250 w unl.

NEW, Grant Union High School Dist., N. Sacramento, Cal.—CP 1530 kc 100 w D, amended to 1 kw unl.

KABC, San Antonio; WTJS, Jackson, Tenn.—Mod. license to 250 w N & D.

ANDREA RADIO Corp., Woodside, L. I. (radio sets), tieing up with football broadcasts on WMCA, New York, is sponsoring quarter-hour previews before the games and quarter-hour score reports afterward. Agency: J. M. Korn & Co., N. Y.

Network Accounts

All time EST unless otherwise indicated.

New Business

FOXZEMA CHEMICAL Co., New York, on Oct. 10 starts *Bob Trout* on 18 CBS stations, Tues., Thurs., Sat., 7:30-7:35 p. m. Agency: Ruthrauff & Ryan, N. Y.

AMERICAN BIRD PRODUCTS, Chicago (bird food), on Oct. 15 starts *American Radio Warblers* on 8 MBS stations, Sun., 1:15-1:30 p. m. Agency: Weston-Barnett, Chicago.

C. F. MUELLER Co., Jersey City (macaroni), on Oct. 2 started *Thunder Over Paradise* on 5 NBC-Blue stations, Mon. thru Fri., 10-10:15 a. m. Agency: Kenyon & Eckhardt, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Cashmere Bouquet Preparations), on Oct. 21 starts *Wayne King's Orchestra* on 66 CBS stations, Sat., 8:30-9 p. m. Agency: Benton & Bowles, Chicago.

FOOD & BEVERAGE BROADCASTERS Assn., on Oct. 15 starts *I Want a Divorce* on 30 NBC-Red stations, Sun., 3-3:30 p. m. (repeat, 11-11:30 p. m.). Agency: Emil Brisacher & Staff, San Francisco.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Prince Albert tobacco), on Oct. 7 started *Casey at the Mike* on 18 Yankee Network stations, Tues., Thurs., and Sat., 6:15-6:30 p. m. Agency: Wm. Esty & Co., N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Prince Albert tobacco), on Oct. 14 started *The Grand Ole Opry* on 24 NBC-Red stations, Sat., 10:30-11 p. m. Agency: Wm. Esty & Co., N. Y.

QUAKER OATS Co., Chicago (Farina breakfast cereal), on Oct. 22 starts *We the Wives*, Sun., 12-12:30 p. m., CST, on four NBC-Red stations (WMAQ WCAE WTAM WWJ). Agency: Benton & Bowles-Chicago.

STANDARD BRANDS Inc., New York (Royal Desserts), on Oct. 5, started for 52 weeks *Those We Love* on 53 NBC-Red stations, Thurs., 8:30-9 p. m. (EST), with west coast repeat, 9:30-10 p. m. (PST). Agency: J. Walter Thompson Co., N. Y.

CAMPBELL SOUP Co., Camden, N. J. (Franco-American spaghetti), on Oct. 9 started *Lanny Ross* on 51 CBS stations, Mon., Wed., Fri., 11:05-11:15 a. m. (reb. Pacific and Mountain stations, 1:45-2 p. m.). Agency: Ward Wheelock, Philadelphia.

DETROLA Corp., Detroit (radios) on Oct 23 starts Fulton Lewis jr. on 9 MBS stations, Mon., Wed., Fri., 7-7:15 p.m. and 10:30-10:45 p.m.

"THE CRYSTAL SPECIALISTS SINCE 1925"

NEW LOWER PRICES!

LOW TEMPERATURE CO-EFFICIENT CRYSTALS

Approved by FCC **$30** Each

Supplied in Isolantite Air-Gap Holders in the 550-1550 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

Iroquois Scoop

PICTURE scoop for WISN, Milwaukee, and the *Milwaukee Sentinel* was registered Oct. 5 by G. W. Grignon, WISN manager. When he heard the CBS flash on President Roosevelt's announcement of the German warning that torpedoing threatened the U. S.-bound liner, *Iroquois*, Manager Grignon called his home and secured a picture he had taken of the steamer during a West Indies vacation cruise last summer, which he sent to the *Sentinel*. The morning paper carried the photo, with credit to Grignon and WISN, hours before wire services supplied other papers with art on the steamer.

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog feed), on Oct. 15 starts the Moylan Sisters on 13 NBC-Blue stations, Sun., 5-5:15 p.m. Agency: Clements Co., Philadelphia.

Renewal Accounts

COLGATE-PALMOLIVE-PEET Co., Jersey City (Octagon products), on Jan. 1 for 52 weeks renews *Woman of Courage* on 20 Southern CBS stations, Mon. thru Fri., 10:45-11 a. m. Agency: Benton & Bowles, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (toothpaste), on Jan. 1 for 52 weeks renews *Stepmother* on 26 CBS stations. Mon. thru Fri., 10:45-11 a. m. (reb., 4:45-5 p. m.). Agency: Benton & Bowles, Chicago.

CUMMER PRODUCTS Co., Bedford, O. (Energine), on Oct. 22 renews *Paul Wing's Spelling Bee* on 24 NBC-Red stations, Sun., 5:30-6 p. m. Agency: Stack-Goble Adv. Agency, Chicago.

Network Changes

P. LORILLARD Co., New York (Old Gold cigarettes), on Nov. 25 shifts *Melody & Madness* from 103 NBC-Blue stations, Tues., 9-9:30 p. m. to 89 NBC-Red stations, Sat. 8-8:30 p. m.; on Oct. 10 replaced Benny Goodman with Lennie Hayton. Agency: Lennen & Mitchell, N. Y.

BELL & Co., Orangeburg, N. Y. (Bell-Ans tablets), on Oct. 3 added 3 MBS stations to *Red River Dave* making a total of 7 on MBS. Mon. and Thurs., 8:15-8:20 a. m. Agency: Anderson, Davis & Platte, N. Y.

P. LORILLARD Co., New York (Sensation cigarettes), on Sept. 25 added seven NBC-Red stations to *Sensations & Swing* making a total of 67 NBC-Red stations, Mon. 7:30-8 p. m. Agency: Lennen & Mitchell, N. Y.

ANDREW JERGENS Co., Cincinnati (Woodbury soap and cosmetics), on Oct. 1 shifted *Hollywood Playhouse* from 46 NBC-Blue, Sun., 9-9:30 p. m. to 60 NBC-Red stations, Wed., 8-8:30 p. m. Agency: Lennen & Mitchell, N. Y.

DUNN & McCARTHY Co., Auburn, N. Y. (Enna Jettick shoes), on Oct. 1 added three NBC-Red stations to *Enna Jettick Melodies*, making a total of 95 NBC-Red, Sun., 5-5:15 p. m. Agency: Marschalk & Pratt, N. Y.

LUTHERAN LAYMEN'S LEAGUE, St. Louis (religious), on Oct. 29 adds 14 MBS stations to *The Lutheran Hour* making a total of 72 MBS, Sun., 1:30-2 p. m. (repeat, 4:30-5 p. m.).

MENNEN Co., Newark (shaving cream), on Oct. 20 adds WHK, Cleveland, and KCMO, Kansas City, to *Col. Stoopnagle's Quixie-Doodle Contest* on MBS, Fri., 8-8:30 p.m.

Ruppert Tells Druggists Of Cincinnati Promotion

RICHARD RUPPERT, sales promotion manager of WSAI, Cincinnati, attended the convention of the National Association of Retail Druggists at St. Paul during the week of Oct. 9 by request to explain how the close promotional cooperation between WLW and WSAI had benefitted retail druggists in the trading area of the two stations. A resolution adopted by the Ohio Valley Druggists Assn. petitioned James D. Shouse, Crosley vice-president, to send Mr. Ruppert to the national convention.

Herbert C. Freking, executive secretary of the Ohio Valley group, declared the cooperation resulted in the druggists being able to more clearly present their purposes and endeavors to the public. "Although the action of our association in asking WLW and WSAI to send their representative to the national convention of druggists is perhaps unparalleled," he said, "we believe it is fully justified in view of the great assistance these two stations have been able to give us."

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), on Dec. 27 replaces Paul Whiteman with Glenn Miller's Orchestra on 81 CBS stations, Wed., 8:30-9 p. m. Agency: Newell-Emmett Co. of New York.

LEWIS-HOWE MEDICINE Co., St. Louis, on Oct. 25 shifts *Quicksilver* from 29 NBC-Red stations, Tues., 7:15-7:30 p.m. to 56 NBC-Blue stations, Wed., 8:30 p.m. (repeat, 11:30-12 midnight). Agency; H. W. Kastor & Sons, Chicago.

C & S Releases Eddy

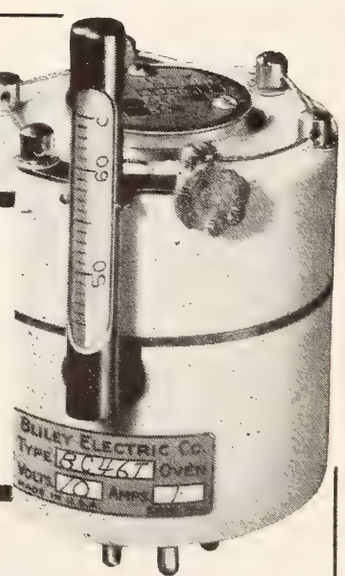
STANDARD BRANDS Inc., New York (coffee), has agreed to release Nelson Eddy, baritone, from his NBC *Chase & Sanborn Hour* contract following the Nov. 5 broadcast. The singer asked for release from his contract because of heavy motion picture, concert and recording commitments, according to Danny Danker, vice-president and Hollywood manager of J. Walter Thompson Co., agency servicing the account. Eddy, who has been on the show three seasons, is one of the highest paid artists in radio, drawing $6,500 weekly for his *Chase & Sanborn Hour* appearances. Don Ameche, m.c., is taking an eight-week leave of absence.

• Does C. R. E. I. Training Pay Dividends?

● The success of a school is not indicated by its number of graduates . . . but by the number of graduates EMPLOYED! A survey made of our resident school graduates of 1934 through 1937 disclosed that 96% WERE EMPLOYED IN THE RADIO AND COMMUNICATION INDUSTRY WITHIN AN AVERAGE ELAPSED TIME OF **ONE MONTH** AFTER GRADUATION. Such a record is proof that C.R.E.I. technical training PAYS because it is PRACTICAL. May we send you details?

CAPITOL RADIO ENGINEERING INSTITUTE

Dept. B-10 3224-16th St. N.W., Wash., D.C.



BLILEY CRYSTAL UNITS

PRECISION BUILT FOR *dependable* OPERATION

Bliley Broadcast Crystals and Ovens meet all F.C.C. requirements. Write for Catalog G-11 describing complete line.

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING ERIE, PA.

Higher Fidelity in Recordings Claimed in RCA-NBC Method

Orthacoustic Reproduction, Developed Recently, Termed First Major Advance in Several Years

A NEW method of recording and reproducing transcriptions, the RCA-NBC Orthacoustic Recording System, has been announced by NBC, which expects to start next month recording all new selections of its Thesaurus library in this manner. Both Standard Radio and Lang-Worth have announced immediate use of the method.

Claimed to be the first major improvement in the recording field in several years, the Orthacoustic system is the product of extended research by the combined engnieering forces of RCA and NBC and is said to be based largely on their experimental work in the transmission of sound on ultra-high frequencies carried in connection with the experimental television broadcasts.

While the new process is not just a single improvement, but rather the combination of a large number of improvements in recording apparatus and techniques, its basic factor is a pre-emphasis of the high and low frequencies during recording. When the transcription is reproduced, the procedure is inversed and the highs and lows de-emphasized, so that the resultant sound is the same as was heard in the studio.

Used With Filter

The de-emphasizing is done by means of a filter which can easily be installed on any standard turntable and requires an expenditure of only two or three dollars for material. The result of this peaking and pulling down is to eliminate to a large degree any motor or gear hum at the one end and needle scratch at the other, resulting in a minimum distortion. This process also reduces the chance for distortion from harmonics created after the tip-up and before the pull-down, as these are also eliminated in the process.

Another change is in the studio setup and placement of speakers and instruments. Instead of using a number of microphones distributed about the studio to pick up the various sounds and blending them all at the control room, only a single mike is now used for the most part, a uni-directional microphone with a pickup at 180°. Thus, instead of an artificial mixture of sounds, unlike anything ever heard in a concert hall or theatre, the listener will hear the actors or orchestra exactly as he would if he were seated in the best seat in the house.

No longer does the mixing engineer change the formula to suit his own ear or mood, strengthening this sound and softening that as fancy dictates, it was stated. Under the Orthacoustic method the program is recorded exactly as it comes out of the studio, that is, as the program producer thinks it should be. If it's good in the studio, it will also be good on the disc. And an improved material for pressings is also being used.

A demonstration of the Orthacoustic (the name comes from the Greek words *ortho*, meaning true, and *akoustic*, meaning sound) system, with the new recordings played in contrast to those made under the methods previously used, showed the new ones to be markedly superior in clarity of tone and to have much less surface noise. The voices sounded clearer and more distinct; the music brighter and more colorful.

Tried in Canada

Asked if the difference would be as marked if the recordings were heard on the air instead of in the studio, NBC executives replied that since June the Orthacoustic process had been used in recording programs for the Imperial Tobacco Co. for use in Canada and that the Canadian broadcasters had been extremely enthusiastic over them. Their first introduction to American listeners will come with the release of the November Tresaurus selections and from then on all NBC transcriptions, both sustaining and custom-built commercials, will be recorded by the new system.

O. B. Hanson, chief engineer of NBC, has sent a letter announcing the Orthacoustic system, together with a technical treatise with charts and instructions for adjusting and compensating reproduction equipment to reproduce the new records, and a test time record to all stations in the United States and to all Thesaurus subscribers in foreign countries. The letter points out "in playing old recordings through the new compensated playback equipment that surface noise is materially reduced without much loss of the high frequencies as observed by your listeners, or you may remove the compensation in playing the old records." Change from one to the other is merely a matter of flicking a switch, it is explained.

In addition to cooperating to produce a new recording system, NBC and RCA have also realigned their respective functions in the recording field, with RCA withdrawing from the selling of transcriptions. As it now stands, NBC does the selling and production of programs, RCA the recording and processing of records.



Plumbing & Heating News
"Quick, Marie, Off with the Television!"

Late Personal Notes

JAMES C. EWELL, vice-president in charge of the Chicago office of U. S. Advertising Corp., is convalescing at Highland Park Hospital following serious injury in an automobile accident Sept. 30. Mr. Ewell suffered a fractured jaw and a compound fracture of his right leg.

BRICE E. HAYES, formerly with J. Walter Thompson Co. in Chicago, has joined the copy staff of Charles Daniel Frey Co. in that city.

WILLIAM E. WARE, formerly of WCAU, Philadelphia, KRLD, Dallas, and several other stations, has been named manager of KPAC, Port Arthur, Tex., which plans to inaugurate its enlarged facilities Dec. 1. Socs Vratis, formerly of KNOW, Austin, and KFJZ, Fort Worth, has joined KPAC as program director and continuity chief. Arba Mock, formerly of KTRH, Houston, has joined the engineering staff of KPAC, succeeding Wilford Nicholson, now with WHBB, Selma, Ala.

VICTOR ROWLAND has been made promotion manager of KVOE, Santa Ana, Cal. He succeeds Jack O'Mara who resigned to join the promotion department of WOWO, Fort Wayne, Ind.

WOODS DREYFUS, program and educational director of WISN, Milwaukee, has published the first issue of an educational bulletin for teachers in Milwaukee schools. The two-page mimeograph lists CBS educational features and current events broadcast which can be assigned for extra-curricular listening to supplement classroom work. More than 3,500 copies were distributed to teachers.

HAVEN MacQUARRIE, formerly Hollywood producer, commentator and m. c., has joined MacQuarrie Agency, that city, operated by his brother Earl, and is handling radio talent.

BILL GORDON, formerly identified with various San Francisco stations, has joined KHJ, Los Angeles, as announcer, writer and producer.

GARY BRECKNER, CBS Hollywood announcer, has been assigned to the weekly *Al Pearce & His Gang* program sponsored by Hawaiian Pineapple Co., on that network. He also announces the CBS *Jimmie Fidler* and *Gatewood to Hollywood* programs.

BILL LAWRENCE, CBS Hollywood producer, has been granted a leave-of-absence to direct the weekly *I Want A Divorce* program, which starts Oct. 15 on NBC under cooperative sponsorship of Food & Beverage Broadcasters Assn. and Sussman, Wormser & Co. The latter firm has been sponsoring the series on the West Coast for the past two years.

SHIRLEY LAUTER, formerly correspondent for various trade journals, has been appointed assistant to Mark Finley, publicity director of Don Lee Broadcasting System, Los Angeles.

J. B. CLARK, of WPTF, Raleigh, has joined the announcing staff of WRAL, Raleigh. Working with Ray Reeves, he will handle a total of 11 football games this season, most of which will be fed to an eight-station North Carolina network.

TOM DAILEY, sportcaster at KVOO, Tulsa, has announced the addition of Thomas Michael to the Dailey family, weight 8 pounds, 4 ounces.

Rep Office In St. Louis To Be Opened by Blair

JOHN BLAIR & Co., national representation firm, announces the opening of a St. Louis office, effective Nov. 1, under the direction of J. C. (Chris) Hetherington, who is well-known among Midwestern station and agency men. Mr. Hetherington has resigned from the Chicago office of International Radio Sales to accept the new position. His background in advertising includes eight years with CBS in both Chicago and St. Louis. From 1933 through 1935, Mr. Hetherington was sales manager of KMOX, St. Louis. Following his graduation from Washington U in 1922, he joined the staff of the *Chicago Tribune* and later served for three years as general advertising agent of the Wabash Railroad.

In announcing the appointment, Mr. Blair said he was opening the St. Louis office because of his confidence in the radio developments of many agencies in St. Louis, Kansas City, Des Moines, and other Midwestern cities to be serviced from St. Louis. The address of the new office has not been announced.

WCAU's New Posts

CREATION of three new staff positions at WCAU, Philadelphia, and promotion of staff members to fill them was announced Oct. 13 by Dr. Leon Levy, president. Horace W. Feyhl, former production manager, and Harry E. Ehrhart, formerly of the engineering department, were made night managers of WCAU to be in complete charge of the station from 5 p. m. until closing. Charles DeKlyn was appointed morning manager in charge from the opening at 5:55 a. m. until the executive offices open at 9 a. m. Hugh Walton, former chief announcer, was named production manager succeeding Mr. Feyhl. Hugh Ferguson, formerly assistant program director of WFMD, Frederick, Md., replaced Mr. Walton on the announcing staff.

NELDON L. KIDD, for three years with WSYR, Syracuse, has been elected treasurer of Central New York Broadcasting Corp., which operates the station. He also is treasurer of WJTN, Jamestown, N. Y. He succeeds M. S. Wilder, who was elected vice-president, according to announcement by Col. H. C. Wilder, president. F. R. Ripley is also vice-president.

GORDON HORNER, sports announcer of KTRI, Sioux City, Ia., has been promoted to program director of the station. Rudy Topkina, formerly of WSAU, Wausau, Wis., and Norm Schmeling, formerly of KWTN, Watertown, S. D., have joined the KTRI announcing staff.

RICHARD WRIGHT, formerly of WFIL and WDAS, Philadelphia, has joined the announcing staff of WFBL, Syracuse, N. Y., succeeding George Reid, who has joined WENY, Elmira, N. Y., as program director.

CHARLES E. SMITH, personal manager of *Dr. I. Q.* and well-known in radio production circles, has been named general manager of the newly organized KSTP Artists Inc., talent booking agency of KSTP, St. Paul.

WAYNE M. NELSON, chief owner, and E. Z. Jones, manager of WMFR, High Point, N. C., have joined with T. N. Boone, merchant of Burlington, N. C., to apply to the FCC for a new station in Burlington to operate with 250 watts on 1420 kc.

SIDNEY ROBARDS of RCA's New York publicity division, is the father of a son born Oct. 7.

It takes LISTENERS *to make* COVERAGE!



Ask any retailer what he calls a "Hot Spot" in his store and he'll show you the particular display space that *commands the attention of the most customers*, and, thereby, creates more sales than other selling space on which he may realize only a normal return. He will probably qualify that choice, however, by adding that even the hottest spot in his store will not produce sales unless there are customers on hand to attract, people on whom selling impressions can be made!

Just so, in buying radio stations you choose the "Hot Spots"; those that deliver the largest number of proven listeners, since it naturally follows that the more people who hear your program, that many more will be prompted to buy your product.

In our recent 20-Market Survey, which, incidentally, is one of the most extensive ever undertaken, 159,299 Coincidental Calls were made by the Ross Federal Research Corporation, and the Alberta Burke Research Company, in twenty key cities. The results of that tremendous study may be summed up in one simple, direct statement of fact: *An average of 41.2% of those listening to their radios in the 20 markets studied were tuned to WLW*, while the audience tuned to the next dominant stations averaged only 29.3%.

Many of you have already seen the 13-Market and the additional 7-Market Studies that illustrate, in detail, this remarkable dominance—and have made that dominance your own. For those of you who have not, we invite you to write, or telephone Transamerican Broadcasting & Television Corporation, or

WLW...THE NATION'S *most "Merchandisable"* STATION

A LARGE STATION SPEECH INPUT SYSTEM THAT'S *Ideal* FOR SMALL STATIONS!

A COMPLETE HIGH FIDELITY SYSTEM *at low cost!*

The RCA 76-B Consolette gives small stations one of the most flexible speech input circuits ever devised. Purchase price, installation and operating costs are unusually low. With it small stations can have a high fidelity system available in the past only for large stations.

Built to control two studios, this RCA Consolette provides for simultaneous broadcasting and auditioning, offering any combination of two-studio, remote line or turn-table operation. Efficient in design, it simplifies control booth arrangements and cuts time and installation costs to a minimum. Additional power supply units, meters, and other accessories are eliminated.

The RCA 76-B can be used either in individual studio control booths or in one- or two-studio layouts. You can originate transcription programs in the booth itself and handle programs from remote points. You can divide its six microphone and six line inputs however you wish between two studios and the booth.

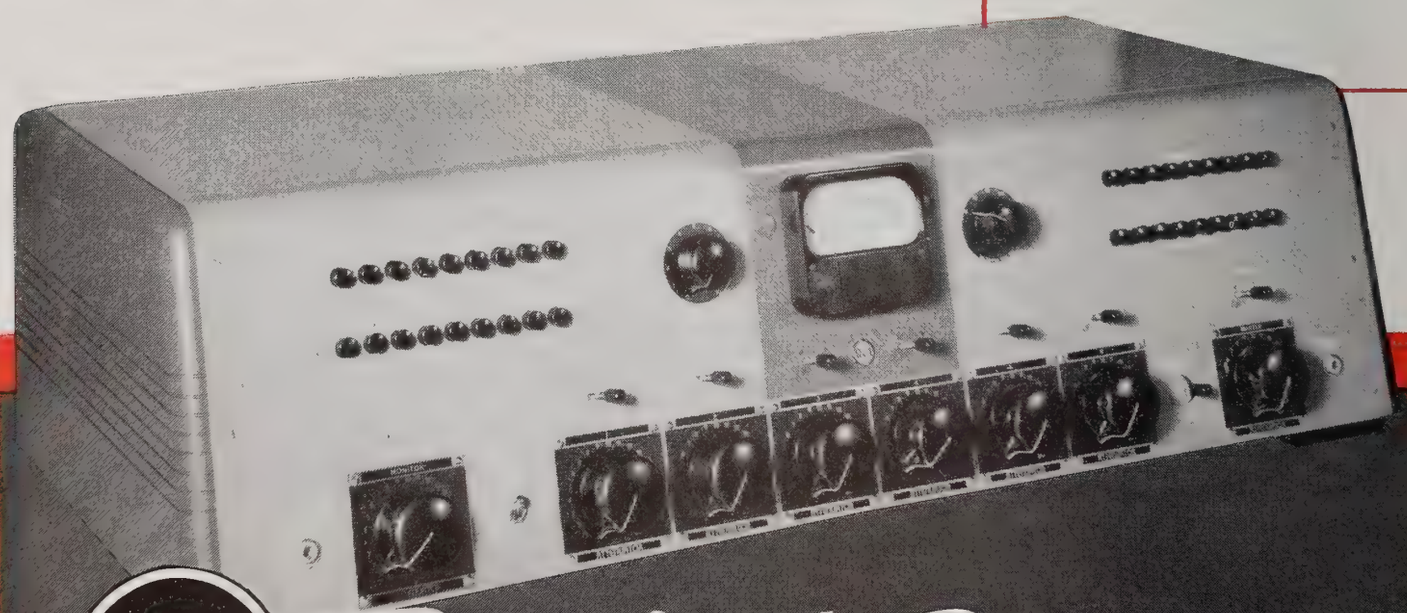
We will gladly supply you with further information without cost or obligation. Write today and learn how this RCA Consolette offers small studios reproduction fidelity comparable to de luxe systems at a price amazingly low.

ADVANCED FEATURES!

Conveniently located operating controls . . . Separate talk-back microphones with interlocked switching to studios or remote lines . . . Heavy duty, double power supply for external mounting on wall or floor makes possible use of full-sized components without making console oversized . . . Rugged mechanical construction with hinged chassis for greater accessibility . . . Switches for quick connection of complete emergency amplifying channel . . . Large illuminated VI meter recently developed to accurately follow sound levels without causing operating fatigue . . . Plate current metering for checking of tubes in program channel . . . Attractive 2-tone umber gray finish—modern functional design . . . Factory wired, tested, and guaranteed, this equipment also offers many other features.

• • •

Use RCA tubes in your station—for quiet, reliable performance



RCA *Broadcast Equipment*

RCA Manufacturing Co., Inc., Camden, N. J. · A Service of the Radio Corporation of America

New York, 1270 Sixth Avenue
Dallas, Santa Fe Building

Chicago, 589 E. Illinois Street
San Francisco, 170 Ninth Street

Atlanta, 530 Citizens & Southern Bank Bldg.
Hollywood, 1016 N. Sycamore Ave.

PRINTED IN U.S.A.

BROADCASTING

Broadcast Advertising

Vol. 17 • No. 9

NOVEMBER 1, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly. 25th issue (Yearbook Number) Published in February

Yesterday... November, 1920, broadcasting began with **KDKA.**

Today... November, 1939, **KDKA** begins another Era with a complete **NEW TRANSMITTER PLANT,** ***most modern in the world*** ... located only nine miles from Pittsburgh's Golden Triangle. **SIGNAL STRENGTH INCREASE** ... ***over eight times*** ... throughout the Metropolitan Airea.

Tomorrow... and all the Tomorrows to come, **KDKA** will continue to be **THE FIRST STATION.**

WESTINGHOUSE
KDKA

50,000 WATTS · 980 KILOCYCLES
"The Only Master Key to The Master Market"
PROGRAMMED BY
NATIONAL BROADCASTING CO.



BEST BUY

For Advertisers

• Just as listeners in the Denver-Rocky Mountain area are offered their choice of some fifty items for sale on KLZ's weekly "Tonight's Best Buy" program, so do advertisers in this market have their choice of several stations for product exploitation.

But to the vast majority of sponsors, both local and national, KLZ remains *everyday's best buy*. White King Soap Company has found the reason on more than one occasion.

Checking up on March 15, 1939, White King saw KLZ in seventh place among fifty-six stations on its list in mail count. Again, on June 12, KLZ stood third among fifty stations in low inquiry cost. In both instances KLZ outstripped the other Denver major station, despite the fact it carried three announcements a week to the other station's five.

KLZ gets the listeners of the Denver-Rocky Mountain region through a careful attention to its local program structure plus a generous sprinkling of star-studded CBS network productions. KLZ, too, has a market that inspires merchandising drama . . . a market comprising 78% of the entire state of Colorado, made up of a listening audience that embraces 80% of the most thickly populated area of the state.

Best Buys for Listeners

Through a White King Soap Company sponsored classified advertising page of the air, KLZ listeners each Saturday night are invited to offer for sale "Tonight's Best Buys." A battery of six special operators is required to tabulate the listings for this 15-minute show which has been renewed twice since the original contract.

KLZ
DENVER
CBS Affiliate • 560 Kilocycles
AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY
AND WKY, OKLAHOMA CITY • REPRESENTATIVE: THE KATZ AGENCY, INC.



HE'S EARNING GOOD WAGES!

THE trend is UP in New England. For the first nine months of 1939 . . .

Wool Consumption UP 50%
Cotton Consumption UP 30%
Shoe Production UP 5%

New England's skilled workers have always earned good wages. The new minimum wage law in effect last month insures textile and hosiery workers increased and adequate earnings.

The 18 Yankee Network stations have loyal acceptance and complete coverage in this responsive, able-to-buy market. Use this two-fold advantage to increase YOUR sales.

WNAC	Boston	WSAR	Fall River
WTIC	Hartford	WNBH	New Bedford
WEAN	Providence	WHAI	Greenfield
WTAG	Worcester	WBRK	Pittsfield
WICC	Bridgeport, New Haven	WLLH	Lowell, Lawrence
WNLC	New London	WLNH	Laconia
WCSH	Portland	WRDO	Augusta
WLBZ	Bangor	WCOU	Lewiston, Auburn
WFEA	Manchester	WSYB	Rutland

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

THE *Must* STATION IN A *Must* MARKET



A market containing 1,292,454 families with $2,214,269,000 to spend can't be omitted from any national sales program . . .

For effective distribution of your advertising message in this rich area you must have WHAS, the radio station that gives maximum broadcasting power PLUS listener reception with the LEAST INTERFERENCE.

50,000 WATTS

820

ON THE DIAL

WHAS

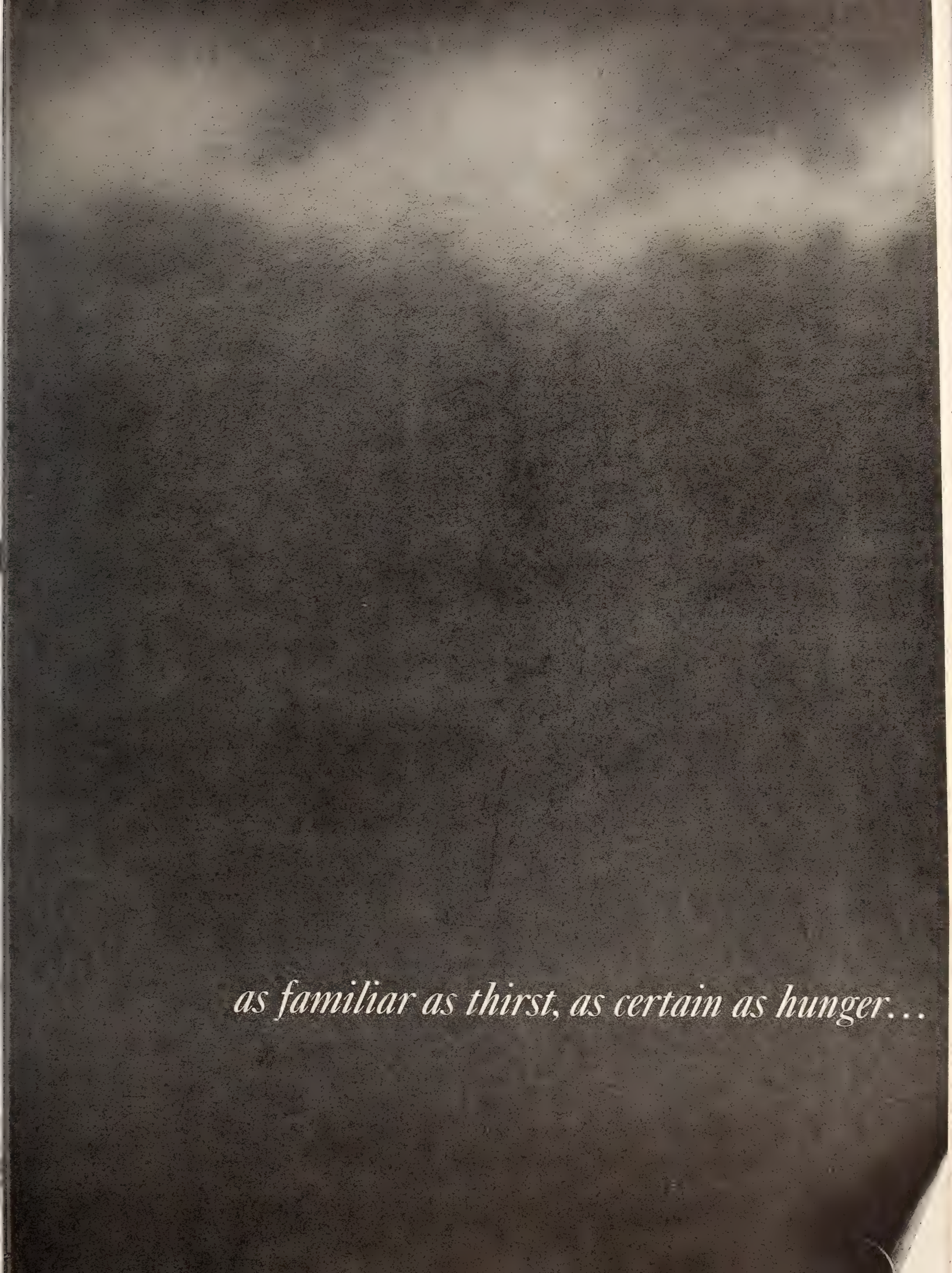
EDWARD PETRY & CO.

National Representatives

•

Owned and Operated by

THE COURIER-JOURNAL • THE LOUISVILLE TIMES


as familiar as thirst, as certain as hunger...

From this inborn



human pattern...

as familiar as thirst, as certain as hunger,
comes the enormous leverage that
radio adds to a selling message

People *together* are more intensely moved than people alone.

People laugh more when they're together... respond more when they're together... are influenced more when they're together... than when they're alone. That's why people together are sold so much more successfully than people alone.

And people listen to radio together.

Here you have one of the deep roots of radio's success; one of the brilliant inks with which radio writes the accomplishments of its clients. People hear the radio sales message together... respond to it together ... talk about it *then and there* (given the slightest peg to hang it on).

Nowhere else does an advertiser get this *simultaneous* impact on the family... this immediate and stepped-up response to his message. Nowhere else does the advertiser start so many conversations, so many sales, so quickly, so surely, as in radio. Because people listen *together.*

Columbia Broadcasting System

Radio's unique ability to reach a roomful of people at the same time is but one of a dozen fundamental encouragements radio gives to advertising copy. We'll be glad to submit the others, at your convenience. They, far more than the vast size of audience delivered to radio clients, explain the advertising history of the past decade. Write to 485 Madison Ave., N. Y.

WHAT DO YOU EXPECT OF A TRANSCRIPTION TURNTABLE ?

HIGH QUALITY REPRODUCTION?

The Presto 62-A table is equipped with a newly developed lateral pickup reproducing a range from 50 to 8000 cycles uniformly and with negligible harmonic distortion. Instead of the usual bass equalizer and high frequency cut-off filter, the new Presto turntable is equipped with an adjustable network that alters the frequency response curve of the pickup to compensate accurately for the individual characteristics of various transcriptions and phonograph records. There is a specific setting of the compensator for each make of transcription commonly used by broadcasting stations, including Presto instantaneous recordings.

CONSTANT SPEED? NO WOWS?

The new Presto 62-A transcription turntable is as steady as the famous Presto recording turntable now giving satisfactory service to over 400 station owners.

NO MECHANICAL VIBRATION?

Place your ear within six inches of the drive mechanism. You'll never know whether it's running or not.

PERMANENT REPRODUCING STYLUS?

The pickup has a highly polished permanent diamond stylus shaped to cause the least wear on commercial pressings or instantaneous recordings. The needle pressure is 1½ ounces, the lightest pressure recommended for practical operating conditions. The pickup head is designed so that you can always see the stylus. There's no groping to find the groove. You can easily remove the stylus if damaged by accident and replace it for a few dollars.

SIMPLICITY? LOW MAINTENANCE COSTS?

The Presto 62-A turntable has only two moving parts. The motor pulley drives directly against a rubber rimmed turntable, a feature exclusive with Presto. Motor and turntable shaft require oiling no oftener than once a year. The life of the rubber rim is indefinite. There are no idler wheels, no gears, no belts, no flexible couplings, nothing to wear out.

GOOD APPEARANCE?

The standard Presto 62-A turntable and mounting cabinet are attractively finished in two tones of gray with chromium trim. Other colors are available at slight additional cost if necessary to match your present control room equipment.

AND THE PRICE?

$280.00 net, FOB, New York, N. Y.

ORDER YOUR PRESTO 62-A TURNTABLES DIRECTLY FROM THIS ADVERTISEMENT.

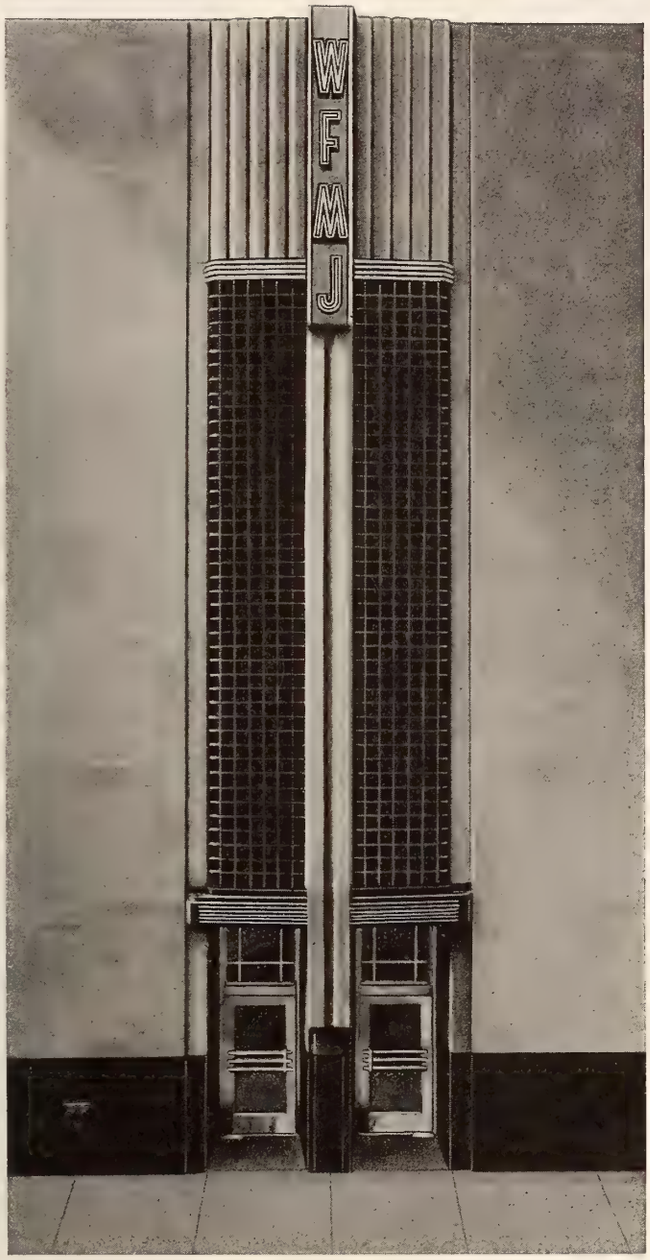
A LIMITED NUMBER ARE READY FOR IMMEDIATE DELIVERY.





PRESTO RECORDING CORPORATION

242 WEST 55TH STREET, NEW YORK, N. Y.



WFMJ

begins operating on unlimited time November 1.

Your Youngstown campaign is not complete without the large listening audience of this popular and enterprising new station.

100 watts
1420 kc.

WFMJ

Youngstown
Ohio

News every hour from The Youngstown Vindicator

Headley-Reed Company, National Representatives

New York • *Chicago* • *Detroit* • *Atlanta*

WAR NEWS



HOW WWJ SERVES ITS LISTENERS

WAR coverage at WWJ has been and continues to be epochal. The far-flung news gathering agencies of one of America's greatest newspapers, The Detroit News, in combination with WWJ's own resources provide listeners with a war news service unsurpassed by any radio station in the country.

Six regularly scheduled news broadcasts daily, (two each by C. C. Bradner, Austin Grant and Charles Arlington of the WWJ staff), have been augmented with broadcasts by Russell Barnes and S. L. A. Marshall, of The Detroit News editorial staff. Mr. Barnes spent many years in Europe as foreign correspondent for The News and Mr. Marshall is an ex-officer of the A.E.F. during the World War, and a close student of European military affairs.

During the days of the crisis immediately preceding and for sometime after the beginning of the war, Mr. Barnes was on duty in the WWJ newsroom *sixteen hours daily*. At the same time Mr. Marshall broadcast his interpretations of the day's military events nightly. WWJ continues to broadcast war news "every hour on the hour," regardless of the revenue loss involved, when there is anything of importance to broadcast.

Such thorough, accurate and complete news coverage is another example of the manner in which WWJ serves its listeners—*another reason why WWJ is first in listener interest in the important Detroit market.*



RUSSELL BARNES
Well-known Detroit News foreign correspondent.



S. L. A. MARSHALL
Ex-army officer and student of European military affairs.

National Representatives
George P. Hollingbery Co.

WWJ

New York; Chicago; San Francisco; Atlanta

WRVA LEADS THE PARADE IN VIRGINIA!

You're 'way out in front when your programs or spot announcements are on Virginia's **only** 50,000 watt radio station!

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You can cover this rich market with **one** station—**one** order—**one** cost! So join the leaders now . . . strike up the band . . . and listen to the cash registers ring!



COLUMBIA & MUTUAL NETWORKS

C. T. LUCY, Gen. Mgr.

PAUL H. RAYMER CO.
National Representative
NEW YORK CHICAGO
DETROIT SAN FRANCISCO

WRVA 50,000 WATTS

WITHIN THE "GOLDEN HORSESHOE"



Where THE HOUSES THAT JACK BUILT add up to $100,000,000 in 1939

Where building is booming, there too is a prosperous all-round market. The average U.S. increase in residential building during the past year was good—39%. But take a look inside the Golden Horseshoe, that rich market covered by WJR in Detroit and WGAR in Cleveland. An increase of over 100%! During the first 7 months, cities above the 10,000 population mark alone, reported new homes aggregating $50,000,000. More than $100,000,000 will go into home building within our boundaries this year! Which also means extra millions are being spent for more tobacco and toothpaste, more cars and caviar, more of almost everything that's sold. And selling becomes a simple task with these great radio stations to do your job!

THE GREAT STATIONS OF THE GREAT LAKES

W·J·R
THE GOODWILL STATION
Detroit

W·G·A·R
THE FRIENDLY STATION
Cleveland

BASIC STATIONS ... COLUMBIA BROADCASTING SYSTEM ★ EDWARD PETRY & COMPANY, INC., NATIONAL SALES REPRESENTATIVES

BROADCASTING
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Vol. 17. No. 9 WASHINGTON, D. C., NOVEMBER 1, 1939 $3.00 A YEAR—15c A COPY

Fly's Approval Brings New Code Support

By SOL TAISHOFF

FCC Chairman Asks Fair Trial for Pact on Eve of NAB Board Session and Renewal of Coughlin Series

THE NAB self-regulation code, blessed by Chairman James Lawrence Fly in his first radio address since becoming head of the FCC two months ago, and damned by no less a personage than Elliott Roosevelt, the President's son, appears to have acquired the necessary impetus for industry reaffirmation.

With the melodramatic suddenness of an Orson Welles epic, Chairman Fly Oct. 26 told the CBS radio audience —and the industry—that he thought the code was not only consistent with the public interest but should be given a fair chance. Whether timed or not, his comment came just three days before the bulk of the existing station contracts for the Father Charles E. Coughlin broadcasts were due for renewal. It came also as a prelude to the special meeting of the NAB board of directors called for Chicago Nov. 2-3 to deal with code recalcitrants who have disputed the ban on sale of time for broadcasts of controversial issues.

Had Seen the President

The fact that Chairman Fly had visited the White House only two days prior to his sudden decision to accept an invitation to broadcast also appeared significant. At first it was announced the chairman would talk on "Progress of Communications". But when he delivered his address, it was on "current radio problems", with particular emphasis on the code.

It became immediately evident that a number of stations which were debating continuance of the Coughlin series, among others, evidently awaiting the reaction of their colleagues in the same plight, would be disposed to adhere to the Code Compliance Committee's literal interpretations and abandon such commercials. This was not ascribed in the remotest way to duress, but rather to the crystallization of the view that they would be within legal rights by so doing, since the Fly address is interpreted as such an assurance.

"The adoption of the code and its self-imposition by the broadcasters is an example of democracy at work," the chairman stated. "Democracy can hardly mean either in a game or in a form of government that those who have adopted the regulations will abide by them only so long as they serve their own particular interest. Any set of regulations, even when self-imposed, is apt at some point along the line to apply to every particular person who has adopted the regulation. No one particularly enjoys the regulation the moment it restricts his own activity; but still, he should be capable of viewing the over-all benefits which may be derived from a comprehensive and effective set of rules applicable to all alike."

Seen as an indirect dig at Elliott Roosevelt's action was Mr. Fly's observation that he was reminded of the boy, who, understanding the problem, "gets with a group and decides upon the rules of the game which shall be applicable to all concerned. Thereafter, when one of the particular rules has its impact upon his own conduct, and the boy breaks up the game, picks up his playthings and goes home, he is hardly displaying the highest type of sportsmanship."

Not a Common Carrier

In endorsing the code, Chairman Fly said it should be given "a fair opportunity to work". Previously he had alluded to the limited number of channels, which meant that only a few could be accommodated on them. He emphasized that for this reason radio is not a common carrier. The public interest the stations must serve means that the citizen cannot be placed in the attitude of sitting at the loudspeaker "listening to his master's voice". It is the reverse, he pointed out, where it is the "servant who speaks while the master listens".

After these preliminaries, in which he also made clear there should not and cannot be a censorship of radio, Mr. Fly said the really grave issue on controversial questions was whether they shall be limited to those who can buy the time. "Shall this mode of expression be sold to the highest bidder?" he asked. Then he pointed out that the "least freedom exists in those countries today where only limited groups of powerful individuals can utilize the radio waves with absolute freedom".

Mr. Fly's address climaxed a fortnight of controversy, during which Elliott Roosevelt hurled invective at the NAB and on Oct. 25 formally withdrew his KFJZ, Fort

(*Continued from page 72*)

High Spots in Radio Address of FCC Chairman Fly . . .

Following is an abstract of the address of FCC Chairman James Lawrence Fly delivered over a nationwide CBS network Oct. 26, and marking his first appearance on the air:

THE FORWARD march in the art of the radio has presented to us concretely the problem of utilizing this public facility to accomplish the greatest good for the most people. Important issues have thus arisen.

It hardly behooves anyone to speak in a tone of finality, particularly where, as in my own case, the speaker does not have a thorough-going background in the field. It may be suggested that no one with due regard for the gravity of the problem, can set himself before the world as having power promptly and finally to adjudge all the serious problems of radio policy.

By the same token, many of the existing *rules* to govern practices in radio operations cannot be deemed the ultimate guide for the conduct of broadcasting activities. The industry is young; technically, it moves forward from day to day. We all have much to learn. It must be true, therefore, that any rule or set of rules can hardly be deemed unchangeable. At the same time, it does not follow that rules of conduct should not be laid down and generally observed.

Contrary to the notion occasionally expressed that the air is free, only a limited number of channels are available in the entire radio spectrum. On the few stations which may be on the air there is a definite and inelastic limitation of time. There is no way to extend the total time available for all the purposes of that limited number of stations. Over those limited facilities must be crowded the complete performance of the operating stations in terms of education, information and entertainment.

Radio Not Common Carrier

This is the reason the radio is not a common carrier; in the nature of things broadcast facilities cannot be available to the public generally. Only a few can be accommodated.

In contrast to the limited number of individuals who may broadcast, there is the public as a whole who may listen. Obvious is the fact that the essential service being rendered is the service to the radio audience and not the service to those before the microphone. And again, may I suggest that the public interest to be served under the law is primarily the public interest of the millions of citizens. The citizen cannot be placed in the attitude of sitting at the loud speaker listening to his master's voice. In this case the plain fact is that it is the servant who speaks while the master listens.

I do not mean to suggest that there is no room for the private business concern. It can and does carry on the public service as a private business venture and with a view to success as a private enterprise. The whole American system of broadcasting by private concerns is based on the fortunate fact that in general the best public service is the best business. To succeed the listeners must be attracted and held. Thus, the private benefit emerges from an effective public service.

Neither the Congress nor the Commission undertakes to act as a general overlord to the industry. There particularly should not and cannot be a censorship of radio broadcasts. Certainly, the Commission neither asserts nor seeks the power to censor.

It is, of course, important that where the Commission has explicitly exercised a power delegated to it by the Congress, there should be no encroachment in this field by other agencies. At the same time, there is beyond the field presently occupied by Commission regulation, a substantial area where industrial self-regulation should have a fair opportunity to work. There is no reason why self-regulation may not be in the public interest and may not to a certain extent supplement the work of the Government. I want to make clear my own thought that one should not assume in dogmatic fashion the finality of any rule created by the industry. At the same time certain of those rules which have been adopted by the great majority of the industry should be given a fair opportunity to function.

An example of industrial self-regulation in the radio field is the Code adopted by the NAB last July. I shall not endeavor to discuss the Code in detail, but a few significant points may be noted. The Code adopted by a vote of the members of the Association covers six subjects: children's pro-

(*Continued on page 76*)

Rebuke Meted Out to WMCA By FCC for War Broadcasts

Alleged Use of Information Gleaned From Codes Draws Stern Commission Warning

IN THE first action against a broadcast station growing out of war hysteria, the FCC Oct. 25 sharply rebuked WMCA, New York, for its methods in connection with alleged interception and broadcast of secret radio communications, and in effect placed the station on probation insofar as future license renewals are concerned.

Regarded as a stern warning to the industry, the ten-page unanimous opinion in carefully chosen language emphasized the necessity for utmost caution by station managements, not only during times of stress but in day-to-day operations. Strong emphasis was placed upon the "character and responsibility" of station management. The reprimand given WMCA was the stiffest meted out in radio annals short of actual deletion. The Commission said it was unanimously of the opinion that an order of revocation "need not be entered at this time", but added:

"On the whole, however, grave doubt has been cast upon the licensee's qualifications to operate its station in a manner consistent with the public interest. Accordingly, the record made in the different phases of this proceeding must be of cumulative weight in determining the disposition to be made upon any future examination into the conduct of this station."

Now Vulnerable

Use of this precise language was interpreted in some quarters as placing the station on probation. It was indicated that the language was a compromise and that certain members of the Commission had sought an even more stringent ruling. In effect, it was held, the FCC served notice on WMCA that should it again become embroiled in an operating controversy, whatever its nature, it will be far more vulnerable than the average station licensee.

In its opinion the FCC reviewed minutely the developments leading up to its "show cause" revocation order issued Sept. 12, WMCA's "legalistic" rejoinder, the testimony adduced at the all-day hearing before the Commission Sept. 27 and the circumstances surrounding WMCA's publication in trade papers of its provocative "scoop" advertisement in which it made the claims of having outstripped both newspapers and stations in war coverage through the use of the intercepted British and German messages [BROADCASTING, Sept. 15, Oct. 1]. It was this advertising copy that launched the FCC action.

The opinion recited that Section 605 of the Communications Act, banning the interception of wireless communications and divulging of their content or substance, is a mandate of Congress and not a regulation of the Commission. It is equally applicable to operators, broadcasters, the press, and the public, the Commission said, pointing out that the right of free speech "cannot be interpreted to include the right freely to publicize private communications." Moreover, it stated the United States and European nations, including Germany and Great Britain, have entered into treaty obligations to endeavor to avoid publication of addressed communications handled over international communications systems.

Newspaper Contract

Only incidental reference was made to the *New York Herald-Tribune's* participation as the source of the newscasts, whereas it had been indicated previously that the FCC might turn over to the Department of Justice for further study and possible prosecution, its participation in the WMCA incident [BROADCASTING, Oct. 1, Oct. 15]. The opinion, however, did bring out that WMCA had entered into a contract with the *Herald-Tribune* for this type of service and that the allegedly intercepted communications were delivered to the station from the newspaper's wireless room.

After quoting the "scoop" ad as published in *Radio Daily* Sept. 6, the FCC said that, if the conduct

(*Continued on page 79*)

Test in Providence

MIRUS LABORATORIES, New York, which recently appointed Moore & Hamm, New York, to handle advertising for Mirus Scalp Cream and Medicated Shampoo is conducting a seven-week test campaign on WPRO, Providence, using weekly one-minute spot announcements for the product. More stations may be added if the test is successful.

Mexican Approval Of Pact Delayed

DESPITE THE lackadaisical attitude of the Mexican Senate, hope has not been abandoned either by the FCC or the State Department that the Havana Treaty governing broadcast allocations on the North American continent will be ratified, in some form or other. Best predictions are that action will occur within 60 days at the latest.

While there have been proposals and counter-proposals regarding reservations to the treaty, some designed to protect border stations and others to permit Mexico eventually to use superpower in the interior of the country, it is felt that approval will be forthcoming. There is also the possibility that rather than outright ratification of the treaty by the Senate, which twice before has declined to give its approval, there may be promulgation via administrative agreement which in a general way would accomplish the same purpose.

Rumors that the treaty had been ratified by the Senate, circulated a fortnight ago, proved inaccurate. The government simply had ratified an inter-American agreement dealing with communications facilities, rather than broadcasting.

Boom in Southern California Claimed As Station and Network Receipts Soar

By DAVID GLICKMAN

CHECK-UP with station sales managers and operators in the Los Angeles area reveals that commercial business has been increasing the past year and Southern California broadcasters have been enjoying a boom. Increases in some instances were gradual, in others sudden, and do not include politicals. New sponsors, it was reported, show a partiality toward spots, time signals, transcribed shows, commentaries and news programs, as well as audience participation broadcasts.

Outstanding increase is that reported by KECA since taking over properties and frequency of KEHE on Aug. 1. New frequency of 780 kc. coupled with intensive promotional and advertising campaign is responsible for the pronounced rise, according to Harrison Holliway, general manager of KFI-KECA. He offers the following figures for the first three months of operation on the new wave length: Increase of 350% for August over the same period last year; increase of 465% for September over that month in 1938 and for October there is an increase of 420%. KECA is the NBC-Blue station in Los Angeles, but figures presented do not include network business.

A Big Year for KFI

KFI, the NBC-Red station, also managed by Mr. Holliway, is enjoying a big year, too, although not quite as spectacular as KECA. Business for the first nine months of 1939 is more than 21% over that of the same period last year. While 1938 saw radio in general take a "summer beating", Mr. Holliway declared that KFI suffered no summer slump this year. The fall increase has been steadier and more pronounced than in 1938, he said.

Another jump in revenue was registered by KMPC, Beverly Hills, Cal., which shows a 42% rise over the same period last year. Peak months were September with a 33⅓% increase and October which showed 38% more than last year. This station has had the "sold out" sign up for the past seven weeks, Leo B. Tyson, general manager, reported in late October. He explained that time has not been available to advertisers on his station during that period and from all indications November and December would also be banner months.

KNX, CBS Hollywood owned and operated station, shows a 27% rise over the same period last year. This, according to KNX executives, does not include the CBS Pacific Network, which made phenomenal increases in business, doing nearly double that of last year.

KHJ, the Don Lee Broadcasting System key station in Los Angeles, is well pleased with a 25% jump in revenue over that of 1938. It reports that peak months were April, July, September and October. The station expects its biggest final quarter with the windup of 1939.

KFWB, owned and operated by Warner Bros., revealed sales 29% over 1938, with September and October hitting a new high and several new accounts set to start in November and December, making the late fall and winter exceptionally bright. KRKD is selling more time with an increase of 20% registered for 1939 so far. KGFJ announced it was doing 15% more business than last year, with KFAC and KFVD coming through with a 10 and 5% increase respectively, the later being a daytime station. KMTR credits its 20% increase in new business to better facilities and reports the rise over last year as steady and gradual.

Checking with KFOX and KGER, both in Long Beach, Cal., revealed that those stations have also had substantial jumps in revenue. Although KFOX did not quote figures, KGER reported an increase of 25% over last year, with no increase in rates. The latter station also pointed out that there were no summer cancellations. KIEV, Glendale, Cal., a daytime station, conservatively estimated its increase as 25% over that of 1938, with a heavy Christmas holiday business schedule signed up.

NEWS FROM FRONT LIKELY FOR RADIO

WAR NEWS via the networks direct from the western war front, to supplement the reports emanating from the European capitals, is considered likely by virtue of representations made by Secretary of State Cordell Hull and American Ambassador William C. Bullitt to the French Government, it was learned Oct. 26.

Word was received by Secretary Hull from Ambassador Bullitt Oct. 26 that the French Ministry of Information was taking up the matter of placing radio on a parity with the press in war reporting with the French high command Ambassador Bullitt said there was every likelihood of success.

Because French broadcasting has not reached standards equivalent to those in this country, the French Ministry originally was not disposed to grant the American networks the same privileges as foreign correspondents. Harry C. Butcher, CBS vice-president, originally took the matter up with Mr. Bullitt via the State Department and authority was forthcoming for only NBC and CBS to dispatch correspondents to the front. This was with the understanding that MBS also would be protected. Secretary Hull, however, pursued the matter with the result that dispensation is now considered virtually assured for all three networks.

While details have not yet been forthcoming, it is hardly expected that actual pickups will be made from the front but that the network commentators will wire their dispatches to Paris and London from the Maginot Line.

DUE to the war, the British Broadcasting Corp. has merged its *World-Radio* into *Radio Times*, the latter continuing to be issued weekly. The privately owned weekly *Wireless World* of London has become a monthly, and will for the duration issue on the 20th of each month.

Appeals Reopen Record License Case

Paul Whiteman, RCA & WNEW Seek Review Of Decision

By BRUCE ROBERTSON

APPEALS from the decree of Federal District Judge Vincent L. Leibell in the case of RCA versus Paul Whiteman, WBO Broadcasting Corp. (operator of WNEW, New York) and Elin Inc., have been taken by three of the four principals, reopening the question of the rights of phonograph record manufacturers and recording artists to control or restrict the use of these records on the air.

Hearing of the argument by the U. S. Circuit Court of Appeals, expected to be set before the end of the year and possibly before the end of the month, will find the decision of the lower court awarding to RCA the right to license stations to broadcast its phonograph records opposed by the NAB, representing WNEW, and the National Association of Performing Artists, representing Whiteman.

Right to License

The two associations are interested in the case because the decisions handed down here may be used as a precedent for other decisions affecting all stations and performing artists. Elin Inc., sponsor of the broadcasts on which the records in question were played, did not enter a defense during the earlier suit and has not taken an appeal. Pending the decision of the appellate court, RCA will stand on its rights to license as granted by the lower court and will proceed to issue licenses to stations on Dec. 1 as previously planned. Company had originally announced Oct. 1 as the licensing date, but postponed it for two months at the request of the NAB.

Appeal on behalf of Whiteman was filed Oct. 20 by Maurice J. Speiser, general counsel of NAPA, who also handled Whiteman's defense in the earlier trial. David Mackay, attorney who presented RCA's case in the lower court, filed the appeal for that company on Oct. 23. Crawford & Sprague, New York law firm appointed by NAB to handle WNEW's appeal, filed their petition on Oct. 25.

While WNEW chose to make no defense during the earlier suit, Stuart Sprague appeared for the NAB and filed a brief as amicus curiae, presenting the broadcasting industry's views. There is a possibility that the WNEW appeal will be challenged by opposing attorneys, on the ground that it was filed after the termination of the 90-day period allowed for appeals following the lower court's decision.

Effect of Ruling

WNEW is appealing from all parts of Judge Leibell's decision affecting the station, which he found guilty of unfair competition in broadcasting RCA's recordings of Whiteman's orchestra without permission. On the strength of this finding Judge Leibell issued injunctions restraining the station from broadcasting these records without RCA's consent and from broadcasting the records made under Whiteman's third contract with RCA, in which Whiteman expressly reserved the right to control their use in broadcasting, without Whiteman's consent as well.

Station is expected to argue that there is no common-law property right present and that even if there were such a right it is lost by the public sale of records, which is tantamount to publication. Station will also question the finding that there was unfair competition as not being shown by testimony.

NAPA's appeal, on the other hand, will leave undisturbed the court's rulings on the interpretative rights of performing artists and their rights to control or prohibit illegal use of their records. The Whiteman appeal is limited to the three Whiteman contracts with RCA which were the basis of the previous case, asking for an interpretation of them by the Federal Appellate Court. "While these contracts, strictly speaking, affect Mr. Whiteman alone," writes Fred Waring, NAPA president, in announcing the appeal, "their clarification will be of interest and value to all perfoming artists throughout the country."

Contract Clause

In his decision, printed in full in BROADCASTING, Aug. 1, Judge Leibell quotes from the first Whiteman contract with RCA the following clause:

> Mr. Whiteman, for himself and by authority and on behalf of the orchestra and each and all of the members thereof, hereby grants to the Victor Company the right, at any and all times during the period of this agreement and thereafter, to manufacture, advertise and license or sell, and any and all these rights and powers, in all parts of the world, records of the performances of the orchestra of selections of which approved master records have been heretofore made or shall hereafter be made including the right to produce and reproduce the recorded performances of the orchestra by any and all mechanical, electrical or other means for disseminating or transmitting the same, and grants the further right to make use of his name and of the name of his orchestra in connection with the manufacture, with the advertisement and with the license or sale of such records and in any and every way in connection with sound reproduction and transmission and likewise grants all rights and equities of himself and of the orchestra and of each of its members in and to the matrices and records upon which are at any time reproduced the performances herein referred to.

The second contract was a verbal agreement to continue under the same general terms of the first contract, including this clause. Judge Leibell then states:

> "Complaint concedes that defendant Whiteman, because of his unique interpretations of musical selections, had a common law property right in his renditions. Under the first and second contracts of April 30, 1924 and September 8, 1931, Whiteman could not assert these rights, in the case of the former because he had in very definite terms passed all rights to the plaintiff and in the latter instance verbally by a general reaffirmation. In each instance he failed to reserve any rights to himself."

And further:

> Granting that the artist, Mr. Whiteman, has a common law property right in and to his unique interpretation of musical selections it follows that he had the power to bargain away this right. This he did in his 1924 contract with RCA's predecessor.

NAPA's argument before the Appellate Court is expected to follow the line of thought that Justice Leibell erred in linking RCA's physical property right in its matrices and pressings with the intangible right of Whiteman in his interpretations. Granting that Whiteman assigned to RCA all rights in these physical properties, NAPA will maintain that Whiteman is still entitled to protection against the "unfair competition" on the part of WNEW in playing his records which Judge Leibell stated was the "main basis for enjoining" the station.

Since some such clause as the one quoted is contained in nearly all contracts between recording companies and performing artists, the adjudication of these points is of interest to all artists making phonograph records, and therefore of all NAPA members. The third Whiteman contract, in which he expressly reserves the right to limit the use of his records on the air, is an exceptional contract.

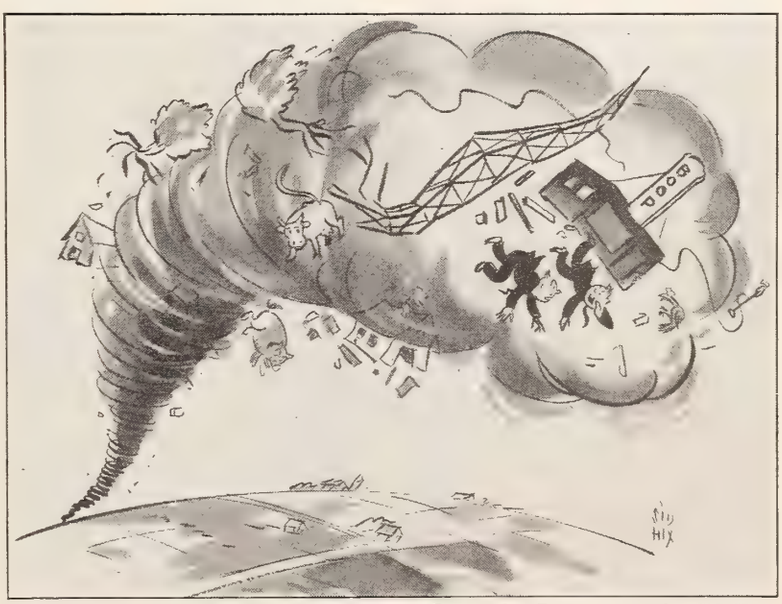
RCA's appeal, taken Oct. 23, seeks primarily to clarify its rights as a manufacturer of phonograph records, which the court described as a "civil right of a pecuniary nature". During the trial, RCA submitted evidence to show that its part in recording the Whiteman interpretation and rendition constituted an "artistic and intellectual contribution" to the finished recording, which would give RCA a common-law property right in what went on the record. "I am of the opinion that it did not," said Judge Leibell. "None of the efforts of RCA were directed towards perfecting Whiteman's artistic interpretation of the musical composition, but all were directed towards 'capturing' for the matrix or master record his unique interpretations."

RCA also will claim that the lower court was in error in granting affirmative relief to Whiteman by enjoining WNEW from competing unfairly with Whiteman and from violating his common-law property right by broadcasting any of the records made under his third contract with RCA without his consent. Whiteman did not ask for such relief in his answer to RCA's complaint, but made his request for an injunction only after the station had examined the complaint and answer and had decided not to make a defense and after all the evidence had been presented. RCA protested at the time, but Judge Leibell granted Whiteman's request, a decision which RCA will ask the Appellate Court to overrule.

Would Intervene

Meanwhile, a number of major music publishers are considering asking the court for permision to intervene in the proceedings. On Oct. 12, Harry Fox, agent and trustee, wrote to all stations advising them that these publishers have not authorized RCA's licensing pro-

(*Continued on page 71*)



Drawn for BROADCASTING by Sid Hix

"Now We'll Catch It! We Forgot to Get Signoff Permission From the FCC!"

WANT THEIR RADIO
Public Would Rather Give Up Movies, Survey Shows

ALMOST 80% of the cross-section of Americans covered in *Fortune* magazine's regular surveys would prefer giving up the movies rather than radio if given a choice between one or the other, according to a public opinion survey on the movies published in the November *Fortune*. Asked the question, "If you had to give up either going to the movies or listening to the radio, which one would you give up?", 79.3% of the persons interviewed said they would give up the movies, only 13.9% said they would be willing to give up radio. The remaining 6.8% would make no choice.

Commenting on the results further, *Fortune* stated, "Among the breakdowns it appears that not a single group of people, by class or occupation, or age or sex, votes less than 70% for giving up the movies rather than the radio. So our real hero may be Charlie McCarthy rather than Spencer Tracy, our true love Gracie Allen."

RECONSIDERING its action of May 16, denying the application of F. W. Meyer, manager of KLZ, Denver, for a new full time local station on 1310 kc., the FCC Oct. 24 designated the application for oral argument to be held Nov. 9.

Farms Need Clears, Says Rep. Sweeney

Makes Own Rural Study; Plans Legislation At Next Session

THE OPENING gun in a new onslaught in favor of superpower was sounded in Congress Oct. 26 when Rep. Martin L. Sweeney (D-Ohio) placed in the record the results of a 14-State postcard survey designed to show that rural listeners are overwhelmingly in favor of clear channels and high power.

A comprehensive breakdown of the postcard replies, based on a 10% return received from a 25,000 card mailing, was presented by the Congressman for the record. It showed generally that in all the States covered the rural listeners preferred clear channel outlets. Mr. Sweeney asserted that the results appeared to coincide largely with those received by the FCC in its postcard surveys of 1935 and 1937 when WLW ranked first and WLS second. Rep. Sweeney indicated that he had in mind introduction of legislation, probably at the next session, to assure protection of clear channels and pave the way for licensing of superpower stations in the interests of rural listeners.

The postcard survey employed the same questions used by the FCC in its rural surveys made in conjunction with its investigation of the superpower issue. Rural listeners were asked to indicate their first four choices of stations for both day and night reception. The percentages, according to Rep. Sweeney, were overwhelmingly in favor of clear channel outlets.

Criticizes Commission

Mr. Sweeney said he made his survey in an effort to show that the FCC action last May in denying clear chanels additional power to meet the demands of rural listeners was "arbitrary, unwarranted and capricious". He said the decision was against the weight of all social and economic evidence.

The postcards were sent to rural route box-holders in Louisiana, Kentucky, Michigan, Florida, Virginia, Kansas, Missouri, West Virginia, Alabama, North Carolina, Mississippi, Ohio, Indiana and Arkansas. In addition to asking for the first four stations of their choice, the listeners were also asked to comment in a general way on broadcasting.

"The survey card which I sent out was almost an exact duplicate of the one sent out by the Commission in 1935 and again in 1937", said Mr. Sweeney, "and bears out exactly what I said on the floor of this House on May 16 when I made the statement that rural America stands condemned to the 'tongueless silence of the dreamless dusk'."

Rep. Sweeney said the results showed the clear channel stations which now have the greatest amount of power are almost alone in the preference of rural listeners. These listeners, he asserted, not only are anxious "but demand power that will put them on a par with their metropolitan brothers in the matter of radio reception."

Many of the cards came back



REP. MARTIN L. SWEENEY

with the notation to restore the power of "the" Ohio station (WLW). He did not mention WLW by call letter. He added that the survey showed that WLW in its experimental operation was able to furnish good radio reception to the rural areas, a condition that cannot now be approached since the station was "arbitrarily reduced from 500 kw. to 50 kw. power last March".

Urging the FCC to probe the superpower question a little further, Mr. Sweeney said he felt certain it would then reach the "unalterable conclusion that the only answer to reception parity in radio is power." He added that, since WLW's reduction in power, many of the rural listeners, especially in the South and Southwest, have been left without service except that furnished by XERA (Brinkley) and other Mexican stations. This is not surprising, he said, since listeners naturally turn to get any reception they could when deprived of good signals from domestic stations. "They were forced to pick up a wildcat operator selling goat glands and any such like commodity," he said.

Depend on Clears

How long American listeners will have to depend upon Mexican stations is a matter for the FCC and its new Chairman to decide, the Congressman asserted. He said XERA is reported to be using an output of 800,000 watts effective power while regulations in the United States limit stations to one-sixteenth of that amount.

In placing into the record the breakdown of the postcard survey, Mr. Sweeney said it would be noted that rural listeners "cannot get service from local and regional stations despite the fact that there are hosts and hosts of these local and regional stations in the States where this survey was made".

"The rural listeners in these areas, therefore, must necessarily depend upon the signal he gets from the clear channel group of stations," he said. "In many instances this signal isn't even strong enough to give him service because of the edict of the FCC, which says in effect 'you can't increase your power above 50 kw. despite the fact we know there are hundreds of thousands of people in the United States who do not get satisfactory radio reception and must turn to the reception afforded by the questionable operators of other nations'."

Mr. Sweeney did not prepare a composite analysis of the returns from the 14 States. Nor did he attempt to identify the regional and local stations which might have been listed on the returns, restricting his analysis to clear channel stations only. On each State sheet, however, he gave percentages for each of the four choice classifications for "all other class stations", along with a total figure.

Top-Ranking Stations

The top-ranking clear channel stations by States, shown only as to "first choice" selections, based on the returns from the rural route box-holders, were listed as follows:

In West Virginia WLW ranked first choice with 57.8% of the "first preference" replies. Then came KDKA with 17.1, WSM 8.5, WBT 3.8, WLS 2.8.

In Mississippi, WWL was first with 34.6%, WLW second with 25.7, WSM third with 12.1, WLS fourth with 5.6.

The results in Indiana listed WLW with 48, WLS 23, WGN 10, WHAS 6.9.

The Ohio breakdown showed WLW with 63%, WJR 13.1, WTAM, 11.8, KDKA 4.7.

Florida gave WLW 54% as the "first preference", WSB 16.3, WSM and WWL 10.8.

Alabama voted WSM 32.3%, WSB 26.7, WLW 23.4, WWL 8.9.

In Missouri, it was KMOX with 21%, WHO 17.3, WLW 14.8, WSM 11.1, WLS 8.6.

Arkansas gave WSM 29.2%, WLW 25.2, KMOX 15.5, WOAI 11.7, WLS 5.8.

Kentucky was listed as WLW 45.6%, WHAS 28.5, WSM 17, WLS 3.

Louisiana gave WWL 54.1%, WLW 17.6, WOAI 9.4, WSM 7, KMOX 3.6.

Michigan listed WJR with 50.6%, WLS 15.5, WLW and WMAQ 11.4, WGN 5.9.

In Kansas, KOA was given 44.1%, WFAA-WBAP 15.8, WLW 12.5, WOAI 6.2, WSM 3.2, WHO, WLS and KSL 3.1.

Virginia was listed with 38.6% for WLW, WSM 17.4, WBT 13.7, WJZ 8.7, WOR 5. (Why no mention was made of WRVA, Richmond 50,000-watter, could not be ascertained.)

In North Carolina, WBT was listed first with 42.3%, WLW 17.5, WSM 14.5, WEAF 9.8, WSB 5.7.

Flemex Launches Series

PUREPAC Corp., New York, on Oct. 22 and 23 started a campaign for a group of its Flemex products (cough syrup) using seven spot announcements weekly on New York stations WMCA, WHN and WINS, and on WAAT, Jersey City. Also started was five times weekly participations in the *Zeke Manners* program on WNEW, New York. Later expansion of the campaign to the Yankee Network is planned, according to Klinger Adv., New York, agency in charge.

Radio News High In Reader Choice

Ranking Is Shown in Survey Of Newspaper Subscribers

A "MASTER COPY" of the *Akron Beacon Journal* for July 27, 1939, showing the percentage of men and women readers of each editorial item and advertisement, has just been released to advertisers and agencies by the Advertising Research Foundation of the Assn. of National Advertisers and the American Assn. of Advertising Agencies, as the first unit in "The Continuing Study of Newspaper Reading".

Study, which is financed by the Bureau of Advertising of the American Newspaper Publishers Assn., is based on the premise that "a more effective use of the press for advertising purposes might result from a more definite knowledge of newspaper reading habits." In other words, the "continuing study" will attempt to analyze the reading habits of newspaper buyers in much the same way as the Cooperative Analysis of Broadcasting analyzes the listening habits of the radio audience.

Read Radio News

Method is first to select a representative cross section of the paper's circulation among adults; next to interview each individual on a fresh copy of the newspaper for the preceding day, covering every news item and every advertisement on each page, asking "Did you happen to read anything on this page?" and "Did you happen to read this story or this advertisement?", everything actually read is checked; the results are tabulated, with separate percentages for men and women, and a master copy is prepared. In presenting the first unit to the advertising press, Foundation spokesmen stressed the word "continuing" and pointed out that general conclusions can be drawn only from an accumulated series of studies and not any single study.

Without violating this warning, it is interesting to note that the radio column was read by 19% of the men and 28% of the women, the "Tonight's Radio" highlight box by 21% of the men and 30% of the women, and the Radio Time Table of program listings by 45% of both men and women. A breakdown of the paper's general editorial features shows these program listings the second most read feature among men, passed only by the weather report on the front page, and the fourth most popular among women, following weather, "City Life," calendar of social events, and the death notices.

Series of studies will be issued at the rate of two or three monthly from now on and will be sent without charge to members of the ANA, AAAA, and the ANPA's Bureau of Advertising. Others may obtain these studies for a subscription price of $200 a year.

Big Local Contract

WCPO, Cincinnati, has signed what it believes is the largest block of time ever contracted by a local station in one day on a full-year basis. Two sponsors bought the time, Butter-Nut Bread contracting for 988 quarters and Clyffside Brewing Co. for 1,352 quarter-hours, a total of 2,340.







THE last word in broadcast equipment will go into operation Nov. 4 when KDKA, Pittsburgh, dedicates its brand new 50,000-watt transmitting plant in suburban Allison Park. The modern motif is seen in the modulator unit (upper left), with Westinghouse installation engineer, George Saviers, working on the air-cooled tube. Equipment is housed in the new transmitter building (center). At right a technician works on a new Westinghouse development, the automatic tube-changing relay for use in failure of rectifier tubes. A pushbutton operates the device. Located on one of Allegheny County's highest spots, 1,200 feet above sea level, the 718-foot regular broadcast tower later will support a high-frequency aerial.

Gala Program for KDKA Anniversary

19th Year to Be Marked By Debut of New Transmitter

By J. FRANK BEATTY

KDKA, Westinghouse-owned and NBC-operated 50,000-watt station in Pittsburgh, will take the air Nov. 4 from its new transmitting station at suburban Allison Park. To celebrate the event the station plans an anniversary party which promises to be one of the most spectacular dedications ever conducted by a single station.

A signal described as over eight times stronger will greet KDKA's listeners that day, just 19 years and two days after it had broadcast its pioneer program from a 100-watt transmitter.

Joining in the festivities as the guests of General Manager Sherman D. Gregory will be a hundred radio executives, time buyers and trade figures who will be brought from all over the country, with KDKA supplying all transportation and entertainment. The guests will go to Pittsburgh in special roomette cars and will be feted for two days.

"KDKA Day"

In Pittsburgh and Allegheny county Nov. 4 will be "KDKA Day" by virtue of proclamations by Mayor Cornelius D. Scully, of Pittsburgh, and the county commissioners of Allegheny county. Both paid official tribute to the "benefits of radio broadcasting" and declared KDKA's debut Nov. 2, 1920, the actual date of birth, marked an important event in history.

Along with the main two-day program, KDKA will stage a preliminary two-day festival along Hollywood lines in connection with the world premiere of the RKO film "Allegheny Uprising", based on historical events in the Pittsburgh area. A troupe of screen stars headed by Claire Trevor, star of the picture, will take part in the program.

A 10-minute sketch from the film will be broadcast by Miss Trevor Nov. 3 over KDKA and NBC-Blue network. Supporting roles will be taken by KDKA players, with the Maurice Spitalny 22-piece staff orchestra, P. J. Wolfson, producer of the picture, and Mayor Scully participating.

Miss Trevor will visit the new transmitter Nov. 2 for photographs. A scene will be staged at the transmitter site, with an Indian sending a message by smoke signals, uniting the oldest and newest means of communication.

Technical Innovations

All modern technical features and a number of brand new ones are found in the new transmitting station. Among them are radio air conditioning, duplicate controls for three transmitters and a push-button relay device banishing interruptions from rectifier tube failure.

The two-day program for KDKA's guests includes a greeting at the station by the Carnegie Tech Kiltie Band. Breakfast will follow at the Schenley Hotel where Mayor Cornelius D. Scully of Pittsburgh will present the formal greeting, along with presidents of Senior and Junior Chambers of Commerce. Pittsburgh agency men and newspaper publishers will join in the welcome.

Following breakfast, guests will be taken to the KDKA studios in the Grant Bldg., which will be decorated in holiday splendor. A tour through the studios and a movie of KDKA activities will fill the time until lunch at the famous Duquesne Club. In the afternoon the party will be taken in buses, with police escort, to the Allison Park transmitter, 8½ miles away, where the formal dedication takes place.

Capsule speeches will feature the dedicatory ceremonies, with speakers including Lenox R. Lohr, NBC president; Samuel Harden Church, president of Carnegie Institute; George H. Bucher, president of Westinghouse, and H. S. Wherrett, president of Pittsburgh Plate Glass Co.

Climax of the ceremony will be the sealing of a Crystal Case containing recordings of American leaders who predict what the world will be like in 1959 when the case is opened. A rag paper edition of BROADCASTING, along with other magazines and newspapers, will be sealed in the case, as well as a guest log, KDKA day book, typical scripts and program recordings, and microfilm photographs of books, magazines and newspapers.

The dedication will be recorded by KDKA for broadcast later in the day. A rest will be taken after the ceremony at Hotel Schenley, with dinner at the Field Club.

Sunday Schedule

Sunday's program includes choice of breakfast in bed or a hunt breakfast. Opening formal event will be a visit to the Edgar Thompson steel works, with dinner at historic Hyeholde Inn up the Ohio. A night view of the Pittsburgh panorama will be offered from the hills of Mount Washington. Later at Carnegie Music Hall a one-hour broadcast will be staged in honor of the guests, to be carried on 65 NBC-Blue stations. KDKA artists will appear with stage and screen luminaries. Closing the two-day party will be a meeting of talent and guests after the broadcast, guests then going to the Schenley Hotel for luggage and a trip to the station.

The new transmitting plant adjoins a 718-foot antenna designed ultimately to carry short wave programs of WPIT (formerly W8XK) now operating at Saxonburg, and to be equipped for experimental short-wave programs radiated from a pickaback antenna atop the main tower.

The Technical Plant

Reaching an elevation of 1,900 feet above sea level, the tip of the tower has been equipped with a 36-inch rotating aviation beacon mounted on a 60-foot tower. Eventually a superimposed cross-arm aerial is to carry the high-frequency signals by which engineers expect to study noise-free line-of-sight emanations.

Duplicate controls are provided for each of these transmitters, so that an operator in the glass-enclosed master control room can supervise all three programs.

A radio air conditioning method, developed by Westinghouse engineers and claimed to be placed in use for the first time, will cool transmitter tubes and heat the building. It supplants the conventional practice of circulating streams of water around the tubes and carrying off heat from the

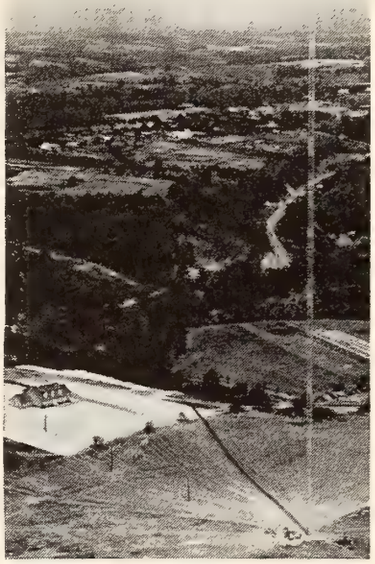
(*Continued on page 75*)

THE CRYSTAL CASE
KDKA Glass Container to Be Opened in 1959

TWENTY years from now the world will know whether it is all it should be, when the "Crystal Case of Tomorrow", hermetically sealed at the KDKA 19th anniversary festivities Nov. 4-5, will be opened. The Crystal Case will contain predictions by business, civic and industrial leaders, whose ideas of what the next score of years will bring are to be opened in 1959.

Among other historical documents, the Crystal Case will contain a rag paper edition of the Nov. 1, 1939 BROADCASTING and other publications; 15 transcriptions carrying the prognostications; typical day book of KDKA; guest log of those attending the ceremonies; microfilm photographs of typical radio scripts and articles describing the event, with complete photographic diary.

The case is built of three-ply plate, laminated document glass three-fourths of an inch thick. The face is 3 x 4 feet, shatterproof, and filters ultra-violet rays due to high lead content.



IRNA and AFM Will Confer On Renewing Musician Pacts

Session in New York on Nov. 2 Will Take Up Terms of Contracts; Board to Meet

OPENING of conversations with the American Federation of Musicians looking toward revision, extension or renewal of contracts for employment of musicians by the broadcasting industry, is scheduled Nov. 2 in New York by the executive committee of Independent Radio Network Affiliates and the International Executive Board of AFM.

With the present "Schedule A" expiring on Jan. 17 for network affiliated stations, the IRNA board, at the call of Chairman Samuel R. Rosenbaum, president of WFIL, Philadelphia, convenes in New York Nov. 1 preparatory to its meeting with AFM. Contracts of non-network independent stations with AFM locals, following closely the terms of the network affiliate agreement, expire in September.

To Meet Other Groups

The IRNA executive committee, after holding its preliminary session, will meet with the labor experts of the major networks. These include Mark Woods, NBC vice-president; Lawrence W. Lowman, CBS operations vice-president, and T. C. Streibert, vice-president of WOR-MBS. Under the existing contracts, the networks share in defraying the cost of hiring musicians for stations, based on a stabilization fund through which they contribute to payments made by affiliates.

The IRNA executive committee also will meet with a group representing National Independent Broadcasters Inc., headed by former Federal Radio Commissioner Harold A. Lafount, on the same problem. The contract evolved by independent stations differs only slightly from that entered into by the affiliated stations through IRNA.

At the preliminary meeting of the IRNA committee with the AFM board, it is expected that a basis will be reached for conversations and negotiations, whereby a uniform type of employment contact can be developed. Many stations have objected to the present schedule—providing roughly that stations expend approximately 5% of their annual income for retention of staff musicians—on the ground that it imposes an onerous burden. This has been held true particularly in the cases of smaller stations located in communities which do not have qualified musicians. In spite of that, they claim they have been forced to retain mediocre musicians and pay them at the union scale, while not being able to use the men on the air.

The employment contracts were entered into originally by IRNA, which was created for the purpose, when the AFM claimed that unemployment in the ranks of musicians was in a measure attributable to radio. The contracts were for a two-year period and were entered into when a nationwide strike of musicians was threatened.

Joseph L. Miller, NAB labor relations expert is expected to meet with the IRNA executive committee as a consultant in preliminary deliberations. Members of the Committee, in addition to Chairman Rosenbaum, are Mark Ethridge, WHAS, Louisville; Walter J. Damm, WTMJ, Milwaukee; L. B. Wilson, WCKY, Cincinnati; John Shepard 3d, Yankee Network. Paul W. Morency, WTIC, Hartford, vice-chairman of IRNA, also is expected to attend.

Joseph N. Weber, president of AFM, announced that his International Board also would hold a preliminary session Nov. 1 before the joint sessions with the IRNA Executive Committee. Mr. Weber said that radio was not discussed at his board session last week and that his organization had not formulated new demands as yet. The terms of the new contract, he asserted, will be worked out with the IRNA committee on the basis of what seems best for both parties.

Stransky Spots on 12

J. A. STRANSKY MFG. Co., Pukwana, S. D. (gas savers), has started a varying schedule of one-minute spot announcements on 12 Midwestern stations. The campaign will be expanded nationally next fall, according to Vanderbie & Reubens, Chicago agency handling the account.

Socony Sports Plans

SOCONY-VACUUM OIL Co., New York, extensive user of baseball broadcasts, will sponsor only American League games next season and will discontinue broadcasts of New York, Chicago or other major league team games, many of which were sponsored jointly this past season by Socony with General Mills and Procter & Gamble Co. News and sports broadcasts will replace the spring and fall baseball games, according to J. Stirling Getchell, New York, the agency in charge.

Brockington off CBC Board

LEONARD W. BROCKINGTON, K.C., chairman of the board of governors of the Canadian Broadcasting Corp., has retired from that position after three years, his term ending Oct. 31, according to announcement by Prime Minister Mackenzie King. Mr. Brockington will devote his time to his law practice in Winnipeg. As CBC chairman he received $1,500 annually plus travelling expenses. He was the only paid member of the nine-man board.

Broadcast Music Inc. Plans to Start Active Operation After Clearing SEC

WITH ITS plan of organization completed, the new $1,500,000 Broadcast Music Inc., subsidiary of NAB designed to solve the perennial ASCAP problem, hopes to begin active operation as soon as formalities of the organization are cleared through the Securities & Exchange Commission.

At a meeting of the Broadcast Music board scheduled for New York Oct. 31, the organization plan was to be approved in final form, after having been drafted by Sydney M. Kaye, NAB special counsel on copyright. President Neville Miller reported prior to the meeting that response from the industry has been encouraging and that pledges made at the special convention on copyright in Chicago Sept. 15 for the $1,500,000 stock would soon be solicited. It is expected a series of NAB regional meetings, in the 17 districts into which the country is divided, will be arranged for this purpose.

Meanwhile the Broadcast Music board has completed broad operating plans for the new corporation. Mr. Miller also has continued his canvass of available executives in the music field to head the new organization. A dozen prominent individuals in music, it is understood, are among those being actively considered. The actual operating plans of Broadcast Music, Mr. Miller said, obviously will be held in abeyance until the new executive is selected.

On the surface, except for the battle of briefs and arguments continuing in State courts in ASCAP's onslaught against State anti-monopoly laws aimed at it, comparative quiet has reigned in copyright. As far as could be learned, there have been no further negotiations of stations or station groups with ASCAP regarding contract renewals to succeed those which expire at the end of next year.

An indication, however, that ASCAP may be reopening its campaign in the public prints was seen in an editorial published in the *Chicago Daily News* of Oct. 17 castigating the broadcasting industry for its campaign "to deprive songwriters and song publishers of reasonable recompense for the products of their creative talents and industry." Referring to the State litigation, the editorial pointed out that several Federal Courts have granted injunctions against anti-ASCAP statutes in such States as Florida, Tennessee and Nebraska. It predicted that when the issue is brought before the Supreme Court the unconstitutionality of such statutes would be "fully established". The editorial continued:

"Yet even among broadcasters there seems to be a dawning realization of the futility of an effort to nullify Federal copyright laws through State legislatures. Perhaps this explains a movement begun by broadcasters at a recent convention in Chicago.

Foresees Its Doom

"Enthusiastically backed by nearly every radio station in the country, this looks toward the establishment of a radio-controlled rival for ASCAP. Such an organization would eventually give radio power to deal dictitorially with a carefully controlled clique of publish-

(*Continued on page 70*)

ASCAP Disclaims Network Dickering

Chains Also Deny That They Are Negotiating Already

REPORTS THAT the major networks were negotiating extensions of their contracts with ASCAP were formally denied Oct. 25 by John G. Paine, ASCAP general manager. He declared the networks had not approached ASCAP at all. Conversations have been in progress with individual stations and station groups from time to time, it was indicated.

Both NBC and CBS officials also disclaimed any negotiations with ASCAP. It was pointed out, however, that a large number of station affiliate contracts run beyond 1940, when current contracts with ASCAP expire, and that all of these affiliate contracts contain the standard clause requiring the station to have whatever licenses may be necessary to allow it to broadcast copyright material. Moreover, it was ascertained that the networks are continuing conversations with affiliates in a normal way in connection with contract renewals.

Purveyors of Good Will

Meanwhile, it was learned that ASCAP, in an effort to improve its relations with its broadcaster customers, about Jan. 1 will send two "ambassadors" on the road to call on stations. Their aim will be to discover what it is that broadcasters do not like about ASCAP and to attempt to correct whatever the Society considers an erroneous attitude as well as to assist stations in making fullest possible use of the music rights they secure through their payment to ASCAP.

The goodwill ambassadors will be Robert G. Paine, son of General Manager Paine, and Richard Frohlich, son of Louis Frohlich, ASCAP's general counsel.

Communist Refused

ADDRESS scheduled of Oct. 24 by Israel Amter, Communist candidate for the New York City Council, whose name was ruled off the ballot by the Board of Elections, was cancelled by WNEW, New York, about three hours before it was to be broadcast on that station. According to Bernice Judis, general manager of WNEW: "Broadcasts for the Communist Party over WNEW by candidates whose petitions were recently disqualified by the Court of Appeals have been discontinued. Discontinuance of the broadcasts is an effort to abide by the code recently set up by the NAB, of which WNEW is a member station." Mr. Amter protested the action and announced his intention to appeal to the FCC.

Equity and AGMA Shows

NEGOTIATIONS for two variety programs similar to the Screen Actors' Guild productions on CBS and available for separate sponsorship are now being discussed by executives of Actors Equity and the American Guild of Musical Artists. The Equity program will probably be an hour program for a Sunday afternoon period, but no definite plans have been announced. The AGMA show, which is handled through A. & S. Lyons, New York, is offered as an hour or half-hour program, the proceeds of which to go to AGMA's charity fund or to the maintenance of the organization.

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Savings Counsel for Oklahoma Folks

Brings Hundreds of New Accounts to Sponsor as Show Proves Success

By JACK E. BARRY

Secretary-Treasurer, Oklahoma City Federal Savings & Loan Assn.

EVERY success story has a few secrets in the background—secrets that determine why a program is a bonanza instead of a dud. This Oklahoma savings institution flirted around quite a bit with radio but wasn't convinced that the money might not be spent in more profitable manner. Ensued, thereupon, a serious study of radio and its causes and effects. The causes were carefully pondered, as were the effects, and the net result was a new radio effort that now is a Southwestern fixture. Mr. Barry, in the center of the campaign, tells here just how it all happens.

NOT LONG AGO the Oklahoma City Federal Savings and Loan Association, received notification from the U. S. League of Building and Loan Associations, that our radio program *The Home Folks Counselor* had been selected as ". . . the most constructive and resultful radio effort by any savings and loan association in the entire United States for the year 1938."

It was a high honor and deeply appreciated, not only because of the added prestige and publicity it brought to our organization, but because it publicly bore out our sustained belief that with proper programming, proper station selection, intelligent showmanship plus correct merchandising timing and talent, radio *will* pay big dividends.

We had no idea that our five-minute program, *The Home Folks Counselor*, was headed for national honors. However we did know that it was both producing profitable results for us and at the same time rendering a distinct public service.

Finding a Solution

Our success didn't "just happen." To those readers who receive the impression that perhaps that statement is a trifle conceited, let me say that the Oklahoma City Federal Savings and Loan Association had used radio for a long time without impressive results before the *Home Folks Counselor* idea was evolved. Mistakes and shortcomings of other radio trials were, by paradox, very valuable.

We had tried "spots," a weekly quarter-hour talent show, a half-hour musical show on Sundays. None clicked. Not because of copy or of shoddy talent because we had the best writers, the best musical talent that money could buy in the whole Southwest.

We had obtained results too, but not in the proportion to money we were spending in other media.

Early in 1937 it became evident that some close analytical work was imperative if we were to continue in radio. We knew something was wrong. Our problem was to hunt down and eliminate that something.

We were positively satisfied WKY had the audience we wanted to reach.

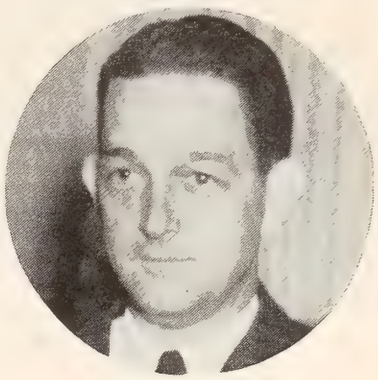
Saving this fact, we threw overboard all other factors and started from scratch. Our appeal, we decided, should be to the persons who handle the average family's purse strings. That was easy. The age-old answer was right . . . "women." National surveys corroborated our own finding that morning time, preferably late morning, was the best for housewives reaction.

Our own surveys again tallied with national surveys in indicating that "news" was the favorite listening program of all listeners. For two reasons we eliminated the news idea. First, we did not feel it was a vehicle quite in keeping with our message; second, WKY does not sell sponsorship of its news periods. Our answer, then, was a dignified personal message to women, but of interest to all, to be presented at a mid-morning or late morning period near the news.

With this much settled, we were all set to determine the program vehicle. We obtained the idea we use from a program which had failed to click in another community. We took the idea, applying the first principles of ordinary salesmanship to it, an application which I feel should be the basis of all radio continuity. Those principles are to attract attention, sustain interest, create desire, and compel action.



JOSEPH GIFFORD



JACK E. BARRY

Three Little Queries

To attract attention we use an especially beautiful theme song, faded down immediately, a simple introduction of the program, followed by three timely questions. These are answered at the end of the program. To sustain interest we use the *Home Folks Counselor* himself, whose homey philosophies are usually slanted in a non-commercial way towards the joys and happiness found in the home and in home ownership thereby combining the "sustain interest" and "desire creation."

Action is compelled in the last minute by the station announcer who delivers our commercial. The answers to the questions are given by the *Home Folks Counselor* immediately before theme and signature.

This was what we strived for at decided it would be more effective to hire our own "voice," pay him ourselves, and allow him to appear on our program only, a course not possible if we used the customary station announcer because of changing schedules and other things.

However the "voice" we hired must be in keeping with the general trend and style of our program . . . friendly, homey "Uncle Ed" type of voice with enough dignity and force to reflect the aims and policies of our company.

Auditions were conducted for over three weeks. Dozens of candidates were heard and were listened to and one-by-one ruled out. Then we selected, sight unseen, a voice that was suited. It belonged to Joseph Gifford, a professional actor of middle age whose thirty years on the stage gave him knowledge of what and when to emphasize. He fitted, was hired. Today he is famous in the Southwest as *The Home Folks Counselor*.

The name was a natural. The slogan of the Oklahoma City Federal Savings and Loan Association for years had been "The Home Folks". We added "Counselor" and there it was. Titled right, timed right, voice right, copy right, station right, the program went on the air.

Results were immediate and fruitful. In the two years the program has been on the air our assets have increased over one million dollars. Not all of this increase is due to radio, because we were using other media. But a direct and careful check on new accounts, inquiries and investigations shows that, directly traceable to radio alone, is an increase of over 400 savings and investment accounts averaging $600 each—rough total of $240,000, nearly a quarter-of-a-million dollars.

Story of a Salesman

Today after more than 450 times on the air, the framework of *The Home Folks Counselor* remains unchanged. However the show itself is by no means held to an unchangeable and concrete body. Suggestions are constantly coming in from listeners. These are discussed, weighed pro and con, and if meritorious are tried out.

For example a traveling salesman one day commented to the effect that he always listened to the program while he was driving. Inquiry showed us that other traveling salesmen listened also. As a result, we devoted, for a time, our Monday program to salesmen. Why Monday? Because that's the day most of them are driving to their territories. Neither did we blatantly make a play for them, but by use of copy that was of interest to this class, by use of questions and answers at beginning and end of the program, respectively, that were of interest to them, we gained a distinct class of listeners without losing our regular audience.

The philosophy by the *Counselor* in the middle of the program was oftentimes indirectly pointed at the salesmen, pointing out that "in fat commission months, save for the months when selling drops off". The result was a nice slice of a business melon hitherto uncut.

Another time we eliminated all commercial references to our organization by the *Counselor* himself, depending on the station announcer to care for this detail in the closing announcement. A small thing perhaps, but audience reaction was quick and favorable. Since the *Counselor* make any commercial reference.

From the Farmer

Not much thought had ever been given to making the farmer and small-town citizen acquainted with the convenience of our savings and loan plans. It had been accepted as a foregone conclusion that such prospective business was handled by small town institutions. When it occurred to us that there might be some overlooked business to be gained, we slanted a few programs in the rural community direction. Again, results exceeded expectations.

Within seventeen months fro.n

(*Continued on Page 63*)

Getting Around Europe's Blue Pencils

Ad-libbing a Lost Art Among Those Facing Mikes Abroad

American listeners, and radio men as well, have little idea how carefully each word broadcast from the European war centers must be weighed to avoid the censor's blue pencil. Baukhage, NBC commentator who appeared to be everywhere over there, knows about the restrictions and indulges in some interesting shop talk in these observations, now that he is back on American soil after two months in Europe.

By BAUKHAGE
NBC Commentator on International Affairs



TWO exciting months started Aug. 24 when Hilmar R. Baukhage, NBC commentator, packed his bag and was off for Port Washington, N. Y. to board a transatlantic plane one hour after receiving notice of the assignment. He returned from Europe Oct. 6 by plane.

THE FELLOW who invented the slogan "in Rome do as the Romans do" was no rhapsodical poet; he was probably some relative of Marco Polo or one of his staff. After returning from a quick trip in the war zones and adjacent territory as NBC's roving international commentator, I'm sure the boy was right. I wasn't in Rome; but in Germany, Switzerland and France the sooner you learn to do it the way the natives do the better.

In the first place you learn to forget you ever heard of the phrase "ad lib". Ad-libbing is a lost art in Europe today and if the newsmen think they have cause to weep over the censorship, the broadcaster has a lot more ground for tears.

Somebody asked me what the chief difference in radio abroad and radio in this country was. The answer that came into my head first was this: Radio in America sells goods; in Europe it sells governments.

Efficient Germans

It would be hard to say which of the three governments under whose censorship I spoke censored the hardest. The Germans manage the job with such precision and dispatch that once one became accustomed to doing as the Romans do, their method proved the most painless. They have had a lot of experience. The French, when I left, had just passed the job over to the military, who were using a tank instead of a scalpel. Their leisurely methods, and the lack of a chance to talk it over, made the French method harder to get used to. Perhaps by now they have their system organized a little better with an eye to making it a less heartbreaking process for the broadcaster.

In both countries the objectives are largely the same: First, to withhold military or other information which might give aid and comfort to the enemy; second, to conserve sympathy abroad and morale at home.

In Switzerland any and all regulation of public expression has one concrete purpose; namely, to keep out of war. And that means the broadcaster has a triple censorship, the first to protect Switzerland's internal interests; the other two to keep from offending either belligerent. All radio censorship must be more rigid, Europeans argue, because of the immediacy and intimacy of the spoken word. A broadcast is tied more closely in the listener's mind to the nation from which he speaks than a dispatch in a newspaper printed in the reader's own home town.

Of course Europe is far more shortwave conscious than America. Therefore great effort, probably the major radio effort of each nation at war today is the broadcast aimed at foreign countries. The Germans have long worked on this phase, of course, but now they have redoubled these activities and German radio broadcasters and officials are working night and day with cots in many offices.

Telling the World

While I was in France I was present while 42 contestants were auditioned one afternoon (and none accepted) for jobs broadcasting shortwave to the United States. Only one spoke American, the rest either out-Englished Oxford or had a strong Gallic flavor.

Of course listening to foreign broadcasts in Germany is strictly forbidden (the penalty can be death). As one news-hungry listener put it to me, "It isn't worth the worry." Any disgruntled neighbor, discharged servant or other hyper-patriotic snooper can complain if he hears your radio going at a time when no authorized German broadcast is scheduled.

How widely German propaganda is listened to in France and elsewhere there is no way of knowing. Recently Berlin stations have been reported as telling the workers of the world that Germany is fighting shoulder to shoulder with Russia for the workers of the world against Capitalism. The French claim these appeals fall on deaf ears there.

As far as the American listener is concerned, censorship, bad as it is, doesn't stop a wide-awake American broadcaster abroad from telling a pretty informative story. The usual amount of unbelief with which any good reporter must be endowed keeps him fairly immune to propaganda. I found that with a little tact and adroitness, in Germany at least, I could get through some ideas that might have been censorable had they been too baldly presented. The German censors made allowances for a certain amount of reportorial zeal on my part and censored without censure, frequently with apology. Sometimes with a generosity that surprised both me and my listeners.

I can't quarrel much with censorship in wartime. But gagging free speech in peacetime is another matter. It's well to remember that, while you can't have war without censorship, without some censorship in the first place you probably couldn't have a war.

W9XAA License Denied

DENIAL of a license renewal for W9XAA, international broadcast outlet operated by the Chicago Federation of Labor in conjunction with WCFL, was ordered Oct. 23 by the FCC along with dismissal of two other applications under which the station would have been voluntarily assigned to the Mormon Church for operation in Utah. On Sept. 13 [BROADCASTING, Sept. 15] the FCC issued proposed findings announcing its intention to deny all three applications. Because no exceptions were filed to the report, the proposed findings automatically were made the actual decision coincident with the issuance of the order Oct. 23. The dismissal of the transfer application to Radio Service Corp., adjunct of the Mormon Church, was without prejudice and presumably leaves the way open for the Utah corporation to file a new application for the W9XAA facilities.

Newspapers Buy WTMA

WTMA, Charleston, S. C., which went on the air last June as a local outlet on 1210 kc., has been sold to the publishers of the *Charleston News & Courier* and *Charleston Evening Post*, subject to FCC approval. The purchase price was undisclosed. The newspaper interests have already assigned W. D. Workman Jr., of the newspapers' staff, to be manager of the station. Transfer will be from Y. W. Scarborough and J. W. Orvin, president and vice-president respectively of the Atlantic Coast Life Insurance Co., who secured the CP for the station in August 1938 and established it last summer.

KRBM, Bozeman, on Air

KRBM, Bozeman, Mont., new 100-watt night and 250-watt daytime station on 1420 kc., went on the air Oct. 15 under the management of Pat Goodover, with J. MacLeod as commercial manager and J. McGraw as chief engineer. The station is RCA equipped throughout, with a 164-foot Truscon tower. It is 50% owned by E. B. Craney, operator of KGIR, Butte, and 50% by Roberts B. MacNab Jr., Montana and North Dakota hotel owner.

CBS War News

ALL CLIENTS and advertising agencies doing business with CBS have been advised of two new policies instituted at the network in regard to war broadcasts in a special communication signed by Paul Kesten, CBS vice-president. The letter states that, in regard to news broadcasts, the network has arranged a spaced schedule of news programs covering the European war, and that "advertisers are requested to make no plans for new or additional news broadcasts without prior consultation with CBS." Regarding war dramatizations, the letter said that "situations growing out of the present war are to be avoided either for drama on the air or as background for the presentation of other dramatic program material."

Elmer Davis Explains Reporting of War News

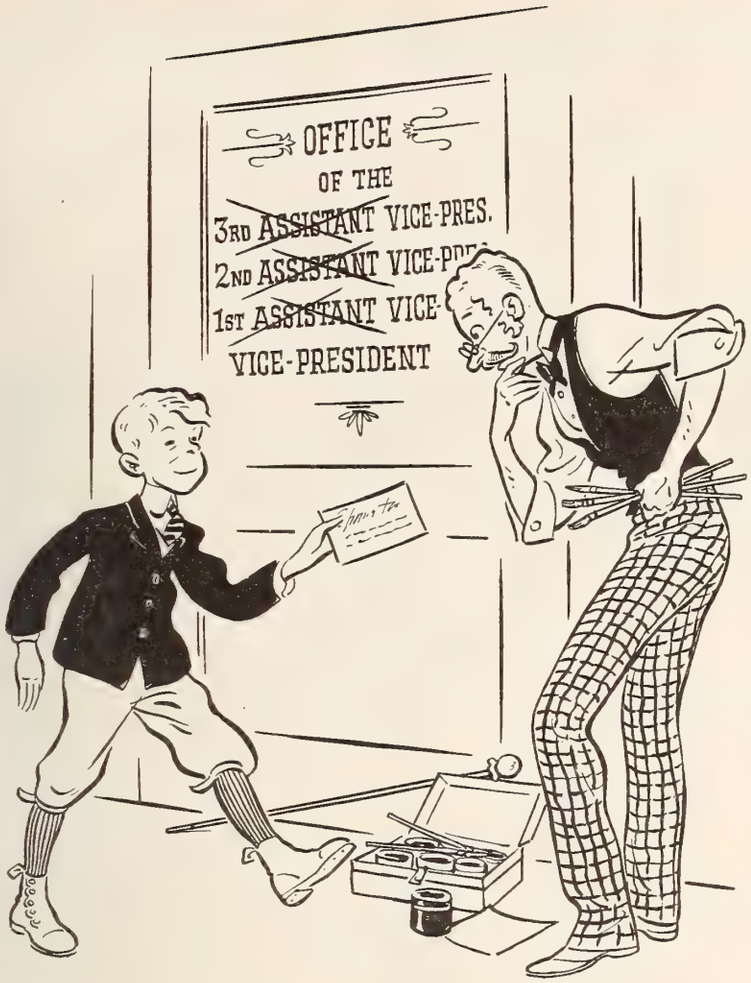
BREATH-TAKING pace and effect of radio news reporting, as reflected in radio's minute-to-minute coverage of the outbreak of war in Europe, is discussed by Elmer Davis, CBS news analyst, in his article, "Broadcasting the Outbreak of War" in the November *Harpers*. Mr. Rice, a veteran of both newspaper and radio journalism, decried newspapers' "hostility" toward broadcasters for being first with the news, and emphasized the need for cooperation between the two media in preserving their constitutional rights of freedom of speech and press.

Drawing from his experience with CBS before and during the outbreak of hostilities, Mr. Rice described the trials and tribulations of a radio news analyst in America, among them the incessant standing by for emergency commentaries, working in last-minute bulletins extemporaneously while a news broadcast is on the air, a working day of 18 hours although actual time on the air during that period might not total 60 minutes, and the continually ringing bells on the teletype which indicated bulletin after bulletin, all on the air within 30 seconds after receipt and 30 minutes before a newspaper extra could be on the street. He paid tribute to H. V. Kaltenborn for the "outstanding brilliance" of his day-by-day interpretations, and to Bob Trout, CBS special events announcer, for his handling of extemporaneous assignments and ability to get a "novice" out of a jam during a broadcast.

West Gets WTMV Control

THE FCC on Oct. 24 authorized transfer of control of WTMV, East St. Louis, Ill., from Lester E. Cox to William H. West Jr., manager. Mr. Cox sells his 66% of the stock, totaling 370 shares, in equal parts to Mr. West and Carlin French, of East St. Louis. With the 130 shares already owned by Mr. West, he becomes controlling stockholder. Purchase price for the Cox holdings was $50,000.

WOLF are call letters assigned by the FCC for the new local station recently authorized in Syracuse, N. Y. [BROADCASTING, Oct. 15].



"I ain't never saw nothing like these here promotions!"

● With all due regard to Messrs. Barnum and Bailey and their undoubted genius at "promotion", we of WHO can smile a tolerant smile at any three, nine, or fifteen-ring circus the world has ever known! For almost every day, WHO does something new! And the result is that every day and every night, the whole Mid-West is crowding into our tent!

For instance, *this* way, ladeez and gemp-mums — hurry, hurry, hurry! — here are a few of our *recent* promotions! . . . At the *Iowa State Fair,* August 25 through September 1, WHO set up a "Crystal Studio" from which we broadcast all local and feature programs. Broke all attendance records — distributed 25,000 broadsides with pictures of WHO staff and artists — completely ran out on the second day! . . . At the *WHO Tall Corn Contest,* 63 entries got huge crowds and publicity, with Governor of Iowa presenting prizes before Grandstand on August 30! . . . On September 17, H. R. Gross, our popular newscaster, was made Honorary Chief of the Fox and Sac Indian tribes at Fort Atkinson, before the largest crowd assembled in north-eastern Iowa since Ringling Circus was there many years ago! . . . At *Corn Belt Plowing Contest,* sponsored by WHO, nearly 20,000 people saw 23 contestants vie for the plowing championship of the Mid-West, with news-reel reporters shooting the contest for national distribution. This was on September 23! . . . On September 30, WHO opened the *ninth* season for the *Iowa Barn Dance Frolic,* with 4500 people in attendance at the Des Moines Shrine Temple. Hundreds turned away!

And so on — until both you and we are out of breath! But mark you — this is *promotion.* This is *showmanship.* This is the stuff from which radio *audiences* are built — the substance that has made WHO in fact the Voice of the Mid-West . . . . Is there a sales message that we can shout for *you?*

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives

Addition of Mexican Stations To Ford Program Is Approved

Use of 10-Station Hookup May Lead Others to Include Southern Nation in Schedules

PRESAGING introduction of American network commercial program service to Mexico, the FCC Oct. 25 granted the petition of CBS for authority to transmit the *Ford Sunday Evening Hour* to 10 stations in the most populous areas of that nation.

Regarded as an experiment which will be watched by other network advertisers, the service was slated to begin Oct. 29 for a 13-week run, placed through the regular Ford agency, N. W. Ayer & Son. Arrangements for projection of the Ford program, featuring symphonic music and outstanding concert artists, were made by CBS at the behest of Victor E. Creighton, representative for a number of regular Mexican stations who headquarters in both Mexico City and San Antonio.

No Official Objection

CBS did not initiate the move, but on behalf of the Ford company and its agency filed the necessary applications with the FCC and checked also with the State Department. It is understood that no official objection was voiced in any quarter, but on the contrary it was felt that transmission of outstanding programs, both commercial and sustaining, to Mexico and other Latin American countries would tend to foster the Administration's Good Neighbor policy.

According to the application filed with the FCC, a toll charge of $250 per program for the one-hour feature would defray all time, special announcer and other charges billed through the Ayer agency. It specifies also that the agency would procure customary discounts as well as the normal 15% commission. While there was no formal explanation, it is presumed that the station time charges in Mexico will be handled locally through Ford factory branches and distributors, rather than through the American agency. CBS does not stand to realize any return on the "experimental" series.

Mr. Creighton, who is understood to have convinced the Ford company and its agency of the desirability of opening the Mexican field for network broadcasting, sought the aid and assistance of CBS in making the arrangements. It was reported also that at least three other substantial network advertisers plan to observe the experiment closely and if it proves successful they propose to follow the same course.

Under Section 325 of the Communications Act, specific FCC authority is necessary to transmit programs across the U. S. borders. All three major networks transmit both commercial and sustaining programs to Canadian stations and the network of the Canadian Broadcasting Corp. The Ford series, however, will mark the first venture of American advertisers into Mexico on a regular basis via network transmission. Commercial transcriptions are used regularly on Mexican stations.

It was pointed out that the ten stations to which the service would be supplied are regularly licensed commercial Mexican outlets. So far as is known, none is in the so-called "outlaw" classification and there are no border stations included.

Transmission Setup

The contract, as filed with the FCC, specifies that the *Sunday Evening Hour* will be delivered to the Mexican border through KTSA, San Antonio, CBS outlet, by AT&T telephone lines. The contract cost per program to the border was quoted as $190. At the border, the Government-owned telephone and telegraph company of Mexico will pick up the programs for distribution to nine of the ten stations by wire line. Since no wire lines are available to the tenth outlet, XEME at Merida, Yucatan, it will rebroadcast.

The FCC was advised that Spanish announcements on the programs would be made from Monterey, and that the commentaries of William J. Cameron included in the program will be faded out with a Spanish translation to be given from Monterey during that interval.

In addition to XEME, the regular broadcast stations to transmit the programs are XEQ, Mexico City; XET, Monterey; XECZ, San Luis Potosi; XES, Tampico; XED, Guadalajara; XEU, Vera Cruz. International shortwave stations to carry the program are XEQQ, Mexico City; XETT, Monterey, and XEDD, Guadalajara.

The applications filed with the FCC sought authority to transmit the program from Oct. 15 through Jan. 7, 1940. Delay in routine, however, resulted in announcement of the applications on Oct. 24 and approval was forthcoming by the circulation method. It is presumed that if the experiment proves successful, the Ford relays will be extended for another 13-week period or longer.

A NAME WANTED
Cowles Stations Offer Prize For Group Title

TURNING tables on the fecund minds who devise prize contests for public consumption, the Cowles Stations, Des Moines, on Nov. 1 announced their own competition "for advertising men only", offering a $500 award for a name.

Following the "What's sauce for the Goose is sauce for the Gander" theme, the Cowles Stations (formerly Iowa Broadcasting Co.) have announced the rules for the contest. The purpose is to procure a market name describing the primary area served by the four stations—WMT, Cedar Rapids; KRNT and KSO, Des Moines, and WNAX, Yankton.

Eligible for entry are all employes, male and female, of agencies, advertising managers or any time buyer now using radio as a medium. The Earle Allen agency, of Omaha, handling the campaign, said that it was felt the matter of contests foisted upon the public daily at the instigation of agencies had gone "far enough". To change the usual procedure, it said entrants "will not have to tear the antenna off their radio set to send it in with their entry".

T. FRANK SMITH, manager of KXYZ, Houston, has applied to the FCC for a new 250-watt station there on 1210 kc.



EXCITEMENT was furnished by Joe Hamilton Noland, news editor of WSM, Nashville, on Oct. 23 when he described his first solo flight during a special broadcast originated by WSM and fed to NBC-Blue. Noland used a pack transmitter to describe his takeoff, flight and landing, step by step, as well as to participate in a two-way conversation with Jack Harris, WSM special events director, on the ground. To operate the pack outfit it was necessary for Noland to qualify for an operator's license, which he did after 10 days' tutoring by Chief Engineer Jack DeWitt. The broadcast concluded from Washington, where Clinton M. Hester, administrator of the Civil Aeronautics Authority, congratulated Noland. At left are Noland (in plane with chest-mike), and Harris, just before the takeoff, which was made on schedule despite an eleventh-hour deluge of red tape, and at right squats Harris, watching Noland's plane (upper right) take off from the Nashville airport.

Ruling May Be Required By NAB on Dramatized Programs for Elections

WITH open season for electioneering in the offing, some question already has arisen regarding dramatization of political broadcasts, which may force a ruling by the NAB Code Compliance Committee.

Announcement by WHN, New York, that a series of programs under the auspices of the Citizen's Non-Partisan Committee would be based on the dramatization plan precipitated the issue. The code itself does not mention such dramatizations as taboo, but the preliminary draft of the self-regulation document made public by the NAB last summer alluded to the subject.

It is understood it was decided to eliminate specific language dealing with political dramatizations and leave the issue for interpretation by the Code Compliance Committee after a test. Several years ago a furor developed when the Republican National Committee sponsored a dramatization in which the recorded voice of President Roosevelt was employed in a broadcast by Senator Vandenburg (R-Mich.).

The WHN announcement said that the new series involved illustration of a political talk with playlets. "This is believed to be a new idea in political broadcasting and may be the forerunner of similar airings in the political show," the announcement said.

New Poughkeepsie Local Is Authorized by FCC

FOLLOWING its refusal several months ago to authorize the local newspaper interests to establish a new local station in Poughkeepsie, N. Y., the FCC on Oct. 17 authorized the Poughkeepsie Broadcasting Corp., a group of local residents including newspaper operators, to construct a new fulltime 250-watt station in that community to operate on 1420 kc. Call letters will be WKIP.

The corporation is headed by Richard E. Coon, editor of the *Poughkeepsie Eagle-News* and *Poughkeepsie Star & Enterprise*, morning and evening newspapers. He owns 40% of the preferred and 70% of the common stock. Mrs. Blanche J. Parks, publisher of the newspapers, owns 32% of the preferred and 16% of the common stock. Other stockholders are: John E. Mack, attorney, 20% preferred, 10% common; James Townsend, banker; Henry N. MacCracken, president of Vassar College; John B. Grubb, attorney; Charles S. Mitchell, former head of the local Chamber of Commerce. Each of the latter four own 2% of the preferred and 1% of the common.

WENY, Elmira, Starting

WENY, Elmira, N. Y., new 250-watt outlet on 1200 kc., will become the 122d outlet of MBS when it begins operating in early November. It will be licensed to the Elmira Star-Gazette Inc., publisher of the *Elmira Star-Gazette* and *Advertiser*, Gannett newspapers which also operate WESG, Elmira, under lease from Cornell University. The two stations will have joint studios in the Mark Twain Hotel and will be jointly managed by Dale L. Taylor. An RCA transmitter and a 425-foot tower are being installed.

WLS in Chicago

5,000 women wrote to WLS for a miniature sewing kit, mentioned only once and then incidentally, by a guest on the WLS "Feature Foods" program (11:00 to 11:30 A. M.).

41% of the requests came from Metropolitan Chicago—25% from Chicago proper, 16% from the suburbs. Metropolitan Chicago contains only 26% of the radio homes in the WLS Major Coverage Area. Thus 26% of the homes sent in 41% of the mail. Which proves again:

WLS Is Listened to in Chicago

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* ***(Chicago)*** Glenn Snyder, *Manager*

JOHN BLAIR & COMPANY, *New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco*

Test of Economic Policy Is Sought

FCC to Ask Supreme Court For Rule in Dubuque Case

SUPREME COURT adjudication of the FCC's "unlimited competition" philosophy, under which it contends it may license stations regardless of economic injury to existing stations, will be sought by the FCC itself in a petition for review of the so-called Saunders case involving a new station application for Dubuque, Ia. The FCC is expected to file its petition through the Department of Justice by Nov. 2—the statutory deadline.

While two other FCC appeals from decisions of the U. S. Court of Appeals for the District of Columbia are pending before the highest tribunal, they go only to the lower court's jurisdiction, and involve usurpation of the FCC's regulatory power. The Saunders case, however, raises clearly the economic issue, in which the lower court has dealt harshly with the FCC's contentions. It was in the WMEX, Boston, case that the court last August completely scuttled the FCC's economic theory, sustaining, however, the FCC's decision against the Yankee Network which had protested an increase in power for WMEX on economic grounds.

Dubuque Case Pending

Because the FCC could not appeal the WMEX decision and thereby have the Supreme Court rule on the economic-competition question, it proposes to raise the issue in the Dubuque case, in which WKBB, existing station, opposed the licensing by the FCC of a new local station to the *Telegraph-Herald*. The lower court reversed the FCC's grant, holding that the FCC is legally bound to make appropriate findings as to economic injury to existing stations.

Determination to seek a Supreme Court review came, it is understood, after FCC General Counsel William J. Dempsey had taken up with the appellate court the question whether it desired to "retain jurisdiction" in the Saunders case by permitting a new brief or by allowing reargument on the economic question. The court concluded informally that it had no such desire and implied it would not object to a Supreme Court review.

Another chapter was written in the WMEX case Oct. 23 when the Court of Appeals, in a per curiam opinion, dismissed the appeal of WCOP, Boston, from the decision granting WMEX 5,000 watts full time on the 1470 kc. high power regional channel, in lieu of its existing local assignment. Like the Yankee Network appeal, WCOP claimed ruinous economic injury would result. The Court, however, ruled that the assignment of reasons for appeal by WCOP "is even less adequate to show an appealable interest" than that of Yankee.

Allsweet on 60

SWIFT & Co., Chicago (Allsweet margarine), on Nov. 8 starts a six-week campaign of six announcements weekly on 60 stations. J. Walter Thompson Co., Chicago, handles the account.



HONORING H. V. Kaltenborn's movie debut, as himself, in "Mr. Smith Goes to Washington", Columbia Pictures Corp. invited the "dean of commentators" and his colleagues to a luncheon and preview of the picture on Oct. 16. In the group are (standing, l to r) Frank Singiser, WOR; George H. Combs Jr., WHN; Mark Hawley, WOR; Arthur Hale, WOR; Richard Brooks, WNEW; (seated) Bryce Oliver, WHN; Raymond Gram Swing, WOR; Mr. Kaltenborn, CBS; Johannes Steele, of WMCA.

Picture-of-the-Month Series Symbolic Of New Movie Attitude Toward Radio

By DAVID GLICKMAN

DESPITE reports to the contrary, there will be greater cooperation than ever before between the motion picture industry and radio. Those who but a few months ago predicted that there would be fewer film names and contract talent used on transcontinental sponsored radio shows this fall have changed their tune, and are now firmly convinced that the trend is in the other direction.

Practically every major network show emanating from Hollywood today features such talent. With film studios cutting down production activity because of the loss of the European market due to the war, motion picture talent is turning to broadcasting with a vengence as a means to keep their name before the public and also to increase income.

Where in the past many film stars had to be coaxed into radio appearances by big money, today their front man is seeking out agency producers for the opportunity. The film industry itself has also made a complete revaluation of radio plugs, and competition for network mention of pictures and personalities promises to be greater than ever before.

Down Go the Bars

A combination of circumstances is involved, all of them, however, pointing to a closer working "agreement" between motion picture units, exhibitors and network radio. Film studios that early this year set up stringent regulations in their relations with broadcasting are relenting, and in several instances have given the approving nod to stars and contract players to make network appearances on sponsored shows.

General opinion among Hollywood advertising agency executives is that there never has been a real feud between the two entertainment mediums. They explain that film studios, against their better judgment, yanked talent from sponsored network shows when theatre operators throughout the country protested against a tie-in between the two mediums, declaring that it hurt box-office receipts. They further declare that film studios right along acknowledged radio as a valuable medium to exploit pictures and to build up known or unpopular talent. With the clamor by exhibitors, they were forced to retreat. Now that the cry has died down, film executives are again permitting their talent to take advantage of the extra money to be gained from radio. Much of it, incidentally, returns to the picture studio's coffers because players are under contract.

If the film industry really has a "beef", then radio has one too. It must be remembered that film studios have made many a raid on radio for talent. Many of the outstanding motion picture stars and contract players today got their start in radio and are still featured on sponsored network shows. The list is too long to enumerate, but good examples are Dorothy Lamour, Nelson Eddy, Jack Benny, Bing Crosby, and Bob Hope. Radio still continues to supply the new names and faces so necessary to the film industry's success and at the same time it is using well established picture talent on important transcontinental programs.

There are many in Hollywood who right along advocated a common working ground for pictures and radio, believing that each could and would help the other. Many film studio executives of that opinion are warm to the idea in the hope of giving radio their benefits. In return they would accept all the help that national and international broadcasting can give to the progress of pictures. It would be a game of give and take.

No Fight, Says Hays

Will H. Hays, president of Motion Picture Producers & Distributors of America, has repeatedly declared that there is no fight between the film and radio industry, despite contrary reports from other sources. He maintained that stand even during the height of the squawks by exhibitors.

Bill Bacher's Movie Night, which gets under way Nov. 3, is said to be a forerunner in a campaign to weld a new and stronger alliance between films and radio. It will be a monthly event and featured on a different sponsored one hour network program each time, with Bacher directing. The outstanding film production of the month will be dramatized each time. Selection is to be made by a committee headed by Louella Parsons.

It will be tagged the Picture of the Month. Entire insert on the network program, chosen monthly, is to be known as Movie Night. The CBS *Kate Smith Hour*, sponsored by General Foods Corp. is to open the series. With exception of Bud Abbott and Lou Costello, Miss Smith is bringing her entire radio troupe to Hollywood for the broadcast. Last half-hour of the program is to be a dramatization of the 20th Century-Fox production, "Drums Along the Mohawk". Miss Smith is to be narrator. Miss Parsons will introduce Claudette Colbert, Henry Fonda and other film talent appearing on the broadcast.

All major film studios are said to look with favor on the new plan, which has been nursed along by Bacher for many months. Advertising agencies producing sponsored network shows are also said to be in favor of the idea, and several one hour programs have already been made available. The initial program is said to be costing 20th Century-Fox Film Corp. $15,000. Publicity for the program and picture too are being given on the Kate Smith programs up to the time of the broadcast Nov. 3. Reaction to the broadcast by exhibitors will be closely watched by the studios.

Hollywood Plans

Accompanying Miss Smith to Hollywood are Ted Collins, announcer, Jack Miller, music director, Ted Straeter, Harry Ackerman, producer, and H. S. Barnes, agency contact executive on the General Foods Corp. account. Miller will use a pickup band for his part of the program. David Broekman is musical director of the Movie Night series and has a 30-man orchestra and full ensemble for the dramatizations. Bacher, in the production setup, is being assisted by former associates, including Mary Edith Stahl, production aide, and Harry Kronman and Hal Block, writers. On the various programs Bacher will share production responsibilities with agency staffs. On the Mohawk broadcast, he'll be associated with the production staff of Young & Rubicam.

It must be remembered too that the film industry has a program of its own, the *CBS Screen Guild Theatre*, sponsored by Gulf Oil Corp., which earned $222,000 last season for the Motion Picture Relief Fund. Leading stars, featured players, writers, and directors contribute their services free to the weekly program and the sponsor in turn donates $10,000 weekly to the MPRF. It is expected that the current series, which resumed on the network Sept. 24 will add $390,000 to the fund and complete the $500,000 quota necessary to the MPRF for a new home for aged and needy motion picture workers.

Gangbusters in Papers

RADIO PROGRAM *Gangbusters*, produced by Phillips H. Lord and heard on CBS under the sponsorship of Colgate-Palmolive-Peet Co., is being adapted into comic strip format for national newspaper syndication under the direction of Bernard L. Schubert, sales manager of Phillips Lord Co. The strip has been tested for the past seven months in *Popular Comics* magazine with a central hero character known as "Gangbuster John Winston".

"The Green Hornet"

Half-Hour Mystery Drama • Twice Weekly



LIVE TALENT

Police and criminals join to "Get the Green Hornet" but he's still at large. And going stronger every day . . . Thrilling scripts . . . Inspired acting . . . Outstanding sound effects . . . All by the organization that originated and produces The Lone Ranger . . . Here it is—exactly what YOU'VE BEEN LOOKING FOR.

TRANSCRIPTIONS

Write for Green Hornet Case History and Price for Your Market

KING-TRENDLE BROADCASTING CORP.
Stroh Building Detroit, Michigan

WXYZ • DETROIT

Basic Station N B C Blue Network • Key Station Michigan Radio Network

Increases Slated For 12 Regionals

Only Routine Stands in Way Of Power Boosts by FCC

WITH engineering conflicts already cleared, and only the legal routine to be covered, a dozen regional stations operating on three channels, are expected to be accorded licenses for 5,000-watt full time operation in the near future. Two stations—KFRC, San Francorded licenses for 5,000watt full cisco, and KHQ, Spokane—already have been accorded the night power increases in accordance with the new station classification rules which became effective Aug. 1.

Meanwhile, informal conferences are continuing between FCC engineers and engineers and attorneys for applicant stations seeking the 5 kw. night authorizations. It is hoped that conflicts will be cleared as quickly as possible permitting FCC approval. The Law Department, however, also must pass on such applications to ascertain that no legal conflicts are involved such as pending applications for new facilities.

Three Channels Clear

Based on prevailing information in Washington, it is understood that stations on the 590, 950 and 1330 kc. channels are cleared from the engineering standpoint insofar as the power increases are concerned. These include WOW, Omaha, and WEEI, Boston, on 590 kc.; KFWB, Hollywood, KGVO, Missoula, Mont., WRC, Washington, and KMBC, Kansas City, on 950 kc.; WTAQ, Green Bay, Wis., KGB, San Diego, KRIS, Corpus Christi, KSCJ, Sioux City, Ia., WDRC, Hartford, and WSAI, Cincinnati, on 1330 kc.

All told, there are pending some 100 applications for power increases to 5,000 watts full time, which would give these stations Class III-A assignments under the new rules. Because of interference protection requirements and other complications, it is not expected that all of these applications can be granted. A majority of them, however, are expected to be cleared within the next few months.

Sarasota Outlet Plans

FRANK S. LANE, former manager of WDOD, Chattanooga, who resigned several months ago to assume the management of the newly-authorized WSPB, Sarasota, Fla., 100 watts night and 250 day on 1370 kc., announces that the station is expected to begin operating on or about Dec. 15. RCA transmitter equipment and a 175-foot Truscon tower have been ordered. Mr. Lane will hold the post of commercial manager as well as general manager, with Jack Daub as program director. The remainder of the staff has not yet been named. The FCC last June authorized a group of Chattanooga business men, headed by Sam H. Campbell, oil distributor, to construct the station.

ALL SCHOOLS were dismissed in Arkansas City, Kan., recently so 3,000 children and 1,000 adults might hear an address on radio by Nila Mack, CBS director of children's programs, who had returned to her home town for a three-week's vacation.

Temporary Grants

AFTER ANNOUNCING denial of the applications for extension of special experimental authority to operate fulltime for WDGY, Minneapolis, and WMAZ, Macon, Oct. 14, the FCC later the same day disclosed that the extensions had been granted. The stations operate limited time on the 1180 kc. clear channel and the Minneapolis outlet has been accorded special authority for fulltime operation for the last several months. WMAZ recently was granted similar privileges. Both grants, made by Commissioner T. A. M. Craven, in charge of broadcast routine, were for one month, expiring on Nov. 15 in the case of WMAZ and on Nov. 13 for WDGY. WSPR, Springfield, Mass., which operates limited time on the 1140 kc. channel, was given special temporary authority to operate until 9 p.m. (EST) until Nov. 13 to broadcast political, local and network programs.

10 LOCALS GIVEN 250 WATTS NIGHT

TEN more local stations have been authorized by the FCC to increase their night powers to 250 watts, in decisions announced Oct. 17 and 24. This brings to 175 the number of stations securing 250 watts night in conformity with the new FCC rules reclassifying stations, which became effective Aug. 1 [BROADCASTING, Sept. 15, Oct. 1, 15].

The Oct. 25 grants were to WAZL, Hazleton, Pa.; WMFR, High Point, N. C.; WILM, Wilmington, Del.; WGRM, Grenada, Miss.; KATE, Albert Lea, Minn.; KXL, Portland, Ore.; WGAU, Athens, Ga. The Oct. 17 grants were to KANS, Wichita, Kan.; KWBG, Hutchinson, Kan.; KSUN, Lowell, Ariz.

The Commission on Oct. 24 also authorized WMFJ, Youngstown, O., to operate fulltime with 100 watts in lieu of its daytime assignment, and on Oct. 17 it authorized KHBC, Hilo, Hawaii, to change its frequency from 1400 to 1220 kc., with 250 watts fulltime. On Oct. 19 the Commission issued proposed findings recommending denial of the application of KOH, Reno, to shift from 1380 kc. with 500 watts to 630 kc. with 1,000 watts.

KXOX Nears Completion

J. ALLEN BROWN, advertising manager of WHMA, Anniston, Ala., has been appointed commercial manager of the new KXOX, Sweetwater, Tex., which is scheduled to go on the air on or about Nov. 15. He will work under Russell Bennitt, manager, who is co-publisher of the *Sweetwater Reporter* and one of the chief stockholders. Construction of the RCA transmitter equipment and the Lehigh 196-foot tower is nearing completion. The station was authorized for construction last May and will operate with 250 watts daytime on 1210 kc.

Riggio Cigarettes Test

RIGGIO TOBACCO Co., Brooklyn, N. Y., on Oct. 19 started a 13-week test campaign for Regent cigarettes on WHN, New York, using three quarter-hour periods of UP news weekly. Schedule may be expanded later. M. H. Hackett & Co., New York, is agency.



BELLS GALORE are exhibited by Announcer Herb Howard, who, in conjunction with his afternoon *Rodeo Recess* on WNAX, Yankton, S. D., offered prizes to listeners submitting the oldest bell, the smallest bell and the most unusual bell. Prize-winning "oddest bell" was the pair of large cluster bells on either side of the table before him—brought from Russia more than 75 years ago, where they were worn on the backs of horses trotting across Siberian plains. During the contest, a different bell was used to open each program.

Nickel Errors

A FINE of 5 cents is levied on announcers of KMO, Tacoma, Wash., for every mispronounced word. The reward goes to the first person who calls attention to the error. Since the European war, proper names are not subject to fine. The idea has announcers of the station using the dictionary more frequently and checking colleagues minutely.

Alaska Station Debut

THE NEW KFAR, Fairbanks, Alaska, made its formal debut Oct. 1, operating with 1,000 watts on 610 kc. It is licensed to Capt. A. E. Lathrop, pioneer Alaskan industrialist and publisher of the *Fairbanks News-Miner*. With Jack Winston as manager and Gilbert A. Wellington as Seattle representative, the following other staff appointments have been announced: Ward Duffy, formerly merchandising research director of Stockton-West-Burkhart, Cincinnati, marketing and advertising research; Irene Richard, of Seattle, continuity and women's editor; George Meyers, reporter on the *News-Miner*, announcer; Stanton Bennett, former chief engineer of KBND, Bend, Ore., chief engineer; August Hiebert, formerly with KBND, assistant chief engineer. RCA equipment and a 300-foot Lehigh tower have been installed.

Grove Labs. on 148

GROVE LABORATORIES, St. Louis, is conducting a special campaign for Bromo Quinine using the theme "Cold Tragedies" on one-minute dramatized spot announcements, transcribed by RCA, five to six times weekly on 148 stations throughout the country. The campaign, which started Oct. 9, will run for 26 weeks. Stack-Goble Adv. Agency, New York, is the agency.

KWTN Deletion Affirmed by Court

Upholds FCC in Removal of Station in Watertown

IN AN opinion affirming the FCC, the U. S. Court of Appeals for the District of Columbia Oct. 16 sustained the Commission's ordered deletion of KWTN, Watertown, S. D., for alleged violation of technical regulations, and for unauthorized assignment of license. The station since the deletion order May 27 has been operating under a stay order and has 20 days from Oct. 16 in which to seek a court rehearing.

The opinion, written by Associate Justice Justin Miller and concurred in by Chief Justice D. Lawrence Groner and Associate Justice Wiley B. Rutledge, held that the Commission's report, findings and grounds for decision in ordering deletion of the station were amply substantiated by the evidence. KWTN, it said, did not deny the correctness of the findings but did dispute the Commission's contention that they provided a proper basis for deletion.

Experience and Conduct

Holding that in acting upon an original application the Commission may perhaps be required to speculate to some extent as to the qualifications of the applicant, the court said, however, that in passing upon a renewal or a proposal to revoke, it has an additional basis of experience and conduct upon which to determine the character and fitness of the licensee and his qualifications to operate the station. The court said the station had urged that since it had been granted repeated renewals, even after the purported violations, the Commission thereafter was forever barred from any further consideration of such delinquencies. It declared this argument "has much the same substance as would a contention that because an indulgent judge had repeatedly granted probation to a confirmed criminal, he would be barred from considering the criminal's past record when he next committed a crime and again applied for probation."

Answering the contention that there is need for broadcasting service in the KWTN area, the court said that while this is important, other considerations are important also "including the willingness and ability of the licensee to comply with the law and with the rules and regulations prescribed by the Commission; in order to guarantee so far as possible a wholesome policy in management and operation."

There is now pending before the FCC an application for a new station to operate on the KWTN frequency of 1210 kc. with 100 watts filed on behalf of the principals of that station. The applicants are Dr. F. Koren, who now owns two-thirds interest in KWTN and M. W. Plowman, present manager of the station. Each would have 50% interest.

U. S. Shoe on 156

U. S. SHOE Co., Cincinnati (Red Cross shoes) is placing its *Have You Heard* series on 156 stations through Stockton, West, Burkhart, Cincinnati agency, according to Mertens & Price, producer, which claims this is a record number of current placements.

we sell pianos

—in memphis, nova scotia and new york

The skeptics said, "Now, really!"

The agency said, "Well, can't we . . ."

Please read carefully. It's the most amazing thing—

The pianos sold for $295 and up—mostly up, and WOR evening-time was used to sell them.

Did they use an orchestra? Name stars? Lush?

No, Edgar. They used a piano; a piano which a little lady played and asked quietly would you maybe want a booklet describing the piano.

The announcer suggested that anybody who was interested might—hold everything—might BUY A PIANO! Such tact!

Well, that program stayed on WOR once each week. And in seven months this happened . . .

During the first month on WOR sales jumped 20% in Metropolitan New York.

At the end of two months sales had hiked themselves 47%.

And four months later the gain stood at 70%.

Inquiries poured in from Memphis, Nova Scotia and even—even New York! And sales were made in Memphis and Nova Scotia and even New York.

This incident is not told to stir you to crash into WOR with a lady at the piano. It is told because so costly and hard-to-sell a product as a piano sold just as easily on WOR as dresses and lipstick and insurance and overalls.

Our address is 1440 Broadway, in New York.

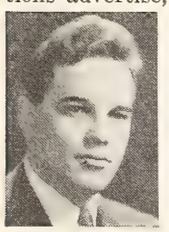


WOR

Radio Promotion Provides Aid to Retail Druggists

Cooperative Steps Described At Convention by Ruppert

RETAIL druggists can easily obtain cooperation of radio stations with their local organizations through a reciprocal understanding in promoting items which radio stations advertise, particularly in the form of window displays featuring radio-advertised products, Dick Ruppert, of the sales promotion staff of WLW - WSAI, Cincinnati, told delegates at the mid-October convention of the National Assn. of Retail Druggists in St. Paul. The convention was attended by 1,700 druggists, representing 33,000 of the 60,000 drug stores in the United States.



Mr. Ruppert

Invited to address the NARD convention at the request of the Ohio Valley Drug Assn., Mr. Ruppert outlined the cooperative efforts of WLW-WSAI and the Ohio group in promoting special merchandising plans, particularly the campaigns built around First Aid Week and Nationally Advertised Brands Week, which have attracted national attention.

Special Campaigns

"There are three big phases of cooperation which radio stations can, consistent with their own aims of promoting radio-advertised products, give druggists," Mr. Ruppert commented. "These are, first, putting over special campaigns such as First Aid Week, Nationally Advertised Brands Week and National Pharmacy Week. Secondly, teaching the public what the associations of druggists stand for, what they are accomplishing in the way of health protection, and telling them druggists are a professional group, not merely clerks behind a counter. Thirdly, giving publicity to civic and social affairs of the druggists and all special campaigns to create additional business which their association officially sponsors."

"Druggists must remember, however, that there are at least two types of radio stations," he cautioned. "You cannot expect a station which covers huge areas to give emphasis, via broadcasts, to affairs important to only one small community. Great radio stations, such as WLW, are most useful in putting over national campaigns because the selling impact is so tremendous, by reason of reaching into such wide areas. The greatest help big radio stations can give druggists is in the big drives.

"The big stations are also a powerful medium in explaining what the association of druggists means to a community. But here again a smaller association must be careful in requesting too much time from a station, because most of your associations are limited to one city. And in order to teach the public what an association means to it, the public must first have a geographical unity of interest with that association.

"That consideration of unity of interest is the determining point which druggists should keep in mind when making requests. This brings us to the place where the smaller, but popular, local stations become the most useful. Also it must be remembered that these smaller stations are very useful in putting across national campaigns, for there the local significance of the campaign can be built up in terms of local interest, local health and local savings.

"But the smaller stations become of paramount importance to druggists at the point at which big stations are unable to dwell too much on local events. Consequently the natural conclusion must be that the small stations are the ones to which the druggists should make overtures for publicity on purely local campaigns, for teaching the public what the local association means to that town. Similarly, all social affairs, such as big dances and outings, should and will receive publicity only from local stations.

"We radio men want you to help us, too. Helping us, very fortunately, means helping yourself. And that is helping yourself when you prominently display products that are advertised over your radio. When you do that, you sell more—and you help radio do a better selling job. Big window displays, placards, interior store streamers—they make the price which radio stations want for their help to you."

COURTING SMALL-TOWN PAPERS

Pays Big Dividends, KGKO Discovers After Trying Out 'Suburban Editor' Program

By ELBERT HALING
KGKO, Fort Worth

AS PUBLICITY director during the past eight years for KGKO, Fort Worth, and two other major Texas stations I've had opportunity to scan with anxious eye the columns of one-fourth of the Lone Star State's daily, semi-weekly and weekly newspapers. Of the 761 newspapers published in Texas, fewer than 20 carry any radio schedules and they seldom mention individual stations. It was some accomplishment, therefore, when KGKO in three months built up a friendship with 20 Texas small-town papers heretofore shunning news about radio stations.

To what extent this good will has extended can be understood from KGKO's scrap book, which shows 300 column-inches of KGKO publicity gleaned from smalltown papers in the station's primary area. Included in this figure are some 25 separate pieces of art showing KGKO artists in action! And—most surprising — KGKO hasn't paid space rates for a single inch.

How It's Done!

So far as we've been able to discover, no other station within KGKO's primary area is conducting or was conducting such a series when the KGKO *Suburban Editor* was born last July. The first step, therefore, was to select carefully some 50 small-town papers strategically located within KGKO's primary area and to write each of the papers' editors a personal letter explaining what sort of program to expect and when to listen for the initial airing. Each editor was requested to place the *Suburban Editor* on his exchange list. This, in itself, was a somewhat "daring" request since several nearby stations were subscribing to these same papers in an effort to obtain special favors.

However, 20 editors responded at once by placing KGKO on their free exchange list, and judging from later comment, they and their townships have received double their original investment.

After one or two programs had been offered, just to prove to any suspecting newspapermen that KGKO had nothing sinful up its sleeve, an editor was issued an invitation in the form of a personal letter from the *Suburban Editor* to visit KGKO's studios for an "informal radio chat . . . write your own two-page double-spaced typewritten interview . . . mention your town's attributes and your paper's. . ."

The *Suburban Editor* program was scheduled at 9:45 a.m., Sundays, a time when a large rural audience could be reached and a time when guest editors may journey to KGKO's studios for their informal chats.

Already eight editors have been interviewed, among them being H. B. Fox of the *Madisonville Meteor*, recent winner of a $500 Best Rural Editor Award. After each interview the visiting editors and their families are taken on a studied tour of KGKO's studios and given a bird's-eye tour of the city from the observation walks connected with the station's 18th-story studio. KGKO boasts that whenever a visiting editor returns to his home town he carries with him an entirely new slant on the broadcasting industry as a whole.

Promotion Follow-Ups

But here's the beauty of the entire plan. Wishing to maintain this valuable friendship between the 20 papers on the KGKO exchange list it was decided to take no advantage in any way of the possible enthusiasm of any editor. After the program's introduction the editors were not bombarded with publicity blurbs. Of their own volition they wrote feature stories of their KGKO visit, etc. Then they received personally, mats of the Suburban Editor in action before a KGKO microphone with cutlines explaining where the station could be found on the dial.

Later, this was followed by single column mats of various KGKO artists appearing on certain commercial programs with cutlines giving program times but no mention of sponsor's name. KGKO's publicity department scored 90% on this phase and later, whenever special events are planned, or new programs introduced a score of 85% can be depended upon. Naturally, KGKO's merchandising department makes much ado with time buyers about the more than 200,000 premium rural reader-listeners, outside of several metropolitan daily subscription lists, that KGKO's publicity department can break into!



ELBERT HALING, Suburban Editor of KGKO, Fort Worth, left, interviews Garland Farmer, editor of *The Henderson Times*, Henderson, Texas.

WKZO Is Winner In Long Litigation

Soon to Use Unlimited Time With Directional Antenna

VICTORIOUS in its six-year fight for full-time operation, WKZO, Kalamazoo, is speeding construction of its new antenna array which will permit it to launch unlimited time service within three months, according to announcement Oct. 16 by John E. Fetzer, president and general manager.

With the denial Oct. 9 by the U. S. Supreme Court of the petition for a writ of certiorari filed by WOW, Omaha, to review the ruling of the lower court sustaining the WKZO full-time grant, the last legal obstacle was eliminated. For the last half-dozen years, WOW has opposed the full-time operation of the Kalamazoo station on the frequency on technical interference grounds. The FCC decision granting WKZO full time was sustained by the appellate court after which the review was sought in the highest tribunal.

Operating on the choice 590 kc. frequency with 1,000 watts, WKZO is now an outlet of the Michigan Network. It is considered likely the station will procure a national network affiliation and conversations already are in progress with NBC regarding both Red and Blue and with CBS. In addition to Michigan Network programs, WKZO during the last several years also has broadcast sustainers from the Blue.

The WKZO transmitter plant has been moved to a new location north of Kalamazoo, designed to give it coverage of both that city and Grand Rapids. The new Western Electric transmitter has been in operation from that site for some time, together with a 325-foot Lehigh tower. This tower will be duplicated with two additional towers for directional operation to protect WOW. The additional towers probably will be completed within 90 days.

New studios completed several months ago are located on the seventh floor of the Burdick Hotel. Completely modern in every respect, the studios occupy some 5,000 feet of floor space and include separate departments for news, program production, copy, public relations and sales. Ted Matthews, formerly manager of WNAX, recently joined WKZO as national sales manager, and John O'Hara, formerly of the Bon Ami Co., is general sales manager.



By Choice...
THE PEOPLE'S VOICE...

Again this year NBC has arranged to broadcast an impressive galaxy of programs in the public interest... programs designed to serve, stimulate and inform America's millions of radio families—and programs which NBC presents as a public service!

Through them, the lives of Americans in every state—farm and city dweller, from coast to coast—will be enriched.

The sustaining programs listed below are typical of the various types NBC will present this season. Space does not permit a complete listing. In addition, of course, both NBC networks will broadcast scores of programs which, as in the past, will be among the outstanding offerings sponsored by American business.

"Radio is a public service." That is an NBC creed. And because NBC never forgets it, its networks are the most popular in the world!

ART
Art For Your Sake, in cooperation with National Art Society

LITERATURE
The Bookman's Notebook, by Joseph Henry Jackson
Between the Book Ends, with Ted Malone
Pilgrimage of Poetry, with Ted Malone
Meet Mr. Weeks, with Edward A. Weeks

PUBLIC AFFAIRS AND NEWS
America's Town Meeting of the Air
University of Chicago Round Table
National Radio Forum
Daily Associated Press News Bulletin
Daily Foreign Language Broadcasts
Special Broadcasts of Events of National and International Interest
Consumer's Program
Youth Questions the Headlines

DRAMA
Great Plays
NBC Radio Guild
Arch Oboler's Plays

HISTORY
Story Behind the Headlines, by Cesar Saerchinger and American Historical Association
The Torch of Progress, by Edward Howard Griggs

MUSIC
NBC Symphony Orchestra and Arturo Toscanini
Metropolitan Opera
Metropolitan Opera Guild Operalogues
Paulist Choristers
Rochester Philharmonic Orchestra
Rochester Civic Orchestra
Cleveland Orchestra
Philadelphia Symphony
Eastman School of Music
Music and American Youth
Music for Young Listeners
Radio City Music Hall
Chicago Civic Opera
American Art Quartet
NBC String Symphony
Primrose String Quartet
American Art String Quartet
New Friends of Music
Music Appreciation Hour

RELIGION
Call To Youth
Catholic Hour
Message of Israel
National Vespers
Time for Thought
Radio Pulpit
Religion in the News

CHILDREN
Alice in Wordland
Johnny Carruthers
Yesterday's Children
Renfrew of the Mounted
Vernon Crane's Storybook
Bright Idea Club
Adventure In Reading

PSYCHOLOGY
Human Nature in Action, with Harold D. Lasswell

VOCATIONAL GUIDANCE
On Your Job, in cooperation with National Vocational Guidance Association, N. Y.

SCIENCE
The World Is Yours, Co-sponsors—Smithsonian Institution, U. S. Office of Education
Science on the March, with Dr. Forest Ray Moulton
Magic Waves, with Dr. Orestes H. Caldwell

HEALTH
Medicine in the News, in cooperation with American Medical Association

PROFESSIONAL EDUCATION
American Education Forum, with Dr. Grayson Kefauver

GENERAL
Calling All Stamp Collectors
Order of Adventurers
No School Today (Safety)
National Farm and Home Hour
Sports Events

NATIONAL BROADCASTING COMPANY

World's Greatest Broadcasting System **A Radio Corporation of America Service**

Feasibility of Wireless Chain Is Contested at FCC Hearing

LaGuardia Asks Permit for WNYC to Pick Up WRUL; Ring Points to Reception Problem

By LEWIE V. GILPIN

CONFLICTING views on the feasibility of operating a "wireless network" of educational stations were brought out Oct. 23 at a hearing before a special FCC committee on the petition of Mayor F. H. LaGuardia, of New York, for amendment of FCC rules to allow WNYC, New York municipal station, to pick up via radio receiver and simultaneously rebroadcast on its regular broadcast frequency certain programs of WRUL (formerly W1XAL), Boston, international station operated by World-Wide Broadcasting Corp.

Although Mayor LaGuardia emphasized during an appearance at the hearing that his petition was limited specifically to the case of WNYC, discussions at the proceedings extended in general terms to adaptation of the "wirelesse rebroadcast" idea on a national scale.

Following statements by WNYC and World-Wide witnesses that although conclusive tests have not been made, "wireless rebroadcasts" of WRUL programs probably could be accomplished, since satisfactory reception of the programs has been registered in various sections of the United States, Andrew D. Ring, FCC assistant chief engineer, testified the rebroadcast service could not be conducted on a consistent basis under present conditions and that improvement of the domestic signal of an international station, such as WRUL, to a point where it would be consistently dependable for rebroadcast in this country, could be attained only at the expense of the station's international service.

No Policy Change Sought

The hearing was conducted before a three-man FCC committee comprising Commissioners Case, chairman, Craven and Payne. William C. Koplovitz, FCC assistant general counsel, handled cross-examination of witnesses and presentation of FCC testimony and exhibits. Testifying during the Oct. 23 proceedings were Mayor LaGuardia; M. S. Novik, director of WNYC, and Frank D. Schooley, program director of WILL, University of Illinois station at Urbana, examined by Herman J. McCarthy, New York assistant district attorney; Walter S. Lemmon, World-Wide president, by A. B. Landa, counsel; W. Y. Elliott, Harvard professor and member of the World-Wide Educational Council, by M. M. Jansky; and S. Howard Evans, secretary of the National Committee on Education by Radio.

Although he said he had no quarrel with commercial stations, Mayor LaGuardia stated that encouragement of non-commercial stations in this country is "not only desirable but necessary." He added, "I don't believe we'll have the ideal radio situation in this country until we have one non-commercial for each commercial station. These would serve as a protection to the people at a time when our country might starve for accurate information on some given point."

He explained that in his petition he was not asking the FCC to change the basic policy of America's international broadcasting, but only to allow the fuller use of existing facilities. He stated he thought the experiment would be beneficial, and so far as the technical problems involved went, "if we can accomplish it, fine; if not, we just don't".

Mr. Novik said it was believed the wireless rebroadcast operations could be conducted with an initial cost of only about $1,000 for receiver equipment. He cited the Harvard Tercentenary programs of 1936 as an educational feature much wanted by WNYC at the time, but which could not be carried by the station because of the wire charges involved.

Mr. Schooley declared the National Assn. of Educational Broadcasters, of which he is executive secretary, backed Mayor LaGuardia's idea at its recent convention at Ames, Ia. Stating that WRUL originates certain programs that would be valuable features from an educational standpoint for non-commercial stations over the country, he added that it was likely NAEB stations could make good use of certain Eastern programs.

Rebroadcasting Abroad

Calling attention to successful rebroadcasting in foreign countries of American shortwave programs, Mr. Lemmon declared existing facilities could be put to greater use if FCC rules were relaxed to at least allow experimentation in domestic rebroadcasting. He maintained that such amendment of the rules would not affect the principles of the international broadcast rule. As evidence of the reception of WRUL's international program in this country, he offered a photostat collection of telegrams received from various parts of the United States attesting "good reception" of the programs. Mr. Lemmon also urged relaxation of the rules "as a protective measure against the day when wire connections might be disturbed", presumably in the event of a military invasion of communications centers such as New York.

Cross-examined by Mr. Koplovitz, he recommended that the rule be amended to allow all educational stations to rebroadcast international programs and vice versa. Reminded of the right of a station to transcribe a program under similar circumstances for subsequent rebroadcast, Mr. Lemmon cited the alleged disfavor among listeners of transcribed as opposed to live programs.

Discussing the Havana and Madrid treaty commitments, Prof. Elliott reemphasized that the "wireless network" plan was merely a move to make fuller use of present facilities "within the strict letter of international conventions". Aside from technology, the experiment would be interesting from the standpoint of developing educational schedules, he added. He held that as long as the primary international coverage did not decrease, there would be no harm in making use of the "by-product" secondary domestic coverage in this manner.

Reception Difficulties

Mr. Evans pointed out that one of the original purposes of the National Committee on Education by Radio at the time of its founding in 1930 was the organization of a network of educational stations. He declared that such a network, through lightening the load on the program staffs of individual stations, would allow the staffs to concentrate on obtaining better quality in fewer programs, at the same time yielding a general rise in quality in the programs of all the educational stations in the country.

Mr. Ring, chief FCC witness, took the stand after Philip F. Siling, assistant chief of the FCC international division, had identified a series of exhibits based on the international frequency spectrum, offered by Mr. Koplovitz. Identifying a further series of FCC exhibits, among them maps showing locations and directive patterns of educational, municipal and international stations in this country, Mr. Ring declared that the frequencies of the international broadcast band are "virtually unsuitable" for dependable domestic service under present circumstances. An international station could give no consistent reliable service suitable for rebroadcast through the United States without revisions specifically for that service and at the expense of the international service, he said.

The feasibility of the idea depends primarily on reception of a good signal, Mr. Ring pointed out, and the proposed experimental operation would merely locate certain spots of satisfactory reception and not necessarily result in country-wide rebroadcast service. Cost of necessary equipment would run to several thousand dollars, depending on the frequencies considered, he estimated, pointing out that in addition to a high-fidelity receiver, an intricate diversity antenna system might be necessary.



Lichty in San Francisco Chronicle

"Don't be discouraged because you're only a small independent, Tommy — someday you'll be a big network."

Northeast Studies Collegiate Hookup

Leased Wire System Visioned By Radio-Minded Students

INTERCOLLEGIATE leased wire broadcast system, linking Brown, Dartmouth, Harvard, M. I. T. and Wesleyan universities, is visioned in a plan being developed by Brown, which for several years has operated its own wired radio frequency system, the Brown Network, to serve Brown students. The inter-school network would, in addition to providing entertainment for listeners and experience for radio-minded students handling technical details, promote "friendly contacts" between the participating schools, its backers believe.

Arrangements already are nearing completion for a tie-up between Brown, Wesleyan and Harvard, according to George Abraham, chairman of the board of the Brown Network. Dartmouth and M. I. T. have shown interest in the idea, and other colleges are being invited to join. The network idea grew from Brown's student-owned and operated intramural system, conceived by Abraham during his freshman year and originating from a simple two-way communication hook-up with a friend in his dormitory.

At present the Brown Network is a major extra-curricular organization on the campus, with soundproof studios and a central control room, 30 stations in dormitories and fraternity houses where programs can originate, a staff of 75 members, and complete program, advertising and technical staffs. The Network is a wired radio frequency system, broadcasting on 570 kc., and needing no license since power is so small that broadcasts can be heard only on radios within a few feet of the transmission lines. Programs are carried over 30,000 feet of wire strung through steam tunnels into dormitories and fraternity houses. Programs include recorded music, lectures, student skits and interviews, campus news flashes, and pickups of athletic contests through a portable unit operated in conjunction with the main studio. Part of the operating expense is covered by sale of commercial time to advertisers.

To License Schools

AFRA, following in the footsteps of Equity, is preparing rules and regulations for radio schools and intends to license them in the future. AFRA intends to use the same "house-cleaning" methods employed by Equity, which, through its strict government, helped clear the field of allegedly irresponsible schools and little theatre movements. There are so-called radio schools in Southern California whose standards of ethics are disputed and Los Angeles Chapter of AFRA has received many complaints. For legitimate groups, under the proposed plan, a given number of amateur performers will be allowed to appear on certain radio stations and programs, but under AFRA approval.

WBZ-WBZA, Boston-Springfield, has made a tieup with the *Boston Transcript* whereby that newspaper's news is made available for local or national sponsorship.



"Sauce for the Goose Is Sauce for the Gander"

. . SO HERE'S A CONTEST

For Advertising Men *only*

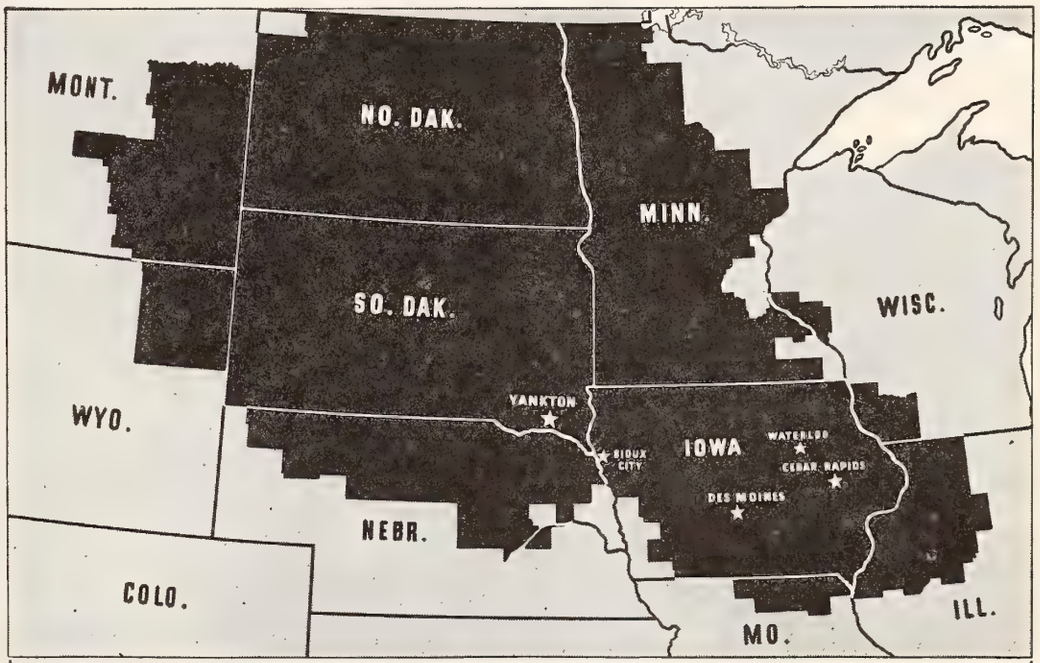
$500.00 CASH

FOR THE BEST NAME DESCRIBING THE TERRITORY COVERED BY THE PRIMARY AREA OF OUR STATIONS

ADVERTISING MEN have inflicted contests on the American public to such an extent that most folks now go to bed haunted by those words "FREE PRIZE." Therefore, we're giving you a dose of your own torture. *This contest is for advertising men and women only!*

Frankly, we're up against it. We need a name accurately describing the combined primary areas of *The Cowles Stations* . . . a term such as "America's Breadbasket." Thus far we can't find it . . . so, we're asking your help.

We'll tell you anything about this rich market you need to know — give you facts, figures and success stories to help you give us the name we want. Then, if you'll supply a punchy "monicker," that pleases our judges, we'll remit with a check for $500.00. Get busy now . . . Check the map — study the facts! Write for more if you need 'em.



HERE ARE THE RULES

1. Contest open only to members of advertising agencies and sales and advertising departments of radio advertisers.
2. Entries must be submitted on your firm letterhead. Submit as many names as you desire.
3. Mail to Contest Editor, *The Cowles Stations*, Register and Tribune Bldg., Des Moines, Iowa. Entries must be postmarked not later than midnight, December 31, 1939.
4. $500.00 cash will be paid for the name that, in the opinion of the judges, most accurately and completely describes the combined market or primary area of stations WMT, KRNT, KSO and WNAX. Entries will be judged for originality, accuracy of description, and appropriateness for use in advertising. Do not send elaborate entries. In cases of ties, duplicate prizes will be awarded.
5. Decision of the judges will be final, and all entries become property of *The Cowles Stations* for advertising or for any purpose they choose.

IMPORTANT FACTS TO HELP YOU SUGGEST A NAME

Out our way there's a fellow who's nuts about statistics. He likes to whisper in your ear such things as "Listen . . . In the primary area of these four stations there are 10.7% of the nation's farms. Yet, these farms receive nearly 17% of the nation's total cash farm income. And the folks who live on 'em drive over 17% of the nation's autos, and over 25% of the tractors."

At his finger tips he has facts about our 20,630 retail food outlets, 14,873 filling stations, 4,117 apparel stores and 3,048 drug stores. And, say, he can carry on till you've got phactofobia. But, don't let him . . . make him write it to you. Address "Market Facts Chief" with the message, "Give us the dope," and you'll get it.

P.S. — He also wanted to say that in this market, which has a total retail volume of over 1,500,000,000 smackers, there are over 1,364,000 radio families you can reach on one low combination rate.

Contest Closes December 31, 1939 . . . Mail Entry Now!

The Cowles Stations

Affiliated with THE REGISTER AND TRIBUNE, Des Moines, Iowa

WMT CEDAR RAPIDS - WATERLOO ★ KRNT DES MOINES ★ KSO DES MOINES ★ WNAX YANKTON - SIOUX CITY

Represented Nationally by THE KATZ AGENCY

Injunction Covers New Florida Law

Court Extends Restraint to 1939 Copyright Statute

EXTENSION of the temporary injunction granted last year against the Florida copyright monopoly law, to include the revised statute enacted this year, was authorized Oct. 19 by a specially constituted three-judge Federal court in Jacksonville, as a result of new litigation initiated by ASCAP.

The court held that the 1937 Florida statute, on which it had originally issued the temporary injunction and the revised 1939 legislation, are both aimed at the same situation and that no harm would result from temporary delaying enforcement of the 1939 statute. It concluded that the "balance of convenience" lay in deciding the constitutionality of both statutes at the same time and added that no ruling on the merits of the new law was to be inferred because of its action in extending the temporary injunction to cover the 1939 statute.

Monopoly Ruling Refused

The court refused to rule on ASCAP's motion to strike the Florida Attorney General's counterclaim which he imposed in the 1937 suit, asking that the court issue a permanent injunction against ASCAP operations in Florida as being a "price-fixing monopoly". It reserved decision until the final trial on the merits, though it was strongly urged by ASCAP counsel to strike the counter-claim immediately.

Presentation of evidence and final determination of the constitutionality of both statutes will be effected by the court as quickly as possible, it was indicated. The special court, comprised Judges Long and Strum of the District Court and Judge Hutchison of the Circuit Court of Appeals. ASCAP's Florida attorneys, Frank Wideman and Manley Caldwell, were augmented by Louis D. Frohlich, ASCAP general counsel, and Herman Finkelstein, his associate. E. C. Mills, chairman of the ASCAP administrative committee, also was present. Appearing for the State were Assistant Attorney General Tyrus A. Norwood, Lucien H. Boggs, of Jacksonville, and Andrew W. Bennett, NAB counsel, acting as special assistant.

The new Florida statute requires full disclosure of copyrights by the copyright owners through filing of catalogs with the State. It sanctions blanket licensing and blanket fees provided each member of the copyright group makes available to the user, the right to use on a "per piece" basis the prices determined by the copyright owner and filed with the State. It prohibits blanket licenses which require payment on programs not using music coming under the license. The statute is similar to those in force in North Dakota and Kansas.

CHARLES STARK, CBS announcer, is compiling a book composed of the best odd stories he has reported on his program *The Odd Side of the News*, heard on CBS for the past two years. During this time, Mr. Stark has reported five oddities a day, making 5,000 stories, from which he plans to choose 200 for use in the book.

San Francisco Talks Barred From Air For Failure to Provide Advance Texts

THE QUESTION of upholding neutrality of the air arose in San Francisco in October when the Commonwealth Club was banned from the air by the NBC, for the first time in its 15 years of broadcasting talks on world affairs, because advance transcripts were not provided.

NBC refused to release the regularly scheduled Friday noonday talks emanating from the Commonwealth Club luncheon-meeting on the Pacific Blue network as had been the custom. Chester Rowell, director of the Club and columnist, now in the East, was to represent the club in discussions on the subject with the FCC.

Controversial Topics

Heretofore the Commonwealth speakers had not been requested to provide advance copies of speeches but according to Glenn R. Dolberg, NBC program director, due to the highly controversial topics discussed by guest speakers in past weeks and in line with the recent national agreement regarding radio neutrality, NBC demanded the advance copies.

Mr. Dolberg explained that the ban was in no way to be considered an attempt at censorship, other than a safeguard for the broadcaster. He pointed out that the speakers scheduled to have gone on the air and their respective topics were: Kirby Page, "Must We Go To War?"; Dr. Hugo Phillips, "British Policy—Yesterday, Today and Tomorrow"; Dr. Walter Morritt, "European Madhouse"; Dr. Alfred G. Fisk, "Our State in Europe".

William L. Hudson, executive of the Club, stated, "We aren't going to submit any manuscripts until we know how far this thing goes. Until we find out what it all means, we're going to sit tight. Our relations with NBC are still friendly."

It was explained that many of the guest speakers arrive in San Francisco the same day as the broadcast and still others speak extemporaneously, making it practically impossible to furnish advance scripts to the studios. The Commonwealth Club has been broadcasting on either KPO or KGO in San Francisco since 1924.

DAVID APPOINTED ASSISTANT TO FLY

APPOINTMENT of Nathan H. David, Boston attorney, as assistant to Chairman James Lawrence Fly, was announced Oct. 20 by the FCC. Mr. David, a native of Massachusetts, is 26 years old. He assumes his new duties Oct. 23.



Mr. David

Since 1937 Mr. David has been with the Boston law firm of Burns & Brandon, headed by John J. Burns, former general counsel of the Securities & Exchange Commission. Mr. Burns was chief counsel for CBS during the FCC Network Monopoly Inquiry which covered a six-month period last winter.

A graduate of Yale University in 1934 magna cum laude, Mr. David stood fourth in his class when graduated from the Harvard Law School three years later. He served two years on the board of *Harvard Law Review*. While with the Burns firm Mr. David assisted in the preparation of evidence and law in support of New England's position in the Southern Governors' Rate Case. He also specialized in work involving the Securities Act, the Exchange Act, the Public Utilities Holding Company Act, Fair Labor Standards Act, Labor Relations Act and motor vehicle regulations.

JOHN ROYAL, NBC vice-president in charge of programs, left New York Oct. 20 for a three-week vacation in Mexico.



VISITING STARS of Wichita's annual Harvest Festival and Fat Stock Show were these pajamaed-and-robed toast-munchers, also headliners of the NBC *Breakfast Club*. Coming to Wichita at the behest of Herb Hollister, general manager of KANS, the trio demonstrated their drolleries in two personal appearances as well as a cut-in performance by remote control, with the cooperation of KANS, on the regular *Breakfast Club* program out of Chicago. Here are the bunch in the midst of breakfast and broadcast (l to r) Don McNeill, *Breakfast Club* m.c.; Arch N. Booth, executive manager of the Wichita Chamber of Commerce, who during the program read a proclamation granting McNeill everything from an Honorary Firechiefship to the keys of the city; Nancy Martin and Jack Baker, of the gang, and Manager Hollister.

Calisthenic Program Gets Chicago Sponsor, Others Expected Soon

BEATRICE CREAMERIES, Chicago (Meadowgold cheese), has started *Keep Fit to Music*, with Wallace, on WGN, that city, Monday thru Saturday, 9:30-9:45 a.m. (CST). The show is aired sustaining on 36 MBS stations coast to coast. The firm has signed a 52-week contract with WGN and it is understood the series will be sponsored on a number of MBS stations in the near future following the WGN test. Ray Linton, manager of Wallace, set the deal through Lord & Thomas, Chicago agency handling the account.

The *Keep Fit to Music* series has started its fourth consecutive year on WGN and MBS. In October, 1936, Wallace started his physical culture program on WGN, combining exercise commands with lively music for timing. The program was formerly sponsored by Sterling Products for its calcium wafers and more recently by General Mills (Wheaties). Since 1936, more than 150,000 unsolicited letters have resulted from the program. Highly personal in tone, the letters tell how thin women gain weight and plump women lose weight through regular daily exercises.

Wallace's prize pupil is an Arkansas woman who reduced from 367 pounds to 195 pounds. Last summer when Wallace said he might vacation, a total of 34,350 requests flooded MBS mail department for the continuance of the calisthenic program. Wallace's career in reproportioning and weight control began in 1910 when he opened the Wallace Institute in Chicago. During the war he got the idea of exercises to music while watching soldiers parade. In 1927 he started his own recording firm and during the 1927-1929 period sold 1,625,000 phonograph records at $3 each.

Barbasol Spot Test

WASEY PRODUCTS, New York, on Oct. 30 started a 13-week test campaign for Barbasol, using one-minute spot announcements in four markets, with plans to expand if the test proves successful. One announcement is heard daily, six times a week, at various times on KDYL, Salt Lake City; WHAM, Rochester; WBNS, Columbus, and WFBM, Minneapolis. Erwin, Wasey & Co., New York, handles the account.

Safeway Bread Spots

SAFEWAY STORES, San Francisco, on Nov. 1 will launch a radio campaign on behalf of its Julia Lee Wright Bread on a dozen stations in Texas, Kansas and Oklahoma. The campaign, using one-minute transcribed announcements, will run for a month. Account is handled by J. Walter Thompson Co., San Francisco.

New OXO Series

OXO Ltd., Boston, on Sept. 25 started a one-minute spot announcement campaign for its bouillon cubes using the theme "old fashioned goodness in new fashioned form" six times weekly on WCSH WBZ-WBZA WICC WDRC WTAG WJAR WBEN KSFO KHQ KOMO. Platt-Forbes, New York, handles the account.



"I GOT YOUR MESSAGE— THANK YOU SO MUCH!"

● Not long ago a woman from a neighboring Connecticut town was en route to a New Jersey coast resort by car. Sudden illness in her family made it imperative that she be reached at once.

The Hartford police asked us to help. Naturally we complied at once.

Five minutes after her name first went on the air she phoned to thank us! She had heard our message on the radio in her car.

In itself, this is a small thing. We mention it simply as an example of how thoroughly New Englanders have acquired the WTIC habit—and how consistently they listen to us. A big, friendly audience like ours can be a big help to your products in this Southern New England Market.

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

- IN LISTENER POPULARITY BY 2 TO 1 IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT ADVERTISERS

WTIC

50,000 WATTS · HARTFORD, CONN.

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation
Member NBC Red Network and Yankee Network
Representatives: Weed & Company
New York Chicago Detroit San Francisco

Announcers' Pact Pends in Chicago

WMAQ-WENR Next; Petrillo Yields WBBM Contract

AFRA contracts covering the basic pay of Chicago announcers will be signed early in November and the contracts with WMAQ-WENR, NBC Red and Blue outlets in Chicago, are expected to be signed by Nov. 2, according to officials of AFRA-Chicago. Following the jurisdictional dispute between the Chicago Federation of Musicians and AFRA [BROADCASTING Oct. 15], the AFM contract covering announcers on WBBM, Chicago, was turned over to AFRA. It provides for a basic weekly minimum salary of $50 for staff announcers and it terminates in October, 1940. WBBM sound effects men and production men remain under the AFM contract, it is understood.

As soon as AFRA had signed the contract with WBBM, it started meetings with the managers of other Chicago stations. For the present, no mention of a code for local commercials is being made and the negotiations solely concern base pay for announcers. Meetings were held in late October with officials of WMAQ, WENR and WGN, but no contracts were signed as BROADCASTING went to press.

Commercial Code

AFRA headquarters reports that proceedings leading to arbitration are going forward on the local commercial code and that an arbitration board will be set up this fall. Members of the broadcaster-agency committee, however, continue to argue that no contract capable of being arbitrated exists. The committee appears to feel that AFRA plans to wait until 1941 when AFRA network contracts expire so that the local code may be signed along with the network code.

The AFM contract covering the staff announcers of WBBM was turned over to AFRA after James C. Petrillo, president of the Chicago Federation of Musicians met in New York Oct. 17 with Mrs. Emily Holt, national AFRA executive secretary, and her assistant, George Heller. Just preceding the acquisition of the contract by AFRA, Chicago recording firms closed for two days to await the end of the jurisdictional dispute between the two AFL affiliates. Mr. Petrillo had wired them that no AFM musician could play for a transcription employing an announcer unless the disc were announced by an AFM announcer.

Since the recording firms are a week ahead with their output of script shows, the two-day suspension simply delayed their usual production activities. It is understood that just prior to the settlement of the union dispute, Mr. Petrillo wired NBC-Chicago to suspend all radio shows using AFM musicians. This ruling, however, was revoked the same night it was given, for Chicago AFRA officials retaliated by threatening to withdraw all AFRA memers if employed on any show using AFM musicians. The stalemate was removed when AFM turned over the WBBM contract to AFRA. The practical effect of the new AFRA contract with WBBM is that the 16 WBBM staff announcers will now get additional pay on network shows.



MILLION-DOLLAR salesmen get their reward, and here are three of that ilk, with their boss, who do their selling for WOR, Newark—(l to r) Ted Herbert, Frank Braucher, vice-president of WOR, Otis Williams and George Schmidt. Last year Schmidt got over the million-dollar hump, and this year, both Herbert and Williams. They were awarded gold watches by Mr. Braucher recently for qualifying as million-men.

Limited Commercial Television May Be Recommended to FCC

Commission Committee Considers Encouragement Of Visual Art by Allowing Some Return

ENCOURAGEMENT of television experimentation through authorization of "limited commercial" operation, is foreseen as a possible recommendation of the FCC Television Committe following a lengthy study of the visual problem.

Fearful lest television experimentation be sharply curtailed because of the heavy expense involved, without monetary return to the experimenters, it is understood the FCC committee, now engrossed in the drafting of its final report, is seriously pondering such a recommendation. In its conversations with leading experimenters, which include such companies as RCA, DuMont, Farnsworth, and Don Lee, the committee apparently has been impressed with the arguments that in order to procure maximum public support of television, the experimenters must be in a position to realize some return. The committee is headed by Commissioner T. A. M. Craven, former chief engineer, and includes Commissioners Brown and Case.

Receiver Sales Small

Since the formal debut of regularly scheduled television last April, by RCA and NBC, coincident with the opening of the World's Fair, sales of receivers have been disappointing. In all, it is estimated that not more than 500 to 1,000 sets have been sold in the New York area, with the average price in the neighborhood of $200. While NBC is transmitting television programs on a regular schedule, the high cost of production and the extremely limited audience at this stage make it inexpedient to spend large sums for programs, it was pointed out.

Just what would constitute "limited commercial operation," should the FCC decide on that course, is conjectural. The industry problem, however, transcends purely the reception factor and involves the entire operation. A licensing policy, in view of the limited number of television bands available, also poses an important problem, and means must be found to encourage development of stations properly located along with receiver sales.

"Limited commercial" operation, in the opinion of some observers, might mean placing of a restriction on rates by stations so that the return would defray operating overhead and not result in a profit. In that way, it is thought, advertisers might be encouraged to experiment with the visual medium and develop a technique so that when television comes of age, there will be a practical knowledge of the medium. Under such limited commercial operation, it is possible the committee might recommend restriction of commercial operation to specified hours of the day.

The committee apparently is sympathetic with the views of experimenters that they cannot be expected to make additional huge investments in television with only the hope of realizing something on these expenditures in the distant future. Moreover, in some cases, corporate stockholders must be satisfied. It is estimated that RCA itself has invested some $12,000,000 in the art during the last decade and that investments of other experimenters probably would bring the total to $18,000,000 or $20,000,000. In recent months General Electric and Westinghouse also have entered the television field.

The FCC committee published the first part of its study last May, recommending a policy of caution and cooperation in dealing with the visual medium. It took no formal action on proposed technical standards for television but left that question to the industry itself. Before embarking upon a definite policy it must weigh many factors, including the possible effect of television upon standard broadcasting. Indications are, however, at this stage no serious competition with the aural medium is foreshadowed.

The committee probably will complete Part II of its recommendations for submission to the full Commission within a fortnight. The FCC Engineering Department, following a conference Oct. 20 with the Television Committee of the RMA, is putting the final touches on its own technical report to the committee, dealing largely with fundamental allocation questions.

With a dozen applications for new television stations now pending and with only a limited number of frequency bands available, the allocations problem confronting the Commission is as knotty as the economic puzzle. In a word, there are more applications than there are available channels. With little known about the propagation characteristics of visual stations on adjacent frequencies and kindred problems, it has not yet been ascertained how a definite allocations policy can be worked out. In all likelihood, the policy will be made sufficiently flexible to compensate for changing conditions.

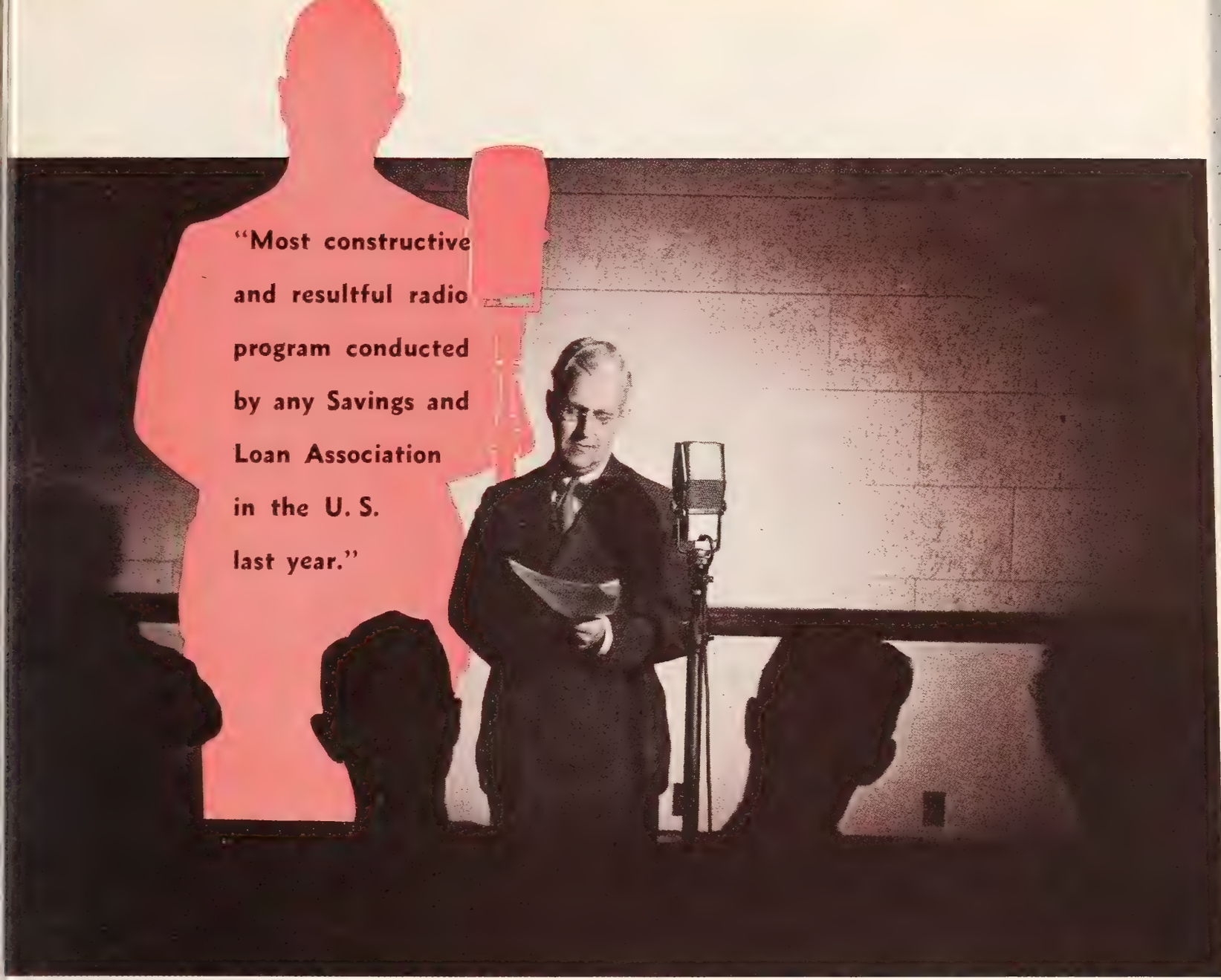
The RMA committee report, submitted by Dr. C. B. Jolliffe, its chairman and former FCC chief engineer, made a series of technical recommendations regarding allocations. Among other things, it recommended that the limit of the service area of a television station shall be the 500 microvolt contour, and that no protection be given outside this contour; that allocations be made to provide service from a station which will satisfy the community to which it is assigned; that in allocating frequencies, certain channels be reserved for high-power stations to render service to large, highly-populated centers and their surrounding areas of economic dependence, and that other channels be used for low-powered stations rendering service to smaller communities and concentrated centers of population.

Hearing May Be Held

Based on present experience in a highly-populated area in which there are tall buildings and large steel structures, the Jolliffe report stated it appeared that wave reflections exist which cause areas of poor reception and difficulty in obtaining satisfactory service. In such areas the seriousness of these difficulties increases with frequency and he concluded that the lower frequencies should be reserved for use in the larger cities.

The recommendations made in the RMA report were based on the use of the seven television channels in the range between 44,000 and 108,000 kc. and did not refer to the 12 channels with unknown characteristics above 150,000 kc. The committee stated, however, that it believed the frequencies above 150 mc. can be used for providing a television broadcast service and that equipment soon will be developed for their use. The report recommended, therefore, that the 12 channels between 150 and 300 mc. be not assigned permanently to television relay or other uses which would make impossible their use for visual broadcast service.

After the FCC committee submits its second report on television, it will then be decided whether a public hearing will be held on the whole subject to develop an actual plan of operation. In its initial report last May, the committee stated that after experimental operation had proceeded to the point where public reaction to television development could be gauged more accurately, a public hearing might be desirable.



STILL GOING STRONG AFTER 492 BROADCASTS!

• WKY has a reputation for putting on big shows in a big way. WKY also puts on little shows in a big way. Take "Home Folks Counselor" as an example. Sponsored by Oklahoma City Federal Savings and Loan Association, this five-minute, five-times-a-week program was awarded first place by the United States Building and Loan League as the most constructive and resultful program conducted by any Savings and Loan Association in the United States in 1938.

Equally important to Oklahoma City Federal is the fact that this program has chalked up more than 15,000 requests for literature on thrift and home financing during the 492 consecutive times it has been on the air . . . that 407 new saving share and investment accounts totaling more than $250,000 have been directly traced to the program.

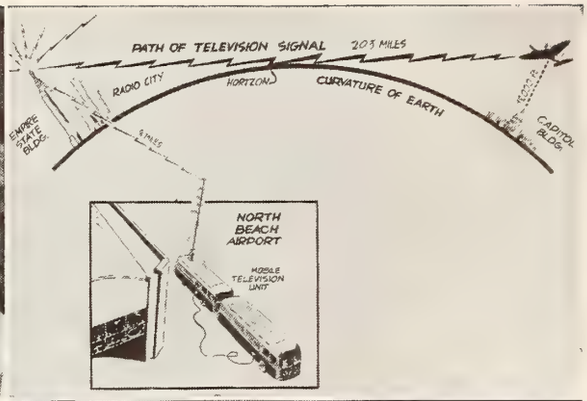
"Home Folks Counselor" is a friendly program. WKY is a friendly station. The two combined form a sales-making coalition of men, methods and machinery that reflects WKY's ability to cope with modern merchandising requirements . . . to build radio productions, large or small, that bring listener approval . . . and results.

WKY *Oklahoma City*

NBC AFFILIATE ★ 900 KILOCYCLES

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: ★ THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES ★ THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS ★ KVOR, COLORADO SPRINGS KLZ, DENVER (*Under Affiliated Management*) ★ REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.







FOUR miles above the earth, NBC television from the Empire State Bldg. transmitter in New York was received in a United Air Lines plane above Washington. The event marked RCA's 20th anniversary. Newspapermen and Washington officials saw the demonstration on an RCA television set mounted forward in the plane cabin (upper left). This picture was taken at 20,000 feet. A chart of the technical setup shows how the details were arranged. A unique feature was the telecasting of the plane's arrival back in New York, with passengers in the plane watching their own arrival on the television receiver (photo at right). A telecast of David Sarnoff, RCA president, and W. A. Patterson, United Air Lines president, was relayed to the plane. The sound portion of their interview was heard on NBC-Blue. The flight marked the first successful reception of television in an airplane and the first pickup of clear images at a distance of 200 miles, according to directors of the flight.

Reception of Television in Airplane Over Capital Marks RCA Anniversary

By BRUCE ROBERTSON

TELEVISION history was made Oct. 17 when programs emanating from the video transmitter atop the Empire State Bldg. in New York were picked up on a standard television receiver in a United Airlines Douglas C-3 plane flying over Washington, D. C., more than 200 miles distant.

Designed to demonstrate the truth of the theory of television engineers that the ultra-shortwaves carrying the sight and sound signals travel in straight lines and do not follow the curvature of the earth, the performance also disclosed a vast new field for this new art of picture transmission, evoking prophecies that before long airline passengers will be entertained with telecasts of sporting events or dramatic shows as they travel through the air.

High Over Washington

Rising along the line of vision after its departure from New York, the airliner attained a height of 21,600 feet above the nation's capital as the dozen New York newspapermen aboard watched and heard a discussion of radio and aviation progress between David Sarnoff, RCA president, and W. A. Patterson, president of United Airlines, which was taking place in an NBC television studio in Radio City. By means of two-way radio communication, NBC's announcer aboard the plane described the reception of the program and then requested Messrs. Sarnoff and Patterson to pose for a picture which was made by Sidney Desfor, NBC photographer, off the screen of the receiver. This is believed to set a new distance record for photography, with the camerman some 200 miles away from his subject.

Maj. Gen. Delos C. Emmons, commanding officer of the Army Air Corps GHQ, Langley Field, also spoke from the plane, describing the demonstration as "wonderful". He declined to comment on its military applications, however, beyond saying that further developments along these lines would be closely studied by military authorities for possible wartime use.

High spot of the experiment for most of the observers came at the end of the return trip. As the ship approached North Beach Airport the program of motion pictures which had been received was cut short and the passengers saw a picture of the landing field with an airplane in the distance, their own plane, which they watched grow larger as it approached the field, and which they followed on the receiver screen as it circled the field, landed and taxied to a stop a few feet from the camera of NBC's mobile television unit.

Images were remarkably clear at times, especially over New York City and during the landing, but at greater distances suffered from interference of the radio transmitter, ignition apparatus of the ship's twin motors and other electrical equipment in the plane. Ralph Holmes, RCA engineer, and W. A. R. Brown, NBC engineer, explained that at 200 miles the signal from the transmitter was low and that even slight interference seriously impaired image quality. Only change made in the receiver, a stock model, was an adjustment in the automatic volume control to compensate for variations in intensity of received signals caused by the ship's propellers, which, according to the engineers, acted as reflectors.

Because the ultra-high frequencies at which television signals are projected produce waves similar to light waves, which travel in straight lines, television reception on the earth is limited to the horizon and to receive the signals in Washington, 203 miles from New York, it was necessary to fly at a height of more than 16,000 feet, the engineers stated. The attained height of more than four miles, nearly twice the altitude of normal transport flying, required passengers and crew to breathe oxygen during the experiment, while frost formed on the windows of the plane on the side away from the sun.

During the stopover in Washington, representatives of the Army and Navy, FCC and Civil Aeronautics Authority, and several Washington newspapermen were taken up to witness a program originating at the mobile unit at North Beach Airport. Experiment marked the 20th anniversary of the founding of RCA.

Pop Corn Spots

AMERICAN POP CORN Co., Sioux City, Ia. (Jolly Time pop corn), is planning to use radio in selected markets, including one and five-minute spot announcements and station breaks. Tests are now being made on stations in various parts of the country prior to selection of stations and definite program arrangements. Winter Adv. Agency, Des Moines, handles the account.

School Adds 6

UTILITIES ENGINEERING INSTITUTE, Chicago, has added the following stations on a varying schedule for thrice-weekly five and 15-minute programs: WJR KOY WCFL KFNF KFRU WSAU. The list totals 25 stations and will be expanded, according to First United Broadcasters, Chicago agency handling the account.

Brooklyn Hearing Is Reargued Again

Six-Year Fight for Increase In Time Continued at FCC

CONTINUING a six-year scramble for increased operating time on the 1400 kc. channel in Brooklyn, the application of WBBC, Brooklyn, for three-fourths time on that frequency, now shared with three other Brooklyn stations—WLTH, WARD and WVFW—was reargued before the FCC Oct. 19. The move of WBBC, which now operates one-fourth time, would delete WLTH and WARD, leaving WVFW operating the remaining quarter of the broadcast day.

Representing both WLTH and WARD at the hearing, which was attended by Chairman Fly and Commissioners Case, Brown, Walker, Craven and Payne, Attorney Paul M. Segal traced the course of the six-year litigation, dating from 1933 when WBBC originally made its application for increased time, and continuing amid a bewildering series of cross-applications and court actions.

Two Types of Applications?

He argued that since the FCC itself had called upon WLTH in January, 1933, while its regular license was still in force, to file an application for renewal in order properly to conduct a hearing on WBBC's application, the regular renewal of WLTH's license would be "automatic" upon the failure of WBBC's application, either from withdrawal or lack of proof. He argued further there were two types of license renewal applications, the regular application voluntarily filed by the station and that called for by the FCC in particular cases, the latter applying to WLTH in the present instance.

This view met with strenuous questioning from Chairman Fly and other commissioners, who held that notwithstanding the original request the FCC retained its power to determine renewal on a basis of public interest, convenience and necessity, apart from any procedural rule such as that outlined by Mr. Segal. It was also pointed out by the FCC members that while some renewals are granted without hearing, this does not result from any rule forcing such renewal.

Gustave A. Gerber, New York attorney representing WBBC, pointed out that the reargument marked the second hearing on the case after it had been remanded to the FCC by the Court of Appeals. He opposed the view of Mr. Segal, holding that if the FCC finds WLTH and WARD are not operating in the public interest, the matter of their license renewal is finished, since at present they are operating only on temporary licenses, but in the case of WBBC, it necessarily must be cited and be given an opportunity to show in a hearing that allegations of operation not in the public interest are not true.

MBS listeners received a new thrill in radio's coverage of the European war on Oct. 17 when Arthur Mann, the network's correspondent at the front, prepared a recording of his observations within sound of the big guns. This transcription of his voice, made at the front line, was flown to London, then played and relayed to MBS.

LOOK *before you* LEAP

ENTHUSIASM is a fine thing. Yet many company managements, just as individuals, are carried away with it at the wrong stage of the game. They frequently rush into new plans, new policies, new products, before they have appraised properly the full facts.

It is then that enthusiasm becomes costly. Often causing damage in market prestige that is difficult to rebuild. Often causing needless waste of money. Often giving competitors the chance they have been waiting for to edge in and upward.

All major promotional and marketing plans should be preceded by intelligent, unbiased fact finding. Only in this way can strong and weak points be discovered and analyzed before it is too late. Only in this way can dangerous pitfalls be uncovered and avoided.

Why learn the hard, expensive way? Why not try to discover in advance what is wanted, what will work, what has the best chance of success?

The right kind of facts, obtained by the right kind of market research organization, can help guide you to a more scientific profit approach.

Each program, plan, method, appeal, activity and argument is far more likely to be productive if founded upon fact instead of fancy. Sales activities can and should be engineered just as are products.

Look before you leap. Get the facts first through a Hooper-Holmes market research survey. Then you can afford to be enthusiastic —and with much more certain results.

★

WHAT IS THE HOOPER-HOLMES BUREAU?

For 40 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. Most of these are made and written by trained Inspectors, all of whom are full-time men. Their work is supervised by 81 Branch Offices. They regularly cover 13,577 cities and towns in their insurance work and their efforts are supplemented by 55,000 part-time correspondents.

Address all inquiries to Market Research Division, Chester E. Haring, Director.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK

Fun With Fitzpatrick; and Profit, Too

Everybody's Happy as Chicago Sponsor Meets Ladies

By PAUL BRINES

WHEN EVERYONE participating in a business idea makes money out of it, business becomes a pleasure and the pleasure turns into fun. And fun is the order of the day when Fitzpatrick Bros. airs its afternoon show titled *Meet the Missus* on WBBM, Chicago. The program originates at the Home Arts Guild where 400,000 women have eaten lunch during the last nine years, where 300 days of the next three years are booked solidly for members of Chicago's 5,000 social and religious clubs.

Fitzpatrick Bros., makers of Big Jack laundry soap, Automatic soap flakes and Kitchen Klenzer, has distributed 1,500,000 premiums to listeners of *Meet the Missus* during the last three years. The firm has offered about every gadget in a premium catalogue and whenever an offer is made the agency (Neisser-Meyerhoff Inc.) has a staff of 18 mail clerks on tap for the avalanche.

And in Comes Tommy

Behind the success of *Meet the Missus* is an organization unique in America, the Home Arts Guild. More than 36 national advertisers display their products at the modernistic Guild headquarters, test their ideas for package colors, commercial announcements, and distribution procedure. Here's the way it works. A Guild contact man visits the president of some Chicago club. He offers a free luncheon and the use of the Guild headquarters for an afternoon of bridge, asking that the Guild be paid $15 to cover serving and incidentals. He suggests that club members be charged 50 cents or a dollar. Usually 200 women attend the luncheons daily and their club nets $185.

Once inside the Guild quarters, the visiting club woman turns her afternoon over to the national advertisers. But the trick is this; she isn't conscious of it and enjoys herself immensely. The floor she walks on, the food she eats, the air she breathes—everything is the product of a national advertiser.

Highlight of her afternoon is 3:15-3:30, when in bounces a grinning red-headed Irish lad named Tommy Bartlett. At 23, Tommy is a top announcer of the WBBM staff and m.c. of *Meet the Missus* and *The Missus Goes to Market.* The theme of the show is fun and the questions asked are all questions of opinion. Before the show goes on the air, Tommy gets up on a chair and sings "My Wild Irish Rose" which usually brings down the house.

He opens the show by quizzing the club president, then carries his portable mike to all corners of the spacious Guild restaurant to interview the most jovial looking women. Questions like "Do you let your husband out on Thursday night?" result in enough giggles and small shrieks to give any WBBM listener a pleasant afternoon. When things get dull, Tommy gives some fat lady a very proper pinch or accidentally gets entangled with a hat feather.



WHEN *Meet the Missus* takes the air on WBBM, Chicago, from the local Home Arts Guild, members of Chicago's 5,000 women's clubs participate in the fun. The other afternoon Mrs. B. G. Babicky was interviewed by Tommy Bartlett (right), while Dudley Faust, WBBM salesman, looked on. The five-weekly quarter-hour show is sponsored by Fitzpatrick Bros., Chicago.

In 1936, *Meet the Missus* started as a serious quiz show. The club women were asked serious questions of fact. Tommy tapped the humor inherent in "the average housewife" and the program went with a bang.

So much so that Fitzpatrick Bros. added a Saturday afternoon disc show called *The Missus Goes to Market.* WBBM sends its mobile unit to selected retail stores within a 200-mile radius of Chicago and records Tommy's interviews with local shoppers. Plugged during *Meet the Missus, The Missus Goes to Market* has been seen in retail stores by a total audience of 200,000 during the last two years, according to WBBM. It has been recorded in 75 cities in four Midwestern States and follows the same humorous format as *Meet the Missus.*

Experiments on the Side

While the club women lunch at the Home Arts Guild they participate in a series of interesting experiments. Commercial copy is read to them and they vote on their reactions. Premium offers are tested by reading the radio copy, then displaying the actual premium. The ladies leave their names, tell where they shop and what they like. Miss Lucille Joern, of the Guild staff, talks to the women about new products, clever recipes, and each woman is given a recipe book. Advertisers display their wares in a section of the Guild quarters called Street of Shops. After lunch, and before *Meet the Missus* takes the air, they stroll by the displays, peek into a modernistic kitchen.

The effectiveness of the Guild advertising is marked by its informality. There is no high-pressured selling. The "lectures" are conversations during which the most conservative and modest woman feels free to chat. The atmosphere is a combination of the housewife heckling a merchant over the price of beans and the same housewife glowing with satisfaction because her husband likes her cooking.

Will the Guild plan work in other and smaller cities? To this question Irwin L. Rosenberg, who handles the Guild's sponsor contacts, replied, "I don't think it could be worked in any city with fewer than 1,000 women's clubs. The idea demands a new audience every day. The women must come from prosperous neighborhoods. We seldom have the same club oftener than once in two years." But agency men, like H. M. Alexander of the Neisser-Meyerhoff firm, know how effective a well-planned radio program can be when aired from a setting like the Guild provides. And officials of WBBM realize the listener interest of *Meet the Missus,* for they recently signed a five-year contract with the Guild for exclusive broadcasting privileges.

Broadcasts in Book

A PICTURE of the 1939 road to war as reflected in the day-to-day or hour-to-hour broadcasts of a radio broadcasts of a radio commentator is given in *How War Came* [W. W. Norton & Co., New York, $2], a compilation of selected broadcasts of Raymond Gram Swing on MBS. Book is divided into two parts: "From Prague to Danzig," which includes the texts of 27 broadcasts made in the period between March 9 and Aug. 18, and "The Fourteen Days," with 27 more broadcasts made between Aug. 21 and Sept. 3. Texts of manuscripts for the broadcasts were left unchanged except for an occasional alteration from the spoken to the written word.

Chesebrough Resumes

CHESEBROUGH MFG. Co., New York (vaseline products), on Nov. 1 resumes the dramatic series, *Dr. Christian,* on 61 CBS stations, Wednesday, 10-10:30 p.m. (EST), with Jean Hersholt continuing in the title role. Rosemary DeCamp and Gloria Holden are also members of the cast. Dorothy Barstow of McCann-Erickson, New York agency servicing the account, for the third consecutive season is in Hollywood to produce the show. Arthur Gilmore again will announce.

Seller's Sawbucks

USING regular poker rules, S. W. Townsend, manager of WKST, New Castle, Pa., has evolved a unique plan to stimulate salesmanship and reward the sales staff. With the station providing the stakes, WKST salesmen are allowed to draw one card from a regular deck of playing cards for each of their individual contracts for $20 or more. On the first of each month the men choose the best poker hand from their respective cards and lay them on the table. Best hand receives $10.

Unity on Copyright Advised by Craney

Tax-Free Library Restriction Brings Complaint to Miller

DECLARING that "copyright history is repeating itself", E. B. Craney, operator of KGIR, Butte, and other Montana stations, Oct. 16 expressed doubt about the outcome of the present ASCAP crisis unless networks and stations work together, particularly on tax-free music.

In a letter to Neville Miller, NAB president, the active Montanan referred to purported refusal of NBC to make available to stations the tax-free portion of the *Thesaurus* transcribed service as a unit, and "without forcing the stations to take their whole service". He urged Mr. Miller's "serious consideration".

Too Soon, Says Miller

Upon receipt of the Craney communication, Mr. Miller asserted that *Thesaurus* informally had expressed its desire to cooperate with the NAB in its effort to establish a tax-free music reservoir along the lines embraced in the Broadcast Music Inc. plan adopted at the special convention in Chicago Sept. 15. He observed, however, that definite arrangements with transcription libraries could not be made until the Broadcast Music project is under way, with funds available. He felt it premature to ask any organization to change completely its mode of doing business with the industry until definite, tangible propositions could be made.

Mr. Craney's letter follows:

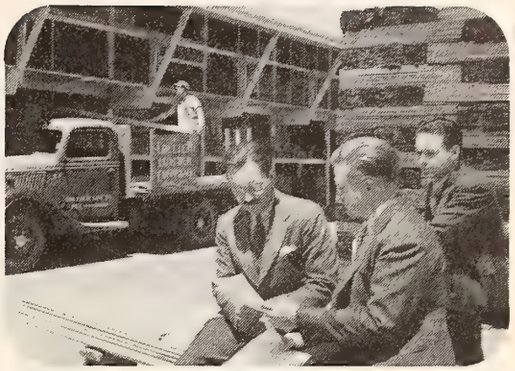
"To me it seems copyright history is repeating itself. We are going through the same sort of 'the industry must stick together' frenzy that we went through in 1932 and 1935. As broadcasters we have always stuck together. As broadcasters and networks we have always found that the networks have walked out on us. This time, as in 1935 and back in 1932, the networks assure us that they are all with us. If this is actually the case, I am wondering why it is today that the NBC refused to make available to broadcasting stations their tax-free portion of their *Thesaurus* transcribed service as a unit without forcing the stations to take their whole service.

"Today NBC claims that 40% of their monthly releases are tax free. Yet to stations who wish to use only this tax free music, they refused to make that service available so that stations can increase their libraries of this type of music but instead, make the stations take the whole service, even though 60% of it will never be used. If NBC was sincere in its statement that it will stick together with the broadcasters and wishes to find a solution for this problem, I am sure it would make this service available separately so broadcasters now could start in building their tax free library service. This is a situation that you and the broadcasters at large should seriously consider at this time."

BECAUSE Dick Bray, sportscaster for WLW-WSAI, Cincinnati, was selected to referee the Notre Dame-Navy game at Cleveland on Oct. 21, WLW carried the Alabama-Tennessee game on NBC-Blue rather than independently originate a football broadcast on that day.

Official Communiques

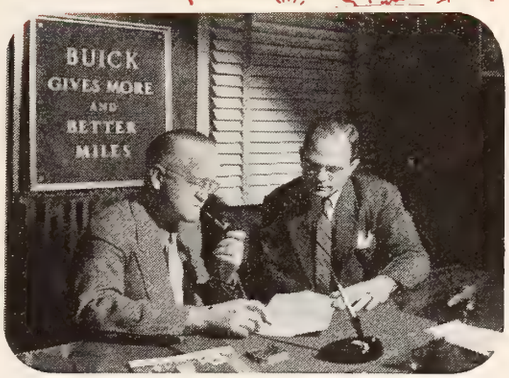
FROM THE HOME FRONT!



FROM LOCAL LUMBER DEALER: "We have enjoyed a very good spring and summer business, particularly in our remodeling plans featured over KVOR."—V. L. Collier, Collier Lumber Co.



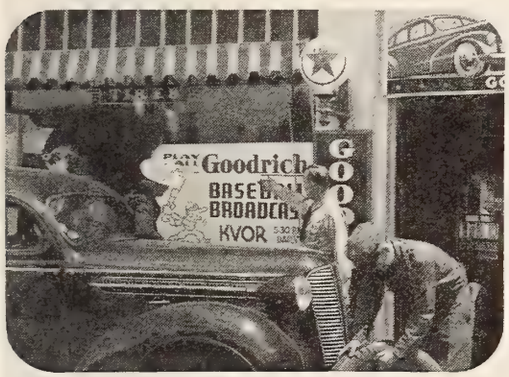
FROM LOCAL BAKERY: "After studying various media, and specifically the audience, we're sold on KVOR and are placing with you the most extensive campaign we have ever attempted."—A. C. Hanneman, Star Baking Co.



FROM LOCAL BUICK DEALER: "When someone asked me what I thought of KVOR's ability to get results, my answer was that I have been using KVOR for 3 years."—H. D. McDonald, President, Strang Garage Co.



FROM LOCAL DEPARTMENT STORE: "It has been our experience that you have a large and responsive audience not only in Colorado Springs but also in cities and towns for miles around."—R. B. Frost, Giddings, Inc.



FROM LOCAL GOODRICH STORE: "For the second year in succession we have spent a good share of our advertising budget on KVOR. And for two years we have shown a highly gratifying sales increase."—L. R. Wilson, Manager.



FROM LOCAL COFFEE COMPANY: "We have used KVOR to sell our Derngood Coffee in Colorado Springs and also the territory surrounding. Results have been very satisfactory in both instances."—J. J. Dern, Dern Company.



FROM LOCAL SHOE COMPANY: "Although we have been in Colorado Springs 50 years, I feel our 2 years of KVOR broadcasting has brought us customers that we had never reached before."—F. M. Baity, Vorhes Shoe Co.

THE soldiers who hold down the front line trenches in the battle for sales in the Colorado Springs-Southern Colorado sector have found their most powerful weapon in KVOR.

The reason... KVOR, one of the pioneer stations of the Rockies, has positively and definitely established itself as the Home Station of the area. Actively and earnestly, KVOR goes about daily making itself an integral part of its community. Every civic, cultural, educational and religious interest affecting its area finds expression in its program structure. Scores of locally produced shows, newscasts and sportscasts are eagerly listened to.

Network centers were surprised when, in 1938, KVOR was awarded Variety's recognition as the nation's outstanding station for community exploitation. Listeners in Southern Colorado simply took this honor as an official confirmation of their own rating for their own station. And sponsors saw in this designation a reason for the highly gratifying manner in which KVOR handled their sales jobs.

KVOR *Colorado Springs*

COLUMBIA NETWORK • 1000 *WATTS* • *FULL TIME*

THE OKLAHOMA PUBLISHING CO.: THE OKLAHOMAN & TIMES ★ THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS
WKY, OKLAHOMA CITY ★ KLZ, DENVER (*Affiliated Management*) ★ REPRESENTED BY THE KATZ AGENCY, INC.



INVENTED by Vernon Mallory, 26-year-old control engineer of WOAI, San Antonio, this apparatus makes it possible for an airplane pilot to turn on, while in the air, boundary and runway lights from the cockpit of his plane. Demonstrated with success recently to civic, government and military representatives, the idea was conceived by Mallory six years ago after hearing pilots talking about having to drop flares in order to land after lights on the landing field had failed to come on because the watchman was asleep.

Sale of South American Time Planned By New Crosley International Station

WITH THE completion in November of the new Crosley 50,000 watt international station, WLWO, efforts will be made to sell time on the station pursuant to the new rules governing international broadcasting stations permitting sponsorship, according to announcement Oct. 18 by the Crosley Corp. Formerly known as W8XAL, the station will begin operation with entirely new equipment and will beam its signals toward the South American market. The station management and operation, along with the pioneering work in time sales, will be under the direction of James D. Shouse, Crosley vice-president in charge of broadcasting, and Robert Dunville, general sales manager.

The signal will be concentrated along the east coast of Brazil, Uruguay and Argentina, directed toward such cities as Rio De Janiero, Buenos Aires, Montevideo and Sao Paulo. It is estimated WLWO will transmit more than 100,000 watts in this direction. A rhombic antenna concentrates the station's full output in a small beam, making it possible to deliver a signal strength of more than 600,000 watts at any given point, it was stated.

To Use Six Frequencies

The station will operate on six frequencies, which will be changed throughout the day so that the comparative signal strength always reaches the east coast of South America. The frequencies are 6060; 9590; 11,870; 15,270; 17,760, and 21,650 kc. An automatic frequency change system has been devised by R. J. Rockwell, Crosley chief engineer, whereby the frequency shifts can be made without a time lag. The push-button arrangement permits the frequency shift "as quickly as you can snap your fingers", Crosley announced.

Simultaneously, it was announced that Crosley is adding to its staff both Spanish and Portugese announcers, continuity writers and promotion men. In Brazil and Argentina, the two most sought after countries from the merchandizing standpoint, different languages are spoken. Brazil with a population of approximately 45,000,000, has 420,000 receivers. Argentina, on the other hand, with a population of about 12,000,000 has 1,110,000 receivers. Despite the low ratio of set ownership, it was stated that in many South American towns, there are community receivers for community listening. In the specially devised programs there will be emphasis on music though numerous news periods are contemplated.

WLWO will be new only in call letter and equipment. Its predecessor, W8XAL, first began operation in 1925. It has operated with 10,000 watts.

Gophers Bombed

PARTICIPATING in the Flying Peace Crusade, a 30-plane armada "bombing" Minnesota communities with keep-out-of-war petitions under auspices of the *Minneapolis Times-Tribune*, Dr. George W. Young, owner of WDGY, Minneapolis, flew his own plane and made the only scheduled broadcasts during the trip. Landing at Rochester and Winona, Dr. Young spoke over KROC and KWNO on behalf of the peace flight, and later was interviewed on WDGY by Joe Ferris, *Times-Tribune* commentator. The signed petitions are being forwarded to Minnesota Congressmen in Washington.

AIRPORT REQUIRES WMCA TOWER SHIFT

REMOVAL OF the transmitter and towers of WMCA from Flushing, L. I., to Kearney, N. J., was authorized by the FCC Oct. 17, to eliminate the hazard to the new $40,000,000 North Beach Airport, one mile distant from the present WMCA site. A sum of $85,000 to cover condemnation and land costs for the present transmitter building and antennas has been authorized by civic authorities.

$135,000 New Plant

To minimize the hazard of the present WMCA antennas, located on a direct line from the longest runway of the new airport, one of the two towers has been dismantled while the second has been cut down from 300 to 200 feet. In so doing, the directional pattern of WMCA designed to protect stations in Syracuse, Youngstown and Asheville, has been eliminated and WMCA's power temporarily reduced to 500 watts from its present authorization of 1,000 watts full time.

Construction of the new transmitter at Kearney, under the FCC ruling, must be effected within four months from Oct 15. By virtue of the new location, WMCA is applying for 5,000 watts day and 1,000 watts night on 570 kc., with ultimate hope of procuring 5,000 watts full time under the new FCC rules. It is estimated cost of the new installation, including a new 5,000-watt transmitter to replace the present composite unit, would be in the neighborhood of $135,000.



You Can't **fool a** *Wise* **buyer**

That's why you time buyers know the tremendous selling power of a station with an audience of **consistent listeners.** You know that such voluntary preference will bring **consistent results.**

From sunup until late at night, the great majority of dials throughout Kansas and almost half of all adjoining states are set at "580"—WIBW's powerful, productive frequency.

As a canny time buyer, you'll say, "Prove it." We'll not only prove it, but furnish you with a lot of mighty useful analytical material, if you'll write for your free copy of our new Kansas Radio Audience Report. This is a complete, door-to-door study of urban, village and rural listening habits. Program preferences for men and women of all age groups are broken down by place of residence. These valuable unbiased facts are not designed to "sell" WIBW, but to help you arrive at your own decisions.

Write Today For Your Free Copy

WIBW *"The Voice of Kansas"*
COLUMBIA'S OUTLET *for* KANSAS

BEN LUDY, *General Manager*
Represented by
CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago—Kansas City, Mo.—San Francisco

In the **WWL New Orleans** Market

they're buying

Postal Receipts are	**UP**	5%
Building Permits	**UP**	23%
Telephones in Service	**UP**	6%
New Motor Vehicles	**UP**	29%
Department Store Sales	**UP**	1%
Furniture Sales	**UP**	1.8%
Electric Power Use	**UP**	8%
Bank Deposits	**UP**	9%
Private Employment	**UP**	181%

Based on figures compiled by the Bureau of Business Research, Louisiana State University, comparing August, 1939 with August, 1938.

So advertisers are buying—

dominant **WWL** the 50,000 watt station in **New Orleans**

Our sales are UP 64.6%

Use one station—WWL New Orleans—and you win this big fast-buying market. WWL gives 50,000 watt power—*plus* the power of leadership. You get more than just coverage—you get EFFECTIVE coverage—and that means *results.* (Proofs from Advertisers are in our files.) Loyal listeners turn *first* to WWL—and stay with WWL—for CBS network programs and their favorite local features.

Tell - Sell - over WWL New Orleans - CBS AFFILIATE - NATIONAL REPRESENTATIVES - THE KATZ AGENCY, INC.

Novem

The most nearly perfect thi

is a World *Vert*

**Licensed by*
ELECTRICAL RESEARCH PRODUCTS, INC.

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AMERICAN TELE
BELL TELEP
WESTERN

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NE & TELEGRAPH CO.
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CTRIC COMPANY

**Produced by*
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BROADCASTING and Broadcast Advertising

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CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● PAUL BRINES
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN

Hearts & Flowers

COL. FRANK KNOX's *Chicago Daily News* literally rips the pants off the broadcasting industry for its fight against ASCAP, in an editorial published in its October 17 issue. Gene Buck, ASCAP's "grey eagle", or E. Claude Mills, who turns a neat phrase in his own right, couldn't have produced a screed more effectively espousing Tin Pan Alley's cause.

But the *News* editorial, like all of ASCAP's diatribes against broadcasting, falls flat because it doesn't deal in facts. The broadcasting industry has never sought to "deprive song writers and song publishers of reasonable recompense". It simply wants to pay for what ASCAP music it uses, not a privilege tax on its gross income. Radio needs music, and, at this stage, it needs ASCAP's repertoire. It also needs microphones, copy paper, typewriters, transmitters, antennas, and other appurtenances—all just as important if the station is to continue on the air. But stations do not pay a tax for these; they buy them in an open, competitive market. Music, too, is a commodity.

The issue, really is simple. ASCAP, however, always has preferred to befog it and deal in hyperbole. It portrays radio as a bloated Goliath, dripping with gold, trying to wrest from a thousand tattered song-writing Davids their staff of life. We in radio know this is just so much hogwash. Show us a publisher or writer in ASCAP's exclusive charmed circle who is in dire need, and we'll point out a dozen who sup sumptiously at the Stork Club. But ASCAP finds it easy to dramatize itself to the tune of Hearts & Flowers, while appearing to forego the more crass commercial aspects. With the able editorial assistance of such journals as the *News*, which apparently had not gone to the trouble to inform itself, it can get across its story to the body politic.

Referring to the NAB's Broadcast Music Inc. project for an independent radio-owned music producing organization, the *News* foreshadows its death aborning. But it talks about such a movement giving radio power to "deal dictatorially" with a controlled clique of publishers, composers and authors. This has all the earmarks of an adroit effort to make ASCAP's shoe fit the broadcasters' foot. We would commend to the *News* a reading of Associate Justice Black's dissenting opinion in a recent ASCAP case; of the Department of Justice bill of complaint against ASCAP in the pending anti-trust suit in New York, and of innumerable pages of testimony on ASCAP before Congressional committees and the courts.

The *News* editorial concludes that the only way in which the new organization might become a real rival for ASCAP would be through assuring its "members" greater security and more adequate recompense for their talents. Although we haven't indulged in keyhole eavesdropping, we understand that many writers are far from satisfied with their lot in ASCAP, and that it isn't one big happy family. In passing we might note that the Broadcast Music plan envisages precisely what the *News* editorial views as unattainable.

Goods or Government

THE CONTROVERSY over controversial issues, precipitated by the NAB code, sadly has reached the pitch of rock-throwing and name-calling. To be sure, it strikes at fundamentals in radio, which is in the process of acquiring for itself a tradition, and is doing it in the public gaze. But the issue is not one of life or death for the industry.

As we quibble and quarrel over the right of individuals to buy time in big hunks to espouse this cause or that, as against allotments of free time for the same purpose, we might take a look across the Atlantic to see what goes on there. Abroad there isn't any question at all about free speech, because it doesn't exist. The governments of all the European nations, belligerent and neutral alike, run their radio shows as they please. No individual or organization, save those in power, can as a matter of right buy, beg or steal radio time.

Baukhage, NBC commentator just returned from the European scene, sums it up aptly in his observations published in this issue. The chief difference in radio abroad and in this country, he observes, is that "Radio in America sells goods, in Europe it sells governments".

America is what it is because any citizen can mount the soap-box and holler his head off. If he's enough of a clown or a showman, he gets an audience. But radio is not a common carrier, and it cannot accommodate all comers on any basis. Moreover the station operator has a public service obligation. When broadcasters, of their own volition, get together and decide how they can best serve the public, whether the issue is neutrality or a neuritis cure, we think they are not only within legal bounds but would be derelict if they evaded the issue. The mechanics of contract expirations, enforcement and other collateral problems certainly can be adjusted without thundering headlines, innuendos and mud-slinging.

Again borrowing from Baukhage: "It's well to remember that, while you can't have war without censorship, without some censorship in the first place you probably couldn't have a war."

The Needle Needed

TELEVISION, glamour child of radio for the public, is just an incorrigible, spendthrift brat for the broadcasting industry at this writing. After 10 years of guarded, spoon-fed upbringing, it still isn't out of the kindergarten as a medium of entertainment and enlightenment.

Since April, RCA-NBC has been promoting television for all it's worth in New York, with high-calibre, regularly scheduled programs. The fair-going public looked and became enthralled, but it didn't buy sets. Less than a thousand, we understand, have been sold in New York.

Telecasting is expensive, even by comparison with the supercolossal productions of the movies. Networks and stations alike are wary about sinking money in an experimental venture when its future is so conjectural and when there is no immediate prospect of return. The experimental ban, barring stations from selling time, and even preventing stations from procuring licenses unless they "contribute to the technical art", constitutes restrictions which they cannot treat lightly.

Blame for this condition cannot be ascribed to any single source. Because the FCC has adopted a cautious policy, it has been criticized by certain experimenters, primarily in the set manufacturing end. We do not think that is justified. The Commission isn't responsible for the high cost of receivers.

We think there is merit in the suggestion that the experimental ban on television be modified. Realizing that they can sell time for visual broadcasts and limited only by their own ingenuity, those broadcasters in the field unquestionably would get the needed impetus to make heavy investments in the medium. As in the early days of broadcasting, they would devote the return not with any idea of immediate profit but to defray overhead and build audience.

Television cannot start from scratch. It suffers from aural radio's unexcelled quality. The "looker" won't be satisfied with the squeaky local soprano of radio's cat whisker era. There must be highly attractive programs before sets can be sold. Spot news events, sports, parades and the like will prove a boon—"spotvision" it has been called.

Because television cannot go through a "blooper" era, the same regulatory yardstick cannot be applied to it. Why not lift the experimental ban and let the advertisers themselves and their agencies get in on the ground floor and work alongside the stations in launching the medium?

There is always the chance it won't take. But we have an abiding faith in the resourcefulness of our broadcasting industry and in the genius of our industry. Given the opportunity, they will find means of attracting the advertisers' dollars to pay the way, and of developing visual receivers within the average pocketbook range. To date much money has been ventured, but none gained. That's the wrong approach to a very real proverb.

We Pay Our Respects To —



PAUL HUTCHESON RAYMER

WHEN you meet Paul Hutcheson Raymer, president of the national representation firm bearing his name, your reaction is that here's a man who has himself in hand, who knows exactly what he wants to do and precisely how to do it. Proof can be found in his company's standing. One of the oldest representative firms in the ever changing business of radio, Paul H. Raymer Co. has never changed in name, organization or principle since its establishment in January, 1933. And its billings indicate a yearly increase of 20% during each of the last six years.

Aviator, manufacturer, publisher and advertising executive — those words sum up Mr. Raymer's career. In the background of most "swell guys" can be found the small town beginning and early Main Street influences. Prod a little and after a large grin Paul will tell you that he was born in Beaver, Pennsylvania, Nov. 6, 1896. His father was a railroad man, and early in life Paul took keen interest in all things mechanical. So much so that at 13 he played hookey from school to hop from nearby hills in a glider he'd built from plans in a 1909 copy of *Scientific American*.

With a diploma from Beaver High School, Paul headed for Cornell University, where he joined Sigma Nu fraternity. But along came the World War and 1916 found him in Miami, training to be a Navy pilot. In 1917 he went to England and for the duration of the war flew with the Navy submarine patrol over the Irish Sea. The big flying boats carried crews of five plus two 500-pound depth bombs. Paul's stature —he's 5 feet 10 and weighs 135 pounds—was ideal for a pilot and undoubtedly this hazardous period of his life marked it with the quiet reserve which characterizes him today.

As soon as the war was over, he returned to Cornell and was graduated from the School of Liberal Arts in 1921. From Cornell he went to New York and got a job with the Yale University Press, writing and selling. That season he sold $10,000 worth of American history books from door to door in Manhattan—and that, gentlemen, is salesmanship. Paul found a mental challenge in the advertising business and in 1923 he joined the old Hanff-Metzger staff (now the Buchanan Co.) and later served as account executive with Dorland International and H. K. McCann Co. (now McCann-Erickson).

In 1924, he devised a formula for dental chewing gum, patented it and started its manufacture. So successful was Oralgum that the Beechnut Company bought the rights and made the gum a national seller. Paul still gets a nice royalty check annually from this venture.

But to set him talking the way a man talks when he's really interested, one must mention the publishing business. For in that fatal year of 1929 he started a daily paper called *Today in New York* with the slogan of "All the News Before It Happens". At five cents the copy and with linage rates higher than the *New York Times*, Paul's 12-page daily tabloid set out to tell visitors and idle New Yorkers what to see and where to see it.

More than an entertainment guide, the paper carried all sorts of human interest stories. If there happened to be a sensational murder trial, readers were told where it was being held, how many seats were available. If Freud was in town for a lecture or a new ocean liner was due to dock, *Today in New York* told where to see them, how much the whole thing would cost. With a staff of 20, the paper boomed for 133 issues. Fifth Avenue shops clamored for space. Then came the 1929 crash!

It was in January, 1933, that Paul Raymer started his successful firm of radio representation. It was then, and has continued to be, one of the leading radio representative companies, its personnel well-known to advertisers, agency executives and station men all over the country.

As you enter Mr. Raymer's main office high in Chicago's Tribune Tower, it's a tossup whether you can keep your eyes from the top-notch color photographs hanging on the walls. Mr. Raymer's business manner is one of quiet confidence and there's something very shrewd in his judgment of radio advertising. But touch on photography in your conversation and he's away on a description of his favorite hobby. He says he has fun on the golf course even if his handicap is 19, but you easily sense that photography is his main hobby.

And one of his best photographic subjects is Janet Raymer, Paul's 17-year-old daughter. When not attending the exclusive girls' school, Rosemary Hall, Greenwich, Conn., "Jan" travels with her dad and is known to station personnel far and wide. One day BROADCASTING may well pay tribute to Janet as another outstanding woman of the radio industry.

Personal NOTES

GARDNER COWLES Jr., president of the Iowa Broadcasting System, and Roger Starr, in charge of CBS college journalism publicity, were among the speakers at the national conference of the Associated College Press, held Oct. 26-28 at Drake U. Des Moines. Mr. Cowles spoke on "War and the Newspapers", while Mr. Starr discussed "What Radio Can Mean to the College Student."

WILLIAM BAILEY, formerly commercial manager of KFNF, Shenandoah, Ia., has been named manager of the new WCAR, Pontiac, Mich. Mr. Bailey was a member of the sales staff of KOIL, Omaha, and was associated with KOWH (then WAAW), Omaha, before joining KFNF.

LEONARD D. CALLAHAN, former assistant to the managing director of the NAB, has joined the New York legal staff of the Society of European Stage, Authors & Composers (SESAC), according to an announcement by Paul Heinecke, president. For the last two years Mr. Callahan has been practicing law in Washington, specializing in copyright. Before joining the NAB, he was on the legal staff of the Department of Justice.

GEORGE A. TITUS, formerly commercial manager of CJRC, Winnipeg, has been appointed manager of CKCA, Kenora, Ont. Clinton V. Godwin, former program director of CJGX, Yorkton, Sask., and former announcer at CKX, Brandon, Man., has been appointed commercial manager of CKCA. Billie McLellan, announcer, has been placed in charge of studio operations.

PHILIP G. LASKY, general manager of KSFO, San Francisco, and KROW, Oakland, Cal., returned to San Francisco via the Panama Canal Oct. 18, following a two-month business and vacation trip to the East. He was accompanied by Mrs. Lasky.

HENRY GERSTENKORN, for many years associated with both the Rodney E. Boone Organization and Paul Block & Associates, national newspaper representatives, has been appointed merchandising director of Don Lee Broadcasting System, Los Angeles. Recently he was with Roma Wine Co., Los Angeles.

HAYDN EVANS, formerly commercial manager of WNAX, Yankton, has been named commercial manager of WTAQ, Green Bay, Wis.

WILLIAM S. HEDGES, NBC New York vice-president in charge of owned and operated stations, was in Hollywood Oct. 19 for discussions with Don E. Gilman, western division vice-president. He went to the West Coast to install Lloyd E. Yoder as manager of KOA, Denver, and to confer with A. E. Nelson, new manager of KPO-KGO, San Francisco. He returned to New York Oct. 30.

BERT ARNOLD, until recently assistant manager of WQAM, Miami, on Oct. 15 became manager of WLAK, Lakeland, Fla. He was formerly with WGR, Buffalo, and WFLA, Tampa.

G. T. C. FRY, formerly assistant promotion manager of *Esquire* magazine, has been appointed sales promotion manager of the CBS Detroit office, effective Nov. 1, in which position he will report directly to Victor M. Ratner, CBS director of sales promotion in New York.

DR. JOHN S. YOUNG, radio director of the New York World's Fair, on Oct. 17 was decorated by the Yugoslavian Government, as Commander of the Order of the Crown of Yugoslavia. Constantin Fotitich, Yugoslav Minister to the United States, made the presentation at a ceremony in the Fair's Administration Building in recognition of Dr. Young's "extraordinary service" to Yugoslav people. Previously Dr. Young had received decorations from France, Italy, Rumania, and the Vatican.

ROGER W. CLIPP, general manager of WFIL, Philadelphia, left the hospital Oct. 21 after an emergency appendectomy performed last month in Bryn Mawr Hospital, Philadelphia.

S. W. TOWNSEND, president and general manager of WKST, New Castle, Pa., has received his commission as Lieutenant Commander in the U. S. Naval Reserve.

ART BALFOUR of CKCK, Regina, has been appointed manager of CJAT, Trail, B. C., effective Nov. 1.

JACK MURPHY, formerly commercial manager of WAYX, Waycross, Ga., has joined the sales staff of WAIM, Anderson, S. C.

JOE MILLER, head of the NAB labor department, participated in a roundtable discussion on radio's labor affairs Oct. 11 at a meeting of the NAB 15th District in San Francisco.

JACK MACY, recently of Kohler Co., has joined the sales staff of WSB, Atlanta.

HAROLD ESSEX, Chicago advertising man, has been named commercial manager of WSJS, Winston-Salem, N. C.

ROBERT VON BYRNE, formerly of NBC, New York, has joined KTMS, Santa Barbara, Cal., as account executive.

BUD AVERILL, salesman of KWK, St. Louis, is the father of a girl born this month.

VAL WEBER has joined the sales staff of WCLO, Janesville, Wis., succeeding Earl Sheridan, who has returned to Buffalo.

MAJ. FRANK FORBES-LEITH, former sales manager of the Hotel Berkley-Carteret, Asbury Park, N. J., and numerous New York hotels, has been appointed sales manager of Wire Broadcasting Corp. of America for the New York area, including Northern New Jersey.

ROBERT L. HUTTON Jr., sales promotion manager of WCCO, Minneapolis, on Oct. 13 married Mary Eleanor Best of Minneapolis.

GENE WEILL, of the commercial staff of KARK, Little Rock, Ark., has been named publicity director for the new Joseph T. Robinson Memorial Auditorium in Little Rock.

A. A. SCHECHTER, NBC director of news and special events, spoke Oct. 31 before the Advertising Club of Boston on "Radio Covers the War".

STEELE MORRIS, for nine years account executive of Lord & Thomas, Los Angeles, has joined the CBS Hollywood sales promotion department. He succeeds Oscar (Bob) Reichenbach, resigned. Henriette Martin has resigned to join the writing staff of 20th Century-Fox Studios.

FRED A. PALMER, manager of the Arizona Network, has been re-elected to the directorate of the Phoenix Chamber of Commerce.

DAVID SARNOFF, president of RCA and chairman of the board of NBC, on Oct. 13 addressed the 75th annual convocation of the University of the State of New York in Albany, speaking on "Radio and Education".

ROY HUGHES, KOY, Phoenix, account executive, has been appointed captain of the local Community Chest campaign.

BRADLEY R. EIDMAN, national sales manager of WAAF, Chicago, was in Hollywood during mid-October on station business.

DAN GANN, salesman of KCKN, Kansas City, Kan., recently married Wretha Seaton, conductor of the KCKN *Shopping Guide*. The couple was married by Evan Fry, formerly head of the KCKN continuity department and also an ordained minister, who is now with KANS, Wichita, Kan.

A. J. ABRAHAMS, of the sales staff of WWL, New Orleans, has left the staff to return to his Baltimore home.

ROBERT R. TINCHER, manager of WNAX, Yankton, S. D., is the father of a girl born Oct. 14.

JOHN BROWN, new to radio, has joined the sales staff of KOWH, Omaha.

NBC Publicity Shifts

PARTIAL reorganization of NBC's New York publicity division followed the resignation, Oct. 21, of John Graham, trade news editor, and Edwin Curtin, with the network's press staff for the last ten years, most recently as editor of the weekly clip sheet. Charles Pekor, in charge of publicity on sponsored programs, has been given the trade news post as well. Arthur B. Donegan, for the past two years on the New York publicity staff of Warner Brothers Pictures and formerly in newspaper work, has joined the staff as assistant to Pekor. Jack Miles, staff writer who has taken over the clip sheet, will be assisted by another newcomer, Fred Mears, formerly with United Press and the *Spokane* (Wash.) *Spokesman Review*.

Frank Oliver

FRANK OLIVER, 64, a member of the first player group of WGY, Schenectady, died Oct. 15 after an illness of several weeks. He made his first stage appearance at the age of 10 in London, and while at WGY in 1935 observed his 50th anniversary as an actor. His first WGY program was performed in August, 1922. Besides acting and producing, he wrote many radio dramas.

Joseph Green

JOSEPH GREEN, NBC orchestra conductor and musician, on Oct. 16 died of pneumonia after a major operation at Post Graduate Hospital, New York, at the age of 43. Mr. Green was formerly with John Philip Sousa's band and was a co-inventor of the vibraphone. He is survived by his wife, Marguerite, his mother, two brothers and a sister.

BEHIND the MIKE

WORTH KRAMER, formerly program director of WGAR, Cleveland, has been placed in charge of the WGAR artists service, in which capacity he will concentrate on bookings for the 40-voice Negro chorus on *Wings Over Jordan*, which is heard weekly on CBS. Carl George, formerly production manager, has succeeded Kramer as program director.

CAROL GAY, formerly of KMOX, St. Louis, has joined the announcing staff of KWK, that city. Virginia Hardy has been named secretary to V. E. Carmichael, KWK sales manager, succeeding Helen Corbett, resigned. Helen Hill, secretary to Manager Ray Dady, was married to Guy Miller Oct. 14.

HARRY McTIGUE, General Mills sports announcer, has been assigned to handle the Washington Redskins pro football games over WOL, replacing Tony Wakeman. Change was ordered by Brad Robinson, Knox-Reeves sports chief.

J. KENNETH JONES, formerly of the continuity staff of WHAS, Louisville, has been named director of information of the Federal Radio Education Committee in Washington.

WALLY SHELDON, formerly of the announcing staff of WCAU, Philadelphia, has resigned to join WSAN, Allentown, Pa., as assistant program director. Louis Fisher, formerly of WCAM, Camden, N. J., succeeds him at WCAU.

Meet the LADIES



MRS. R. DEAN JOHNSON

BETWEEN talks to civic groups almost daily, duties as personal shopper, conducting style shows, making trips to New York and Hollywood, judging bathing beauty and baby contests—to say nothing of writing and portraying *Joanne Taylor* daily for the John Taylor Dry Goods Co., on KMBC—Mrs. Johnson is just about the busiest person in Kansas City. She got into radio by accident. A graduate of Missouri U Journalism School, Mrs. Johnson attracted the attention of an agency executive with her writing, and she became *Joanne Taylor* July 5, 1935. Under her direction the program, now in its seventh year, has become an outstanding example of the successful use of radio by a department store.



CAUGHT at his desk during a momentary pause in the day's activities is Archie S. Grinalds, recently appointed sales manager of WSAI, Cincinnati, by General Manager Dewey Long. Grinalds joined WSAI a year ago, coming from WAGA, Atlanta. Previously he had been with WBT, Charlotte, and WMAZ, Macon, Ga. With Grinald's appointment, Manager Long announced transfer of Meredith Runck to the WSAI sales department from the research and statistical department of WLW.

RAY COFFIN, formerly Hollywood divisional manager of the defunct Atlas Radio Distributing Corp., has been placed in charge of television broadcasts of Don Lee Broadcasting System, Los Angeles, which operates W6XAO, that city. Harry R. Lubcke is television director.

HAL SCHER, formerly announcer at the General Electric shortwave radio station on Treasure Island, San Francisco, has joined KSFO, San Francisco.

NEIL SEARLES, formerly of WDGY, Minneapolis, KSTP, St. Paul, and more recently of WISN, Milwaukee, has joined the sports announcing staff of WOWO, Ft. Wayne, Ind.

ANTONIA JACKSON, formerly of the Golden Gate International Exposition radio department, has joined the CBS production department at San Francisco, in charge of scripts.

AL BARKER, formerly with the continuity department of NBC-Chicago, as author of the *Don Winslow of the Navy*, has rejoined the department, replacing Jack Fraser, who has resigned to free lance.

BOB BOWERS, of St. Louis, has joined the announcing staff of WSJS, Winston-Salem, N. C., Ed Koops, of La Crosse, Wis., has been named continuity director. Bob Van Camp has been promoted to musical director, succeeding Elsie Tuttle, resigned.

SID GOODWIN, formerly an NBC and CBS Hollywood announcer-producer, has joined the announcing staff of KFI-KECA, Los Angeles.

BILL SHINGLE, formerly of WDZ, Tuscola, Ill., has joined the announcing staff of WIBC, Indianapolis.

PETE PRINGLE, editor of the CBS Hollywood news bureau, is the father of a boy born Oct. 9.

THELMA WALLACE, well known in Seattle radio, has joined KMO, Tacoma, Wash., as director of women's programs.

MILLICENT POLLEY, and Charles Volger have joined the announcing staff of WHBF, Rock Island, Ill.

HAL NEWELL, announcer of WEEI, Boston, on Oct. 14 married Ruth Kennedy.

DICK DORRANCE of WOR's press department is author of a short story, "We Take You Now to Maine", dealing with radio coverage of special events, that appeared in *This Week* for Oct. 23. Dorrance and Joe Ranson, radio editor of the *Brooklyn Eagle*, coauthored "You Can't Sing That", an article on radio's censorship of songs, in the November *American Mercury*.

KERMIT HANSON, new to radio, has joined the program department of KOWH, Omaha.

TED MacMURRAY, assistant production director of NBC-Chicago, is convalescing at the local Edgewater Hospital following an abdominal operation.

DICK BERTRANDIAS of the KPO-KGO press department in San Francisco, married Evelyn Lopes of San Jose, Cal., Oct. 21.

JIM THOMAS, formerly of WWL, New Orleans, and WCOA, Pensacola, Fla., has joined the announcing staff of WDGY, Minneapolis.

GEORGE THORNE, formerly of KVSF, Sante Fe, N. M., and Lee Karson, of KGGM, Albuquerque, have joined the announcing staff of KOB, Albuquerque.

VIRGINIA BAHN, program director of KFVS, Cape Girardeau, Mo., was one of 12 local women named as leaders in their professions at the annual banquet of the Cape Girardeau Business & Professional Women's Club.

YVONNE BROADCORENS has joined the program department of WEEI, Boston, along with Arthur Robinson and Eleanor Potter in the general service department.

RONALD DAWSON, formerly of WOL, Washington, D. C., has joined WFVA, Fredericksburg, Va., to produce dramatic shows.

ERNEST MOBLEY, formerly of KOB, Albuquerque, N. M., has joined the announcing staff of KTOK, Oklahoma City. Naomi Warner, formerly of KBIX, Muskogee, Okla., has joined the KTOK office staff.

LORIN GREENE, production manager of Radio Centre Ltd., Toronto, transcription producers, has joined the Toronto staff of Canadian Broadcasting Corp., as announcer. He is succeeded by Douglas Marshall, former newscaster for the *Toronto Globe & Mail*.

FRANK BROWN and Kay Lavelle, formerly featured on the *Al Pearce* show and transcriptions, have joined WCCO, Minneapolis, to conduct the early morning *Sunrisers* feature. Bob Sutton, their son, formerly of KFWB, Hollywood, also accompanied them to Minneapolis from Hollywood and will write continunity on the program.

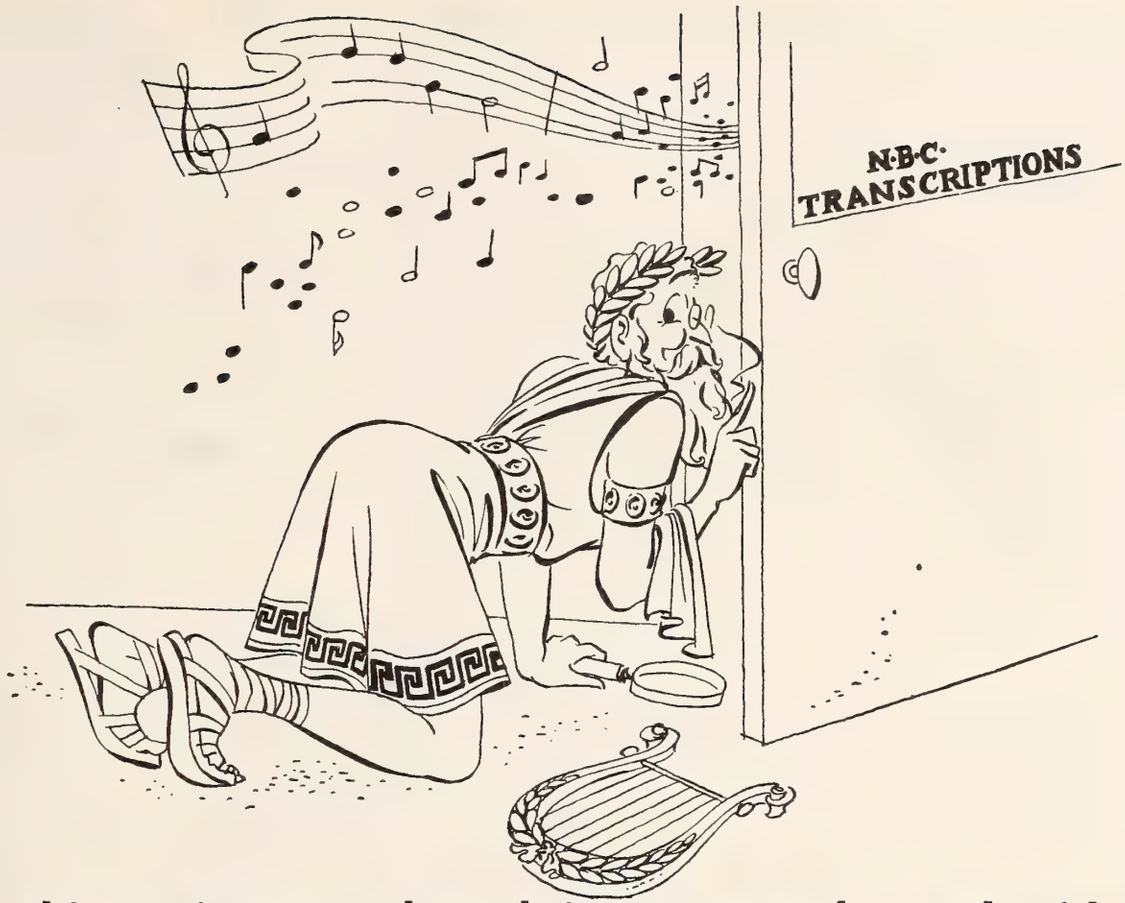
ROBERT McANDREWS, KPO-KGO promotion manager in San Francisco, recently wrote a story about Brother Leo of St. Mary's College in the *Olympian*, Olympic Club magazine. The article was used by a commercial commentator on a rival local station who was not aware that McAndrews is a KPO-KGO executive.

MRS. MARIANNE DRESCHER, formerly superintendent of the Professional Bldg. of Little Rock, Ark., has joined the office staff of KARK, Little Rock.

EVERETT MITCHELL, chief announcer of NBC-Chicago who handles the *National Farm & Home Hour*, was honored Oct. 23 at the Kansas City convention of the Future Farmers of America. He was presented a gold key for his work on *Farm & Home Hour*.

BOB DYRENFORTH, actor of NBC-Chicago, is convalescing in the local St. Francis Hospital following an auto accident Oct. 24 in which he received a fractured leg and arm.

BUD LYNCH, formerly of CKOC, Hamilton, Ont., has joined the announcing staff of CKLW, Windsor, Ont.



This Ancient Greek took just one peek—and said: "It's

ORTHACOUSTIC"

(TRUE SOUND)

And when you take one peek—or better yet—one listen to NBC Transcriptions made by the amazing new Orthacoustic recording system, you'll agree that *here* is a truly revolutionary development—one that will give your transcribed programs the vivid reality of Live Studio Broadcasts!

Get ready for a surprise that will delight you! *Now* you can have the kind of transcriptions you've always wanted!

They're the new RCA-NBC Orthacoustic Transcriptions — and they'll infuse your program with life and color! Every spoken word will radiate the full warmth and enthusiasm of the speaker. Every note of music will be reproduced with brilliant fidelity. In short, your program will sound like a Live Studio Broadcast—the truest recorded sound you've ever heard!

This previously unattained fidelity of reproduction is now possible because of a new recording and reproducing system developed by RCA and NBC engineers. It eliminates over-resonance, ear-ting, needle-hiss, "wows" and "muffles." Provides reproduction that is boom-proof and distortionless. Thus, these new Orthacoustic Transcriptions reproduce *only* what has been recorded!

But don't take our word for it. Let us prove it to your own satisfaction. We'll compare current recordings with the new Orthacoustics — and even if you've never before been able to discern differences in the quality of sounds, you'll quickly and easily notice the superiority of these new *true-sound* transcriptions.

Arrange now to give *your* transcriptions that "Live Talent touch!" Phone us today for a demonstration.

DEVELOPED BY RCA-NBC ENGINEERS after years of research in every phase of sound transmission, recording and reproduction.

Orthacoustic Transcriptions are a tremendous forward step in transcription quality. The unmatched experience of RCA and NBC in every phase of sound transmission, recording and reproduction—including radio, television, sound movies and records—stands behind them.

RCA-NBC ORTHACOUSTIC TRANSCRIPTIONS —the truest recorded sound you've ever heard

They give users of transcriptions these advantages:

1. New high fidelity reproduction quality.
2. Elimination of distortion, particularly in high frequencies, no "ear-ting."
3. A maximum signal-to-noise ratio . . . no "needle-hiss."
4. Entirely *natural* reproduction of speech.
5. Greater tone fidelity in reproduction of music.

ELECTRICAL TRANSCRIPTION SERVICE • NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, New York; Merchandise Mart, Chicago; Sunset & Vine, Hollywood

The New RCA NBC

ORTHACOUSTIC TRANSCRIPTIONS

—the truest recorded sound you've ever heard!

LARRY PAYNE, announcer of WTOL, Toledo, has been named chief announcer and program director of the station. Herbert Gilleland, formerly of CKLW, Detroit-Windsor, and WSHN, Birmingham, Ala., has joined the WTOL announcing staff.

TOMMY THOMAS, program director of KIRO, Seattle, on Oct. 18 married Helen Flaten, who was formerly his secretary at the station.

J. FRANK FLOWERS, Charlotte attorney who has studied agriculture as a hobby for many years, has been engaged by WBT, Charlotte, N. C., to conduct the new *Farm Forum* series heard Sunday noons.

SAM BROWN, announcer of WMCA, New York, in collaboration with Jack Ward, WMCA's staff organist, has written and published a song titled "The Candle Burns".

JAMES V. SIMS, formerly engineer-announcer of WBTH, Williamson, W. Va., and other stations, has joined WISE, Asheville, N. C.

RALPH CAMARGO, formerly of KVI, Tacoma, has joined the announcing staff of KOIN, Portland, Ore.

LUCILLE DINSMORE BURTON, publicity director of KFAC, Los Angeles, and Tenny Blake, civil engineer, were married Oct. 21 in Yuma, Ariz.

About Ducks

A HALF-HOUR of duck hunting greeted listeners of WMBD, Peoria, on the opening day of the season. Announcer Dick Tripp, who has not missed an opener in 15 years, directed the broadcast. Veteran hunters were interviewed to the tune of adjacent shooting. The blind was located on the Illinois River, north of Peoria.

ETHLYN (Skip) BOOKWALTER, assistant head of the KNX, Hollywood script department, has returned after a month's illness.

DON FORBES, formerly chief announcer of KNX, Hollywood, is now teaming with John Wald as the *Richfield Reporter* on the NBC-Pacific Red network. He succeeded Ken Barton, now a KFWB, Hollywood, news commentator.

MIKE FRANKOVICH, Los Angeles sports announcer, and Binnie Barnes, are engaged, the film actress has announced.

MAURICE C. DREICER, conductor of *The People's Forum* on WHN, New York, has been placed in charge of the newly-organized educational department of WCNW, Brooklyn, and will supervise a series of educational programs.

MARION McCLOSKEY, secretary to Alfred J. Cummings, manager of WWL, New Orleans, has announced her engagement to Martin Macdiarmid, local business man.

LARRY KRAMP has joined the announcing staff of WCBS, Springfield, Ill., replacing John Moritz, resigned.

DAN BOWERS, KFSD, San Diego, Cal., announcer and commentator, has switched to KGB, that city, continuing his weekly sport review on the latter station for Brown & Williamson Tobacco Corp. (Wings).

DON FARKER, formerly of WKRC, Cincinnati, has joined KSO-KRNT, Des Moines.

MRS. ROSE LEE FARRELL, conductor of the *Kitchen of the Air* on WIRE, Indianapolis, broadcast her program for a week from an Indianapolis hospital where she was confined by illness.

WILBUR LUKENBILL, program director of KOMA, Oklahoma City, and Sunshine Hulcy, former KOMA receptionist, were married in October.

in the CONTROL ROOM

SYDNEY E. WARNER, former chief engineer of WBRY, Waterbury, Conn., and a former instructor at Rensselaer Polytechnic Institute, has been named supervisor of the Connecticut State Police radio system. He placed first in an examination of 50 engineers, and will be in charge of installation of the new two-way frequency-modulated system for police radio work with headquarters at Hartford.

HERMAN FLOREZ, chief engineer of WVFW, Brooklyn, after completing installation of a new 1 kw. RCA transmitter and dual master control for both auxiliary and main transmitter, on Oct. 16 flew via Pan American Airways to Bogota, Colombia, where he will direct installation of another 1 kw. RCA broadcast plant.

HAL LINES, transmitter engineer of KOY, Phoenix, has returned after an illness of several weeks.

KEN CURTIS, control operator of WEEI, Boston, again won the WEEI golf tournament, held at Unicorn Country Club in Stoneham, Mass., retaining the Joe Gross Cup. Ray Girardin was runner-up.

PERRY ESTEN, formerly chief engineer of WDAN, Danville, Ill., has joined WENY, Elmira, N. Y., in that capacity. He is succeeded by Ted Magin, while Bill Putman, formerly of WDWS, Champaign, fills the resulting vacancy in the WDAN engineering staff.

JOHN SHARPLEY and George Hanna have joined the engineering staff of WHBF, Rock Island, Ill.

THOMAS BEDFORD, formerly of KFJZ, Fort Worth, has joined the engineering staff of KTOK, Oklahoma City.

NATHAN WILCOX, chief engineer of KTUL, Tulsa, Okla., is the father of a girl born recently.

ANDREW MITCHELL, who served as vacation relief for the KPO-KGO technical staff in San Francisco, has been made a permanent member of the department.

JERRY STERLING, son of Fred Sterling, chief engineer of WOAI, San Antonio, suffered minor injuries when his plane crashed near San Antonio recently.

GLENN THAYER and Thomas Copeland, operators of WOWO-WGL, Fort Wayne, received $50 awards in a newspaper snapshot contest sponsored by Eastman Kodak Co.

PAUL SEDON, of Beloit, O., new to radio, has joined KBTM, Jonesboro, Ark. He is a graduate of Dodge Institute, Valparaiso, Ind.

ACE ADKINS, engineer of WJIM, Lansing, Mich., has joined the U. S. Navy reserve corps.

VERNON STORY, chief engineer of WHMA, Anniston, Ala., is the father of a boy born recently.

CHARLIE PALMER, formerly of KBTM, Jonesboro, Ark., has joined the engineering staff of KARK, Little Rock.

BOB SMITH, transmitter engineer of WCBS, Springfield, Ill., is the father of a boy born recently. Chuck Gill has joined the WCBS engineering staff, replacing Herb Reynolds, resigned.

JOE L. STEWART and Ernest Raistrick, of the engineering staff of WFOY, St. Augustine, Fla., both are fathers of boys born recently.

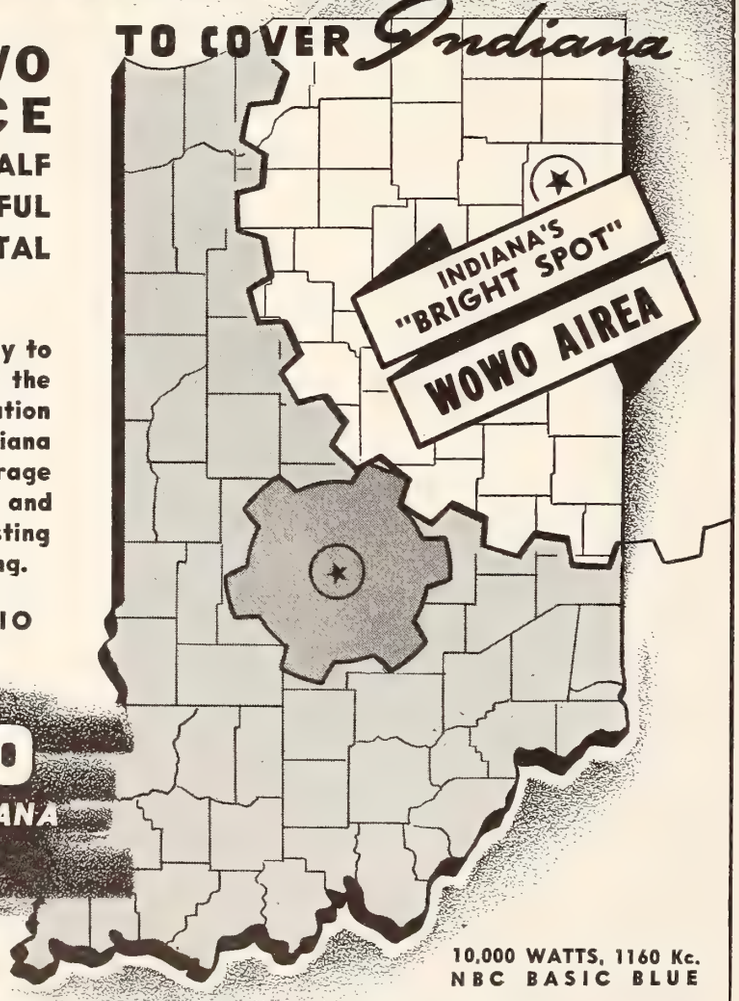
DICK JOY, CBS Hollywood announcer and amateur astronomer, is building by hand a telescope which he plans to mount on the roof of his Burbank home.

The Only ECONOMICAL WAY TO COVER Indiana

GEAR UP WOWO DOMINANCE IN THE NORTHERN HALF WITH THE SUCCESSFUL MEDIA OF THE CAPITAL CITY . . . .

THERE is only one way to cover the "Bright Spot" of the Hoosier market! Radio Station WOWO reaches 296,010 Indiana homes—with a bonus coverage of rich counties in Ohio and Michigan, too. An interesting folder is yours for the asking.

WESTINGHOUSE RADIO STATIONS, INC.



WOWO
FORT WAYNE, INDIANA

FREE AND PETERS, INC.
National Representatives

10,000 WATTS, 1160 Kc.
NBC BASIC BLUE

INDIANA'S MOST POWERFUL RADIO STATION

AS GOOD AS THEY LOOK

Blaw-Knox Vertical Radiators are clean cut in appearance and performance. They are in keeping with the high standards set by the broadcasting industry for other equipment.

Stations take pride in Blaw-Knox Radiators which are associated by the public with the best in broadcasting.

The self supporting type of Blaw-Knox Radiator has uniform taper and is recommended by radio engineers for either shunt or series excitation.

They give greater coverage with long life and low maintenance cost.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Bldg. · PITTSBURGH, PA.

. . . Blaw-Knox Directional Radio Beacons are used exclusively to guide all air transport service in the United States and Canada. What greater proof of efficiency in the broadest use of the term, can be desired?



BLAW-KNOX
VERTICAL
RADIATORS

CBS Adds to Staff

RECENT additions to the New York staff of CBS have been announced by the network, as follows: John Denson, formerly in charge of the day desk of INS in Washington, placed in charge of the writing and production of all material making up CBS daily publicity; Pat Dolan, formerly assistant publicity director of CBS Chicago office, named assistant to Edward Sammis in the magazine division; Ted Weber, with a movie, theatre and newspaper advertising background, handling program promotion; Robert S. Wood, former assistant managing editor of the *New York Evening World*, and a member of the radio staff of the New York World's Fair, where he produced the *Salute to Nations* programs last spring, named to news division of the CBS public affairs department in an editorial capacity.

ALREADY a feature at Atlanta Federal penitentiary, the Thursday night NBC-Blue *America's Town Meeting of the Air* is being considered for the "curricula" of other Federal prisons by the American Prison Assn.

A DAIRY BOOSTS ITS SALES

In Twin Cities by Localized Saturday Morning Program at Food Shopping Time

By GORDON DALINE
Olmsted-Hewitt Adv. Agency
Minneapolis

BUILDING a complete advertising and sales promotion program from scratch—that was the prospect faced by the Ohleen Dairy of Minneapolis a little over a year ago when the dairy companies of the Twin Cities discontinued advertising on a cooperative basis in favor of their own individual sales promotion efforts. How this local company, with products bought exclusively by women at their own doorstep, successfully used radio through a simple, common-sense formula applied to a Saturday morning quarter-hour makes a story of interest to other local advertisers.

In developing the formula that would give us a localized program highly selective in its appeal, we assumed first of all that women would be interested in hearing themselves talked about and in learning what other local women and women's organizations were doing. Interviews with a number of them, representing a good cross-section of the market which the Ohleen Dairy was trying to reach, confirmed this interest. Women welcomed the idea of having a program which would be distinctly theirs and distinctly local, and which would discuss local happenings and local personalities.

Chatty Feminine Glimpses

Our next job was to find someone who could carry a program of this kind on the air and give it character and listener interest. We selected Florence Lehmann, former Twin City newspaper feature writer and well-known WCCO radio personality. Under the title *The Talk of the Town*, Florence Lehmann has presented her radio column in behalf of the Ohleen Dairy over WCCO each Saturday morning, 8:30-8:45, for more than eight months. Giving her own personal notes and impressions on what Twin City housewives will be doing, seeing, reading, hearing and discussing through the following week, in informal and friendly style, Miss Lehmann has built a large, closely selected and loyal audience.

Evidence of the responsiveness of the program is found in the fact that in a special six-week's promotion the Ohleen Dairy increased its sales on a premium-priced cottage cheese by more than five times. At the same time there was also a consistent climb in the volume of all of the company's dairy products.

Highlights of *The Talk of the Town* are (1) Miss Lehmann's comments on the interesting personalities and happenings of the week ahead; (2) playing of the "Tune of the Town", the current hit song most popular with local women; (3) the selection of and salute to the "Woman of the Week", chosen from nominations sent in by listeners; (4) the special program feature known as the *Musical Bulletin Board.*

Bulletins Get Attention

This last feature, a three-minute period in which club announcements and notices are read against a musical background, has been directly responsible for an unusual degree of attention and cooperation on the part of all local women's organizations. In early February, when the show first went on the air, officers of the various Twin City women's organizations were contacted and asked to notify their members about the program and about the *Musical Bulletin Board* service. Response to the questionnaire which accompanied this request reached the amazing figure of over 95%.

There were many considerations which made the selection of Saturday morning time a logical one. From a program point of view, it permitted the previewing of happenings before the new week opened. From a sales point of view, it reached women at the time of the week when they were most concerned with the purchases of grocery and food items. A survey made by the *Minneapolis Tribune* and the Parent-Teacher's Assn. had shown that Minneapolis housewives made 42.1% of their grocery purchases for the entire week on Saturday.

In analyzing the Ohleen Dairy's success on the air, we feel that it is the result of a happy combination of wise time and talent selection and a sound program formula that has automatically made prospects for Ohleen products the most interested listeners to *The Talk of the Town.*

P & G Quiz Show

PROCTER & GAMBLE Co., Cincinnati, on Nov. 4 will start the audience participation program *What's My Name* on NBC-Red in the interests of Oxydol, Saturday, 7:30-8 p.m. The program, heard last summer on NBC under the sponsorship of Bristol-Myers Co. as replacement for the Fred Allen program, will again be conducted by Arlene Francis. Agency is Blackett - Sample - Hummert, Chicago.



EDITORIAL
October 17, 1939

THE CHICAGO DAILY NEWS

An Independent Newspaper
DAILY NEWS PLAZA, CHICAGO, ILLINOIS
400 West Madison Street
Tel. Dearborn 1111

THE CHICAGO DAILY NEWS, INC.
FRANK KNOX
Editor and Publisher

RADIO AND THE SONGSTERS.

Why are the radio interests so determined to deprive song writers and song publishers of reasonable recompense for the products of their creative talents and industry? In some half dozen states in recent years legislators have been prevailed upon to enact so-called "anti-monopoly" statutes against the American Society of Composers, Authors and Publishers, more familiarly known as ASCAP. ASCAP is an unincorporated, voluntary association of creative artists and publishers formed many years ago to safeguard the rights of its members under federal copyright laws.

Lately federal courts have granted interlocutory injunctions against anti-ASCAP statutes in Florida, Tennessee and Nebraska. A Michigan bill was vetoed by Former Governor Frank Murphy. Though the lower federal courts saw fit, for some inexplicable reason, to deny such injunctions in Washington and Montana, the fight has been carried on, and the test of constitutionality is awaiting determination. There is small doubt that, when the issue is brought before the Supreme Court, the unconstitutionality not only of the harsher statutes but of less severe laws in many other states will be fully established. Nevertheless, broadcasters have not dropped their efforts in the legislatures. Three efforts to enact anti-ASCAP bills in our own state have been defeated since 1937.

Yet even among broadcasters there seems to be a dawning realization of the futility of an effort to nullify federal copyright laws through state legislatures. Perhaps this explains a movement begun by broadcasters at a recent convention in Chicago.

Enthusiastically backed by nearly every radio station in the country, this looks toward the establishment of a radio-controlled rival for ASCAP. Such an organization would eventually give radio power to deal dictatorially with a carefully controlled clique of publishers, composers and authors. Happily, this effort seems as surely foredoomed as all previous attempts to crush ASCAP. ASCAP has done more than merely safeguard the economic rights of its members. It has served to educate them to the nature and importance of those rights. The only manner in which the new organization might grow into a real rival for ASCAP would be through assuring its members greater security and more adequate recompense for their talents.

AMERICAN SOCIETY OF COMPOSERS AUTHORS PUBLISHERS
ASCAP

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New York City

WSIX
"The Voice of Nashville" Tennessee
Offers sponsorship of Trans-radio News broadcasts at lowest cost for Nashville area.
•
Mutual Broadcasting System
HEADLEY-REED CO., NATIONAL REPRESENTATIVE

Gotham Nights

CALLING it the program that "eases boredom for New Yorkers who must stay up all night", *Life* Magazine devoted three pages of its Oct. 23 issue to Stan Shaw's *Milkman's Matinee*, heard between 2 and 7 a.m. six days a week on WNEW, New York. *Life's* story included a full page of pictures of Shaw at work in the WNEW studio and two other pages of pictures showing typical *Milkman's Matinee* listeners, including chorus girls, policemen, millmen, cab drivers, Coast Guard patrols and scrubwomen.



"HE'S THE BIGGEST AND RICHEST FARMER IN AMERICA!"

If you want some food for thought, chew a little of this fact: The per capita average wealth of Red River Valley farmers [as measured by value of lands and buildings] is 47.6% greater than that of the average farmer in the rest of this area [Minnesota, Iowa, Missouri, the Dakotas, Nebraska and Kansas].

This authentic fact is the reason why many of our national advertisers say that WDAY [the only chain station in this Valley] is one of the best stations in America. We'd like to be that for you. Why not write for some suggestions?

WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum
FREE and PETERS, INC. NATIONAL REPRESENTATIVES
FARGO N. D.
940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Equipment

SALE OF seven broadcast transmitters was announced Oct. 23 by RCA Mfg. Co., Camden. WKST, New Castle, Pa., and the new WHLD, Niagara Falls, N. Y., purchased 1,000-watt transmitters. Purchasers of 250-watt transmitters were WSAV, Savannah; WENY, Elmira; WMOB, Mobile; KXOX, Sweetwater, Tex., and Nevada Broadcasting Co., Las Vegas, Nev.

AMPEREX ELECTRONIC Products, Brooklyn, has announced a new 5 kw. air radiation cooled tube, available in several sizes.

AN RCA transmitter and 200-foot vertical radiator have been ordered, and site approved by FCC, for rebuilding of WHBY, which is expected to be in operation in Appleton, Wis., early in January. The St. Norbert's College station at Green Bay was authorized earlier this year to move into Appleton.

A NEW Western Electric transmitter, composite speech input and a Bethlehem tower have been ordered for the new KUIN, Grants Pass, Ore., which John G. Bauriedel, who will be manager, states will go on the air within 30 days after the FCC approves its transmitter site. Personnel has not yet been selected.

WDRC, Hartford, Conn., on Oct. 19 presented a special demonstration program over W1XPW, its frequency modulated transmitter, for the University of Connecticut Engineers' Club, during which Prof. Dan Noble discussed F-M broadcasting. WDRC is operating its F-M transmitter in Meriden, Conn., from 2 to 10 p.m. daily.

A RADIO compass attachment for a marine radiotelephone has been devised by Western Electric Co., which states that the new device gives yachtsmen "a precision navigating instrument at exceptionally low cost".

MICHELSON Porto-Playback transcription reproducers have been added to the sales equipment of Joseph H. McGillvra and Headley-Read Co., station representative firms; WDGY, Minneapolis; WWJ, Detroit; WJJD, Chicago; WIBG, Glenside, Pa.; WNAX, Yankton, S. D.

KIRO, Seattle, and KFVD, Los Angeles, have installed new Presto recording equipment.

Writers Guild on Coast Seeks Higher Script Pay

EFFORTS to raise the so-called "$5 per script" level without "driving Pacific Coast transcription concerns out of business" will be made by Western Division of Radio Writers Guild, under plans now being formulated for a concrete campaign of action, according to Forrest Barnes, president. The setup will be discussed at the Guild's Nov. 8 meeting in Hollywood. The group expects to effect agreements which will be somewhat below the eastern rates. RWG will go after those companies paying the lowest rates for scripts, and will work independently of AFRA, it was said.

Hollywood script writers are opposed to a national scale as outlined by AFRA. They contend that such a measure would drive many of the smaller transcription concerns out of business, thus depriving both actors and writers of employment. Guild executives in Hollywood, while desirous of raising rates, also fear that a large increase would financially cripple many firms, cut down activity and thus result in a smaller market for scripts.

New Tractor Is Utilized To Lay a Ground System

THE FIRST of the new Ford tractors delivered in Montana was bought by Ed Craney, Montana station operator, for installation of a ground system at the new KRBM, Bozeman. By detaching the blade from the constant-level Furgason plow on the rear, a simple wire-laying rig was developed.

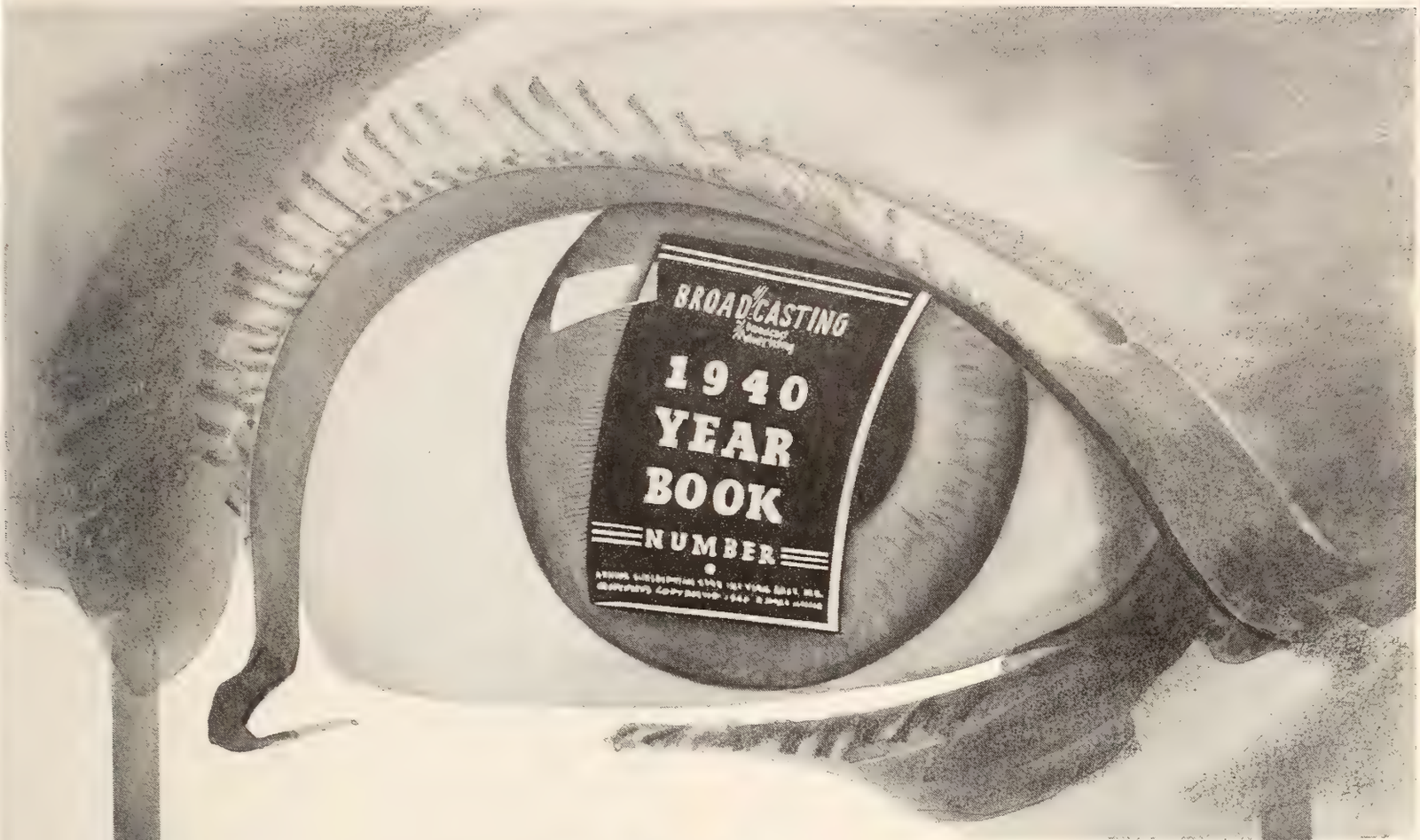
Wire was laid uniformly throughout the entire ground system in a fourth of the time usually required. The tractor was backed against the tower and radials were run in all directions, the level being regulated by a hydraulic attachment from the driver's seat.

WMCA Wins in Court

SUPREME Court Justice Isador Wasservogel in New York on Oct. 11 dismissed a $10,000 damage suit brought by Damskov Inc., against WMCA, New York. Suit claimed breach of a year's contract made Feb. 20, 1935, whereby WMCA was to broadcast three half-hour programs weekly for the company's product Formula 39, an obesity remedy. On May 17, 1935, the programs were discontinued by WMCA, which claimed that the program did not measure up to its standards and that the product was not safe or effective.

ANSWER was filed Oct. 16 in New York Federal Court by Metro-Goldwyn-Mayer, General Foods Corp., NBC, Benton & Bowles, Loew's and three actors to the $100,000 suit of Harry Delf, who claims plagiarism of his sketch *The Joker* on a *Good News of 1938* program. The answer is a general denial and an affirmative defense, claiming that the sketch was not original with Delf. A dismissal of the action is sought.

THE LEADING INDEPENDENT
in all NORTHERN CALIFORNIA
announces the appointment of
FREE & PETERS, INC.
as its National Representatives
•
The station? Of course, it's
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Oakland · San Francisco
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STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KSO-KRNT, Des Moines, WMT, Waterloo, WNAX, Yankton, KMA, Shenandoah

White Labs, New York (Feenamint), *ta* series, thru Wm. Esty & Co., N. Y. (KRNT, WMT, WNAX).
Chicago Technical College, Chicago, *sa* series, thru Vanderbie & Rubens, Chicago (KSO, WMT, WNAX).
Chocolate Products Co., Chicago, 3 *t* weekly, thru McCord Co., Minneapolis (KSO).
Pacquin Inc., New York (cosmetics), daily *sa*, thru Wm. Esty & Co., N. Y. (KSO).
Crown Cork & Seal Co., Baltimore, *sa* series, thru Benjamin Eshelman Co., Philadelphia (KSO, WMT).
Swift & Co., Chicago (meat), *sa* series, thru J. Walter Thompson Co., Chicago (KSO).
United Drug Corp., New York (Rexall), *t* series, thru Street & Finney, N. Y. (KRNT).
Consolidated Products, Danville, Ill. (buttermilk products), *t* series, thru Mace Adv. Agency, Peoria (KRNT, WMT, KMA).

KDKA, Pittsburgh

Ludens Inc., Reading (cough drops), 9 *sa* weekly, thru J. M. Mathes, N. Y.
Swift & Co., Chicago (sausage), daily *sa*, thru J. Walter Thompson Co., N. Y.
F. Ad Richter Co., Brooklyn (proprietary), 4 *ta* weekly, thru H. W. Kastor & Son, Chicago.
Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), *sa* series, direct.
John Morrell & Co., Ottumwa, Ia. (ham), 7 *sp* weekly, thru Henri, Hurst & MacDonald, Chicago.
North American Accident Insurance Co., Newark, daily *sp*, direct.
Flex-O-Glass Mfg. Co., Chicago, 6 *t* weekly, thru Presba, Fellers & Presba, Chicago.
G. E. Conkey Co., Cleveland (poultry feed), 2 *sa* weekly, thru Rogers & Smith, Chicago.

KHJ, Los Angeles

Vick Chemical Co., Greensboro, N. C. (Vaporub), 5 *sa* weekly, thru Morse International, N. Y.
Swift & Co., Chicago (Brookfield sausage), 5 *sa* weekly, thru J. Walter Thompson Co., Chicago.
Bell & Co., Orangeburg, N. Y. (Bell-Ans), 2 *t* weekly, thru Anderson, Davis & Platte, N. Y.
National Funding Corp., Los Angeles (chain finance), 6 *sa* weekly, thru Smith & Bull Adv., Los Angeles.
Borden Co., San Francisco (dairy products), 6 *sp* weekly, thru McCann-Erickson, San Francisco.
W. B. Bastian Mfg. Co., Los Angeles (water heaters), weekly *sa*, direct.

WOR, Newark

Megowen Educator Food Co., Lowell, Mass. (crackers), 5 *sp* weekly, thru Badger & Browning, Boston.
DeForest Training, Chicago (radio correspondence course), weekly *t*, thru Presba, Fellers & Presba, Chicago.
Bosco Co., New York (milk amplifier), 3 *sp* weekly, thru Kenyon & Eckhardt, N. Y.

KNX, Hollywood

Ford Motor Co., Detroit (autos), 4 *sa* weekly, thru McCann-Erickson, Detroit.
Los Angeles Soap Co., Los Angeles (Sierra Pine Toilet Soap), 3 *ta* weekly, thru Raymond R. Morgan Co., Hollywood.
Campbell Soup Co., Camden, 12 *sa* weekly, thru Ward Wheelock Co., Philadelphia.
Washington State Apples, Wenatchee (apples), 6 *sp* weekly, thru J. Walter Thompson Co., San Francisco.
Comet Rice Mills, Beaumont, Tex. (packaged rice), 6 *sp* weekly, thru Freitag Adv. Agency, Atlanta.
Haas, Baruch & Co., Los Angeles (Iris canned products), 12 *sa* weekly, thru Robert Smith Adv. Agency, Los Angeles.
Maryland Pharmaceutical Co., Baltimore (Rem), 6 *ta* weekly, thru Joseph Katz Co., Baltimore.
Breakfast Club Coffee, Los Angeles (coffee), 2 *sp* weekly, thru Lockwood Shackelford Adv. Agency, Los Angeles.
Supreme Bakery Co., Los Angeles (bread), 5 *sa* weekly, thru W. E. Long Co., Chicago.

KECA, Los Angeles

Tennessee Enamel Mfg. Co., Nashville (gas heaters), weekly *ta*, thru Walker Casey Co., Nashville.
Swift & Co., Chicago (Brookfield sausage), 13 *sa*, 15 *ta*, thru J. Walter Thompson Co., Chicago.
Guaranty Union Life Ins. Co., Beverly Hills, Cal., 39 *sp*, thru Stodel Adv. Co., Los Angeles.
Adohr Milk Farms, Los Angeles (chain dairy), weekly *t*, thru Lord & Thomas, Hollywood.
Dean Witter & Co., San Francisco (brokerage firm), 5 *sa*, thru D'Evelyn & Wadsworth, San Francisco.
National Funding Corp., Los Angeles, (finance), 7 *sp* weekly, thru Smith & Bull Adv., Los Angeles.
William T. Thompson Co., Los Angeles (Vit B-1 powder), weekly *sp*, thru Richard T. Clarke Co., Beverly Hills, Cal.
Ex-Lax Mfg. Co., New York (laxative), 150 *ta*, thru Joseph Katz Co., N. Y.

WBBM, Chicago

Thomas Leeming & Co., New York (Baume Bengue), daily *sa*, thru William Esty & Co., N. Y.
Jewel Tea Co., Barrington, Ill., 7 *sa* daily, thru McJunkin Co., Chicago.
Luden's Inc., N. Y., 3 *sa* weekly, thru J. M. Mathes, N. Y.
Loose-Wiles Biscuit Co., Chicago, weekly *sp*, 2 daily *sa*, thru Newell-Emmett Co., N. Y.

KGO, San Francisco

Pacific Gas & Electric Co., San Francisco (utilities) weekly *sp*, direct.

WHN, New York

State Restaurant Liqour Dealers, New York, weekly *sp*, direct.
Hine & Lynch Shoe Co., New York, daily *sa*, thru Moss Associates, N. Y.
Independent Halvah & Candies, New York, daily *sa*, thru Louis E. Schecter Adv. Agency, Baltimore.
Citizens Non-Partisan Committee, New York, weekly *sp*, 4 weeks, direct.
United Drug Co., New York (Rexall products), daily *t*, 4 days, thru Street & Finney, N. Y.
Beaumont Laboratories, St. Louis (4-way cold tablets), 5 *t* weekly, 19 weeks, thru H. W. Kastor & Sons, Chicago.
National Bowling & Recreation Arena, New York, 3 *sp* weekly, 26 weeks, direct.
Dodge Division, Chrysler Corp., Detroit, daily *sa*, thru Ruthrauff & Ryan, N. Y.
I. J. Fox, New York (furriers), 64 *sa* weekly, 17 weeks, thru Lew Kashuk Adv. Agency, N. Y.
Pepsi-Cola Co., Long Island City, N. Y. (beverage), 4 *sa* daily, 13 weeks, thru Newell-Emmett Co., N. Y.
Pinex Co., Fort Wayne (Pinex cough syrup), 6 *sp* weekly, 22 weeks, thru Russell M. Seeds Co., Chicago.
Sterling Insurance Co., Chicago, 23 *sp* weekly, 13 weeks, thru Presba, Fellers & Presba, Chicago.

KSFO, San Francisco

Beaumont Laboratories, St. Louis (4-way cold tablets), 10 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Kilpatrick Bakeries, Oakland, Cal. (bread), 21 *sa* weekly, thru Emil Reinhardt, Oakland.
American Cranberry Exchange, New York (Eatmor cranberries), 2 *sa* weekly, thru BBDO, N. Y.
Firestone Tire & Rubber Co., Akron, 6 *sa* weekly, thru Sweeney & James, Los Angeles.
Gas Appliance Society of California, San Francisco (stoves) *sa* series, thru Jean Scott Frickelton Adv., San Francisco.

KWK, St. Louis

Loose-Wiles Biscuit Co., Long Island City, 5 *t* weekly, thru Newell-Emmett Co., N. Y.
Bond Stores, New York (clothing), 312 *sp*, thru Neff-Rogow, N. Y.
Independent Packing Co., St. Louis, 360 *sp*, thru Gardner Adv. Agency, St. Louis.

WLW, Cincinnati

Albert Labs., Chicago (Respirine), *sa* series, thru Newby, Peron & Flitcraft, Chicago.
United Drug Co., Boston, *t* series, thru Street & Finney, Boston.
Swift & Co., Chicago (sausage), *sa* series, thru J. Walter Thompson Co., Chicago.

KPO, San Francisco

Studebaker Corp., South Bend (Studebaker Champions) 3 *t* weekly, thru Roche, Williams & Cunnyngham, Chicago.
Potter Drug & Chemical Corp., Malden, Mass. (Cuticura Soap) *ta* series, thru Atherton & Currier, N. Y.
Standard Oil Co. of Cal., San Francisco, *sa* series, thru McCann-Erickson, San Francisco.
McIlhenny Co., Avery Island, La. (Tobasco Sauce) 4 *ta* weekly *ta*, thru John H. Dunham Co., Chicago.
Thos. Leeming Co., New York (Baume Bengue), *sa* series, thru Wm. Esty & Co., N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem and Rel), *ta* series, thru Joseph Katz Co., Baltimore.
Los Angeles Soap Co., Los Angeles (Sierra Pine Toilet Soap) *ta* series, thru Raymond R. Morgan Co., Los Angeles.
Campbell Soup Co., Camden, 6 *sp* weekly, thru Ward Wheelock, Philadelphia.
Lever Bros., Cambridge (Rinso) weekly *t*, thru Ruthrauff & Ryan, N. Y.
Chas. B. Knox Gelatine Co., Johnstown, N. Y. (gelatine) 2 *sp* weekly thru Kenyon & Eckhardt, N. Y.
Campbell Cereal Co., Northfield, Minn. (Malt-o-Meal) 5 *t* weekly, thru H. W. Kastor & Sons, Chicago.

WHO, Des Moines

Grove Laboratories, St. Louis (Bromo-Quinine), 5 *ta* weekly, thru Stack-Goble Adv. Agency, Chicago.
Ironized Yeast Co., Atlanta, weekly *t*, thru Ruthrauff & Ryan, N. Y.
Thomas Leeming & Co., New York (cosmetics), 5 *sa weekly*, thru Wm. Esty & Co., N. Y.
Fenn Bros., New York (ice cream), 2 *sa* weekly, thru BBDO, N. Y.
E. I. DuPont de Nemours, Wilmington (Cel-O-Glass), 2 *sa* weekly, thru BBDO, N. Y.
McConnon & Co., Winona, Minn. (household products), weekly *sa*, thru McCord Co., Minneapolis.
DeKalb Agricultural Assn., DeKalb, Ill. (seed corn), 2 *sa* weekly, thru Western Adv. Agency, Racine, Wis.
Household Magazine, Topeko, 2 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Ludens Inc., New York (cough drops), 3 *sp* weekly, thru J. M. Mathes, N. Y.

KIT, Yakima, Wash.

U. S. Fuel Co., Salt Lake City (fuel), 6 *sp* weekly, thru Gillham Adv. Agency, Salt Lake City.
Eddy's Bakery, Helena, Mont. (bread), 5 *sp* weekly, direct.
W. P. Fuller & Co., San Francisco (pains), 78 *sa*, thru McCann-Erickson, San Francisco.
Pacific Power & Light Co., Seattle (appliances), 517 *sa*, thru McCann-Erickson, San Francisco.
Washington Motor Coach System, Seattle, 156 *sa*, thru Beaumont & Hohman, Seattle.
Folger Coffee Co., San Francisco (coffee), 42 *sp*, thru Raymond R. Morgan Co., Hollywood.

WTAQ, Green Bay, Wis.

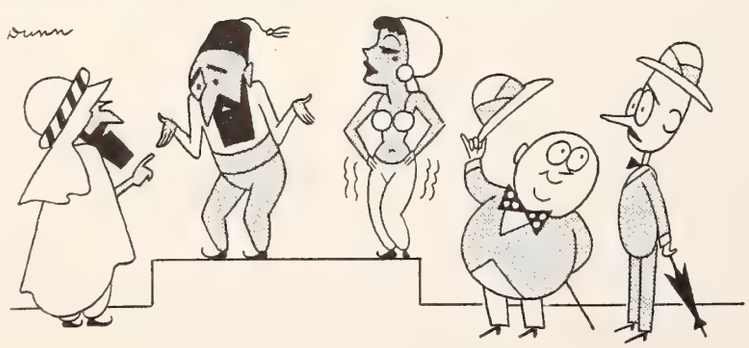
Skelly Oil Co., Kansas City, 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
Wadhams Oil Co., Milwaukee, football games, thru Scott-Telander, Milwaukee.
Oshkosh Overall Co., Oshkosh, Wis., 3 *sp* weekly, thru Ruthrauff & Ryan, Chicago.

KMPC, Beverly Hills, Cal.

Star Outfitting Co., Los Angeles (wearing apparel), 6 *sp* weekly, thru Allied Adv. Agency, Los Angeles.
Union Pacific Railway, Omaha (rail transportation), 5 *sa* weekly, thru Caples Co., Los Angeles.

WOL, Washington

Metro-Goldwin-Mayer, New York, (movie), 6 *sa*, thru Donahue & Coe, N. Y.
Longines-Wittnauer Co., New York, 6 *sa* daily, thru Arthur Rosenberg Co., N. Y.



"In Washington WRC is the best buy"

Pd. Adv.

KFI, Los Angeles

Luden's Inc., Reading, Pa. (cough drops). 4 *sa* weekly, thru J. M. Mathes, N. Y.
Karl's Shoe Stores, Los Angeles (chain), 6 *sp* weekly, thru Pacific Market Builders, Los Angeles.
L A Sausage Co., Los Angeles (meat products), 3 *sp* weekly, thru Darwin H. Clark Adv., Los Angeles.
Fruit Industries, Los Angeles (Guasti wine), 5 *ta* weekly, thru Emil Brisacher & Staff, Los Angeles.
Lyons Van & Storage, Los Angeles (chain), 150 *sa* and *ta*, thru Charles H. Mayne Co., Los Angeles.
Armstrong Cork Co., Lancaster, Pa. (rugs), 3 *t* weekly, thru BBDO, N. Y.
Knox Gelatine Co., Johnstown, N. Y. (gelatine), weekly *sp*, thru Kenyon & Eckhardt Inc., N. Y.
Studebaker Sales Corp., South Bend, Ind. (autos), 3 *t* weekly, thru Roche, Williams & Cunnyngham Inc., Chicago.
Flamingo Sales Co., Los Angeles (nail polish), 3 *sa* weekly, thru Buchanan & Co., Los Angeles.
Thomas Leeming & Co., New York (Baume Bengue) 5 *sa* weekly, thru Wm. Esty & Co., N. Y.
Petrol Corp., Los Angeles (gasoline), weekly *sp*, thru Dana Jones Co., Los Angeles.
Los Angeles Soap Co., Los Angeles (soap), 3 *ta* weekly, thru Raymond R. Morgan Co., Hollywood.
Cudahy Packing Co., Chicago (Tang), 8 *sa* weekly, thru Reiwitch & Wittenberg, Chicago.

WWL, New Orleans

Beaumont Labs., St. Louis (proprietary), *sa* series, thru H. W. Kastor & Sons, Chicago.
Gardner Nurseries, Osage, Ia., *t* series, thru Northwest Radio Adv. Co., Seattle.
Coleman Lamp & Stove Co., Wichita, *sa* series, thru Ferry-Hanly Co., Kansas City.
Wander Co., Chicago (Ovaltine), *sa* series, thru Blackett-Sample-Hummert, Chicago.
Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), *ta* series, thru Benton & Bowles, Chicago.

WGN, Chicago

F. A. Richter & Co., Brooklyn (medicinal), 30 *sa* weekly, thru H. W. Kastor & Sons Adv. Co., N. Y.
Beaumont Labs., St. Louis, 30 *sa* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.
Peter Paul Inc., Naugatuck, Conn. (candy), 3 *sp* weekly, daily *sa*, thru Platt-Forbes Inc., N. Y.
Lyon & Healy, Chicago, 3 *sp* weekly, thru McJunkin Adv. Co., Chicago.
B. F. Goodrich Co., Akron, *sa* daily, thru Ruthrauff & Ryan Inc., N. Y.
Charles B. Knox Gelatine Co., Johnstown, N. Y., 2 *sa* daily, thru Kenyon & Eckhardt, N. Y.

KQW, San Jose

Meyenberg Milk Products Co., Salinas, Cal. (dairy products), weekly *sp*, direct.



FOR a decade many a Chicago listener has picked up his early morning weather report from either Norman Ross or Halloween Martin. Ross has been telling his listeners about almost everything on behalf of Northwestern Railroad on WMAQ, while Miss Martin, who used to chat for Marshall Field Co., recently changed to Sears-Roebuck on WBBM. After his 7-8 a.m. stint for Northwestern, Mr. Ross sells coffee (McLaughlin Manor House), later talks about shoes (Feltman & Curme), all on WMAQ. The other day he started a Saturday morning half-hour on WBBM for Loose-Wiles Biscuit Co. (Sunshine biscuits), and Miss Martin looked in to wish him good luck.

Swift in Canada

SWIFT CANADIAN Co., Toronto, (meat), through J. Walter Thompson Co., Chicago, on Oct. 30 started thrice-weekly the quarter-hour transcribed serial, *The Shadow of Fu Manchu*, on a group of Canadian stations. Series was produced by Fields Bros., Hollywood, and sold through Associated Broadcasting Co., Toronto. More than 70 stations in the United States are currently releasing the program.

WNEW, New York

Wander Co., Chicago (Ovaltine), 2 *sa* weekly, 14 weeks, thru Blackett-Sample-Hummert, Chicago.
Grove Laboratories, St. Louis (Bromo-Quinine), 6 *sp* weekly, 22 weeks, thru Stack-Goble Adv. Agency, N. Y.
Potter Drug & Chemical Co., Malden, Mass. (Cuticura soap), 12 *sa* weekly, 52 weeks, thru Atherton & Currier, N. Y.
Ellay Stores, New York (chain clothing stores), 5 *sp* weekly, 13 weeks, thru Weill & Wilkins, N. Y.
Aladdin Home Appliance Corp., Newark, 12 *sp* weekly, 13 weeks, thru Scheer Adv. Agency, Newark.
S & M Grand Rapids Furniture Co., Newark, 5 *sp* weekly, 52 weeks, thru Levy Adv. Agency, Newark.

Cooperative Sponsors

COOPERATIVELY sponsored MBS program *Listen America*, featuring Drew Pearson and Robert S. Allen, authors of the *Washington Merry-Go-Round*, syndicated newspaper column, started Oct. 22 with the following sponsors already lined up: Regal Shoe Co., New York, through Cecil & Presbrey, New York, on WKRC, Cincinnati, and WOL, Washington; Booth Fisheries Corp., Chicago, through H. W. Kastor & Sons, that city, on WGN, Chicago; Pontiac Motor Co., Pontiac, Mich., on WOR, Newark, and CKLW, Detroit-Windsor, through MacManus, John & Adams, Detroit. The program, heard Sundays, 6-6:30 p. m., is sustaining or available for local sponsorship on other MBS stations. Additional talent on the program includes Gracie Barrie, songstress, the *Tune Twisters*, Arthur Hale as announcer, and Erno Rapee's orchestra [BROADCASTING, Oct. 1]. On Oct. 29, Jefferson Federal Savings Loan Assn., Louisville, joined the group. The bank sponsors the program on WGRC, that city.

Sunkist on CBS

CALIFORNIA FRUIT Growers Exchange, Los Angeles (Sunkist oranges and lemons), will start its thrice-weekly quarter-hour *Hedda Hopper's Hollywood*, Nov. 6 for 52 weeks, on 31 CBS stations, Monday, Wednesday, Friday, 6:15-6:30 p.m. (EST), with James Fonda, of Lord & Thomas, Hollywood, producing. Series is based on Miss Hopper's syndicated newspaper column.

SALT LAKE CITY

responds to the sparkling showmanship of KDYL. That's why KDYL continues to carry more local advertisers than any other local station, in spite of the fact that KDYL's local rate is not lower.

It takes showmanship to win and hold audiences

5,000 WATTS daytime 1,000 WATTS night

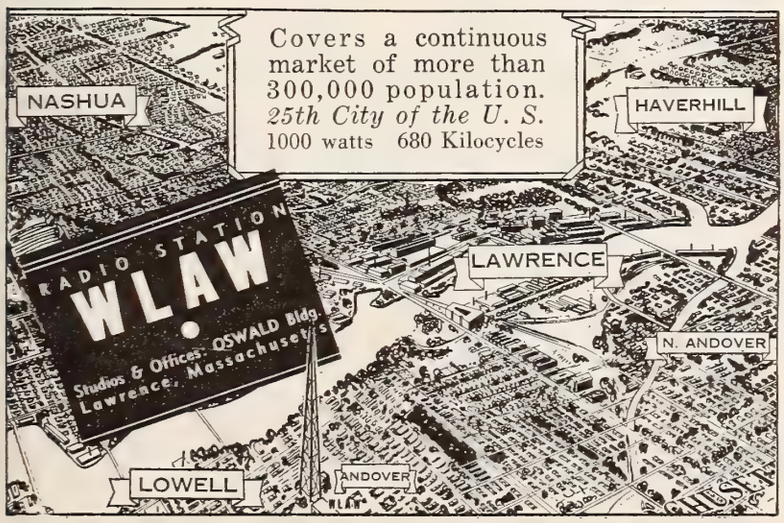
KDYL

The Popular Station

SALT LAKE CITY

NBC RED NETWORK

Representative: John Blair & Co.



Covers a continuous market of more than 300,000 population.
25th City of the U. S.
1000 watts 680 Kilocycles

5000 WATTS DAY

1000 WATTS NIGHT



KSCJ

IS CARRYING THE BALL THIS SEASON as the ONLY regional network station in the key city to the great Sioux City Market . . . and the ONLY station of its power or greater whose transmitter is within 60 miles of Sioux City!

SIGNALS! HI!



K-S-C-J The Journal

AFFILIATED WITH NBC

SIOUX CITY, IOWA

C. W. Corkhill, Manager

Represented by George Hollingbery

CFCF
MONTREAL

first
IN
CANADA'S
RICHEST
MARKET

Your broadcast advertising over CFCF will reach a bilingual market of over one million, the fifth largest in North America. Listeners tune regularly to CFCF for the best in radio entertainment, and the latest Sport and World news by Transradio.

CFCF is the Sales Producer in Canada's metropolitan market.

CFCF and Short Wave CFCX
owned and operated by
CANADIAN
MARCONI
COMPANY

Representatives:
CANADA
All Canada Radio Facilities
U. S. A.
Weed & Company

NBC affiliate

CFCF
dominates a
BI-LINGUAL
AUDIENCE
of over
1,000,000

Radio Advertisers

PIONEER HI-BRED Corn Co., Princeton, Ill., on Oct. 30 sponsored the Illinois Cornhusking Contest on WLS, Chicago, originating from a farm near Danville, Ill. A 15-minute morning show set the color of the contest and the winner was interviewed on the quarter-hour program aired from the farm at 2:15. WLS also broadcast a similar schedule for the Indiana contest, held near Liberty, Ind., Oct. 27. Both broadcasts were presented under auspices of the *Prairie Farmer*, owner and operator of WLS.

ONTARIO FRUIT GROWERS Ltd., Hamilton, Ont., on Oct. 18 started ten spot announcements thrice-weekly on CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont. Account was placed by Russell T. Kelley Ltd., Hamilton.

BUSHWICK-McPHILBEN Corp., New York (Sparton radios) on Oct. 19 began sponsorship of the weekly news commentaries by Eugene Lyons, editor of *American Mercury*, on WMCA, New York, Thursdays, 10:45-11 p.m. Account was placed direct.

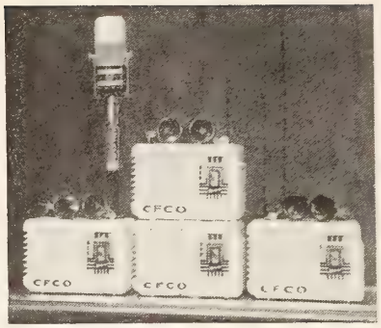
LOS ANGELES SOAP Co., Los Angeles, on Nov. 15 will add, for 13 weeks, KROY KGB KDB KOY KERN and KMJ to its list of stations carrying transcribed one-minute dramatized announcements thrice weekly for Sierra Pine Toilet Soap. Firm is currently using KFI KNX KPO and KSFO. Announcements were cut by Recorders Inc., Hollywood, with placement through Raymond R. Morgan Co., that city.

WEAVER JACKSON BEAUTY SALONS, Los Angeles (chain), in a 14-day campaign which ended Oct. 31 used from two to four one-minute transcribed dramatized announcements daily on KHJ KFWB KGFJ KFVD KMTR. Series was cut by Radio Recorders Inc., Hollywood, and placed thru Milton Weinberg Adv. Co., Los Angeles.

TERMINIX Co., Los Angeles (termite control), in a four-week Southern California campaign started Oct. 23, is using daily participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Agency is W. Austin Campbell Co., Los Angeles.

WALGREEN DRUG Co., Chicago (national retail drug chain), on Nov. 5 starts six hours weekly on WENR, Chicago. A Sunday broadcast from 12-1 p. m. will be a musical program and Mon. thru Fri. the *Ten O'Clock Final* will be aired 10-11 a.m. Garry Morfit will m.c. the latter show which includes popular music and a five-minute news series. Schwimmer & Scott, Chicago, handles the account.

SPORTS
CJOR broadcasts all major sports, with Canada's ace commentator, Leo Nicholson, at the mike.
CJOR
Vancouver, B. C.
National Representatives:
Joseph Hershey McGillvra



THESE four radio receivers, complete with extra earphones, have been donated to local hospitals by CFRO, Chatham, Ont. They will be serviced by the station's engineering staff.

AIR CONDITIONING TRAINING Corp., Youngstown, is sponsoring two quarter-hour periods of the daily *Byron Hour* program of recorded music on WHN, New York. The cooperatively sponsored program is conducted by Bob Byron, former conductor of an early morning program on CBS, and is heard Mondays thru Saturdays from 2:30 to 3:30 p.m. Weill & Wilkins, New York, is the agency.

W. T. GRANT Co., New Haven (local branch of chain stores), is sponsoring *Church Billboard*, a five-minute feature designed to inform listeners on the recent activities of local church and religious organizations, on WELI, New Haven, Mondays, Thursdays and Fridays at 8 a. m. Account is placed direct.

L. O. GROTHE Ltd., Montreal (Grad cigarettes), has started a weekly network show, Friday, 8:30-9 p. m., on CKAC, Montreal; CKCH, Hull, Que.; CHRC, Quebec; CJBR, Rimouski, Que. Agency is Vickers & Benson, Montreal.

GENERAL FOODS Corp., New York, on Nov. 26 will start Molly Picon's musical autobiography program *I Give You My Life* for 26 weeks on WMCA, New York. The program, conducted in Yiddish, will be heard for Maxwell House Coffee, Sundays, 6-6:30 p.m. Advertisers' Broadcasting Co., New York, placed the account.

CONTI PRODUCTS Corp., New York (soaps, creams), on Oct. 16 renewed its spot campaign of 31 announcements weekly on WNEW, New York, and 48 weekly on WHN, New York. Bermingham, Castelman & Pierce, New York, is agency.

UNIVERSAL LIFE Insurance Co., Richmond, Va., is using a Sunday afternoon series, *University Bible Graphics*, featuring choirs from the Tidewater area, on WTAR, Norfolk.

SINCLAIR REFINING Co., New York, has renewed its half-hour Sunday afternoon show, *History in the Making* on WBBM, Chicago. Renewal contract for 52 weeks was handled through Federal Adv. Agency, N. Y.

LIEBMANN BREWERIES, Brooklyn, is planning a half-hour variety program on a New York station for Rheingold Beer late this fall. No details were available as BROADCASTING went to press from the agency, Lord & Thomas, New York.

FRUITATIVES Ltd., Ottawa, (medicinal) has started a campaign of one-minute dramatized transcribed spot announcements on 14 Canadian stations to run thrice daily, 5 days weekly, for 28 weeks. Lord & Thomas of Canada, Toronto, is agency.

ASSOCIATED GROCERS, a group of 30 grocers in the Hartford area, on Oct. 23 started a new 35-week program thrice-weekly on WDRC, Hartford, Conn., featuring *Your Southern Chef*, James Cox. In connection with the program Cox is making personal appearances at each of the affiliated stores.

Things are Happening In Baltimore!

1- "Business in Baltimore" (November issue) now being mailed to 3,000 retailers and wholesalers in the Baltimore area.

2- WBAL is outstandingly first in local and national spot programs — now broadcasting 110 each week. (Far more than any other Baltimore station — in fact, more than the other two major stations combined.)

3- 12,000 members of the Lone Ranger Safety Club will be entertained at the special showing of the Shrine Circus featuring Clyde Beatty Saturday morning, November 11.

4- "WBAL News", full page advertisements — editorial style — in the *Baltimore News-Post*, bringing the WBAL story into 190,000 homes in the Baltimore area each two weeks.

TRANSCRIPTIONS

ROBERT F. SCHUETZ has assumed his new duties as manager of the NBC Hollywood transcription department, having been transferred from the network's New York engineering staff. He is in charge of all NBC transcription activities on the West Coast. C. Lloyd Egner, head of the New York NBC transcription service, is in Hollywood assisting Schuetz in setting up his department.

STANDARD RADIO announces the following new subscribers to its Standard Library Service: WSPB, Sarasota, Fla.; WFTL, Ft. Lauderdale, Fla.; WOSU, Columbus, O.; WCOA, Pensacola, Fla.; WBTM, Danville, Va.; South African Broadcasting Corp., Johannesburg. Renewals to the Standard Library include WALR KWYO CFQC KXOK.

NEW subscribers to the *Speedy-Q* sound effects library are WOR, Newark; WCSC, Charleston, S. C.; WMBG, Richmond; WDAS, Philadelphia; KYW, Philadelphia; WJJD, Chicago.

A RECORDED program, *Marza*, in 26 half-hour episodes, written and produced by Al Zink, program director of WEBR, Buffalo, is announced by Transtudio Recording Corp., Buffalo.

ED FOREMAN, for the last six years head of radio transcriptions of RCA Mfg. Co., Chicago, and before that a member of the radio department of Blackett-Sample-Hummert Inc., Chicago, has resigned and has announced no future connections. Alfred E. Hindle has replaced Mr. Foreman at RCA, Chicago.

A LISTENER participation program, *Are You a Gangster?* written by Dick Weill and Peter Sharon, is being submitted to national advertising agencies by Bruce Gilbert Productions, Hollywood, for sponsorship, either in live or recorded form.

RADIO VERSION of the syndicated comic strip "L'il Abner" will be introduced Nov. 20 when NBC starts a series of quarter-hour programs of the same name on the Red network.

On the Record

A DAY or so before Bob Provan, announcer of WDRC, Hartford, Conn., was hospitalized with appendicitis he was nominated for Republican alderman from Hartford's 10th ward. Faced with inability to make a single public appearance, a few hours before his operation Provan made up a stock speech and had it transcribed. During his hospital term the record was played at Republican rallies on his behalf.

American Chicle Adds

AMERICAN CHICLE Co., Long Island City, New York, during the past month has added various groups of stations to the daily transcribed announcement campaigns for its gum products. On Oct. 9, the following stations were added to the Dentyne campaign: WGST WMAZ WTOC WRDW WRBL WEBC KSTP KFYR WDAY and KFJM. For Chiclets, on Oct. 2 were added stations WTIC WGY WFBL WHP WGBI, and on Oct. 25, KYW WRC and WFBR. The company also for Chiclets on Oct. 3 started a half-hour weekly program, *Swing to Chiclets*, featuring Frank Novak and his Music Creators, Tuesdays, on WJZ, New York, and Thursdays on WBEN, Buffalo. A test announcement campaign was started Oct. 23 for Adam Lurals on WNBF, Binghamton, and WOKO, Albany. Agency is Badger & Browning & Hersey, New York.

Dads vs. Sons

FATHERS and sons scrapped it out Oct. 21 during *Bull Session*, the weekly series on CBS which usually features college students in informal discussions. Unique characteristic of the program is that students on the show don't know when they're on the air. Some subject is assigned and they just start wrangling. The fathers appeared in conjunction with Northwestern U's "Dad's Day."

Vallee Subs For Ameche

STANDARD BRANDS, New York, through J. Walter Thompson Co., that city, will have Rudy Vallee as master-of-ceremonies on its *Chase & Sanborn Hour* for four weeks or more with broadcast of Nov. 12, during the absence of Don Ameche, who is on sick leave. With Nelson Eddy leaving the program following the Nov. 5 broadcast, it is currently reported in Hollywood that other changes will take place. Dorothy Lamour may also leave. Donald Dickson, baritone, is signed to take over Eddy's former spot on the show with broadcast of Nov. 19, and at a figure reported as $750 per week. Eddy has been receiving $6,500 weekly.

WAGA Staff Shifts

FOLLOWING a personnel reorganization at WAGA, Atlanta, by which Manager Jess Swicegood will confine his work to sales promotion and policy matters, Paul Overbay, formerly of the program department, has been promoted to become assistant to the manager. Other WAGA changes include the addition of J. H. Macy, formerly Southeastern representative of the Kohler Co., to the sales staff, along with Joe Robkin, both of whom will join George Moore, with the station since it opened in August, 1937. Joe Hill, sportscaster, also will serve as publicity and merchandising manager, and Wally Hadden, m.c. of the WAGA *Yawn Patrol* and formerly of the sales staff, will concentrate on that program, handling both production and sales. National representation of the station has been changed to Reiter-Spadea.

ARE YOU STYMIED IN CALLABOOSE (KENTUCKY)?

We rather think you're not worried about sales in this small Kentucky town, but if you are, we cain't help you out a bit! WAVE covers only the Louisville Trading Area—the 43 counties that contain 200% more income-tax payers than all the rest of Kentucky combined—people who buy more than twice as much as the rest of the state. WAVE covers *this* area at the lowest possible cost. Won't you write for the complete story—today? . . . An N. B. C. Outlet.

National Representatives
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.



SETTING THE RECORD!

WHN TRANSCRIPTION SERVICE
1540 BROADWAY, N. Y. C.
BRyant 9-7800

Here's recorded reproduction that tops the field in faithful duplication of every sound . . . without distortion or added noises. Fairchild Precision Equipment plus superior engineering craftsmanship make WHN Transcriptions the finest you can buy at any price! Hear them! Compare them! Rate cards on request.

Words of WIS-dom ~

wisdom is better than rubies...
—proverbs 8-11



AND the proverb might have added "oftimes wisdom leads to rubies". Consider WIS, for instance. Consider its most-favorable frequency in South Carolina (560 kilocycles), its most-inclusive coverage (serves more of South Carolina than all other stations combined), its most-favorable programming (NBC Red and Blue). Yes, the first station in a growing market. Isn't there wisdom in specifying WIS? And doesn't the WIS way lead to rubies?

FREE and PETERS, *National Representatives*

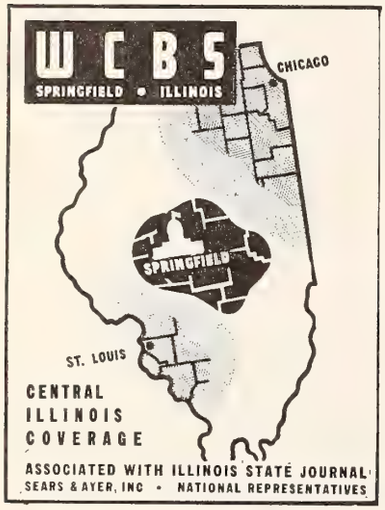
Columbia South Carolina WIS 5,000 watts day 1,000 watts night

Men of WIS-dom use WIS for Southern Sales

Agencies

ROBERT L. PHILIPPI has resigned as Lord & Thomas, Los Angeles, executive on the Union Oil Co. account to become director of public relations and advertising for the latter firm. He takes over the post of E. H. Badger, who switched to Lord & Thomas as head of press relations. William Pringle of Lord & Thomas has become executive on the Union Oil account. Agency has also added W. H. Cheney as junior account executive. Roy Swanfeldt is another addition.

DANNY DANKER, vice-president and Hollywood radio manager of J. Walter Thompson Co., is in New York for conferences.



JAMES G. LEWIS, former marketing counsel for Topics Publishing Co., New York, publisher of *Drug Topics*, *Drug Trade News* and *Food Field Reporter*, has been appointed vice-president of Monroe F. Dreher, New York. Mr. Lewis was previously eastern manager of the national advertising department of Scripps-Howard newspapers.

EDWIN R. DIBRELL, formerly executive vice-president of R. H. Macy & Co., and vice-president and merchandising manager of Lord & Taylor, has joined N. W. Ayer & Son, New York.

KELLY, NASON & WINSTEN, New York agency, has changed its name to Kelly, Nason Inc., upon the resignation of Harry J. Winsten, partner.

DALE PERRILL, formerly of Presba, Fellers & Presba, Chicago, has joined the Detroit staff of Ruthrauff & Ryan. Prior to joining the Presba firm Mr. Perrill was with Ruthrauff & Ryan in Chicago.

LOUIS E. WESTHEIMER & Co., St. Louis, has moved to new quarters at 315 N. Seventh St. The agency entertained 150 advertising and radio executives at a cocktail party in its new offices Oct. 20.

HARRY TERRY, formerly vice-president of Cramer-Krasselt Co., Milwaukee, and for the last year a sales and advertising economist, has joined the Chicago office of Cecil & Presbrey as account executive. The agency's Chicago office recently was moved to enlarged quarters in the Builders Bldg.

JOHN S. WHEDON, manager of the San Francisco office of Lord & Thomas recently was transferred to Chicago. He was succeeded in the bay city by his assistant, Fairfax Cone.

DAVE OWEN, executive of Blackett-Sample-Hummert, Chicago, was in Hollywood Oct. 22 for start of the third quarter of the NBC *Grouch Club* program, sponsored by General Mills (Korn Kix).

Berk Forms Agency

HARRY A. BERK, former vice-president of J. Stirling Getchell, New York, and with that agency in various executive positions since 1932, has resigned to open his own advertising agency, Harry A. Berk Inc., at 420 Lexington Ave., New York. Telephone is Lexington 2-8689. No further announcement as to personnel or accounts of the new agency will be made for several weeks, according to Mr. Berk.

HARRY F. ANDERSON, former NBC Western Division sales manager, San Francisco, and more recently an executive of Barton A. Stebbins Adv. Agency, Los Angeles, has organized H. F. Anderson & Associates, public relations counsel, in the former city. Headquarters are at 111 Sutter St. Associated with him is Christian Cronin, formerly of McCann-Erickson, San Francisco.

WALTER S. WEEKS, formerly an executive of Laswell & Co., Los Angeles, has joined Faraon Jay Moss Inc., Hollywood, as vice-president and account executive.

DONALD S. KENNEDY, for 14 years with Charles Daniel Frey Co., Chicago, has been named vice-president and secretary of the agency.

ROBERT JAMES, account executive of Hixson-O'Donnell Adv., Los Angeles, is the father of twin girls born Oct. 16.

McCANN-ERICKSON on Oct. 30 moved its New York offices to 50 Rockefeller Plaza; new telephone number is Circle 5-7000.

Clyde S. Thompson

CLYDE SMITH THOMPSON, 62, former president of the Thompson-Carroll Agency, Cleveland, and later in charge of outdoor advertising accounts of J. Walter Thompson Co., New York, died on Oct. 21 after a brief illness at his home in New York. Until recently, Mr. Thompson, was sales promotion manager and art director of the M.L.A. Publications, New York, which include *Radio Guide*, *Screen Guide* and *Click*. He is survived by his wife, a daughter, a son, his mother and his sister.

J. W. MILFORD, formerly of the public relations division of N. W. Ayer & Son, New York, specializing in television promotion, has resigned to establish a promotion and public relations firm at 225 W. 39th St., New York. Mr. Milford was previously publicity director of the lamp department of General Electric Co., and for five years public relations counsel to the Illuminating Engineering Society.



WHEN Dick Marvin, radio executive of the Wm. Esty & Co., flew into Nashville recently from Hollywood, he was met at the airport by Harry Stone, general manager of WSM, who brought along a genuine band of Smoky Mountain hillbillies by way of greeting. Marvin visited WSM to inaugurate the *Grand Ole Opry* series for R. J. Reynolds Tobacco Co. (Prince Albert tobacco) on 26 stations of the NBC Southern Network, Saturdays, 9:30-10 p. m.

AGENCY Appointments

PROCTER & GAMBLE Co., Cincinnati, to Compton Adv., New York, for Duz, granulated household soap. No media plans have been made.

MERIT FOOD Co., Hackensack, N. J. (salad dressing), to Eastern Adv. Agency, New York. Radio may be used after first of the year.

A. STEIN & Co., Chicago and New York (garments, haberdashery, etc.), to Vanderbie & Rubens, Chicago, effective Jan. 1. Newspaper, trade paper and magazine advertising planned.

BERG-WILLIAMS Corp., New York (Dura-Perl dentifrice), to Morgan Reichner & Co., New York. Possibility of radio but no plans made to date.

JACOB RUPPERT Brewery, New York, to Ruthrauff & Ryan, N. Y., effective Nov. 15, 1939.

STONE TOBACCO Co., Philadelphia (Lord Jeff Pipe Tobacco), to McKee & Albright, Philadelphia.

PRINCIPAL PRODUCTIONS, Culver City, Cal., to Calkins & Holden, New York, to handle promotion for new production "Our Town" to be produced in November. No advertising plans made as yet.

GEORGE W. LUFT, 68, one of the founders of the American Druggist's Syndicate and president of George W. Luft Co., manufacturer of Tangee cosmetics, died on Oct. 14 after an emergency operation at the New York hospital. Surviving are his wife, a daughter, and two sisters.

HIGHLIGHTS
on the Map of Canadian Radio

- CKCK REGINA, SASK.
- CHAB MOOSE JAW, SASK.
- CJOC LETHBRIDGE, ALTA.
- CFAC CALGARY, ALTA.
- CJCA EDMONTON, ALTA.
- CJAT TRAIL, B. C.

All basic C.B.C. stations which means the cream of the network commercials.

Representatives
U. S. A.—WEED & CO.
Canada: ALL CANADA RADIO FACILITIES, LTD.

Advertisers using recorded programs pick stations using the best available equipment. That's why you need Fairchild Recorders, Amplifiers and Transcription Turntables.

"... it had to satisfy Fairchild first"
FAIRCHILD
Sound Equipment Division
AERIAL CAMERA CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

Reps

WALTER CALLAHAN, formerly of the commercial department of WLW, Cincinnati, has been named Chicago manager of Transamerican Broadcasting & Television Corp., to replace DeWitt C. Mower, who has joined the firm's New York office. Charles Coffin has resigned from the company's Chicago office. John Hatfield will be associated with Mr. Callahan.

HEADLEY-REED Co., station representative, has opened a branch office in Glenn Bldg., Atlanta. Gregory Murphy Jr., for two years with Eastman, Scott & Co., Atlanta agency, has been placed in charge.

JOHN BLAIR & Co., national representative firm, announces that its recently opened St. Louis office is located at 455 Paul Brown Bldg., phone: Chestnut 4154. Chris Hetherington, formerly of International Radio Sales, Chicago, is in charge.

TORONTO office of Joseph Hershey McGillvra announces its appointment as representative of CFPL, London, Ont., effective Nov. 1.

WNEW, New York, has appointed John Blair & Co., its national representatives, effective Nov. 1.

NBC Commentators

JOHN GUNTHER and Hilmar Baukhage, NBC European commentators who recently returned to the United States, are conducting a daily quarter-hour of comment on the general European situation on NBC-Red. Baukhage speaks from Washington five days a week, 11-11:15 p.m., and Gunther is heard from New York the other two days.

Modern Typing

TO "TRANSLATE" our archaic system of spelling, which dates back to Shakespeare's day, into the vowels and consonants actually used in modern English speech, NBC has had a phonetic typewriter constructed by the L. C. Smith Co. The machine is similar to a standard model except that it has 90 symbols of the International Phonetic Alphabet on its type bars. Ordered primarily so that a legible manuscript might be written for NBC's forthcoming *Handbook for Announcers and Speakers*, the typewriter may also be used in preparing radio scripts which contain unusual technical phrases or foreign names.

La Choy in Buffalo

LA CHOY FOOD PRODUCTS, Detroit, on Oct. 31 started twice-weekly participations in *Modern Kitchen* on WKBW, Buffalo. Blackett-Sample-Hummert, Chicago handles the account.

Puppet Show Rights

REMO BUFFANO, noted puppeteer, has asked for the rights to the weekly program, *The Shadow*, sponsored on MBS by Delaware, Lackawanna & Western Coal Co., in order to stage probably the first detective mystery ever performed with puppets.

PERKO, NEW CEREAL, DEBUTS VIA RADIO

QUICK MEAL CEREAL Co., Minneapolis, has started a radio campaign to introduce its new warm cereal called Perko. By Nov. 15, 28 stations of the North Central Broadcasting System will be carrying the Thursday morning quarter-hour program, according to John W. Boler, president of the network. Titled *Perko Pep-Up Time*, the program is keyed from WTCN, Minneapolis, and is fed to KSTP WMIN WDGY KFAM KYSM KROC KATE KWNO WKBH WEBC WMFG WHLB, WJMS WDAY KFJM KABR WNAX WMT KSO. Eight other stations will be added as distribution of Perko is effected.

Since Sept. 1, 300 independent retailers and 14 jobbers have been lined up by a merchandising crew of five, working under Mr. Boler, who reports that 1,000 stores and 90 jobbers will stock the new cereal by Nov. 15. "When the campaign started, merchants wouldn't stock such a competitive product unless assured that it would be backed by a consistent advertising campaign, and using radio in the principal cities enables us to obtain the principal dealer outlets in those towns," Mr. Boler said.

"After a month of the campaign we traced the first orders and found that the retail outlets had reordered three and four times. The radio campaign not only sold the dealers on what it might do, it is selling and selling well," Boler added.

The weekly program is supplemented by a varying schedule of spot announcements and participations. Paul Allen, baritone soloist, and Michael Coscio, NCBS organist, are featured on the show. Merchandising men assisting Mr. Boler are Clifford Garding, William Hutchins, Harland Ohde, E. M. Lebeck, and William T. Helmes. First United Broadcasters, Chicago, handles the account.

Florida Fruit Drive

FLORIDA CITRUS COMMISSION, Lakeland, Fla., will use participations in women's programs on WCAU, Philadelphia, and seven Yankee Network stations, for its annual fall and winter campaign to promote the new crop of oranges and grapefruit now being shipped to markets. Starting about Nov. 1 thrice-weekly participation in the WCAU *Woman's Club* program will be used, and twice-weekly participation in the *Marjorie Mills* program on stations WNAC WTAG WCSH WTIC WICC WEAN and WLBZ. Arthur Kudner, New York, is the agency.

CLARK FOR QUALITY IN ELECTRICAL TRANSCRIPTION PROCESSING ★

SINCE the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a *Clark* client. If you are interested in quality transcription processing we are at your service.



CLARK PHONOGRAPH RECORD CO.
Newark, N.J.
216 HIGH ST.
Humboldt 2-0880

BLACK GOLD
America's Second Largest Industry

Wherever oil is found, it reacts to the benefit of Tulsa, Oklahoma, Oil Capital of the World! Tulsa is the home of 546 Oil Companies and Operators, 400 Purchasing Agents, 119 Manufacturing Plants, 183 Supply Houses and Representatives of 1,028 American Oil Equipment Manufacturers. Clearing point for billions of dollars of oil money! Home of the International Petroleum Exposition, world's largest single-industry show! For Tulsa alone—if not for Oklahoma's richest market surrounding the Oil Capital—use KVOO! 25,000 watts; both N. B. C. Networks; Unlimited Time.



★
EDWARD PETRY AND CO.
National Representative

INSURED RECEPTION
McCLATCHY STATIONS
COVER INNER
CALIFORNIA
PAUL H. RAYMER COMPANY
NEW YORK
CHICAGO SAN FRANCISCO

Suit Goes to Trial

TEMPORARY injunction was denied Kate Smith, the radio star, and the Kated Corp., on Oct. 19 by Supreme Court Justice Charles B. McLaughlin, who also ordered trial of the $100,000 suit against a firm doing business as the Smith Co., for Nov. 6. Suit was filed Oct. 11 by Kated Corp. claiming that the Smith Co. was advertising its undergarments for stout women as "Kate Smith Stouts" in violation of the Civil Rights law, capitalizing on the radio star's popularity and misleading the public into thinking that the garments are manufactured by her.



Radio AND Education

ARTHUR W. STOWE, CBS production manager in San Francisco, will assist the Pacific Southwest Conference on Adult Education during their convention at Berkeley, Cal., Nov. 16-18. A demonstration radio broadcast is planned, patterned after the CBS *People's Platform*, as a feature of the Adult Education Program. Inez G. Richardson of Stanford U is chairman of the Committee on Radio Discussion.

WBOE, Cleveland Board of Education station, cooperating with WHK, Cleveland, on Oct. 21 started a new series of weekly educational programs, *Your School*, arranged and directed by Larry Roller, educational director of United Broadcasting Co. One program is devoted to each of the local high schools and presents students, faculty, musical and dramatic groups from each school. The series was arranged through Dr. Russell V. Morgan and Dr. William Levenson, director of WBOE.

CHICAGO RADIO COUNCIL, under the direction of Harold Kent, is holding a series of dinner meetings with local teachers for discussions of educational broadcast techniques. After the dinners, classroom demonstrations are held in the new studios of CRC at 228 N. LaSalle St.

FEATURING dramatizations of the lives of "unsung heroines" of America and the part played by women in every phase of American life, the new *Gallant American Women* started Oct. 31 on NBC-Blue. The series, produced in cooperation with the U. S. Office of Education, will be a continuation of 13 programs broadcast this summer under the title, *Women in the Making of America.*

A STUDY of how pupils listen to the radio has been published in the *Teachers College Journal*, Terre Haute, Ind., under the title "Out-of-School Radio Listening Habits of Vigo County School Children." The article was written by Clarence M. Morgan, director of radio education, and Easter Straker, graduate student of the College.

UNIVERSITY Broadcasting Council, Chicago, will continue under auspices of De Paul U and Northwestern U, according to announcement by Allen Miller, UBC director. The Field Museum and similar Chicago organizations representative of the community will be associated with the Council. New board of trustees includes the following radio educational directors: Judith Waller, NBC; Myrtle Stahl, MBS; Lavinia Schwartz, CBS; Al Hollander, WJJD.

NEW educational series, *Southern School of the Air*, started this month on MBS-Southern Network stations, Monday through Friday, 1:30 to 2 p. m. Programs originate in Kentucky U studios and are picked up by WLAP, Lexington, for the other members of the network: WCMI, Ashland; WGRC, Louisville; WSIX, Nashville. KGVO, Missoula, Mont., on Nov. 5 will start the new Sunday afternoon *University Hour*, produced by E. G. McGinnis, professor of speech at Montana U. The series, originating on the campus in the main auditorium of the Student Union Theatre, will present University music groups and student and faculty speakers.

AN ANALYSIS of radio programs for school-age listening has been made by Paul Misner, superintendent of schools of Glencoe, Ill., who recently published a 180-page booklet on the subject. Programs receiving special attention were *History in the Making*, a weekly series on WBBM, Chicago, sponsored by Sinclair Refining Co.; *Calvalcade of America* formerly heard on CBS, and *Information Please.*

SYRACUSE U has issued a new brochure outlining activities in its *Radio Workshop* curriculum, a regular University undertaking operated in conjunction with WSYR and WFBL in Syracuse, N. Y.

SERIES of lectures, *Adventures in Ideas*, on educational problems and the progress of sciences is being broadcast again this year from Oct. 29 through April 14, 1940, on WQXR, New York. Distinguished lecturers from the fields of philosophy, law, education, sociology, and others are heard from Cooper Union, New York.

J. KENNETH JONES, formerly publicity director of the Chicago Community Fund and previously on the continuity and production staff of WHAS, Louisville, has been appointed director of information of the Federal Radio Education Committee, according to an announcement by John W. Studebaker, U. S. Commissioner of Education and chairman of the Committee.

In Time of Need

NETWORK affiliations were forgotten recently when Irving Reis, who does *Columbia Workshop* programs for CBS, was rushed to a Hollywood hospital for an appendicitis operation and his radio writing class in League of American Writers was voluntarily taken over by Arch Oboler, NBC writer-producer. Reis formerly headed the *Columbia Workshop* in New York and is now a Paramount Pictures writer-producer. He has a working arrangement with CBS.

DR. ALONZO G. GRACE, Commissioner of Education for Connecticut, has accepted membership on the board of consultants of the CBS *American School of the Air* to serve in an advisory capacity. A total of 42 noted educators and scientists now aid the CBS educational department in making up the curriculum for the ten-year-old daily educational program.

TRANSCRIPTIONS of *America's Town Meeting of the Air* programs are now being cut in San Francisco for shipment via *China Clipper* to Honolulu, where they are played in the territorial schools of Hawaii as the basis of a popular course.

CBS has commissioned American composers of outstanding achievement to write orchestral works drawing on the inspiration of folk-melody for the *American School of the Air* Tuesday series, *Folk Music of America.* The network also reports that it has arranged with the National Education Assn. to demonstrate classroom use of the *School of the Air* program at teachers' conventions throughout the country, the first scheduled for Nov. 3 when the Minnesota Educational Assn. convenes in Minneapolis.

"WE BUILD PROGRAMS FOR 600,000 PEOPLE"

Says GENE TRACE
Program Director
of WMBD

"There are a lot of people in this 'Peoriarea'—on farms, small towns and cities. And we do our level best, 18 hours a day—to please them all."



IT'S A 50-50 MARKET

About half of those 600,000 people we reach are on the rich, prosperous farms here in the heart of Illinois. The other half are in the hustling towns and cities, where heavy industrial payrolls boost the buying power of "Peoriarea" well above the average.

This is a big market within a sixty mile radius and WMBD covers it all, thoroughly and economically. It's BIG IN POPULATION AND BUYING POWER . . . and it deserves that kind of a place on your list.

NATIONAL REPRESENTATIVES
Free and Peters, Inc.

TEST SPOT of the MIDDLEWEST
THE HEART OF ILLINOIS

MEMBER CBS NETWORK
WMBD
PEORIA, ILLINOIS

10,000 SOAP BOXES!

The combined influence of 10,000 soap box orators could not offer you the sales power available here at WAIR. They listen! They believe! They BUY!

WAIR
Winston-Salem, North Carolina

National Representatives
Sears & Ayer



BUTTE - The Richest Hill on Earth
HELENA - The Capital City
BOZEMAN - The Rich Gallatin Valley
Gene Furgason & Co., Representative

This picture reproduced on copper will be sent you on request.

Purely PROGRAMS

FIVE-HUNDRED new radio receivers are awarded listeners on the *Radio Awards* program of WFIL, Philadelphia. During the recorded music program Jack Steck, master of ceremonies, chooses names at random from the local phone directory and calls them directly from the studio, with listeners getting his side of the conversation. Among the phone-answerers, those listening to WFIL receive a radio, while non-WFIL listeners and others whose lines are busy, as well as others who do not answer, get a pair of tickets to the WFIL-MBS *Mystery History* broadcast.

* * *

Youth's Views

McCALL's Magazine, New York, on Oct. 23 placed full-page advertisements in the metropolitan dailies to announce the opening that night of *Youth Questions the Headlines*, a series of informal discussion programs arranged in cooperation with NBC for weekly presentation on NBC-Blue. Young people from widely different American backgrounds are invited to discuss what they think of such problems as war, neutrality, or the danger from propaganda, under direction of Otis Wiese, editor of *McCall's*, when the program originates in the East, and in the West, with Miss Toni Taylor, associate editor.

* * *

Unbiased Sextet

WITHOUT comment or opinions, *Six Speaking Editors* of the *Minneapolis Star-Journal* broadcast on WCCO. Different announcers present "News from the dictator countries", "news from the Allies", "news from Washington", "news from the Northwest", "news of women" and "laughs in the news".

* * *

Student Schemes

WAAF, Chicago, has started a Sunday afternoon series titled *The Idea Exchange*, featuring local college students in discussions of all sorts of subjects. The program is directed by Henry Kingston and is informal in tone.

* * *



USING its mobile unit, all painted up to promote the sponsoring Castleberry's food products, WRAL, Raleigh, N. C., goes directly to local stores handling the Castleberry line, transcribes a quarter-hour of interviews with customers five times weekly, and then rebroadcasts the interviews in an evening spot under the title *Listen to Yourself*. This trio—(l to r) J. B. Clark, announcer, L. B. Terry, engineer, and H. Hamrick, copy writer—handle the feature. Nachman-Rhodes Inc., Augusta, Ga., is the Castleberry agency.

Housing Game

SHEFFIELD Village, the largest Federal housing development in California, near Oakland, is the scene each Sunday of a broadcast on KROW, Oakland. Scott Weakley and Andy Potter of KROW conduct the broadcasts, which consist of interviews with sight-seers in the various model homes. Weakley gets their personal stories and then passes them on to Potter for a question game. Each person draws three questions from a small model home. Two out of three correct answers wins the participant $1. A second dollar goes to the jackpot. If a contestant gets three correct wins he gets $2 plus the jackpot. Sheffield Village is being built by E. B. Fields Co. of Oakland and the agency is Tomaschke-Elliott.

* * *

Concessions to Ladies

WITH membership pins going to listeners writing in, the *Women's Service Club* feature on WPEN, Philadelphia, through its director, Mabel Love, is developing plans whereby all regular members will be entitled to special discounts at several local stores and movie houses and will receive concessions at all events sponsored by the Club. The Club's first function of the winter season will be a Thanksgiving party in the WPEN auditorium.

* * *

Fashion Queries

PAIR of dollar hose are awarded women listeners of *Your Neighbor Speaks* on KARK, Little Rock, Ark., for acceptable questions about fashions or nearly anything else of public interest. During the program, remoted from a local ladies' ready-to-wear store weekly, women customers are interviewed and plied with the prize-winning questions. Interviewees also win a pair of hose, whether right or wrong in answering the queries.

* * *

Kitchen Klinic

AUDIENCE participation quiz program, *The Kitchen Klinic*, which is directed to housewives and originates from a local theatre, has started on WTKC, Visalia, Cal. Program features Lila Barlow, home economics expert, and deals with cooking problems. Charles Foll, station production manager, is master-of-ceremonies.

* * *

Tips on Song Titles

A NEW weekly quarter-hour program featuring Roberta Bragdon, pianist, on KOY, Phoenix, is titled *Piano Quiz*. Songs are played and listeners identify words and phrases based on the titles of the unannounced numbers. Correct answers are announced later to give listeners a chance to check their musical knowledge.

* * *

Neighborhood Bards

FEATURING local poets and poetry of Northeast Arkansas and Southeast Missouri, the new daily *Local Poets* feature has started on KBTM, Jonesboro, Ark., under direction of Marvin Cloyd.

* * *

Sign of News

WTOC, Savannah, Ga., strikes two electric chimes when it introduces each of its 14 daily newscasts.

Law for All

COOPERATING with the local Young Lawyers Assn., KGVO, Missoula, Mont. has started a new dramatic series, *This is the Law*, dramatizing points of law translated into human experience, i.e., a dramatization built around the fact that a confession obtained under duress is not admissible as evidence in a trial. Russell Smith, Missoula attorney, acts as legal adviser on the series, which is written and directed by Jimmy Barber, KGVO program director.

* * *

Winter Motoring

AS A SERVICE to winter tourists, Lou Ella Archer, writer and traveler, suggests short trips in and around Arizona, gives road information and descriptions of historic spots of interest during the weekly quarter-hour highway program on the Arizona Network. Broadcast originates at KOY, Phoenix, under auspices of the Arizona State Highway Department.

* * *

Spellers Vie

TO GIVE the old fashioned spelling bee still another twist, WLS, Chicago, airs a Saturday program featuring housewives from various social clubs. Recently, the Ladies' Auxiliary of the Order of Railroad Conductors, representing the Illinois Central, Northwestern R. R., Santa Fe, and New York Central spelled each other down.

MOOSER'S PAL
KYA Official Gives Stranger A Sudden Surprise

ARTHUR CAYLOR, San Francisco columnist, spins the following yarn in one of his recent columns in the *San Francisco News*:

"Our 'I-Wonder-Why' department is baffled by this one: Late the other evening a man reading BROADCASTING magazine in the Bridge Terminal found himself listening to a stranger who said he was in the radio business, too—an announcer at KYA. Which shows? He named several of the best. Who was manager there now? Why—familiarly—Rei Quinn. Did he know what's-his-name, the assistant manager? Sure, very well. The stranger knew all the people—and all the answers.

"He just chatted along, with no sign of a touch, until, finally, the first fellow handed the stranger his card and left to catch his train. The card read: *Gurdon Mooser, assistant manager KYA.*"

* * *

Range Greeting

TO WELCOME easterners Arizona Network has launched a five-weekly quarter-hour typical western program, titled *Singing in the Saddle*. It features Palo Verde in songs of the range and tall stories, and originates at KOY, Phoenix.

* * *

Fair Trades

SWAP service, under the title, *White Elephant Club*, is the newest feature added to Bee Baxter's *Household Forum* series on KSTP, St. Paul. As a Saturday morning feature listeners write in about anything they want to trade.

CHRISTMAS TREE of 1939

STAR RADIO is proud to offer the CHRISTMAS TREE OF 1939—the fourth and entirely new edition of radio's most famous Christmas series. Complete in 25 half hour scripts—requiring one man for production. Its price (in the U. S.) is $25.00, complete, per station. THE STATIONS listed here are just a few of those who have increased sales with this special holiday series. Territorial rights are going fast! Take advantage of the tremendous sales value of the famous "CHRISTMAS TREE" by ordering now, *via wire collect.* Assure YOUR station of a real drive for holiday business.

KDYL	KFXM	KSO	WJW	CJCA	CKMO
CKOV	WPG	KIDO	KTOK	WGTM	CFGP
KFOR	KGU	KOOS	WLNH	WMC	KOIL
CJKL	CFNB	KICA	KCKN	KGLU	WRTD
CFCF	WGAL	WNBF	KMO	WRGA	CKGB
WOC	KRKO	KFRU	CHAB	KFNF	WJBC

If you have not seen the Christmas Tree brochure write to Dept. T for free copy.

(Canadian Representatives: All Canada Radio Facilities, Ltd.)

Star Radio Programs, Inc.

"America's Leading Script Service"

250 Park Avenue New York City

Pins in Milwaukee

TWENTY-FIVE members of the Milwaukee Bowling Proprietors Assn. are sponsoring the new *Bowling Like Sixty* program on WTMJ, Milwaukee, featuring Billy Sixty, nationally famous kegler and bowling editor of the *Milwaukee Journal*. The weekly program is titled after Sixty's regular column in the newspaper. On the air he covers bowling news, relates anecdotes from his experience and conducts a question and answer box for bowling fans of Milwaukee, one of the leading bowling cities in the country.



...KOIL

NOW HAS ALL THE COLUMBIA STARS--PLUS OVER 40 HOURS PER WEEK MORE NETWORK COMMERCIALS THAN LAST YEAR!

Don Searle, Gen'l Mgr.
Katz Agency, Nat'l Repr.

Studio Notes

NORTHERN California Broadcasters ASSN. and trade representatives gathered at the Palace Hotel, San Francisco, recently to pay tribute to A. E. Nelson, new general manager of KPO-KGO and to Lloyd E. Yoder, former manager there, now in charge of KOA, Denver. A majority of the stations in the San Francisco Bay area were represented at the dinner arranged by Ralph R. Brunton, vice-president. Arthur Westlund, manager of KRE, Berkeley, association president, presided. V. Ford Greaves, FCC inspector-in-charge at San Francisco, and former business associate of Nelson, paid personal tribute to the new KPO-KGO chief.

WGBF-WEOA, Evansville, Ind., recently entertained newspaper editors from surrounding towns, the group organizing Tri-State Press-Radio Assn., with meetings scheduled every two months. The papers carry program schedules and stories, receiving time in exchange. Clarence Leich, WGBF-WEOA, will act as host at the meetings.

WGN, Chicago, has covered the walls of its press room with 35 war maps of Europe ranging from eight feet square to small topographical maps of the western front. A long list of foreign name pronunciations has been installed in the WGN news studios.

KVOE, Santa Ana, Cal., has received a citation from the U. S. Junior Chamber of Commerce in recognition of its cooperation with the civic organization. Presentation was made at a meeting of the local chapter, and was received by Manager Ernest L. Spencer for the station. KVOE also has been awarded two citizenship medals by the Veterans of Foreign Wars for its services to that organization.

KFEL, Denver, caught with a momentary power failure that cut off the last eight seconds of Col. Charles A. Lindbergh's quarter-hour address on MBS, immediately began getting calls from irate listeners protesting against "cutting off" the speaker. During the momentary power dip Col. Lindbergh had finished his talk, and when KFEL came back on the air the network announcer was giving the cue and a network dance band followed. Despite announcement of the circumstances of the interruption, the KFEL switchboard was swamped for the rest of the evening and most of the following day with calls from listeners who believed the flyer had been cut off in the middle of a 30-minute address.

KFVS, Cape Girardeau, Mo., has been awarded a plaque by the local American Legion post for its community service and cooperation. Oscar C. Hirsch, owner of the station, received the award from Lou C. Lozier, Department of Missouri Commander.

KHUB, Watsonville, Cal., during the four-day Santa Cruz County Fair, held October 12-15, carried 37 remotes from the fair, including two special half-hour variety shows, descriptions of exhibition booths, interviews and contests, along with several regular live talent programs originated at the fair.

UNIVERSITY Broadcasting Council, Chicago, has started a Sunday afternoon series on MBS titled *Meditation and Melody*, featuring the music of Henry Weber and guest artists from the music departments of local colleges. Prof. Harry D. Taft, assistant dean of DePaul Law School, presents bits of philosophy on each show.

WLS, Chicago, has discontinued its Saturday afternoon talent jamboree called *Merry-Go-Round* in order to run its *Homemakers' Hour* six days weekly. The latter series is conducted by Harriet Hester. WLS educational director.

DEDICATION of the new organ of KDKA, Pittsburgh, during a special coast-to-coast NBC-Blue salute Oct. 22 featured salutes from Jesse Crawford and Dick Liebert in New York, Irma Glenn in Chicago and Paul Carson in Hollywood with Bernie Armstrong at the keyboard in Pittsburgh.

WCAU, Philadelphia, has completed arrangements to broadcast the Saturday night home games of the Philadelphia Sphas in the American Professional Basketball League, direct from Broadwood Auditorium. The first pro basketball broadcasts in Philadelphia, the court series is to start Nov. 4 extending through a schedule of 26 games. Bill Dyer, assisted by Roger Griswold, will handle the play-by-play descriptions.

WBBM, Chicago, recently aired a quarter-hour program titled *Open House Preview* under auspices of the local Junior League. Designed to raise funds for the Foster Home Care for Convalescent Children, the program was produced and directed by Junior League members.

FOUR singers of NBC-Chicago were honored recently by the musical magazine *Metronome* as "outstanding vocalists of the air". Singers included Jack Baker, *NBC Breakfast Club* tenor; Dick Todd, *Avalon Time* soloist; Evelyn Lynne and Nancy Martin of the *NBC Club Matinee*.



FRIDAY the 13th held no fears for Warde Adams (holding script), the *Strietmann Street Man*, heard thrice-weekly on WRVA, Richmond, Va. On the fateful day he held his broadcast under a ladder, made participants hold black cats and break mirrors, and in general tempted the evil spirits. However, Adams gave each participant a rabbit's foot to carry away, just in case.

WJIM, Lansing, Mich., promoted the organization of a local listening group that meets Thursday evenings to hear the NBC *America's Town Meeting of the Air*. The group, made up largely of professional men and women and State officials, holds its own discussion after each broadcast.

CKAC, Montreal, claiming an all-time record for North American stations, reported that during the week of Oct. 15-22 every minute of broadcast time from 6 p. m. to midnight was sold, due to an unusual run of ordinary commercial business and to additional time sales resulting from the Quebec provincial elections, which closed Oct. 25.

KIEV, Glendale, Cal., is the latest subscriber to United Press radio news service, UP announces. The press service also reports that four stations in Ohio and West Virginia (WSPD, Toledo; WALR, Zanesville; WMMN, Fairmont, and WWVA, Wheeling) which were former subscribers to UP news have again contracted for this service, effective in 1940 at the end of the group's present contract with another news service.

BIDE DUDLEY, drama critic and formerly of WOR, Newark, is reviewing new Broadway plays on opening nights over WHN, New York.

WCFL, Chicago, is carrying the Saturday night NBC symphonic programs conducted by Arturo Toscanini.

A SERIES of talks on the advantages of the U. S. Army as a career for the youth of today are heard on WOV, New York, with State Senator Phelps as an "inquiring reporter" and Capt. B. E. Thurston of the Army giving the information on every branch of the Service.

WFBL
Syracuse

Business is Better, Here, than it's been in Years!

Continuing on it's sharp upturn—business in Syracuse and Central New York is better than it's been in many years! This market which, under all conditions, is a bright spot because of the extensive manufacturing which is done in this area, is today one of the most brilliant spots in the Northeast section of the country. Twenty-two factory payrolls—in all types of industry —have steadily improved every month this year. This means greatly increased consumer purchasing power.

Your products—advertised over WFBL—will bring you *your share* of business in this rich, prosperous market. Wire, telephone or write for complete information, rates and time available NOW!

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.

WFBG
ALTOONA PENN.

providing the ONLY full coverage of the Altoona trading area

Now

NBC-RED

and

FULL TIME OPERATION

WTAG
WORCESTER, MASS.

The closest any other station comes to WTAG's 58.88% all-hour average audience is 25.13%.

NBC BASIC RED NETWORK
YANKEE NETWORK

EDWARD PETRY & CO., Inc.
National Representative

The only station which gives primary coverage to ALL of Worcester County.

KFSD, San Diego, Cal., has remodeled its studios in the U. S. Grant Hotel, adding many innovations. Unique feature is the new operating console, designed by Sam Lipsett, assistant manager, and Hal Hasenbeck, chief engineer. It is said to be the only one of its kind, with a 100% silent electronic high-level mixing system. It operates entirely by lights and push-buttons and permits switching of 15 microphones, plus turntables, in a half-dozen booths and studios, in simultaneous broadcasts and auditions.

WSPD, Toledo, O., has started a new series of thrice-weekly *School Traffic Safety* programs in cooperating with the Toledo Police Traffic Bureau. Originating at individual schools around the city through WSPD's mobile unit, the quarter-hour programs feature a brief resume of traffic accidents during the preceding 48 hours, with emphasis on those involving children, interviews with school principals and neighborhood policemen, and further interviews with as many kids as time allows.

KMA, Shenandoah, Ia., at its recent 14th annual Pancake Jubilee drew a record-breaking crowd of 75,000 to the four-day event and received stories and pictures aggregating four newspaper pages in papers having a combined circulation of 700,000 in four states. Stunts, entertainment and publicity for the Jubilee were directed by Frank Jaffe, KMA promotion manager.

TWO new sustaining features started recently on CBS as the first move in the network's revision of its sustaining program schedule. Music by Raymond Scott's newly-organized orchestra is featured on *Concerts in Rhythm*, half-hour weekly program with Judith Arlen as contralto soloist. Immediately following the Philharmonic Symphony concert on Sunday afternoons is *The Pursuit of Happiness*, a program of songs and drama describing the American way of life, directed by Norman Corwin, with Burgess Meredith, the actor, as m.c. and Mark Warnow's orchestra.

GUEST singers on the *Antonini Concert* series, which started Oct. 31 on MBS under the sponsorship of V. La-Rosa & Sons, New York, for macaroni products, are Vivian Della Chiesa, Tito Schipa, and Heldi Reggiani. The singers will alternate their appearances so that they can continue their work with leading opera companies and sing on the weekly program. Account was placed by Commercial Radio Service, New York.

NBC carried more than 14 hours of broadcasts Oct. 24, 25 and 26 during its exclusive coverage of the Ninth Annual *New York Herald-Tribune* Forum on Current Problems at the Hotel Waldorf-Astoria, New York. Leaders in government, business, education, labor, medicine, science and social welfare spoke during the Forum, which was presided over by Mrs. Ogden Reid, vice-president of the *Herald-Tribune*, with featured addresses by President and Mrs. Franklin D. Roosevelt, Mme. Chiang Kai-shek, wife of the Chinese President, and King Leopold III of Belgium.

WNAX, Yankton, S. D., covered the corn-husking contests of South Dakota and Minnesota in late October, Charles Worcester, farm service director, and Chief Engineer Cliff Todd using portable equipment.

A DEAL recently was consummated between Milton Samuel, NBC press manager at San Francisco and W. G. Conn, publisher of the 18 Conn publications, community papers in Alameda County, Cal., to use a KPO-KGO radio column with pictures. The column is a combination of art, program notes and chatter on KPO and KGO and is written by the station publicity department. A similar arrangement is in operation at the present time with the *Argonaut*, one of San Francisco's oldest weekly magazines. Rod Hendrickson writes and edits the *Argonaut* column from material supplied him by KPO-KGO.

Veteran at 28

BEN ALEXANDER, NBC Hollywood commentator and m.c., celebrated a quarter of a century in the show business Oct. 22, although only 28. He began his career as a child actor at Paramount Studios, which at that time occupied the present site of NBC Hollywood studios. After a long film career as child prodigy and juvenile, he turned to radio five years ago and is commentator on the six-weekly quarter-hour NBC Pacific Blue network program, *This Moving World*. He is also m.c. of the weekly *Hall of Fun* program on that network.

RELIGIOUS NEWS Service, 300 Fourth Ave., New York, reports it has sold its weekly *Religious News Reporter* scripts to WAAF, Chicago; WHO, Des Moines; KOIN, Portland, Ore.; WCBA-WSAN, Allentown, Pa.; KOIL, Omaha; WHAI, Greenfield, Mass.; WMCA, New York; WRAK, Williamsport, Pa.; WNLC, New London, Conn.; WELI, New Haven; KMBC, Kansas City; WOC, Davenport, Ia.; KRLD, Dallas; WSPD, Toledo; WLVA, Lynchburg, Va.; KSFO, San Francisco; WILL, Urbana, Ill.; KFAB, Lincoln, Neb.; KTUL, Tulsa; KFH, Wichita; WHDF, Calumet, Mich.

CESAR SAERCHINGER, former CBS London representative, on Oct. 27 resumed his Friday night *Story Behind the Headlines* series for the American Historical Assn. over NBC-Red, 10:30-10:45 p. m. (EST). Columbia University Press will reprint the scripts and make them available to students, teachers and others at 10 cents.

ANNUAL cornhusking championships to be held near Lawrence, Kan., Nov. 3, will be broadcast by NBC-Blue on the *National Farm & Home Hour*, with several announcers of WREN, Lawrence, aiding Everett Mitchell, program m.c., in describing the bangboard battle.

KDKA, Pittsburgh, has resumed sending messages to remote Canadian points inaccessible for mail facilities. Every Saturday night, 1-1:30 a. m., the programs are transmitted on KDKA and its shortwave adjunct, WPIT. It is the 15th year the service has been maintained for those who have relatives or friends in the far regions. Aidan Fitzpatrick announces the programs.

THE CBS *Columbia's Country Journal* has been shifted to a new time schedule, with Charles Stookey, farm reporter, directing the agricultural program from St. Louis Saturdays, 12 noon to 12:30 p. m. (EST), instead of Sundays, 5-5:30 p. m. as heretofore.

THE highlights of Red Cross work in Illinois will be aired on WLS, Chicago, Nov. 3 when a dramatization of local case histories is presented. The program is designed to introduce the annual Red Cross roll call being held Nov. 11-30.

WAAF, Chicago, has started a Sunday afternoon dramatic series, *Legends of Illinois*, under auspices of the State Writers' Project. The local Barnum radio players, under direction of Nathan Caplow, are featured in the historical dramatizations.

BRITISH AMERICAN OIL Co., sponsors of two Transradio newscasts daily on CFCF, Montreal, after two announcements of the offer, was deluged with requests for maps of Europe, distributing about 12,500 within a few days.

Savings Counsel

(*Continued from page 19*)

the start of the program more than 15,000 requests for literature and information on thrift and saving and home financing had poured in. These inquiries originated in all parts of Oklahoma and from many points outside the state.

I believe the success of the *Home Folks Counselor* is traceable to these things:

Common sense in show-building and appeal; intelligent application of radio-principles; consideration of suggestions from all sources; keeping abreast of the times in audience reaction.

In addition to the knowledge that our program has been responsible for an increase in savings and investment accounts, that it has been signally honored as one of the nation's best selling programs, we feel that its best results have been in the field of public service. In other words in his discussion of home ownership, *The Home Folks Counselor* has awakened an interest in this important subject among hundreds of Oklahoma families. He has imparted a wealth of information pertaining to a modern low-cost home financing, and has made people who previously felt that they could not afford a home realize that possession of their own is the source of one of life's greatest joys.

LION OIL REFINING Co., El Dorado, Ark., is sponsoring play-by-play accounts of all Arkansas U football games on KARK, Little Rock. Waymond Ramsey and Dick Peters handle the broadcasts.

Suit Plea Denied

SUPREME Court Justice Lloyd Church of New York on Oct. 16 denied an application by Fred Waring, orchestra leader, Grove Laboratories, Stack-Goble Adv. Agency and John O'Connor, Waring's manager, to vacate a demand by Grombach Productions for a bill of particulars before trial, and ordered a further bill to be served in 20 days. Action seeks $60,000 damages for alleged misuse of a program titled *Stop, Look and Listen*, which Grombach claims was offered Waring and refused, and later used without authority on a Waring program last season.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

FOOD FOR THOUGHT

In WDRC's Primary Listening Area, there's a total population of 1,548,109. The Hartford Market, with its rich half-million population, is the cream of this circulation, and WDRC gives you the cream of this audience.

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives

PAUL H. RAYMER COMPANY

KARK ARKANSAS' BEST

RADIO BUY ANALYZED--

First in Arkansas

Carrying more hours of network commercial programs than any other station.*

First in Arkansas

Carrying more hours of non-network commercial programs than any other station.*

First in Arkansas

With a ½ millivolt area 1,900 square miles greater than any other station, regardless of power.**

First in Arkansas

With a greater listener preference than any other station.***

1000 WATTS

890 Kc.

Day and Night

NBC NETWORKS & TRI-STATE NETWORK of WMC - KARK - KWKH - KTBS

Edward Petry & Co. Inc.

National Representative



* Week of October 23, 1939.

** Survey made by Glenn D. Gillett, Radio Field Engineer, Washington.

*** Recent coincidental survey made by Western Union, over 5,000 completed calls.

Pepsi-Cola Expands

PEPSI-COLA Co., Long Island City, New York, on Oct. 31 started thrice-weekly sponsorship of John Gambling's *Musical Clock*, oldest commercial program in New York City, on WOR, Newark. The beverage company sponsors the program Tuesday, Thursday, Saturday, 7:15-8 a. m., while Bon Stores, New York, continues sponsorship of alternating weekdays. Signing for the broadcast on a 52-week basis, Pepsi-Cola also sponsors 15-second transcribed announcements on five New York stations. Newell-Emmett Co., New York, is the agency.



Yankee Asks FCC for Regular License For 50 kw. F-M Station in New York

IN APPLYING to the FCC for authority to erect a new frequency modulated station in New York's metropolitan area, using 50,000 watts on 43 mc. [BROADCASTING, Oct. 15], Yankee Network, pioneer experimenter with the Armstrong system, has asked the Commission for a hearing on the application "as an application for a regular license as distinguished from an experimental license for construction permit or license".

In a statement filed with the application, Paul A. deMars, Yankee Network chief engineer, who is in charge of its F-M stations already in operation, makes it clear that he believes the system has advanced far enough to be removed from the experimental classification and asks that the rules be changed accordingly.

Some Sets Equipped

It is Mr. deMars' idea that radio receivers will shortly be marketed containing both the regular receiving band and also the ultra-short-wave F-M reception system, and in fact such receivers, produced by General Electric Co., are already making their appearance in the Boston area. Yankee operates W1XOJ atop Mt. Asnebumskit, near Worcester, and claims excellent results with the station.

With the application for a New York station, which it is planned would use Prof. Edward H. Armstrong's tower already erected for his experimental W2XMN at Alpine, N. J., Yankee also asked for a regular license for its plant on Mt. Washington, in New Hampshire, which would use 5,000 watts on 42.6 mc.

"Because of the wide experience over a long period of years which the Yankee Network has had in the operation and programming of standard broadcast stations," says the Yankee statement filed with the FCC, "it is peculiarly fitted to provide service to the densely populated New York City metropolitan area through the facilities of the frequency-modulated high-frequency broadcast station here in question.

"By the construction and operation of the station proposed, the applicant will be enabled to give a regular program service over the proposed station in a regular and dependable way so as to guarantee the availability of a high class program service to all within the area it would serve who own or have access to receivers constructed for the reception of radio programs broadcast by a frequency-modulated transmitter. No such regular and dependable program service is now available to the metropolitan district of New York City from a frequency-modulated station located therein, as such frequency-modulated stations as may be operated within that area have been operated for scientific and research purposes particularly with the view to perfecting the mechanical apparatus and the mechanical operation of frequency-modulated transmitters.

"The operation of the existing frequency-modulated high-frequency broadcast stations located within the metropolitan district of New York City and elsewhere has already reached the stage of near-perfection, so far as the mechanical construction and mechanical operation of such transmitters is concerned, and past experiments which have been conducted demonstrate conclusively that a much more superior service can be rendered to such areas having extraordinary high noise levels if the service is provided through the operation of frequency-modulated high-frequency broadcast stations than otherwise.

Better Service Claimed

"Greater fidelity and reliability of service can be rendered to the listening public within such areas by providing the service through the operation of frequency-modulated high-frequency broadcast stations, and no further experiments whatsoever are necessary to prove this as the experiments already carried on, the results of which have been made known to the Commission and its staff and to the public generally, have shown these facts to be true and they have been demonstrated to be conclusive on this question, and like demonstrations are being given now and can be given at any time.

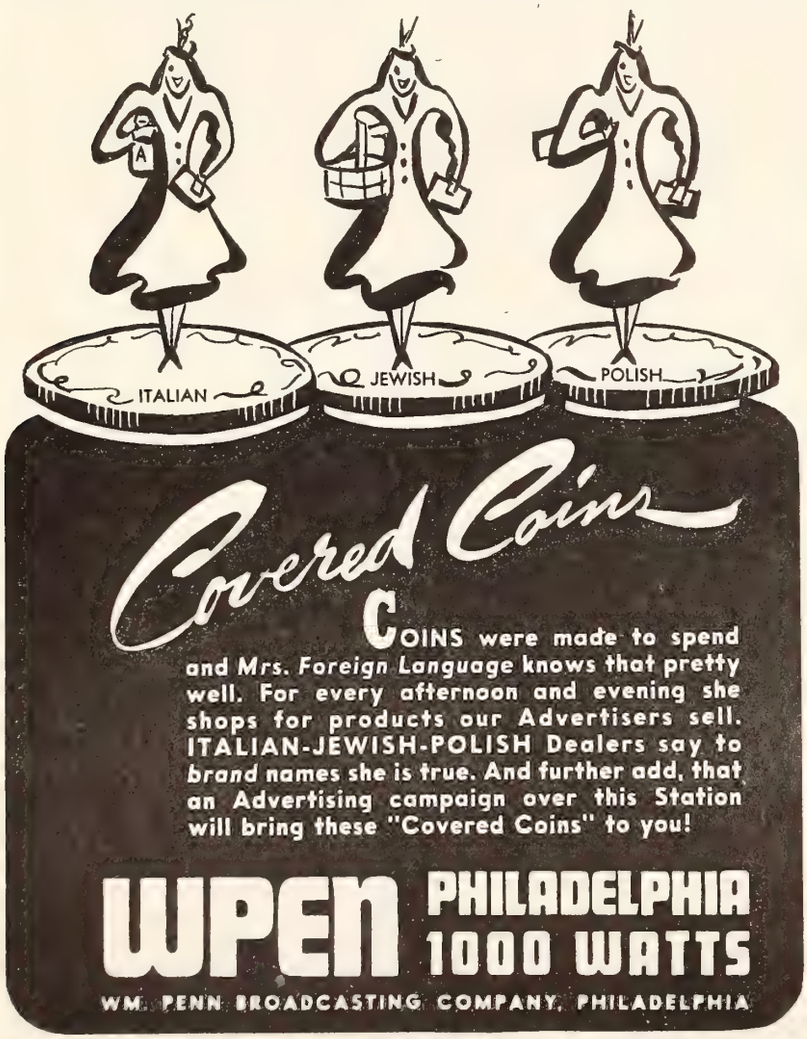
"Because the frequency-modulated high-frequency broadcast stations have been brought to such a high state of perfection or near-perfection, the Commission should amend, alter or change its existing rules and regulations so as to permit the regular operation of such frequency-modulated high-frequency broadcast stations on a regular basis without requiring the licensees of such stations to make wholly unnecessary expenditures of large sums of money for the purpose of carrying on so-called experimental work as a prerequisite or requirement to securing authority to operate such stations.

"For the reasons given herein, the applicant requests that the Commission amend, alter or change its rules and regulations governing the construction and operation of frequency-modulated high-frequency broadcast stations so as to permit the granting of this and like applications and so as to permit the regular operation of such frequency-modulated high-frequency broadcast stations without requiring that they be operated as so-called experimental stations. If the Commission does not change, alter or amend its rules to permit this without doing so, then and in that event the applicant specifically requests that the Commission hold a hearing for the purpose of going into the practicability of so changing, altering or amending its existing rules and regulations as aforesaid, and upon holding such hearing that the Commission permit the applicant and all others who may be interested in the operation of frequency-modulated high-frequency broadcast stations to participate therein and to adduce evidence on the questions involved."

Light by Aladdin

WHEN power failed in downtown Des Moines the afternoon of Oct. 19, WHO switched to storage batteries for amplifier operation, engineers dashed to nearest filling station for kerosene, lighted control rooms and studios with Aladdin kerosene mantel lamps, and continued broadcasting as usual. Makers of Aladdin lamps have been sponsors of portion of *Iowa Barn Dance Frolic* since 1931. Lamps on hand at WHO were part of display arranged by WHO merchandising service.

TESTS of broadcast receivers in an Eastern Air Lines transport plane, tuned to WPTF, Raleigh, N. C., from near Charleston, S. C., convinced Eddie Rickenbacker, manager of the lines of their value and he ordered installations in the entire fleet, according to WPTF.



ask
HEADLEY-REED CO.
about
KRIC
Beaumont, Texas
They Know FACTS

McNARY-CHAMBERS GIVEN F-M GRANT

A SECOND frequency modulated transmitter in the District of Columbia area was authorized by the FCC Oct. 24 when it granted the application of McNary & Chambers, Washington consulting engineers, for a new station to operate with 100 watts on 42.6 mc. James McNary, partner with Joseph Chambers in the firm, announced the station will be ready for operation around Dec. 1. It will be constructed and installed at the firm's laboratory in Bethesda, Md., a suburb of Washington.

Jansky & Bailey, also Washington consulting engineers, placed their F-M station in operation in September and are experimenting with it regularly. It is known as W3XO and is located in Georgetown, D. C. It operates with 1,000 watts on 43.2 mc.

The Commission on Oct. 24 also authorized W2XAG, F-M station at Yonkers, N. Y., operated by Carman R. Runyon Jr., pioneer experimenter with the system, to change to the high-frequency classification and to operate with 5,000 watts on 117.19 mc.

Coast Guild Plans

WESTERN Division of Radio Writers Guild, headquartered in Hollywood, will start negotiations with advertising agencies as soon as the present membership campaign is concluded and a majority of writers on network programs have been signed. Negotiations are expected to start by mid-November, following Radio Writers Guild national and local election of officers, according to Forrest Barnes, Western Division president. RWG will seek to establish a standard contract, covering working conditions of freelance writers and including the author's rights in his material, payment for speculative writing and a minimum wage scale for transcontinental and regional shows. Meanwhile the Guild has set up a grievance committee and is requesting all its members to report to this group any complaints they may have against employers.

Willard Using 12

WILLARD TABLET Co., Chicago, has started a thrice-weekly five-minute series on WLS WJJD KSOO WIBC KXOK WBOW WCBS WJBY KID KFRU KWTO KFBB. First United Broadcasters, Chicago, handles the account.

St. Louis KWK Blackballs "Sustaining" Programs

The mere "tiding-over" of an audience between commercial programs is not the policy of KWK. Non-commercial periods on St. Louis KWK are devoted to two purposes. (1) Development of potential commercial programs. (2) Fulfilling Class preferences with programs which are not available for commercial sponsorship.

Evidence of the value of this policy is abundant. Paul Raymer offices have station-tested audience features to tell you about. When you buy these features on St. Louis KWK a Mass audience, whose every facet of individual preference has been appeased, will accept your message. Pd. Adv.



FARNSWORTH television interests, recently combining in the radio set field with the Capehart firm with headquarters at Fort Wayne, Ind., are also sending out a wire-video unit for local demonstrations. Here R. B. Gamble, of Farnsworth Television & Radio Corp., is shown with iconoscope at demonstration in the big Frederick & Nelson Dept. Store, Seattle, a division of Marshall Field & Co. Audience was lectured on subject by Arthur H. Halloran, Farnsworth television expert.

Television Notes

Eyes of the News

NEWS technique, adapted to television, was demonstrated by Harry W. Flannery, news director of KMOX, St. Louis, during an RCA television exhibition at the local Famous-Barr department store. To show how television could yield a more vivid chronicling of the days news events, Flannery used maps and sketches of European leaders, pointing to them as he related the news. Standing outside the iconoscope's range, only his hand holding a pointer was visible to the audience, Flannery himself appeared in the televised picture only at the beginning and end of the broadcast.

* * *

Farnsworth Exhibit

FIRST showing of television in Seattle was staged recently by the Frederick & Nelson department store in cooperation with Farnsworth Television & Radio Corp., which sent its new mobile television unit from San Francisco, enroute to Fort Wayne, Ind., headquarters. Using amateur singers and entertainers as subjects, the program schedule ran daily from 10 a.m. to 5 p.m. through the week of the demonstration. Each person televised was presented a certificate noting his appearance on "the Northwest's first television show".

* * *

Video Survey

TO CHECK audience reaction to its television broadcasts NBC is offering to send set-owners weekly schedules of the W2XBS telecasts on request. Enclosed with each schedule is a return post card listing programs and asking for a rating of each as excellent, good, fair or poor. More than 400 requests for schedules were received during the first two weeks of the offer, NBC states.

* * *

Ready for the Battle

ACADEMIC analysis of the development of visual broadcasting in relation to its present and future problems is presented in an article, "Television Girds for Battle", written by John Western, graduate student of Southern California U, published in the October issue of *Public Opinion Quarterly*.

The 'Coronaviser'

PRINCIPLES of television are used in a new instrument for studying the sun's corona, the "coronaviser", developed by Dr. A. M. Skellett of Bell Laboratories. Apparatus is roughly a television system which ignores the sun itself but scans the surrounding corona and reproduces it on the cathode ray tube of a television receiver, where it may be watched or photographed for later study. Radio research men as well as astronomers are interested in the development as the major disturbances in long distance radio transmission have their origin in the sun and previous studies indicate that a day to day knowledge of the corona may prove useful in predicting transmission conditions.

* * *

First Premium

TELEVISION'S first premium offer was made by the Air Transport Assn. over W2XBS, New York, on Oct. 21 during the first of a series of telecasts designed to promote interest in aviation and air travel. Model planes were offered free to the first six youngsters requesting them and 45 answers were received by Monday morning, first mail following the Saturday afternoon broadcast, including three phoned requests at the conclusion of the telecast.

* * *

Visi-Quiz

TELEVISION'S first regular quiz show, *Bob Brent's Visi-Quiz*, was started Oct. 18 by NBC as a regular Wednesday afternoon feature of the network's video station, W2XBS, New York. Questions are chosen so that answers have to be demonstrated as well as spoken.



66.1% of Radio Families in KFBB's Primary Area Did Write from Sept. 1, 1938 to Sept. 1, 1939.

KFBB
GREAT FALLS MONTANA

Here's A Real Buy!

for a breakfast food, cough syrup or candy account.



The WSPD Kiddies Karnival

EACH SATURDAY 10 to 11 A. M.

Featuring the "kids of today"— stars of tomorrow.

This popular children's program has been a WSPD feature for the past seven years and rated to be one of the best "kid" shows on the air.

It has a ready-made audience and a smart merchandise angle.

Let Us Tell You More!

WSPD
TOLEDO, OHIO

Merchandising & Promotion

Daffy—Wife Trouble—On a Small Scale—Maps—Druggists' Week—Plugs for a Book

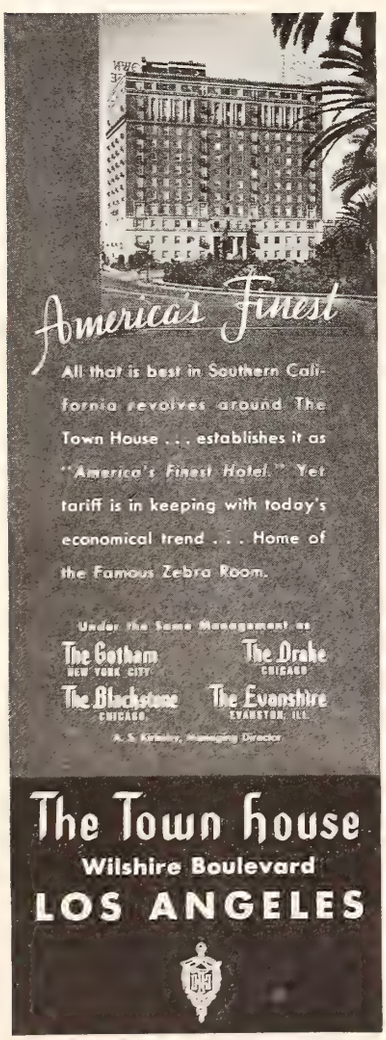
OMAHA'S second radio-promoted food show, with *Dr. I. Q.* as headliner, broke a 35-year attendance record during its Oct. 9-14 run when 46,300 persons, 15,000 more than last year, attended the show in the city auditorium. On the bill with *Dr. I. Q.* were Roscoe Ates, film comic, *Toby & Susie*, Midwest regional network performers, and Lyle DeMoss and the WOW Follies. For the second successive year all promotion for the show was handled by WOW through merchandising cooperation with its 97 food advertisers.

In New England the Foods Exposition, held Oct. 14-21 in the Boston Garden, featured a sound-proof glass studio installed by WEEI, Boston, in which the *Food Magician* originated his regular morning broadcasts. In conjunction with his programs the *Food Magician* passed out foreign and domestic recipes and sponsored a cake-baking contest, with five cash prizes for winners. On a stage built above the studio, which occupied one end of the building, Charles R. Hector and his orchestra, along with WEEI artists furnished entertainment.

* * *

Colonel's Quixies

AS PROMOTION for Col. Lemuel Q. Stoopnagle's *Quixie-Doodle Contest* on MBS, the network has started a weekly news letter on the series, describing the format of the program and outlining a "Quixie-Doodle of the Week", a "Quixie-Invention of the Week" and a "Daffynition of the Week." Attached to the first letter, and labeled as "a section of the Mutual Network," is a small square of dishcloth material.



For the Jobless

AS PROMOTION for the weekly half-hour *Help Thy Neighbor* program, sponsored on 8 Southern California Don Lee network stations by Sunset Oil Co., Los Angeles, Hal Styles, commentator, has started a monthly publication with the same name as his broadcast. Magazine follows the general lines of the program. It is designed to add interest to the program's work of providing jobs for unemployed. The weekly program is credited with finding jobs for more than 16,000 persons through cooperation of over 700 business firms. The magazine sells for 25c and has Pacific Coast distribution only.

* * *

Doghouse Solace

CASH and merchandise prizes are awarded on the weekly *Uncle Walter's Dog House* program on NBC-Red for Brown & Williamson Tobacco Co. The show concerns men's experiences in getting in the "dog house" because of trouble with their wives and a top prize of $50 is given for the best "experience" letter. The next six winners are awarded $10 pipes and a pound of Sir Walter Raleigh tobacco. Best alibi of the week wins $35 with $15 for second best. Next six best alibis win $10 pipes and a pound of tobacco.

* * *

Dealers Invited

AS PROMOTION for the current Associated Oil Co. football broadcasts, KOY, Phoenix, at start of the season invited all Associated dealers and distributors to a buffet supper, which was followed by a football discussion. Dixie Howell, recent all-American and now head coach at Arizona State College, and Lou Kroeck, Arizona Network sportscaster, led the discussion. Half-hour of the fanfest was broadcast over KOY.

* * *

Market in Miniature

IN A SERIES of miniature mailings, WSM, Nashville, is sending to the trade tiny samples of commodities produced in its trading area. Tiny bales of cotton and skillets have already been sent, with a mail tag attached. The tag carries an appropriate market message.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Unhallowed Bovines

TO EXPLAIN the "something different" in the manner of programs offered by MBS, the network has issued a book on the "Sacred Cows" of broadcasting, or "a study of certain radio customs, cuddled by convention and cheerfully set aside by MBS." Whimsically illustrated with Rea Irvin drawings, the 28-page booklet stresses Mutual's use of transcriptions for the broadcast of outstanding events, of talent "from the hinterlands", of British humor on its weekly *Music Hall* program, and Fulton Lewis jr.'s successful contest with Congress to allow radio reporters at its sessions. Piece was prepared by Robert A. Schmid, sales promotion manager of MBS.

* * *

Cincinnati Scrapbook

GATHERED together under the cover of a hammered leather scrap book, with an actual "blueprint for station promotion" for a title page, WCKY, Cincinnati, has assembled pictures of promotion stunts used in conjunction with the station's 50,000 watt operation and CBS affiliation. In addition to photographs of signboards and window displays, as well as personalities identified with the 50 kw. dedication, the scrapbook contains tearsheets from newspapers giving special space to the new operation.

* * *

Millions of Maps

RICHFIELD OIL Corp., Los Angeles, as promotion is offering a 22 x 33 inch map of Europe in colors during its six-weekly quarter-hour news broadcast, *Richfield Reporter*, on 6 NBC-Pacific Red stations. Distribution is through Richfield service stations and dealers on the Pacific Coast. Announcements are made nightly, and during the first two weeks of the offer approximately one million maps were given away. A second reprint is being made to meet the demand.

* * *

Ready for the Altar

GOLD wedding band, attached to one corner of a promotion card distributed to 600 local business firms by KSO-KRNT, Des Moines, draws attention to the title line, "You're Engaged . . . So Why Not Get Married?" and sales message following, which says that since you are engaged in a business, you might as well "take the final step" and cash in on the sales possibilities of the stations.

What Station—

has so many listeners wanting to see broadcasts that it maintains an 800-seat auditorium from whose stage 125,000 persons were entertained with broadcasts during 1938?

Why It's **WNOX** 1010 KC CBS

5000 W Day 1000 W Night
KNOXVILLE, TENNESSEE
Scripps-Howard Radio, Inc.
Representative
THE BRANHAM CO.



THIS window display was set up by WHAI, Greenfield, Mass., to promote recent installation of full Transradio facilities, with daily five-minute newscasts sold to Endicott-Johnson Shoe Co. The sponsor has outlets in Greenfield and Northampton, Mass., and Brattleboro, Vt., within the station's area.

Pharmacy Week

OFFICIALLY opening National Pharmacy Week Oct. 23, WKRC, Cincinnati, originated a quarter-hour MBS broadcast during which J. Otto Kohl, president of the Cincinnati Veteran Apothecaries Assn., introduced Theodore Christensen, ex-Governor of Minnesota and counsel for the National Assn. of Retail Druggists, who spoke on WGN, Chicago. Later the broadcast was switched back to WKRC. Harold Coulter and Jack Edmunds arranged WKRC participation. The program preceded a weekly series to be presented by WKRC in cooperation with the Ohio Valley Druggists Assn.

* * *

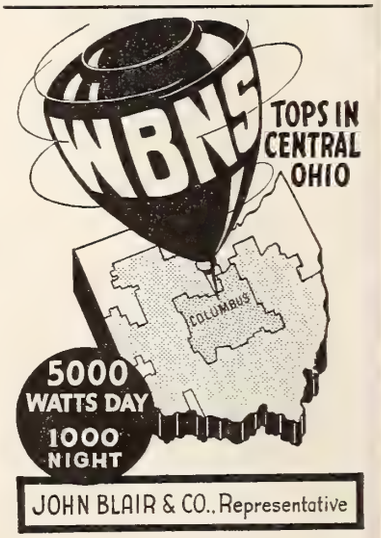
Because Awards

CLARA CAL Creamery, sponsor of the musical clock edition of *Jingletown Gazette* on KPO, San Francisco, is offering a prize of $1 Monday through Friday for the best letter and an additional award of $5 for the best of the five prize-winning letters read during the week. The contestants are required to complete the sentence—"I like Clara Cal milk and cream because . . ." in 100 words or less.

* * *

Swing's Book Promoted

AS PART of the promotion for Raymond Gram Swing's book *How War Came*, recently published by W. W. Norton & Co., New York, WOR, Newark, distributed to publishers a photo-montage window display showing Mr. Swing preparing and broadcasting his news interpretations during the crisis.



ENTER my subscription to BROADCASTING
Broadcast Advertising
for one year. Bill me for $3.

☐ CHECK HERE FOR 2 YEAR SUBSCRIPTION FOR $5.

NAME .....

FIRM ..... TITLE .....

ADDRESS .....

CITY ..... STATE .....

includes 1940 YEARBOOK Number

FIRST CLASS
Permit No. 1208-R
(Sec. 510, P. L. & R.)
Washington, D. C.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in The United States

—POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,
NATIONAL PRESS BLDG.,
WASHINGTON, D. C.

Wheatena Jingles

WHEATENA Corp., Rahway, N. J., through Compton Adv., New York, is using two of its radio programs to promote a six-week prize contest open to everyone living within a 50-mile radius of New York City, in territories served by Borden Co. milkmen. Announcements about the contest are made on *Mark Hawley's* programs on WOR, Newark, and by means of cut-off commercials over WEAF, New York, during the *Hilda Hope, M.D.* programs, which are heard on NBC-Red. Prizes awarded for the best lines completing a jingle about Wheatena, to be sent in with one Wheatena boxtop, are as follows: First prize of $1,000; five second prizes of $100 each; 25 third prizes, each one quart of Borden's Golden Crest Milk daily for one year, and 250 fourth prizes or a quart of milk daily for one month.

* * *

Gold in Hand

DOWN in the Winston-Salem area, the farmers "mine yellow gold", and WSJS sends a big sample to the trade in a striking mailing piece. The sample consists of a bundle of golden tobacco leaf, described as a "hand". Last year, says WSJS, tobacco growers received $11,400,000 for their crops sold on Winston-Salem warehouse floors. It's too early to predict the current "take".

* * *

Yanks Back

REPRINT of a *Saturday Evening Post* article, *The Yanks Are Coming—Back*, published in pamphlet form by the New England Council, is being distributed as a promotion stunt to draw attention to New England's commercial prospects by the Yankee Network. The article, written by Stewart H. Holbrook, relates the business comeback of the New England States.

* * *

Tips for the Week-end

WEEKEND shopping suggestions are given by Jeanne Kimball on the new woman's hour feature, *Shopping Tour*, on WDGY, Minneapolis. During the Saturday morning half-hour, free merchandise gifts are offered listeners telephoning sponsoring stores first with the correct lists of products mentioned on the broadcast.

* * *

Seattle Features

TO ANNOUNCE the start of its fall program season, KIRO, Seattle, ran a full-page advertisement in the *Seattle Sunday Post-Intelligencer*.

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS Does — Try It.



THIS striking window display promoted the modern kitchen of WKBW, Buffalo. It was set up in the Electric Bldg., where broadcasts originate. Laura Rischman, hostess, has just returned from Europe. The kitchen is promoted in 240,000 electric utility statements sent to customers.

Tea for 10,000

WHAT was advertised as the "world's largest tea party" was staged at the Golden Gate International Exposition Oct. 20 as a feature of Tenderleaf Tea Day. Hosts were Minetta Ellen and Anthony Smythe, Mother and Father Barbour of *One Man's Family*. The party was staged by Standard Brands, sponsor of Carlton Morse's story. Tea was served to more than 10,000. All visitors to Treasure Island were presented with free sample packages of Tenderleaf Tea and 10,000 photographs of Mother and Father Barbour were given through cooperation of the KPO-KGO publicity department.

* * *

Ponies for Kiddies

FIVE one-minute spot announcements daily are being used on KGNO, Dodge City, Kan. by Guymon-Petro Mercantile Co., local wholesale grocery house, to stir up juvenile interest in a contest for kids during which a pony is given away each month to the youngster producing the greatest number of labels or tin strips from Butter-Nut coffee.

* * *

For the Files

NEWEST promotion put out by KFRO, Longview, Tex., is a large manila envelope labeled "'Here is something for your files!" containing a folder marked "KFRO, Longview" which agencies may file in their regular cabinets for future reference. The folder also contains a promotion survey folder and a bunch of self-addressed postage-paid envelopes.

* * *

Learned by Spinning

A ROTATING disc with windows reveals results of a listener survey made by KPO, San Francisco.

The Northwest's Best Broadcasting Buy

WTCN

AN NBC STATION

MINNEAPOLIS ST. PAUL

Owned and Operated by MINNEAPOLIS TRIBUNE AND ST. PAUL DISPATCH-PIONEER PRESS

FREE & PETERS, INC. — Natl. Rep.

Sunkist Campaign

CALIFORNIA FRUIT Growers Exchange, Los Angeles (Sunkist oranges and lemons), which starts the thrice-weekly quarter-hour *Hedda Hopper's Hollywood* on 31 CBS stations Nov. 6, will launch a promotion campaign. Space will be used in 72 newspapers in 31 cities on Nov. 6, 8, 10 and 20 and again later in the season. Trade papers will merchandise the entire Sunkist campaign to retail and wholesale fruit dealers. Exploitation will also include billboards and magazines. Thirty men will constitute the Sunkist dealer service staff. Agency is Lord & Thomas, Los Angeles.

Mennen Gifts

MENNEN Co., Newark, from Dec. 1 through Dec. 22 will feature the Mennen Gift Boxes for men in special announcements on the company's two network programs, *Col. Stoopnagle* on MBS and *Bob Garred's* news program on CBS Pacific.

BROCHURES

WFIL, Philadelphia: Cellophane-covered orange folder, "Our Mutual Advantage", listing MBS programs featured on WFIL, directed at prospective advertisers.

KVOO, Tulsa, Okla.: Four-page folder in the form of a red ticket stub announcing the 70,000 paid admissions to the first 18 performances of the *Saddle Mountain Roundup* programs, broadcast weekly from Convention Hall in Tulsa.

WQAM, Miami: Complete record of a year's public service, mimeographed and bound, covering some 50 pages of facts.

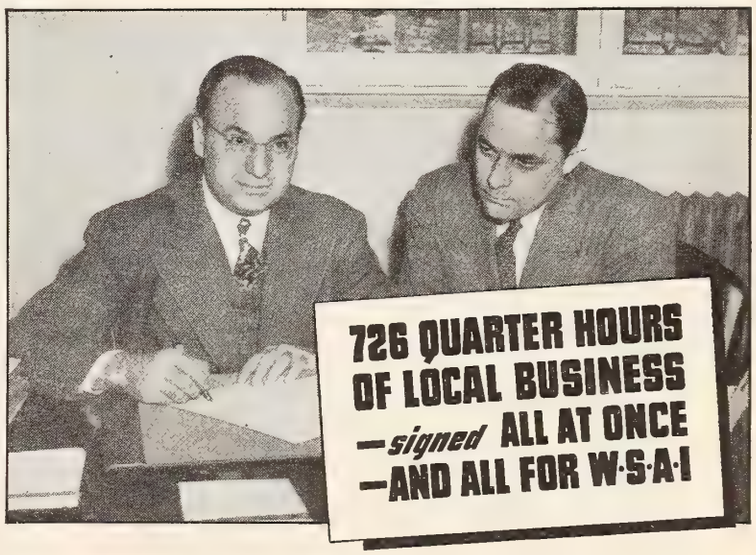
CBS, Hollywood: Four page, blue and black folder which urges advertisers and agency executives to whom it was mailed, "For your next sales campaign specify the Columbia Pacific Network", and gives several sales arguments. Illustrated with charts and functional maps.

KTOK, Oklahoma City: Eight-page folder, "Designed for Listening", with coverage map.

WHBC, Canton, O.: Red file folder containing letter-size sheets of pictures, maps and graphs of WHBC facilities and coverage.

NBC: Four-page folder, "The Challenge to Civilization", promoting the network's exclusive coverage of the Ninth Annual Forum of the *New York Herald-Tribune*, Oct. 24-26.

WCOU, Lewiston, Me.: Booklet of success stories and station data.



Here are 726 quarter hours of superlative proof that WSAI is best for selling Cincinnatians. Shown is Frederick W. Ziv, of the agency bearing his name, signing the three contracts which made up the biggest block of "local business" time ever sold in Cincinnati. As Dewey Long, WSAI's general manager looked on, the head of one of Cincinnati's leading radio agencies placed a year's business for Capitol-Barg Dry Cleaners, The Rubel Baking Company and 26 weeks for Albers Super Markets. Knowing Cincinnati thoroughly, Ziv naturally chose WSAI . . .

The New WSAI - Cincinnati's Own Station

Represented by International Radio Sales, New York, Chicago, Los Angeles, San Francisco.

AMERICA'S LOWEST COST Now Gives





TOWERING 718 feet into the air, KDKA's new antenna location . . . only 8 miles from Pittsburgh . . . providing a vast improvement in Blue Network service.

Advertising Man: What's the big idea of taking me up here? I've seen this view of Pittsburgh before.

NBC Engineer: Sure you have. But not the Millivolt Way.

A. M.: Humph! Don't be an engineer. Talk American.

Eng.: Well, millivolts are the way we measure radio reception. Now that Blue Network Station KDKA has been moved right up to Pittsburgh's front door, millivolts in your language means increased sales for your clients.

A. M.: Sounds good. Talk more American and tell me why.

Eng.: Look at the map on opposite page and you'll see how tremendously KDKA's service is improved in Pittsburgh.

A. M.: Swell! But how high have rates gone?

Eng.: They're exactly the same as they were. Just one more of the things that make the Blue an outstanding advertising buy.

A. M.: Sort of a bonus to advertisers, eh?

Eng.: Bonus is right. The kind that makes the Blue the best advertising buy in the country!

NATIONAL ADVERTISING MEDIUM
Advertisers still another Bonus!

Improved coverage in Pittsburgh! That's the newest bonus for advertisers on the NBC Blue Network!

This "plus" in Pittsburgh is possible because the transmitter of Blue Station KDKA has been moved closer to the city. Previously 26 miles away, it is now only 8 miles out-of-town. Map at right illustrates coverage improvement.

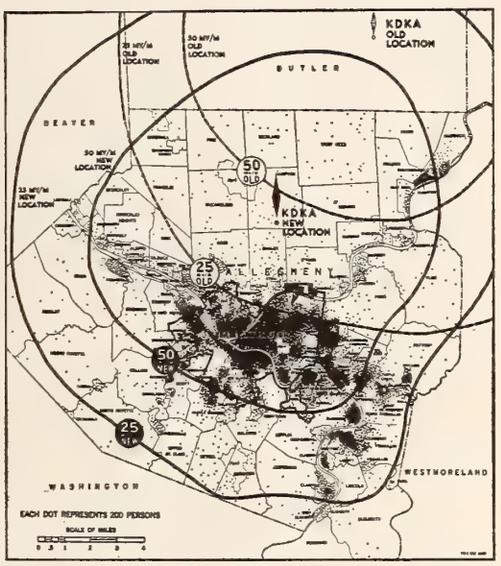
Of* MORE *Importance to Advertisers...

This news from Pittsburgh is important, of course. But even more important to advertisers is the fact that the Blue Network is making radical changes in other cities, too . . . offering advertisers bonus after bonus . . . ever and always making the Blue a greater advertising value.

Only a few months ago the coverage of Blue Station KECA in Los Angeles was greatly increased. In months to come, the Blue will announce still more bonuses to advertisers—in the form of technical improvements that will "up" coverage—in other cities on the network.

"Extras" for You—At No Extra Cost

It is such things as these that highlight



Dotted line on this map indicates KDKA's former 25 millivolt coverage in Pittsburgh. Solid line indicates new coverage, which not only takes in old territory shown on map but much more as well. How great an improvement has been made may be seen from the 25 millivolt line which previously covered an area containing 89,214 radio homes—now takes in an area with 388,800 radio homes!

the rapidly growing importance of the Blue Network to judicious buyers of advertising time. Because they're "extras" that make the Blue a more and more potent advertising force—at no extra cost to you!

70% of last year's Blue Network advertisers have come back this year for more. 15 new sponsors have chosen the Blue. All are canny, experienced advertisers—and they have picked the Blue because it has conclusively proved itself the lowest cost national advertising medium reaching into American homes!

Coverage Where It Counts

Figure it out for yourself—and see if you don't come up with the same answer. The Blue provides intensive coverage of the important two-thirds of the U.S. — the "Money Markets"— where the bulk of national buying power is concentrated. And, thanks to the famous Blue Discount Plan, it reaches its vast audience in these markets at lowest cost nationally! Add to this the improvements in facilities now being made and you have America's greatest advertising buy—the NBC Blue Network!

NBC BLUE NETWORK

"Better Buy Blue"

NATIONAL BROADCASTING COMPANY • A RADIO CORPORATION OF AMERICA SERVICE

WWNC
ASHVILLE, N. C.

Full Time CBS Affiliate 1,000 Watts

HARVEST TIME

for WWNC Listeners—
for WWNC Advertisers!

Now, big crops add their millions to the diversified buying power of Western Carolina—"The Quality Market of The Southeast". Share this harvest—put your advertising message on WWNC . . . now!

Broadcast Music Inc. Plans

(*Continued from page 18*)

ers, composers and authors. Happily, this effort seems as surely foredoomed as all previous attempts to crush ASCAP. ASCAP has done more than merely safeguard the economic rights of its members. It has served to educate them to the nature and importance of those rights. The only manner in which the new organization might grow into a real rival for ASCAP would be through assuring its members greater security and more adequate recompense for their talents."

Papers of incorporation of Broadcast Music Inc. were filed with the Secretary of State of New York Oct. 14 by Mr. Kaye. The certificate of incorporation lists 15 purposes of the new company, including: "To assist and advance the progress of radio broadcasting by the creation, selection and acquisition of meritorious musical and literary works, thereby promoting the cultural and creative arts for the ultimate enjoyment of the public" and "to create, purchase, lease and otherwise acquire or obtain, and to own, hold, sell, lease, license, exchange and otherwise dispose of, musical, dramatico-musical, dramatic, literary, artistic and intellectual works of all kinds and types, and any or all copyrights, common-law rights and other rights therein."

Other purposes are the acquisition and use or disposal of trade marks, licenses and copyrights; employing, managing, dealing with or acting as agent for "composers, authors, arrangers, artists, musicians, performers, publishers, producers, societies, associations and all other types and kinds of persons for any and all purposes"; to adapt, arrange, translate, perform, print, etc., musical, dramatic, etc., properties; to acquire and dispose of sound and visual records and recording and reproducing devices to acquire and dispose of patents; to create and produce radio and television programs and other types of entertainment and to present or rent or sell them; to enter into contracts of every sort and kind; to make or acquire, sell or deal in "goods, wares, merchandise and real and personal property of every class and description"; to acquire other companies engaged in the same or similar business; to invest funds; to borrow money "without limit as to amount"; to buy, hold, sell its own stock and bonds, and in general to carry on other business.

$100,000 Capital Stock

Capital stock is $100,000, consisting of 100,000 shares of $1 par value, all one class. "At all elections of directors of the corporation, each stockholder shall be entitled to as many votes as shall equal the number of votes which (except for this provision as to cumulative voting) he would be entitled to cast for the election of directors with respect to his shares of stock, multiplied by the number of directors to be elected, and he may cast all of such votes for a single director or may distribute them among the number to be voted for, or any two or more of them, as he may see fit."

There shall be seven directors who need not be stockholders. These directors, until the first annual stockholders' meeting, are: Neville Miller, Walter J. Damm, John Elmer, Edward Klauber, Lenox R. Lohr, Samuel R. Rosenbaum and John Shepard 3d. Subscribers are listed as Ruth M. O'Brien, Cecille Brill and Florence G. Cammer, for one share each, all of 165 Broadway, the Kaye law office address.

No capital stock shall be sold or transferred by any stockholder (unless this transfer accompanies a transfer of an FCC license for his station) unless it has first been offered to and not purchased by the corporation. A stockholder wishing to sell must notify the corporation and the corporation can decide to have the stock appraised (naming an appraiser, the stockholder naming one and these two naming a third, the group to then appraise the stock) or to have the book value of the shares determined by an independent certified public accountant, after either of which the corporation can buy the shares. If the corporation does not wish to buy, then the stockholder may sell to the other persons listed in his notice to the corporation.



HERBERT MARSHALL (left), featured on the NBC Woodbury *Hollywood Playhouse* series, sponsored by John H. Woodbury Co., and Jay Clarke, producer of Lennen & Mitchell, on the weekly program, make an interesting offstage camera study as they confer on script changes. Marshall, at start of the fall series, replaced Charles Boyer as star of the program, when the latter was called to war duty in France.

Special Event

KVAK, Atchison, Kan., boasts that it is "always there when anything happens". Recently the event came to KVAK. A cow belonging to a farmer located near the East Atchison transmitter, experienced a blessed event right at the transmitter door. Engineer Austin Williamson dubbed the new arrival Ferdinand. Program Director Lynn Butcher has amended the station motto by adding "when we miss a special event, the special event comes to us."

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WJW

HAVE YOU TAPPED THIS MARKET?

$198,539,000
retail sales in 1938
within
WJW's **PRIMARY** AREA!

Blanket coverage
at local station rates

HEADLEY-REED CO.
Representatives

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planned programs
LARGEST
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RECORDED LIBRARY
in the WORLD
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LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, and March 3, 1933

Of BROADCASTING Combined With BROADCAST ADVERTISING, published semi-monthly at Washington, D. C., for October 1, 1939.

District of Columbia—*ss.*

Before me, a notary public in and for the District aforesaid, personally appeared Martin Codel, who having been duly sworn according to law, deposes and says that he is the publisher of BROADCASTING Combined With BROADCAST ADVERTISING, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher — MARTIN CODEL, Washington, D. C.

Editor — SOL TAISHOFF, Washington, D. C.

Managing Editor — J. FRANK BEATTY, Silver Spring, Md.

Business Manager—GATE TAYLOR, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Martin Codel, Washington, D. C.; Sol Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

MARTIN CODEL.

Sworn to and subscribed before me this 4th day of October, 1939.

NATHAN SINROD,
(Seal) *Notary Public.*

(My commission expires November 1, 1943.)

Record License Case Reopened

(*Continued from page 15*)

posal and that "the recording licenses granted to the record manufacturers by the copyright owners do not give them the right to demand from you license fees for the broadcasting of phonograph records" [BROADCASTING, Oct. 15]. No final decision in the matter has been made as yet, Mr. Fox told BROADCASTING, adding that none will be made until conversations have been held with both record manufacturers and recording artists. Then, when the publishers have a clear picture of the whole situation, he said, they will take whatever action is indicated.

The American Federation of Musicians has also questioned RCA's right to issue licenses for the broadcast use of its records [BROADCASTING, Oct. 1]. This action, a notice to all members that any assignment of any property rights in a phonograph record to the manufacturer or any other party would mean immediate loss of membership in the union, was based on two resolutions presented at the AFM national convention last June.

Assignment of Rights

One resolution called on the AFM international executive board to "immediately investigate the feasibility of having all musicians who make musical recordings assign performing rights of same to the AFM or some legal entity created for this purpose to the end that this right may be exercised for the benefit of and in the interest of all musicians in such manner as shall prevent the further displacement and disemployment of professional musicians."

The other resolved that "no member of AFM shall directly or indirectly engage in and/or in any manner whatsoever perform any service as an instrumentalist to, on account of, or in connection with any device now known and/or employed in, on account of, or to the mechanical reproduction of sound unless and until such member shall have first executed a complete waiver, surrender, release, and/or assignment of any and all such member's property and/or performing rights in, on account of, and/or to any such mechanical reproduction of sound unto the AFM on a form and in a manner prescribed by the AFM, vesting thereafter full and complete ownership and control of any and all such rights absolutely and forever in the AFM."

SOLD 13 HOURS A DAY
68% of our 19-hour day is solid commercial. A third of sponsored time bought by the folks who know us best —local firms right in . . .
WICHITA
KFH
That SELLING STATION FOR KANSAS
Call Edward Petry & Co.

These resolutions were referred to the board with power to act and to enact necessary legislation. How the board will follow up its letter of warning is not yet known, but it seems evident that the AFM stand on this question will play an important part in the forthcoming negotiations of the AFM and the Independent Radio Network Affiliates for a renewal of their present contract which expires next January. The unrestricted use of transcriptions and phonograph records by the broadcasters was a major consideration in the signing of the previous contract, and will certainly be the same in drawing up a new contract.

The possibility that the AFM might itself enter the phonograph recording field was raised by another resolution approved by the AFM convention, which authorized its board to investigate the feasibility of such a move and empowered it to appropriate the necessary funds for such a move if it is found practical. Such action is believed only a remote possibility, however. RCA is planning to discuss the whole question with AFM officials at an early date and it is believed that a satisfactorily settlement of the conflicting interests can be reached without undue difficulty.

Refund Spots on 26

NATIONAL REFUND Co., Chicago (life insurance service), has started a varying schedule of 2, 5 and 15-minute programs on WATL KID WLS WHO KMA KOAM WIBW WDGY KFRU KITE WEW KWTO KFBB KFAB WLW KSOO WQDM WMMN WDWS WAAF KTHS WDSU WBOW WSAU WIBC KMMJ. First United Broadcasters, Chicago, handles the account.

Morrell in Detroit

JOHN P. MORRELL & Co., Ottumwa, Ia. (E-Z cut ham), has started five-weekly quarter-hour series on WWJ, Detroit, featuring *Ty Tyson's Man-on-Street.* The program is set for 26 weeks, according to Frank Ferrin, radio director of Henri, Hurst & MacDonald, Chicago agency for the account.

Trial Date Set

DATE of trial for the $17,017 suit brought by Frank J. Reed against WBO Broadcasting Corp., operator of WNEW, New York, in the New York Supreme Court has been set for Nov. 1 by Justice Isador Wasservogel. Reed claims he was employed as salesman of WNEW, and was released April, 1935. He seeks $10,000 for alleged damages and breach of contract in addition to $7,017 in back commissions.

INTERSTATE TRANSIT LINES, Omaha, has started daily one-minute announcements on WMAQ, Chicago. Beaumonth & Hohman, Omaha, handles the account.

STERLING Brewers Inc., Evansville, Ind., has started a campaign of daily spot announcements on WDZ, Tuscola, Ill. Ruthrauff & Ryan, Chicago, handles the account.

Annual Workshop Meet Will Be Held by KSTP

WORK of the students in 16 radio workshops, established as a result of KSTP's annual educational conferences, will be in the limelight when the third annual meeting is held in the Twin Cities Nov. 1011. The conference, one of the first of its kind to be sponsored by a commercial station, will be attended by a score of nationally-known educators. It affords an opportunity for educators and representatives of civic, social and religious groups to meet with those actively engaged in broadcasting for the discussion of mutual problems.

One of the highlights, under the auspices of Thomas D. Rishworth, KSTP educational director, will be a radio production, *America Calling,* written, directed and produced by students of Mary Miller vocational high school in Minneapolis. Since the establishment of the conference series by KSTP in the fall of 1937, 16 radio workshops have been founded with Mr. Rishworth as consultant. Nine have been founded in the Minneapolis public schools; two in the St. Paul schools; and one each at the St. Paul central YMCA, the State Teachers College at St. Cloud, the Colleges of St. Thomas and St. Catherine's, and the St. Cloud Junior high schol.

WSGN, Birmingham, serving as key station for a statewide hookup, is carrying all Alabama U football games during the 1939 season. Sponsored by Wimberly & Thomas, Alabama distributors for Stromberg-Carlson radios, and described by Billy Terry, the games are fed to WJRD, Tuscaloosa; WJBY, Gadsden, and WHBB, Selma.

WAAT
JERSEY CITY
The Station with
U. P. NEWS
of the hour;
on the hour;
every hour.
At the centre
of N. Y.
Metropolitan area.
N. Y. Sales office:
RKO Bldg.,
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National Representatives
BURN - SMITH COMPANY, INC.
NEW YORK CHICAGO DETROIT
ATLANTA

Fly's Approval Brings Code Support

Requests Fair Trial for Pact on Eve of NAB Board Meeting

(*Continued from page 13*)

Worth, from the trade association. He had agreed, however, to abide by the code provisions in his commentaries over MBS for Emerson Radio, by eliminating controversial subjects.

John Shepard 3d, influential head of the Yankee and Colonial networks, announced he felt duty-bound to continue the Coughlin series and advocated revision of the controversial code provision. John F. Patt, vice-president of WGAR, Cleveland, and its sister station, WJR, Detroit key for the Coughlin independent network, continued his running fire against the provision as a dangerous curb on freedom of expression. David Lawrence, in a potent editorial in his *United States News*, accused broadcasters of yielding to Government pressure, holding that the code illegally "legislates" rather than recommends.

In the swiftly moving tide, NAB President Neville Miller called the NAB board of 23 members to meet at the Drake Hotel in Chicago Nov. 2-3. While the board is to deliberate on other weighty issues, such as the ASCAP perennial and steps looking toward renewal of contracts for employment of union musicians, the code compliance question is paramount.

A Possible Loophole

Though it is readily admitted that the Fly endorsement gave the code adherents powerful support, the situation nevertheless is far from secure. The board must provide penalties for those who flout the code, and the controversial issue provision, as raised in the Coughlin dispute, is squarely before it. Mr. Roosevelt solved his problem by resigning, and it is by no means certain that others will not follow suit.

Originally, the code provisions contemplated expulsion from NAB membership for those who transgressed. Whether that course will be pursued in the Coughlin case is questionable. The fact that a possible loophole may be uncovered in the provision allowing renewal of prevailing contracts for a year —a point heavily relied upon by Mr. Shepard—is significant and conceivably can lead the way out. But it is confidently expected the board will reaffirm its support of the self-regulation pact as well as the interpretations of its Code Compliance Committee headed by Chairman Edgar L. Bill, of WMBD, Peoria.

Meanwhile, the NAB was carrying forward a vigorous campaign in defense of the code. Following Mr. Miller's address over CBS Oct. 22, in which he held the code "preserves free speech", Mr. Bill was scheduled to talk over the same network Nov. 5, with his subject "The Code Means Fair Play to All". Mr. Lawrence, however, was scheduled to answer President Miller Oct. 29 on CBS, using as his title "Freedom for the Thought We Hate", which was the caption for his editorial sharply denouncing the code.

Governor Barred

Support for the code provisions was evidenced in many other quarters. Civic groups and women's organizations continued to give it their blessing. Preliminary plans were being made for additional broadcasts by leaders of church, civic and women's organizations. Edwin Kirby, secretary of the Code Committee and NAB public relations director, was scheduled to address a luncheon of the Illinois Federation of Women's Clubs in Chicago Nov. 4, using the code as his topic.

Meanwhile there were outcroppings of voluntary code enforcement in several areas, remote from the Coughlin and Roosevelt issues. WBAP, Fort Worth 50,000-watter owned by the *Star-Telegram*, refused to carry the regular Sunday address of Gov. O'Daniel Oct. 22 because he did not submit advance script, the newspaper stating NAB regulations require "that all persons in the discussion of controversial questions be treated equally". The station added that WBAP's facilities had been tendered to the Governor without cost and would be open to him "if he desires to use them on the same basis as others".

One repercussion to the position taken by Mr. Shepard came from Cedric Foster, manager of WTHT, Hartford, an outlet of Colonial. Mr. Foster said the station would not sell time to any person for discussion of a controversial subject and that his station had decided to carry Fr. Coughlin on a sustaining basis "without cost for the station's time, provided he will forward to us his script in advance."

Books Balanced

CBS has practically balanced its books on time used by chairmen of the FCC. When Chairmen James Lawrence Fly talked over its nationwide network Oct. 26, getting squarely behind the NAB Code, he ran seven minutes under his scheduled half-hour. Last November, when his predecessor, Frank R. McNinch, delivered an address before a district meeting of the NAB at White Sulphur Springs, he ran over about the same length of time, smack into a commercial. It is reliably reported that since Mr. Fly spoke on a "controversial issue", he submitted a copy of his script in advance, in compliance with the code. Incidentally, it was his maiden radio appearance, not only since he became FCC chairman, but since his natal day.

Mr. Foster added that the request for script is merely for the station's protection so it might exercise its right to refuse the whole broadcast if, in his judgment, it should be slanderous. He pointed out that WTHT is the broadcasting division of the *Hartford Times* and that it is incumbent upon the station management to protect that paper from possible suit. In view of the fact that Fr. Coughlin has already agreed not to attack race or creed, Mr. Foster said he did not believe he would violate that agreement.

Board Summoned

When acrimony began to inject itself into the code discussion, President Miller decided to call the NAB board. At first he scheduled the sessions for Nov. 7-8 in Chicago, but since local elections made it difficult for certain of the 23 members to be on hand the date was advanced to Nov. 2-3.

Elliott Roosevelt forged into the forefront Oct. 19 when he announced in Boston his intention of withdrawing from the NAB "ten stations" of the Texas State Network and at the same time bitterly criticized President Miller and the Code Compliance Committee.

While he capitulated in the case of his MBS-Emerson sponsored commentaries by agreeing with T. C. Streibert, WOR-MBS vice-president, to desist from indulging in controversial discussions, he nevertheless more than stood his ground insofar as the Texas State Network and his own stations were concerned. He described the NAB interpretation as curtailment of free speech and censorship "in its worst form" and at the same time took a couple of potshots at the FCC on its licensing policy.

Before departing from New York Oct. 20 for his home in Fort Worth Mr. Roosevelt told BROADCASTING there was no chance of a "patch-up" with the NAB. He held that the code has put radio back ten years and that he wanted no part of it. He attacked "the sanctimonious Mr. Miller," who he alleged did not speak factually when he stated that those who are objecting to the code and who want to buy time for discussion of public controversial issues have refused to accept free time offered. Apparently Mr. Roosevelt felt this comment was directed at himself though it is generally thought Mr. Miller had in mind Father Coughlin's refusal to accept free time on the Colonial Network, when proffered by Mr. Shepard [BROADCASTING, Oct. 15].

After his discussion with Mr. Roosevelt in New York Oct. 19 Mr. Streibert, on behalf of MBS, notified President Miller that an agreement had been reached "which was wholly satisfactory". He explained that Mr. Roosevelt had agreed to eliminate "from all his commercially sponsored broadcasts any expression of editorial opinion about public controversial issues." The confusion developed when the President's son, on the following day, hurled defiance at the NAB and announced withdrawal of his stations from NAB membership.

Educational Drive

Mr. Miller promptly answered the Roosevelt charge on Oct. 20 in a public statement, and then followed it up Oct. 22 in a broadcast over CBS which launched the new nationwide "educational campaign" on the code. Mr. Miller said in his press statement that Elliott's charge of censorship indicates he is not fully conversant with the code and reiterated his oft-stated view that the code provision, rather than barring controversial discussions from the air, actually recognizes the right of all sides to project their viewpoints on free time.

Both in his press statement and in his CBS broadcast Mr. Miller said that the point raised by Roosevelt involves the propriety of injecting personal opinions into a news commentator's broadcast. "The press of this country," he



PHEASANTS in profusion awaited this group of Iowa Network nimrods when they invaded South Dakota territory to "officially" open the pheasant season. Standing complacently, but champing at the bit to get loose in the fields, are Luther L. Hill, vice-president of Iowa Network; Don Inman, manager of WMT, Waterloo; Harry Kraft, Cincinnati Reds centerfielder, who just finished his stint in the World Series and came to the Midwest to get his shootin' eye in good order; Robert R. Tincher, manager of WNAX, Yankton, headquarters for the hunt; Ted Enns, Iowa Net national sales representative, and Michael MacElroy, WMT salesman. Manager Tincher was caught on the fly to pose for this picture, for shortly afterward he became the father of a boy born to Mrs. Tincher in Des Moines.

said, "has always recognized the necessity of preserving the integrity of its news columns. Personal opinions are reserved for the editorial page. The integrity of radio news is of parallel importance."

Further provocation for the special board meeting developed when Mr. Shepard on Oct. 19 formally advised President Miller of his intention to continue to carry the Coughlin broadcasts on the Colonial Network and advocated revision of the controversial provision section of the code. Because of Mr. Shepard's past activity in industry affairs, it was expected his position would attract support, as had that of John F. Patt, vice-president of WJR and WGAR, who during the previous fortnight had lashed out against the code provision as going far beyond self-regulation and which, if continued, would boomerang with predicted disastrous results.

Among other things, Mr. Shepard banked heavily on what he viewed as a loophole in the code which permitted renewal of existing contracts for one year. The NAB Code Committee, however, has taken the flat position that the code divides itself into two separate brackets—social and commercial. The controversial issue provision falls in the social category, it was held, and it was definitely understood, according to this point of view, that such programs would be dispensed with promptly and would not be accorded the one-year extension.

In his lengthy outline of his position, Mr. Shepard said that both the Yankee and Colonial Networks, which he heads, agree with the objectives of the code with the single exception of the controversial public issue clause. He said it was his definite intention to continue the Coughlin broadcasts until Oct. 1, 1940, not only because of the controversial issue provision but for sundry other reasons.

He made particular mention of the resolution adopted by the NAB board, in promulgating the code to become effective Oct. 1, dealing with existing commercial contracts which would be "respected for their duration but provided they do not run for more than one year from Oct. 1, 1939." He pointed out that Father Coughlin has a special network and that a substantial number of stations have already accepted renewals running up to or beyond Oct. 1, 1940.

Urges Revision of Code

Mr. Shepard said Father Coughlin had continued his broadcasts on a 52-week basis and that he felt that "an obligation rests on our having accepted his money during the summer months to continue him for another year."

"No matter what the NAB Code Compliance Committee or board of directors may rule," Mr. Shepard declared, "we shall continue to carry Father Coughlin, if he desires it, through to Oct. 1, 1940, with a similar type of broadcast. If the board of directors should rule that we are wrong in this matter, it would seem to me that our only option would be to return to Fr. Coughlin the money he has paid to us on the renewal of the contract and continue to carry him on a no-charge basis. The code, as you know, does not even imply we cannot carry such programs on a sustaining basis. We are unable to see for the life of us what this would accomplish, except to reduce our revenue, and as far as the listening public is concerned, they would receive exactly the same programs."

Advocating revision of the code, Mr. Shepard said that although there is considerable opinion in favor of the controversial issue section, there is also much feeling against it among the public. Declaring he agreed that no one should be permitted to dominate the air, he said this could very readily be done by setting a limit on the amount of time that any station or network may sell each week. It also might be specified that the same amount of time would be allowed, if necessary, on a no-charge basis to any organization of repute. Mr. Shepard concluded that in his view the only difference of opinion is whether "we shall be paid for the Fr. Coughlin broadcasts or not." He added that as long as Fr. Coughlin is willing and desires to continue to pay "we can see no reason why the acceptance of this revenue puts us in any different position than if we carry programs and receive no revenue." He urged Mr. Miller and the board to consider his suggested change in the code.

Patt Defines Issues

Mr. Patt followed up his Oct. 6 telegram attacking the controversial issue provision [BROADCASTING, Oct. 15] with a letter on Oct. 17 to Roger N. Baldwin, director of the American Civil Liberties Union, who had criticized the Cleveland broadcaster's position as "highly improper". Making it clear that he had no interest in Fr. Coughlin and personally did not support his neutrality position, Mr. Patt declared that he saw a far more serious implication in the code than "whether the priest remains on the air or whether or not he pays for time."

"The larger issue is whether we are going to censor so completely as the code provides the editorial independence of our nation's commercial sponsorship and program builders," said Mr. Patt. He reiterated his view that the code provisions, if enforced to the letter, would effectively bar commentators such as Dorothy Thompson, H. V. Kaltenborn, Lowell Thomas and Boake Carter. Many may not think that W. J. Cameron, *Ford Sunday Evening Hour* commentator, is controversial, but he added there are "some people who have asked for time from the networks to oppose some of his statements." Mr. Patt said he felt the Code Committee should proceed slowly and determine whether a sufficient number of broadcasters are in complete harmony with putting the code into effect immediately when present contract commitments are concluded. He questioned whether the broadcasters are in anywhere near unanimous accord with the code.

There were many editorial repercussions to the code provision which, according to an NAB analysis, ran about two-thirds in favor and one-third divided between those who are definitely antagonistic and who are "suffering from lack of information." The strongest blast against the code came from David Lawrence, noted columnist and editor of the *United States News*. In a full-page editorial in the Oct. 16 issue of the *News* titled "Freedom for the Thought We Hate", Mr. Lawrence said that barring of Fr. Coughlin, Townsendites and others from the opportunity to purchase time on the air is a "grave mistake". He also questioned the legality of the procedure, pointing out that the courts already have ruled that a code of ethics can "suggest" but not legislate. In this connection, Mr. Lawrence did not make reference to the fact that the code is a voluntary document and that stations are not legally bound to observe its provisions.

On the other hand, there was a strong undercurrent that failure to observe the code provisions might result in punitive action by the FCC. Recalcitrant stations, it was thought in some quarters, might be regarded as vulnerable to attack before the FCC which could take judicial notice of their purported failure to observe code provisions in applications dealing with their facilities or in connection with license renewals.

FCC Kept Informed

At the FCC, however, no basis could be found for such observations or rumors. While NAB President Miller and Public Relations Director Ed Kirby have discussed the code provisions with members of the FCC, they pointed out they did so simply to keep key officials informally advised of steps being taken by the industry to improve operating standards.

Mr. Lawrence's editorial held that the code "goes much too far". He said that adequate time in the amount heretofore bought by Fr. Coughlin or now sought by the Townsendites "is not available under the generously phrased 'free' offer of the NAB." Under the code, he said, time for the sale of ideas cannot be bought, but time to sell products "ranging from toothpaste to laxatives" can be obtained by any corporation with enough dollars in its purse. He argued that there can be nothing more controversial than the merits of an advertised product.

Mr. Lawrence observed that many of the civic organizations which today are applauding the NAB for its stand in refusing to sell time because of inequality of financial means "are the very ones which believe in socializing radio." He called radio a private business no more "affected with the public interest" than the newspaper business. "To concede that because a limited number of channels are available, radio must put its head in the noose of regulation of programs, is to surrender at the outset what the press through centuries of legal struggle has managed to preserve."

"The NAB," Mr. Lawrence concluded, "fears Government regulation of programs, Government censorship and socialization of radio properties. Its fears may be well grounded. But men of courage in American history have never accepted temporary security as the prize of surrender of a principle whose abandonment could eventually come to mean the impairment of any of the precious civil liberties in our democracy."

Editorial comments just as strongly in favor of the code were published in numerous other newspapers. In most instances these dealt with the barring of Coughlin, Townsend and other crusaders from the air and supported the action. Only in isolated cases did the columnists or editorial writers take the position that the provision constituted actual censorship but rather that it is simply a regulation adopted in the public interest.



DESCRIBED as "one of the two perfect visual types thus far encountered on a nationwide tour" by R. H. Hooper, in charge of RCA's traveling television unit, Miss Carleen Davis, singer featured on KXOK, St. Louis, is that station's candidate for "Television's Glamour Girl". The kudoes came to Miss Davis recently during an RCA television exhibit in St. Louis. According to Mr. Hooper, the other "perfect visual type" found on the tour was Nancy Martin of NBC's *Breakfast Club of the Air* in Chicago, whose picture appears on page 32 of this issue.

Flip of a Coin

CLAIMING the inter-network coin-flipping championship—without benefit of double-headed nickels—CBS recently won two successive coin-flipping contests with NBC and MBS representatives to determine which of the three networks would carry the radio addresses of Neville Miller, NAB president, and FCC Chairman James L. Fly. In the first encounter Harry C. Butcher, CBS Washington vice-president, outpitched Frank M. Russell, NBC Washington vice-president, and William Dolph, manager of WOL, Washington MBS outlet. Flushed with his first success, Mr. Butcher turned over the second contest to his secretary, Gladys Hall, who triumphed again in a short game with a straight-pitch win over Phoebe Gail, NBC, and Helen S. Simmons, WOL. Total playing time of the two contests was 34 seconds.

LOWELL BLANCHARD, program director of WNOX, Knoxville, and Mrs. Blanchard are the parents of a 7½ lb. son, Lowell Jr., born Oct. 26.

Fulltime Station In New York City Is Granted Bulova

5 kw. Outlet Using 1100 kc. Merges WOV, WBIL, WPG

IN THE face of opposition from existing New York stations, the FCC Oct. 26 entered its final order granting the application of Arde Bulova, prominent New York watch manufacturer and broadcaster, for a new 5,000-watt full-time station in New York in lieu of his present two part-time stations and through acquisition of WPG, Atlantic City.

Adopting its previous proposed findings, announced last June, the Commission, with Payne not participating, made the grant effective Nov. 1. Under it the new station is authorized to operate on 1100 kc. with 5,000 watts. In the process, WPG would be deleted to make way for the New York station while WBIL, New York, already owned by Mr. Bulova and sharing time with the Atlantic City station, will become the fulltime outlet in New York. WOV, daytime station operating on 1130 kc., owned by the Bulova interests, likewise would cease operation.

Appeals Possible

Appeals from the FCC decision may develop, particularly in view of the strong opposition to the move voiced by several New York stations, including WHN, WOR and WMCA. Mr. Bulova has an investment, it is understood, of nearly $1,000,000 in the project. His plan is to make the new station the key of a Philadelphia-to-Boston network, with a half-dozen outlets in which he has controlling financial interest.

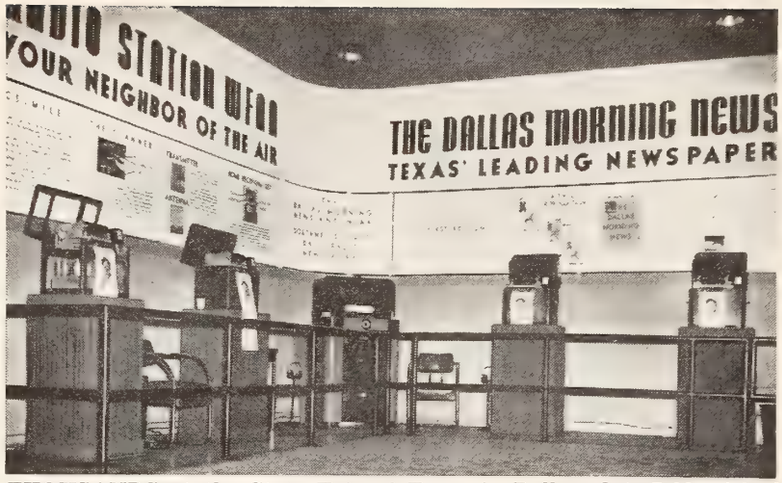
Mr. Bulova and his general manager for radio, Harold A. Lafount, former radio commissioner, negotiated purchase of the municipally-owned WPG for $275,000, conditioned upon its removal of the facility to New York. The plan is to combine that station's five-sevenths time on the 1100 kc. duplicated clear channel with the two-sevenths time held by WBIL, making possible the fulltime outlet. WBIL was purchased by Mr. Bulova in June 1937 for $275,000 from the Paulist Fathers.

Because WOV, limited time foreign-language station, operates on 1130 kc., only 30 kilocycles removed from the WBIL-WPG wavelength, it cannot operate in the New York area, and as a consequence the action orders turning in of that station's license. Mr. Bulova paid $300,000 for WOV in 1937 to the late John Iraci.

Under FCC procedure, participants in the hearing on the transfer have 20 days in which to seek rehearing by the FCC. If rehearing is denied they can note an appeal to the U. S. Court of Appeals for the District of Columbia.

The Greater New York Broadcasting Corp., Bulova corporation, which applied for the new station that would result from the merger of WPG, WBIL and WOV, has been capitalized at $900,000. Mr. Bulova would supply the $275,000 for the purchase of WPG, his entire interest in WBIL and WOV, representing purchase prices of $275,000 and $300,000 respectively, and $50,000 in cash.

In addition to his ownership of WOV and WBIL, Mr. Bulova owns one-half of WNEW, New York, and control of WPEN, Philadelphia. Other stations in which he has control or substantial interest, which would be aligned in the projected network, include WNBC, New Britain; WCOP, Boston; WORL, Boston; WELI, New Haven. Mr. Lafount would become the operating head of the new network. Miss Hyla Kiczales is general manager of WOV and WBIL.



THOUSANDS at the State Fair of Texas in Dallas, Oct. 7-22, visited the WFAA-*Dallas News* facsimile exhibit and saw the station's demonstration of radio printing of newspapers, the first such demonstrations in the Southwest. An RCA scanner and four recorders were on view in the exhibit, their operation explained in simple diagrams on the wall panels. Daily facsimile broadcasts on regular schedule were started Oct. 30 by WFAA and the *News*. Broadcasts begin at 2 p. m. daily, including Sunday, and run until 4:30 p. m., using UP news, AP Wirephotos and *News* photos, together with a comic strip and John Knott's daily cartoon from the *News*. Gene Wallis, former business editor of the paper, is editor of the facsimile edition on a full-time basis.

CBS Applies for F-M New York Outlet To Make Comparative Service Tests

JUMPING the fast-moving frequency modulation bandwagon, CBS on Oct. 26 filed with the FCC an application for a new variable power frequency modulation experimental station in New York employing the Armstrong process. Yankee Network has applied for a similar station [see page 64] and NBC and Bell Laboratories have also applied for F-M facilities in New York.

Proposing novel comparative tests, in which Princeton University would figure, CBS plans to install the station, if granted, in the Chrysler Tower, where it is carrying on its television experimentation. The 43 mc. ultra-high frequency band is sought.

By operating the proposed frequency modulation unit with variable power alongside the standard broadcast transmitter of WABC, CBS will be enabled to actually check frequency modulation versus the conventional amplitude modulation, it was pointed out. Moreover, the application seeks authority to step down the frequency modulation power to 7,500 watts, or the same output used for its sound track in its television transmission from the Chrysler Bldg. It then would also be in a position to check, at catch-powers, frequency modulation versus amplitude modulation in the ultra-highs.

Part of the project contemplates use of selected classes at Columbia University, at which Maj. Edwin H. Armstrong is professor of electrical engineering, and at Princeton, to test the ability of the ear to distinguish between the quality of frequency versus amplitude modulation reception. Sets will be placed in these classes by CBS, it is understood. These tests will follow in a general way those inaugurated by CBS several years ago at Harvard University on the ear versus the eye.

The application brought out that direction comparison of the service range of the proposed frequency modulated station will be made with present standard broadcast performance by conducting both engineering surveys and systematic listener reaction tests for identical program transmissions. By selecting 43 mc., which is adjacent to the present assignment of Maj. Armstrong's station at Alpine, N. J. (W2XMN), using 40 mc., CBS will be enabled to afford an excellent opportunity to test adjacent signal interference theory as applied to high power F-M stations in the same area.

To Study Listeners

The listener reception to determine the desirable range of audio fidelity up to a probable maximum of 16,000 cycles in the reproduction of program material and the margin of normal listener satisfaction will be conducted under the direction of Dr. Frank N. Stanton, CBS research director.

Controlled measurements will be made of listener responses under the direction of research authorities in the field of auditory measurements at both Princeton and Columbia by graduate physiologists. The subjects for this experimentation, it was stated, will represent a cross-section of the average radio listening audience. In these tests, the representative listener will be instructed to indicate which of the three signals (WABC's 50 kw. transmitter, W2XAB's amplitude modulated ultra-high frequency audio transmitter, and the proposed frequency modulated transmitter) is most "satisfying".

Diversified Tests

To make the tests all-inclusive, various types of receivers, various receiver locations and a representative of the total radio audience from the standpoint of socio-economic background and age level will be employed. Each subject will be pre-tested to determine his upper limit of hearing and its relation to normal conditions for his age. Socio-economic status will be checked closely to control the influence on esthetic judgments.

CBS said that in general the results of this experimentation should answer questions such as "what proportion of the audience can discriminate between the quality of reproduction under the present system and the quality which may be achieved by frequency modulation. It will also determine whether there is any appreciable difference as far as the listener is concerned between the two systms of modulation on ultra-high frequencies. It will not only tell what proportion of the audience can distinguish between the various signals, but it will also show how much change is necessary before the audience is aware of the difference. An effort will be made to ascertain from the listeners how important the ages of increased frequency responses will be to them in terms of personal expenditures for new equipment and to receive the superior signals."

The engineering program will be conducted under the direct supervision of A. B. Chamberlain, CBS chief engineer, and William B. Lodge, W. H. Moffat, Guy C. Hutcheson and John Dyer.

Radio Attractions Lists New Sponsors of Discs

RADIO ATTRACTIONS, New York, has announced further sponsors for its two productions, *The Shadow of Fu Manchu* and *Adventures of Pinocchio*, as follows: D. & C. Chemical Co., Memphis (Di-Min-Glo Wax) started *Fu Manchu* Oct. 9 on WMC, that city, and on Nov. 6 the quarter-hour thrice-weekly series will be sponsored on WROK, Rockford, by the Keck Furniture Co., that city. The production is heard sustaining on WTMJ, Milwaukee, and KWK, St. Louis, both stations having been recently added.

Loose-Wiles Biscuit Co., Long Island City, which is sponsoring *Pinocchio* thrice weekly on WWJ, Detroit, for Krispy Krackers, on Oct. 30 started the quarter-hour series on WBCM, Bay City, and will add WOOD, Grand Rapids, in the near future. Newell-Emmett Co., New York, is the agency. Heironomus Department Store, Roanoke, is sponsoring the series on WDBJ.

New Year's Day Football

TENTATIVE plans for coverage of the football classics on New Year's Day, Jan. 1, have been announced by the networks, with MBS planning to broadcast the Rose Bowl Game from Pasadena, Cal., and NBC probably covering the same game. CBS in past years has covered the Sugar Bowl game from New Orleans, and will probably do the same this year.

AFRA Group Considers Problems of Disc Code

COORDINATING committee on transcriptions of the American Federation of Radio Artists met on Oct. 25 to start work on formulating a code of wages and working conditions for all talent employed in the production of transcriptions, both commercial and sustaining. Committee's intention was to stay in practically continuous session until its task is completed, so that the code should be ready for presentation to the makers of transcriptions in the immediate future.

Union is continuing its discussion with NBC for a standard contract covering all staff artists and announcers employed at the network's owned and managed stations, with satisfactory progress, it is reported. The New York local of AFRA will this month launch its own publication, a monthly bulletin titled *Standby*, which will be edited by George Heller, officer in both national and local AFRA organizations.

New WJPR on Air

WJPR, new local station on 1310 kc. in Greenville, Miss., authorized last July by the FCC, is now on the air with Paul Thompson as manager and commercial manager, Burt Ferguson as program director and Charles Mathis Jr. as chief engineer. Staff members include Frank Baldwin and Henry Davis, salesmen; Barney Oakes and Russell Waters, announcers; Bennie Vazzier, engineer. A Gates transmitter and 200-foot Wincharger tower have been installed. Owner of the station is John R. Pepper, wholesale grocer.

KFSD Engineers Strike

TECHNICIANS of KFSD, San Diego, walked out Oct. 21 because of failure of negotiations with the station management on wage scale. The station was off the air for less than a half hour. The four technicians were members of International Brotherhood of Electrical Workers, it was reported, and the strike developed after negotiations which had been in progress with Tom Sharp, station owner, had collapsed. The strike was still in progress Oct. 25, it was reported.

WGN, Chicago, announces that 15,458 persons have visited its Studio A since it was reopened Oct. 1.

WRNX
5000 WATTS
DAYS
Coming events cast their shadows..
No change in programming or policy. Better service to Metropolitan New York including its 6,982,635 foreign citizens.
Now operating 1000 WATTS DAY AND NIGHT WBNX NEW YORK
The Station that Speaks Your Language

NO BLACK CATS
But Everything Else on WCMI Friday 13th Program

TEMPTING the fates, WCMI, Ashland, Ky., sold a special one-time interview program Friday, Oct. 13, which was based on a whole flock of 13's. In the first place, the 13-minute broadcast, for which the sponsor paid $13, started at 13 minutes past noon. In addition 13 pennies were given to each of the 13 persons interviewed.

In conjunction with the program, research disclosed that the expression "Friday the 13th" contains 13 letters, as does the word "superstitious", the names of the two WCMI interviewers, Geo. C. Blackwell and Russell Hirsch, and the name of the sponsoring firm, Leon's Footwear. Questions asked interviewees were based on superstitions—old ones recounted, new ones discovered. Each interviewee was asked to walk under a ladder and break a mirror before receiving the 13 pennies.

Disc Plan Dropped

DECISION of NBC that transcriptions of its network commercial programs may be made only at the point of origin has resulted in a cancellation of arrangements made by Blackett-Sample-Hummert, New York, with KXOK, St. Louis, for the rebroadcasting each evening of eight quarter-hour daytime network serials, six of which are broadcast on NBC, under the sponsorship of American Home Products and Sterling Products [BROADCASTING, Oct. 1]. Agency had planned to record the programs off the network line in St. Louis, for use the same evening on KXOK. It would be possible to have the programs recorded in New York and shipped to St. Louis, but not in time for a repeat of one day's network programs on the same evening, and the plan is being dropped, "for the time being, at least," according to the agency.

LOS ANGELES Chapter, American Federation of Radio Artists, has started publication of a monthly eight-page bulletin for members. Publication is mast-headed *Hollywood AFRA*. Lee Lauria is editor.

KDKA Dedicates

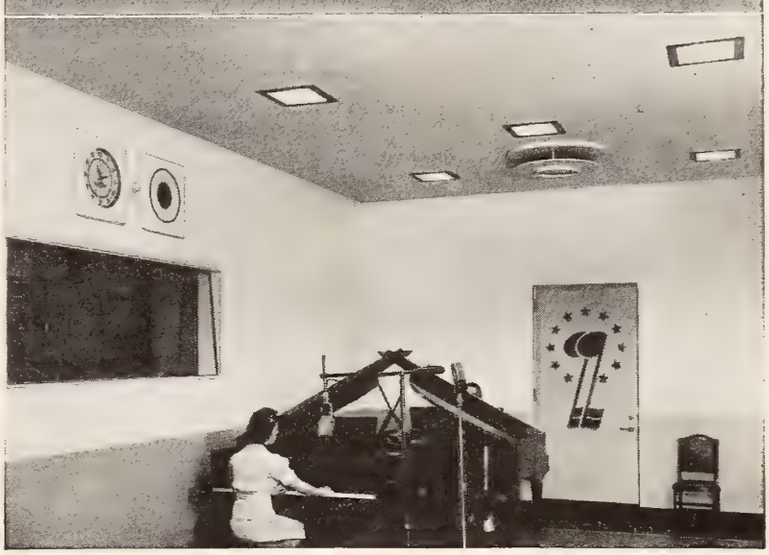
(*Continued from page 17*)

tubes, according to Westinghouse. Air ducts and fins circulate cool air about the tubes and recirculate the heated air through the building.

Still another claimed "first" is the Westinghouse-developed automatic relay shift developed at the company's Baltimore radio division. The device obviates manual changing of tubes in the rectifier unit. A spare tube is brought into service automatically when one of the six regular tubes becomes inoperative. At the press of a button the inoperative tube is selected and cut out of the circuit, the reserve tube going into action without loss of station time or danger to transmitter employes.

Transfer of the broadcast transmitter from Saxonburg to Allison Park brings the radiator much closer to Pittsburgh's metropolitan area, according to Walter C. Evans, manager of the Westinghouse radio division.

HIGH FIDELITY
ON
EVERY PROGRAM
IN THIS
Studio by Johns-Manville



Studio, Station WHBC, Canton, Ohio

ONCE again Sound-Control by Johns-Manville proves its effectiveness in helping assure true and faithful reproduction of all types of programs.

At WHBC, as in hundreds of stations from coast to coast, J-M Engineers have applied exactly the right acoustical background. J-M Materials and Methods prevent reverberation and distortion . . . keep outside noises off the air. Result: broadcast quality is effectively safeguarded.

Whether you are modernizing your existing studios or planning a complete new station, the Johns-Manville Acoustical-Engineering Service can help you. For complete information and full details on J-M Sound-Control Materials, write Johns-Manville, 22 East 40th Street, New York, N. Y.

JOHNS-MANVILLE PRODUCTS
JOHNS-MANVILLE
SOUND-CONTROL MATERIALS AND ACOUSTICAL-ENGINEERING SERVICE

Fly Radio Speech

(*Continued from page 13*)

grams, controversial public issues, educational broadcasting, news, religious broadcasts and commercial programs. It is well to bear in mind the scope of the undertaking in order that the discussion of one particular phase may not tend to obscure the other phases. Public controversy, however, has not centered around the rules as a whole, but primarily around the provisions relating to controversial issues.

It must be obvious that even self-regulation, voluntarily imposed, may at times *actually regulate*. We are reminded of the boy, who, understanding the problem, meets with a group and decides upon the rules of the game which shall be applicable to all concerned. Thereafter, when one of the particular rules has its impact upon his own conduct, and the boy breaks up the game, picks up his playthings and goes home, he is hardly displaying the highest type of sportsmanship.

Code Example of Democracy

The adoption of the Code and its self-imposition by the broadcasters is an example of democracy at work. Democracy can hardly mean either in a game or in a form of Government that those who have adopted the regulations will abide by them only so long as they serve their own particular interest. Any set of regulations, even when self-imposed, is apt at some point along the line to apply to every particular person who has adopted the regulation. No one particularly enjoys the regulation the moment it restricts his own activity; but still, he should be capable of viewing the over-all benefits which may be derived from a comprehensive and effective set of rules applicable to all alike.

But control of radio in the public interest is a vast problem.

A ready illustration of the character of the problems and the necessity of supplementing existing regulation was demonstrated by conditions at the outbreak of the current war. The crisis precipitated serious problems of completeness, fairness and accuracy of war news, and of the delineation and proper identification of war propaganda. Broadly, the integrity of the service was at stake. The problem of neutrality itself was involved. In that instance, representatives of the broadcasting industry drafted, and, to their credit, most of the broadcasters adopted, a code of practices concerning war news and comment, effectively meeting these problems.

It should be noted that neither this nor the general code already adopted was the work of the Communications Commission. They are none the less important as examples of self-regulation consistent with the public interest.

To return to the provision of the Code voluntarily adopted last July which has provoked considerable discussion, the one having to do with the handling of controversial issues. This rule recognizes that a well-balanced program of a radiobroadcasting station should include, as part of the station's public service, time for the presentation over the air of public questions, including questions of a controversial nature. However, it is provided that time for the presentation of controversial issues over the air shall not be sold except for political broadcasts. The Code does not prohibit selling time for the discussion of controversial public issues in the public forum type of program when such program is regularly presented as a series of two-sided discussions of public issues.

It seems to me that here again, the problem is one of giving the rule a fair opportunity to work. The job of the broadcaster is to see that the public has opportunity to hear free debate upon all controversial problems.

The really grave issue is whether or not the right to speak and to present one-sided arguments on public questions shall be limited to those who can buy the time. In other words, shall single individuals or groups of individuals through sheer economic power be permitted to buy the limited amount of time and space in these limited channels of expression in order to advocate in a one-sided manner the views which they themselves desire to promote. Shall this mode of expression be sold to the highest bidder? If carried to the logical extreme, how then can the millions of the public constituting the radio audience be assured of receiving the complete and balanced discussions of public issues which they are entitled to receive? The least freedom exists in those countries today where only limited groups of powerful individuals can utilize the radio waves with absolute freedom.

Rules Can Be Changed

I have no particular brief for any detailed form of rule. It may well be that in the light of experience, the rule need be changed in some particulars, with a view to assuring the public that it does have full opportunity to hear full, free and two-sided discussions of all the great issues. Radio as a social force can only move along the line of giving to the public the fullest and freest expression of information, comment and opinion on all the great problems. Under the true system of democracy it can never be made available exclusively to the limited and powerful group who will present only their own side of any issue.

And I venture to repeat that all of us who are concerned with this problem should move into the field conscious of the need for self-limitation. No one of us is qualified to claim the power finally to adjudge the issues and to lay down an arbitrary and unchanging rule of conduct. It is a field where tolerance is essential. It is a field that should be subject to continual review in the light of experience. And it is a field where proper rules of conduct, voluntarily and deliberately self-imposed, should be given a fair opportunity to demonstrate whether or not, in actual practice, they will promote the public interest.

President Roosevelt Lauds Radio

From broadcast Oct. 26 in New York Herald-Tribune Forum

I am glad to say a word in this forum because I heartily approve the forum idea. After all, two eighteenth century forums in Philadelphia gave us the Declaration of Independence and the Constitution of the United States.

It is the magic of radio that has so greatly increased the usefulness of the forum. Radio listeners have learned to discriminate over the air between the honest advocate who relies on truth and logic and the more dramatic speaker who is clever in appealing to the passions and prejudices of his listeners.

We have had an example of objective reporting during recent weeks in the presentation of international subjects, both in the press and the radio. Right here I should like to throw bouquets to the majority of the press and the radio. Through a period of grave anxiety both have tried to discriminate between fact and propaganda and unfounded rumor and to give their readers and listeners an unbiased and factual chronicle of developments. This has worked so well in international reporting that one may be pardoned for wishing for more of it in the field of domestic news. If it is a good rule in one, why is it not a good rule in the other?

Hearing Refused In Montana Case

DECLINING to set for hearing renewal applications of stations owned by NBC and CBS because officers of these networks allegedly resisted extradition, the FCC announced Oct. 27 that it had asked Edward T. Dussault, County Attorney of Missoula, Mont., who had made the request, to furnish it with additional facts.

Mr. Dussault advised the FCC that officers of NBC and CBS, and of ASCAP, had been cited in criminal charges in Missoula based on purported violation of the Montana anti-monopoly law, aimed at ASCAP. The complaints were based on alleged crimes of "attempted extortion, attempt to obtain money by false pretenses, and conspiracy to extort," the Dussault letter stated.

Mr. Dussault asked the FCC not to renew licenses of stations owned by NBC and CBS "without full hearing as to reasons why they do not clear themselves of felony and misdemeanor charges in Montana.

FCC pointed out that it cannot set for hearing the renewal application of a licensee corporation because an officer of the corporation is resisting extradition unless the basis of the criminal charge is such as to indicate that the licensee corporation is not operating its station in the public interest.

State ASCAP Hearing

ANOTHER round in the battle of ASCAP against the so-called "anti-ASCAP" law of the State of Washington started Oct. 26 in Tacoma, where a special master is taking testimony to determine whether the amount of money involved exceeds the statutory $3,000 minimum necessary for Federal jurisdiction. Herman Finkelstein, of the law firm of Schwartz & Frohlich, ASCAP attorneys, is in Tacoma directing the presentation of evidence for ASCAP.

NOTICE of appeal was filed in the New York Supreme Court Oct. 25 by William Brady, theatrical producer, following dismissal of the $250,000 suit brought by him against MBS, Blackett-Sample-Hummert, and Chas. H. Phillips Co., in which Brady claimed that the defendants broadcast a program as a sequel to the stage play "Way Down East", to which he owns all rights.

CONGRESSMEN MEET AT FCC HEARINGS

THE FCC hearing room took on the aspect of a Congressional debate Oct. 26 when three members of Congress tangled in oral arguments involving pending applications of their respective constituents.

The free-for-all developed after Rep. Kent Keller (D-Ill.) appeared as co-counsel in behalf of the application of Orville W. Lyerla, postmaster of Herron, Ill., for a new local station there on 1310 kc. The FCC had granted the application last July but vacated it on motion of KFVS, Cape Girardeau, Mo., and WEBQ, Harrisburg, Ill., time-sharing stations on 1210 kc., which had mutually conflicting applications.

After Reed T. Rollo, Washington counsel for Mr. Lyerla, had made his general reargument and had introduced Rep. Keller, George O. Sutton, counsel for the other two stations, presented Congressmen to speak on their behalf. Rep. Clyde B. Parsons (D-Ill.) then extolled the virtues of WEBQ, while Rep. Orville Zimmerman (D-Mo.) followed suit for KFVS. Indignant because he said his brother Congressmen had not kept "within the record", Rep. Keller then sounded a five-minute eulogy in behalf of Herron and its need for facilities. Acting Chairman Walker tried several times to shut off this mode of discussion without avail. Absent were Chairman Fly and Payne.

Raymond Scudder

RAYMOND SCUDDER, 38, NBC New York script writer, was killed Oct. 27 in a subway accident. He had been with NBC 10 years and had written many big sustaining shows, the latest *On Your Job*. Before joining NBC he had written many travel talks based on his world travels. He was born in the Orient, the son of missionary parents. Surviving is his wife.

CBC Stops Cameron

RADIO talks of W. J. Cameron on CBS Sunday evening Ford Hour will no longer be broadcast in Canada, under the Canadian Broadcasting Corp., ruling against buying time to broadcast personal opinions, it was announced at Ottawa. The program is carried in Canada on CFRB, Toronto, and CKAC, Montreal.

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Marked Increase in Listening To Radio Is Pleasing to ANA

Convention Concerned, However, at Union Growth; Miller Explains NAB Research Activities

THE Association of National Advertisers, with a membership of advertising managers who place several hundred millions of business yearly, had little fault to find and considerable praise to bestow on broadcasting at its annual convention, held Oct. 25-27 at the Homestead, Hot Springs, Va.

Especially pleasing to radio-minded ANA members is the marked increase in radio listening during the last few months. Growing interest in war and national news has left its imprint all along the line, with the result that most programs are receiving more listener attention, it was stated.

Of growing concern to the ANA is the trend toward unionization in the industry. In closed-door discussions on the opening convention day, members complained about their perennial headache caused by the rising cost of talent, and expressed especial worry about the growth of American Federation of Radio Actors.

Rapid increase in the number of Cooperative Analysis of Broadcasting (Crossley Reports) subscribers was reported, the membership having gone up 40% in the last year without any promotion drive. CAB, it was announced, has just completed a 10-year analysis of leading programs.

Consumer Movement

While all opening day meetings were closed, guests were invited to the second day's proceedings, in which the consumer movement was analyzed by a recorded demonstration staged with the cooperation of CBS. W. T. Nardin, vice-president and general manager of Pet Milk Corp., St. Louis, declared that the consumer movement is a permanent fixture in American economy, that is more powerful than realized, and that advertisers should "clean house" and give consumers the type of information and advertising they desire.

The closing day of the convention was devoted to research, with representatives of media reviewing their research activities. Representing the broadcasting industry was Neville Miller, NAB president.

In discussing research, Mr. Miller reminded the ANA that the broadcasting industry's research problems are not confined to advertising values but must treat with the social significance of radio. He recalled that the NAB many years ago had recognized its advertising research needs and that the Joint Committee on Radio Research (ANA, NAB, AAAA) had sprung from this realization. He credited radio's pioneering research with having stimulated more concerted thought on the entire field of advertising research, and praised the Cooperative Analysis of Broadcasting reports.

The Joint Committee, he explained, had reported real progress, though it had not yet reached definite conclusions. The Committee's work has been delayed by NAB reorganization, Mr. Miller added. He voiced full accord with the original concept which brought the Joint Committee into existence. This concept involved the joint search for basic circulation data by buyers, agents and sellers of broadcast advertising under a plan acceptable to all parties.

Mr. Miller told the convention of the recent announcement of the Census Bureau that a radio set question will be included in the Census of Housing next year, contingent upon provision of necessary funds by Congress. Besides reports by counties and cities, the information is to be presented by family income classes and possibly by educational indices. This data should provide a statistical refinement in future estimates, he said.

Sees ARF Cooperation

"It is my sincere hope that the NAB can soon resume the approach to the broadcasting industry research problem," Mr. Miller said. "In this connection I feel that we can look to the Advertising Research Foundation for support since the basic objectives of the Joint Committee on Radio Research are essentially the same as those of your Foundation. The duplication of personnel on your board of directors and the Joint Committee should simplify the contact between these two worthy enterprises and there should be no problem in advancing this cooperative undertaking."

In his address Mr. Miller reviewed other basic industry problems, such as limitations of the ether, Federal control, the recently adopted code of self-regulation and music copyright. He said radio is unique among advertising media because it is required by law to command public acceptance. The code, he explained, "is only as good as the will and determination of the parties to live up to its provisions, for after all, it is not good intentions but rather good actions that count."

A. O. Buckingham, vice-president of Cluett, Peabody & Co., was elected chairman of the ANA board, succeeding A. T. Preyer, of Vick Chemical Co. Re-elected vice-chairmen were D. P. Smelzer, of Procter & Gamble Co., and Leo Nejelski, of Pepsodent Co., with H. W. Roden, of Harold H. Clapp Inc., moved from treasurer to vice-chairman succeeding M. H. Leister, of Sun Oil Co. Paul B. West remains as ANA president, and George S. McMillan continues as secretary. Elected to the board of directors were Keith Evans, of Inland Steel Co., and H. M. Warren, of National Carbon Co. The retiring chairman, Mr. Preyer, automatically becomes a board member. Gordon E. Cole, of Cannon Mills Inc., and Harold B. Thomas, of Centaur Co., a former chairman, were named board members.

Among radio figures at the ANA session were Mr. Miller, Research Director Paul F. Peter and Bureau of Radio Advertising Director Sam Henry, all representing the NAB; T. C. Streibert, MBS-WOR vice-president; Arthur Church, president of KMBC, Kansas City, and chairman of the NAB research committee; John W. Karol, research director, and Bill Gittinger, sales manager, representing CBS; Niles Trammell, executive vice-president, and Roy C. Witmer, vice-president in charge of sales, representing NBC.

At the banquet which wound up the proceedings Oct. 27, NBC provided talent for the annual Ad Ribbers show.

Brandon Joins New WSAV

N. W. BRANDON, since 1935 an account executive of the C. P. Clark Adv. Agency, Nashville and Atlanta, has been appointed advertising manager of the new WSAV, Savannah, soon to go on the air under the managership of Harben Daniel, former commercial manager of WSM, Nashville. Mr. Brandon formerly was the General Motors Corp. and *Pictorial Review*. He joins WSAV Nov. 1. While in agency work he handled such accounts as Jarman shoes, Brauer Brothers of St. Louis, Humming Bird hosiery, Southern Agriculturalist, *Nashville Tennesseean* and *Banner*, State of Tennessee and Fairfield Distilleries.



Mr. Brandon

Finch Shows Facsimile To Government Officials

FINCH Telecommunications Laboratories, New York, on Oct. 23 demonstrated its facsimile and wirephoto devices to a large group of observers in Washington, including representatives of the U. S. Army. The demonstration, directed by W. G. H. Finch, president of the firm, included operation of facsimile apparatus, which Mr. Finch depicted as being of great value to military operations, particularly in transmitting photographed maps of terrain under artillery fire from airplanes back to gun batteries to show results and direction of barrages. An airplane facsimile transmitter was featured.

Mr. Finch also pointed out that commercial aviation could use facsimile in receiving weather maps in airplanes in flight, police radio cars in automatically recording orders from headquarters. He forecast development of a radio news ticker three to four times speedier in its operation than the present wire apparatus.

Hoist Your Sales

with the All Mutual Broadcasting System STATIONS

KADA ADA
KBIX MUSKOGEE
KCRC ENID
KGFF SHAWNEE
KOME TULSA
KTOK OKLA. CITY

OKLAHOMA NETWORK

The Oklahoma Network gives the only complete coverage of the rich OKLAHOMA market—the only broadcasting facility that provides a clear primary signal throughout the many densely populated areas of the state.

It's *OK* for *OK*lahoma!

That's what you'll say when you begin to reap the profits from an investment in OKlahoma Network time.

National Representatives
BURN-SMITH COMPANY, INC.
Chicago • New York • Detroit • Atlanta

American-Jewish Market

AMERICAN-JEWISH Broadcasting Co. has been formed at 86 Chambers St., New York, to specialize in English language programs for advertisers interested in the American-Jewish market. According to Maurice Rappel, managing director, WHN and WINS, New York, will be the principal stations used.

APPLICATION of Moody Bible Institute Radio Station, licensee of WMBI, Chicago, for authority to erect a new non-commercial educational broadcasting station using 100 watts on 41300 kc., was denied by the FCC in a final order Oct. 26.

Still Flat

BERT HORSWELL, manager of KRIC, Beaumont, Tex., was author and producer of a novel satire presented with noteworthy success Oct. 12 by the station's staff. Occasion was Columbus Day, and Horswell picked for the title of his opus the fulsome *America May Look Round to You, But as Far as We're Concerned It's Flat.*

Lanzette to Expand

LANZETTE Laboratories, Chicago (depilatory), has started a series of twice-daily spot announcements on 12 stations. The list will be expanded considerably, according to Vanderbie & Reubens, Chicago agency handling the account.

RADIO News Research Bureau has been started as a part of Harry Martin Enterprises, Chicago, under the direction of Dr. Curtis D. MacDougall, of Northwestern U School of Journalism. The bureau offers ten weekly interpretative scripts and a 15-minute summary script called *Behind the Headlines.*

Book on Singing

THE art and business of singing popular songs professionally is entainingly discussed in *How to Sing for Money* [George Palmer Putnam, Hollywood, $3.95], written by Charles Henderson, well-known music coach, with Charles Palmer. The subject of singing as a business is treated in the book from both academic and personal angles, including separate sections on the art, the technique and the business of singing popular songs, with special attention given to radio vocalization. The appendix includes, in addition to a glossary of professional terms, instructions in singing diction.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
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There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
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PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

HERBERT LEE BLYE
RADIO CONSTRUCTION ENGINEER
THIRTEEN YEARS EXPERIENCE
LIMA OHIO

They Never Miss...
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service a great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per work. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Salesman (married) with thorough training in local station sales. Must have successful record of "idea" sales. Must be able to earn $75.00 per week after 90 days on job. Town or 75,000 middlewest. Box A557, BROADCASTING.

Salesman—Excellent opportunity for right man with good ideas and sales experience on local station. Only station in fairly large eastern city. Apply Box A559, BROADCASTING, giving detailed information. Will pay traveling expenses for interview.

Employees—Let us help you get a position through our National Radio Employment Bureau. Paramount Distributors, Box 864, Denver, Colo.

Canadian Citizen, experienced, to handle exclusive sales in Sarnia, Ontario. Liberal commission. Send references. WHLS, Port Huron, Michigan.

Small Southern station wants experienced sports announcer who can also do good job straight announcing. Send character and experience references and transcription of voice to Box A565 care BROADCASTING.

Announcer-Accompanist—Regional Network Station, north central state, in a community of 200,000 wants an experienced announcer-accompanist, about 30-35 years of age. Must be able to type and write good copy, play popular piano, and transpose on sight. A married settled man preferred, with dramatic ability, who can do a good job "on the air". Interested in an experienced man now employed, who is looking for a better opportunity. Give full details of your experience which would fit you, with character references and starting salary required. All replies will be held strictly confidential. Box A575, BROADCASTING.

Situations Wanted

Announcer-Sports Commentator-Continuity Writer. Wants new location in Mid-west. Box A577, BROADCASTING.

Program Director—staff organist-pianist, now employed, wants change of location in Mid-west. Box A576, BROADCASTING.

Experienced announcer desires position with small station. Can also handle continuity, news, programming; salary secondary. Box A573, BROADCASTING.

Merchandising—Publicity—Continuity. Just completed radio merchandising assignment. Box A564, BROADCASTING.

Saleswoman, years of experience. Outstanding record with Columbia Station. Now employed. Highest recommendations. Box A563, BROADCASTING.

Announcer-Newscaster. Experienced. Now employed 5 KW. References. Transcription. Photo. Interview possible. Box A566, BROADCASTING.

Production Man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A544, BROADCASTING.

Writer—age 24. Four years station, agency experience. Punchy continuity. Create, develop shows. One year announcing. Box A570, BROADCASTING.

Situations Wanted (Cont'd)

AVAILABLE!

Promotion
Publicity
Special Features
Public Relations
Community Exploitation

Just one young fellow to coordinate all institutional promotion activity. Best performance where competition most difficult. Ten years major metropolitan experience. Impressive background and references.

BOX A568, BROADCASTING

Young woman employed as Program Director in 1000 watt network station desires a change. Six years experience writing and production. Box A560, BROADCASTING.

Experienced newscaster and commentator. Clear, distinctive voice. Background advertising, foreign travel. Ten years broadcasting experience. Seeks permanent opportunity with progressive station anywhere. Also continuity writing, interviews, special features. Box A578, BROADCASTING.

Experienced in all phases of sales—two years local—seven years national agency—two years national representation—familiar with all station operation. Desire commercial manager regional station or station manager of local outlet. Now employed. Available within two weeks. Furnish any references required. Box A574, BROADCASTING.

ATTENTION RADIO STATION OWNERS. If you're sick and tired of bluff by incompetent sales managers, communicate with the writer, sixteen years experience selling radio broadcasting. Box A558, BROADCASTING.

Production Man, 29, two years A-1 agency network production, three years with radio stations, now employed writing copy. Excellent educational and musical background. Box A567, BROADCASTING.

1939 Journalism Graduate, 21, eager to break into radio, seeks job with station as salesman, news writer, announcer. Ambitious, single, willing to go anywhere. Excellent references. Box A571, BROADCASTING.

Station Manager—If you are opening a new small station or have one that needs net profits, save yourself time and money. I can give you short cuts, right answers, ideas and promotion. Satisfied and successfully operating 100 watt station at present but will make the right change. Box A562, care BROADCASTING.

For Sale—Equipment

For Sale—Western Electric 1 kw broadcast transmitter Type 6-B. In good condition and now in storage, due to replacement by higher powered transmitter. Exceptionally low price for quick disposal. Box A556, BROADCASTING.

Western Electric 353 B-1, one kilowatt transmitter complete, also two Blaw-Knox 254 ft. radiators with beacons, obstruction lights, lighting chokes, and two Western Electric 5 kilowatt coupling units. Box A572, BROADCASTING.

WMCA Is Given FCC Rebuke For War Broadcasts

Alleged Use of Code Draws Stern Commission Warning

(*Continued from page 14*)

of the station had been in fact as described in the advertisement, "the national public interest had been impaired at a critical moment in international affairs."

"An immediate order of revocation which carries its own safeguards for the licensees, might have been justified," the Commission stated.

Bringing out that the Commission did not issue such an order but followed the more moderate course of issuing a "show cause" order permitting WMCA to set forth in writing all the facts and circumstances regarding the alleged incident, the opinion added that William Weisman, vice-president and general counsel of WMCA, had submitted "a document in legalistic form" which utterly failed to comply with the show cause order. It was added the evidence at the hearing showed that Mr. Weisman filed this "purported 'response'" without discussing the matter with the executive who handled the activities in question and that the statements of fact set forth in the advertisement "were merely given an oblique reference".

By this conduct, the opinion stated, "the station neither recognized nor discharged any duty to the Commission in the conduct of the inquiry." As a result of the hearing, the opinion said the facts established were at variance from those set forth in the advertisement as well as from the conclusions in WMCA's written response. But it added, significantly, that "in the light of all the evidence there is, however, no reasonable basis for conflicting views as to the controlling facts."

What Opinion Stated

After reviewing the manner in which the two news broadcasts were handled, the Commission said:

That the broadcasting of the substance of the messages described runs counter to the provisions of Sec. 605 of the Communications Act admits of little doubt. The evidence in this case shows conclusively that the messages in question were important orders of the governments of Germany and Great Britain, respectively; that they were to govern important ship movements in anticipation of, and perhaps during war; that they were addressed communications, albeit to multiple addressees; that they were intercepted without the authority of the senders; and that WMCA knowing that the messages had been obtained by means of interception, broadcast the substance thereof from its station. This conduct of the station must be viewed in the light of the great international stress then prevailing and of the special duty of American broadcasters, who are licensed for the purpose of serving the public interest, to conduct their operations with a corresponding degree of care.

While, as has already been pointed out, the specific statutory prohibition now before us applies generally, a violation of it by a holder of a radio broadcast license must command our special attention. Especially is this true since there threads throughout the statute both generally and specifically the notion that broadcasters perforce of law undertake to serve the public interest. The legal concept of public interest is not different in time of crisis although its factual content may vary from time to time as the public necessarily and properly shifts the emphasis of its concern from one predominant fact to another.

Apart from the broadcasts of the station and the inadequate response to the Commission's order to show cause, the irresponsible actions of the licensee in connection with the full-page advertisement quoted above warrant comment. Regardless of the legality of such advertising as a trade practice it raises a question as to the character and responsibility of the management in the light of its obligation to operate the station in the public interest. More than honesty is at stake. The advertisement creates the possibility that competing broadcast stations will be drawn toward the same line of illegal broadcast activity boasted by this station. The President of the licensee corporation, Donald Flamm, admitted that the statements the station quoted from the George Ross column were false and that although he examined the "layout" of the advertisement, neither he nor anyone else in his organization made any investigation or gave consideration to the question as to truth of the representations. When asked what disciplinary action had been taken in this connection, Flamm replied merely that he had given directions that all future advertisements were to be submitted to the attorney for the station.

Responsibility to Public

By their conduct throughout this chain of events—the broadcast, the advertisement to the industry, the evasive written response to the Commission's order, the uncandid character of their oral testimony—Flamm and his co-executives managed to create a question as to their possessing any substantial sense of responsibility to the public or the ability to recognize even roughly the public interest properly involved in the operation of a broadcast station. Just as it may be a powerful instrumentality for public good, so a broadcast station has potentialities of causing great public harm, and it is accordingly imperative that the limited broadcast channels belonging to the public should be entrusted to those who have a sense of public responsibility.

On behalf of the licensee it is recognized that the broadcasts in question occurred during a period of unusual activity in the gathering and dissemination of news of special interest to the public. Speed in transmitting through the air news flashes bearing on the European crisis was assumed to be of the essence of this and other stations' service. The same international stress which made the conduct grave created the urge to scoop the other stations. As was recognized broadly new and important problems in connection with radio broadcasting arose from the war crisis. Under these circumstances the Commission will assume that these particular broadcasts were provoked by the occasion and are not necessarily indicative of more widespread infractions in the course of this station's broadcast activities.

After consideration of the record and all the attendant circumstances in this matter, the Commission is of the opinion that an order of revocation need not be entered at this time. On the whole, however, grave doubt has been cast upon the licensee's qualifications to operate its station in a manner consistent with the public interest. Accordingly the record made in the different phases of this proceeding must be of cumulative weight in determining the disposition to be made upon any future examination into the conduct of this station. It is so ordered.

WSAL Revocation Proceedings Begun; WBAX, WQDM Hearings Are Ordered

REVOCATION proceedings against WSAL, Salisbury, Md., alleging fraud and failure to make "full disclosure" in the original application for the station license, were announced Oct. 25 by the FCC. Simultaneously the Commission ordered hearings on renewals of licenses for WBAX, Wilkes-Barre, Pa., and WQDM, St. Albans, Vt., which were linked with the WSAL proceedings through purported mutuality of ownership.

In the WSAL case, the Commission stated that on Jan. 13, 1938, Frank M. Stearns, of Washington and Maryland, was licensed to operate the station. It was in connection with this application that the FCC alleged he had "made false and fraudulent statements and failed to make full disclosure to the Commission concerning the financing of station construction, equipment used and the ownership, management and control, facts which would have warranted refusal to grant construction permit and station license had they been known to the Commission."

In all three instances, the name of Glenn D. Gillett, Washington consulting engineer, was mentioned by virtue of association with the stations. The Commission said that in the WSAL case there is evidence that Mr. Gillett, as mortgagee, "has been in actual control of the station".

Hearing Sought

The Commission stated further that Mr. Gillett "is also in apparent control of stations WBAX and WQDM in violation of Section 310 (b) of the Act". This section has to do with assignment of licenses, requiring written FCC approval.

In citing WSAL for revocation, the FCC stated the order would become effective Nov. 13 unless the station applied for a hearing, in which event the order would stand suspended until decision of the Commission following the hearing.

Mr. Gillett asserted Oct. 25 that a hearing request would be made forthwith. In the WBAX and WQDM cases, hearings already have been ordered and temporary licenses issued the stations pendign the outcome of the hearings.

Mr. Gillett was engineering consultant for each of the three stations and is reported to have invested in them to assure their proper operation and eventually collect his fees. In the case of WSAL, he did not have a management status but was simply the holder of a chattel mortgage, it was stated on his behalf. An application was filed with the FCC Oct. 25 by Mr. Stearns for voluntary assignment of the WSAL license to the Eastern Shore Broadcasting Co., in which Mr. Gillett would hold an 80% interest, with an option to acquire the balance of Mr. Stearns' stock.

Mr. Gillett said he had made investments in WQDM and WBAX, to assure proper operation, after having handled engineering assignments for them. He declared that he had kept the FCC advised of the contracts entered into with the stations and that he did not in any manner seek to conceal the facts from the FCC. The license for WBAX, which operates on 1210 kc. with 100 watts unlimited time, is in the name of John H. Stenger Jr. Litigation over the station ownership developed in the State courts several months ago. The WQDM license is held by E. J. Regan and F. Arthur Bostwick. It operates on 1390 kc. with 1 kw. day.

In the WSAL case, it is understood P. W. Seward, FCC attorney, and members of the FCC accounting staff inspected the books of the station in Salisbury last summer. The station operates on 1200 kc. with 250 watts power daytime. In this instance, also, the FCC stated it appeared that the "rights granted under the terms of the license have, without the Commission's written consent, been transferred, assigned or otherwise disposed of by the licensee in violation of the Communications Act of 1934, as amended."

3 Station Grants Authorized By FCC

Two Saginaw, Mich., Outlets; Local for Spartanburg, S. C.

TWO NEW stations in Saginaw, Mich., and another in Spartanburg, S. C., all recommended in proposed findings issued last July, were authorized by the FCC in final orders issued Oct. 26, to become effective Nov. 1.

The unusual grant whereby two new stations were authorized in the same community, each to operate on different facilities on a part-time basis, involved the application of Saginaw Broadcasting Co. for 100 watts night and 250 day on 1200 kc., and that of Harold F. Gross and Edmund C. Shields for 500 watts daytime on 950 kc.

Saginaw Broadcasting Co.'s station will share its frequency with WMPC, church-owned station in Lapeer, Mich. Principal stockholders are Milton L. Greenebaum, merchant, 35%, president of the company; Morris Nover, iron and steel merchant, 25%, vice-president; Adolph Greenebaum, merchant, 25%, secretary-treasurer. The remaining 15% stock is divided among H. D. Peet, G. M. Peet, Burnett Abott, J. W. Symons Jr. and Walter Harris. H. D. Peet, owner of the Peet Packing Co., owns two-thirds control of WBCM, Bay City.

Mr. Gross, operator of WJIM, Lansing, and Mr. Shields, prominent attorney and businessman and Democratic National Committeeman for Michigan, the successful applicants for the second station in Saginaw, will hold 45% stock each, the remainder to be held by Charles Carlisle, of Saginaw.

The Spartanburg grant went to Spartanburg Advertising Co., in which the stockholders are Donald Russell, county attorney, 50%; A. B. Taylor, banker, 33⅓%, C. O. Hearon, former local publisher, 16⅔%. Their new station was assigned 100 watts night and 250 watts day on 1370 kc.

In another final order, effective Nov. 1, the Commission granted KRSC, Seattle, authority to increase its power from 250 to 1,000 watts on 1120 kc.

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 14 TO OCTOBER 27, INCLUSIVE

Decisions . . .

OCTOBER 17

KANS, Wichita—Granted CP increase to 250 w unl.

KWBG, Hutchinson, Kan.—Granted CP move trans., new antenna, increase to 250 w.

KHBC, Hilo, Hawaii—Granted mod. license to 1200 kc.

KSUN, Lowell, Ariz.—Granted mod. license N to 250 w.

WCLE, WHK, Cleveland; WHKC, Columbus—Granted assignment licenses to United Bcstg. Co.

NEW, Poughkeepsie Bcstg. Co., Poughkeepsie, N. Y.—Granted CP 1420 kc 250 w unl.

SET FOR HEARING—WHDH, Boston, mod. license and CP 830 kc 5 kw unl.; NEW, Bcstg. Corp. of America, Riverside, Cal., CP 1390 kc 1 kw unl (contingent change of KOY freq.); NEW, Burlington Bcstg. Co., Burlington, N. C., CP 1420 kc 100 w D.

MISCELLANEOUS—NEW, Cascade Bcstg. Co., Everett, Wash., granted leave file amended applic.; NEW, G. E. Palmer, Hot Springs, Ark., denied rehearing and intervention re applic. Hot Springs Bcstg. Co., for new station, granted 7-26-39; WMAZ, Macon, Ga., granted extension temp. auth. night hours to 11-15-39; WDGY, Minneapolis, same to 11-13-39; WSPR, Springfield, Mass., same to 11-13-39.

OCTOBER 18

MISCELLANEOUS—NEW, Lawrence J. Heller, Washington, adopted proposed findings of 9-13-39 denying without prejudice applic. CP 1310 kc 100-250 w unl., with booster; KOY, Phoenix, Ariz., oral argument scheduled 11-2-39; WORL, Boston, denied temp. auth. spec. hours to 11-15-39.

OCTOBER 19

KOH, Reno—Denied CP change to 630 kc 1 kw unl. directional N; application. KERN, Bakersfield, Cal., change to 1380 kc 1 kw unl. contingent KOH, grant, also denied.

OCTOBER 20

MISCELLANEOUS—WSBT, South Bend, granted continuance hearing change freq., time; KXOK, St. Louis, granted amendment applic. to 630 kc 5 kw N & D; NEW, Broadcasting Corp. of America, Riverside, Cal., granted auth. take depositions; WABI, Bangor, Me., granted without prejudice to filing of petitions to intervene by WFIL and WIS, motion strike appearances WFIL and WIS re applic. WABI change freq., power, and denied motion to vacate order and dismiss WLBZ as intervenor.

OCTOBER 21

NEW, Bureau of Education, A. Corenson, manager, Montebello, Cal.—Denied CP new station.

OCTOBER 23

W9XAA, Chicago, and KLS, Saltair, Utah—Adopted proposed findings denying renewal W9XAA license and consent voluntary assignment license to KLS; dismissed KLS applic. CP change station equipment and location, increase power to 10 kw.

WBOW, Terre Haute—Denied temp. auth. 250 w N 1310 kc pending change of frequency to 1200 kc.

OCTOBER 24

WAZL, Hazleton, Pa.—Granted CP increase to 250 w.

W2XAG, Yonkers, N. Y.—Granted mod. license development station to 5 kw 117190 kc.

WMFR, High Point, N. C.—Granted mod. CP increase to 250 w unl.

WILM, Wilmington, Del.—Granted CP increase to 250 w unl.

NEW, McNary & Chambers, Bethesda, Md.—Granted CP high-freq. station F-M.

WTMV, E. St. Louis, Ill.—Granted auth. transfer control from Lester E. Cox to William H. West Jr.

KFBK, Sacramento, Cal.—Granted extension exp. auth. facsimile.

WFMJ, Youngstown, O.—Granted mod. license to 100 w unl.

WGRM, Grenada, Miss.; KATE, Albert Lea, Minn.; KXL, Portland, Ore.; WGAU, Athens, Ga.—Granted mod. license N to 250 w.

KLCN, Blytheville, Ark.—Set aside action setting applic. renewal for hearing and granted same, also license move trans, new radiator, equip.

KOVO, Provo, Utah—Granted license 1210 kc. 100-250 w unl.

TEMPORARY RENEWALS—WHK, Cleveland; WCKY, Cincinnati; WCSC, Charleston, S. C.; WHEC, Rochester, N. Y.; WSMB, New Orleans; KFAC, Los Angeles; KRIS, Corpus Christi, Tex.; WBNS, Columbus, O. (auxiliary); WGAR, Cleveland (auxiliary); KGCX, Wolf Point, Mont.; KFQD, Anchorage, Alaska; WNEL, San Juan, P. R.; WBHP, Huntsville, Ala.; KGBU, Ketchikan, Alaska; WDJM, Miami; WCAB, Philadelphia.

SET FOR HEARING—NEW, Wm. F. Huffman, Wisconsin Rapids, Wis., CP 1310 kc 100-250 w unl.; NEW, Joe W. Engel, Chattanooga, CP 1370 kc 250 w unl.; NEW, Lookout Mountain Co. of Georgia, Lookout Mountain, Ga., CP 1370 kc 100-250 w unl.; NEW, Valley Bcstg. Co., West Point, Ga., CP 1310 kc 250 w unl.; KIEV, Glendale, Cal., renewal applic., to determine if continued operation "will serve public interest, convenience and necessity", temporary license granted.

MISCELLANEOUS—NEW, King-Trendle Bcstg. Co., Pontiac, Mich., denied immediate consideration of CP applic. without further hearing; WCAM, Camden, N. J., and WCAP, Asbury Park, N. J., denied review and reconsideration of action 9-8-39, denying opposition to WTNJ, to accept amendment for mod. license, and motion to strike filed by WCAM and WCAP, consolidated 5667 and 5657 and amendments; KFOR, Lincoln Neb., granted CP change equip.; WRIW, Scituate, Mass., granted license move trans.; WBIG, Greensboro, N. C., granted license move trans., new equip., radiator, increase D to 5 kw.; KNOW, Austin, Tex.; granted mod. CP change equip., etc.; WSPB, Sarasota, Fla., granted mod. CP studio, trans., etc.; KUIN, Grants Pass, Ore., granted mod. CP studio, trans. etc.; WOPI, Bristol, Tenn., granted license new equip., move trans. locally, increase to 250 w unl.; WCAR, Pontiac, Mich., granted mod. CP trans., studio sites, vertical radiator; WDAS, Philadelphia, granted mod. license increase aux. trans. N to 250 w; KFRO, Longview, Tex., granted mod. CP move trans., new equip.; KMJ, Fresno, Cal., granted mod. CP trans., radiator; WHA, Madison, Wis., granted mod. license to State of Wisconsin, University of Wisconsin.

OCTOBER 25

WMCA, New York—"Commission is of the opinion that an order of revocation (of license for alleged interception and broadcast of secret radio communications) need not be entered at this time. On the whole, however, grave doubt has been cast upon the licensee's qualifications to operate its station in a manner consistent with the public interest. Accordingly the record made in the different phases of this proceeding must be of cumulative weight in determining the disposition to be made upon any future examination into the conduct of this station."

NEW, F. W. Meyer, Denver — Denial 5-16-39 of applic. 1310 kc 100-250 w reconsidered and set for oral argument 11-9-39.

KOB, Albuquerque, N. M.—Granted extension temp. auth. unl. time 10 kw to 11-28-39.

KEX, Portland, Ore.—Granted unl. time 5 kw to 11-28-39.

WSAL, Salisbury, Md.—Order issued for revocation of license.

WBAX, Wilkes-Barre, Pa.; WQDM, St. Albans, Vt.—Hearings ordered on renewal of licenses.

WALR, Zanesville—Grant of power increase corrected to include "contingent upon change of frequency of WCOL to 1200 kc."

WCOP, Cincinnati—Granted stay of order 10-10-39 granting applic. WCOL to change to 1200 kc 250 w unl., ans suspended same pending filing of rehearing petition.

OCTOBER 26

NEW, Saginaw Bcstg. Co., Saginaw, Mich.—Granted CP 1200 kc 100-250 w spec.; and NEW, Gross & Shields, Saginaw, granted CP 950 kc 500 w D.

NEW, Moody Bible Institute Radio Station, Chicago—Denied CP non-commercial high-freq. station 100 w unl.

Greater N. Y. Bcstg. Corp., New York—Granted license 1100 kc 5 kw unl., WPG to cease operating in Atlantic City, as will WOV, New York.

NEW, Spartanburg Adv. Co., Spartanburg, S. C.—Granted CP 1370 kc 100-250 w unl.

KRSC, Seattle — Granted CP change trans., increase to 1 kw on 1120 kc unl.

CBS, New York—Granted auth. transmit Ford Sunday Evening Hour from Detroit and Dearborn, through KTSA, to group of stations in Mexico, to 1-7-40.

WKAQ, San Juan, P. R.—Granted extension temp. auth. rebroadcast sustaining programs.

OCTOBER 27

NEW, Springfield Radio Service, Springfield, O.—Denied without prejudice petition to intervene Radio Voice of Springfield.

WHA, Madison, Wis.—Granted withdrawal applic. CP change freq., increase power, asking WMAQ facilities.

Applications . . .

OCTOBER 17

KFAR, Fairbanks, Alaska—License new station.

WMBR, Jacksonville, Fla.—Mod. license to 250 w N & D.

NEW, Midland Bcstg. Co., Watertown, S. D.—CP 1210 kc 100-250 w unl., amended to 250 w unl.

KFXJ, Grand Junction, Col.—Mod. license to 250 w N & D.

WORC, Worcester, Mass.—CP increase to 1 kw.

WCNC, Elizabeth City, N. C.—License new station.

WPTF, Raleigh—Mod. license to unl., directional N.

WSKB, McComb, Miss.—Mod. license tc unl.

KELD, El Dorado, Ark.—CP increase to 250 w N & D.

KFJZ, Forth Worth—CP new trans.

WHPT, High Point, N. C.—Mod. CP new trans.

WHBY, Green Bay, Wis., and KROC, Rochester, Minn.—Mod. licenses to 250 w N & D.

KXL, Portland, Ore.—CP amended to 740 kc ltd., change antenna.

KRBM, Bozeman, Mont.—License new station.

KLO, Ogden, Utah—Mod. license to 5 kw N & D.

OCTOBER 18

NEW, Yankee Network, Alpine, N. J.—CP F-M 50 kw.



NEW HOME of CKGB and the *Timmons* (Ont.) *Daily Press* is last word in modernity. The Roy Thomson radio-newspaper interests in Northern Ontario, recently reorganized [BROADCASTING, Oct. 15], also include CFCH, North Bay; CJKL, Kirkland Lake; the weekly French language paper *La Voix Populaire*, and the weekly *Larder Lake Sun*. The Timmins plant replaces the one which was destroyed by fire several months ago.

NEW, Yankee Network, Mt. Washington, N. H.—CP F-M 5 kw.

WNBH, New Bedford, Mass.—CP new trans., antenna, increase to 250 w N & D, move trans.

NEW, Midwestern Bcstg. Co., Traverse City, Mich.—CP 1370 kc 250 w unl.

WPID, Petersburg, Va.—Mod. CP to 250 w N & D.

NEW, Hazlewood Inc., Orlando, Fla.—CP 1390 kc I kw unl., amended to 500 w 1 kw LS.

NEW, T. Frank Smith, Houston—CP 1210 kc 250 w unl.

WGBR, Goldsboro, N. C.—CP change trans., increase to 250 w.

WMAM, Marinette, Wis.—License new station.

OCTOBER 19

WHLD, Niagara, N. Y.—Mod. CP re trans., antenna.

WCOU, Lewiston, Me.; WAPO, Chattanooga; WCOS, Columbia, S. C.; KMAC, San Antonio; KDRO, Sedalia, Mo.; KVRS, Rock Springs, Wyo.; KGLU, Safford, Ariz.—Mod. licenses to 250 w N & D.

WSMB, New Orleans—Mod. CP directional antenna, increase to 5 kw N & D.

WTAW, College Station, Tex.—Mod. license re Sunday hours.

WHBF, Rock Island, Ill.—CP new trans., increase 1 to 5 kw., directional N.

WROL, Knoxville—Auth. transfer control to S. E. Adcock.

WGTM, Wilson, N. C.—CP increase to 250 w.

OCTOBER 24

CBS, New York—Auth. transmit Ford Sunday Evening Hour through KTSA to stations in Mexico.

WXYZ, Detroit—CP directional N, increase to 5 kw N & D.

WTEL, Philadelphia—CP increase to 250 w.

KGKO, Fort Worth—CP directional N, increase to 5 kw N & D.

WMGA, Moultrie, Ga.—Mod. CP increase to 250 w N & D.

NEW, Cascade Bcstg. Co., Everett, Wash.—CP 1420 kc. 100-250 w unl., amended to 1430 kc. 500 w.

NEW, Worcester Bcstg. Corp., San Diego—CP 1430 kc 1-5 kw unl., amended to 1420 kc 250 w, omit request for KECA facilities.

OCTOBER 25

WSAL, Salisbury, Md.—Vol. assign. license to Eastern Shore Bcstg. Co.

NEW, Anthracite Bcstg. Co., Scranton—CP 1370 kc 250 w unl.

WSVA, Harrisonburg, Va. — CP new trans., antenna, increase to 1 kw.

KARK, Little Rock—CP new trans., increase to 5 kw.

KLRA, Little Rock—CP directional N, increase to 5 kw N & D.

KFYR, Bismarck, N. D.—CP directional N, increase to 5 kw N & D.

WNAX, Yankton, S. D.—CP directional N, increase to 5 kw N & D.

KXOK, St. Louis—CP change to 630 kc 1-5 kw, contingent WGBF & KFRU, amended to change antenna, 5 kw N & D.

KHUB, Watsonville, Cal.—Mod. license to 250 w N & D.

KFEL, Denver—CP increase 1 to 5 kw.

KMED, Medford, Ore.—License increase power.

OCTOBER 26

KGMB, Honolulu; KHBC, Hilo—Mod. licenses to Hawaiian Bcstg. System.

WMEX, Boston—Mod. license to 250 w N & D.

NEW, Grand Rapids Bcstg. Corp., Grand Rapids, Mich.—CP 1200 kc 250 w unl.

WWSW, Pittsburgh—License new equip.

WHMA, Anniston, Ala.—CP increase to 250 w N & D.

WJPR, Greenville, Miss.—License new station.

KVGB, Great Bend, Kan.—CP increase to 250 w.

KTSW, Emporia, Kan.—License for increase to 250 w.

WGIL, Galesburg, Ill.—Mod. license to 250 w N & D.

NEW, John R. Scripps, Ventura, Cal.—CP 1430 kc 1 kw unl.

KGFL, Roswell, N. M.—Mod. license re hours, amended to unl.

KFXD, Nampa, Id.—Mod. license to 250 w N & D.

KSAN, San Francisco—License increase to 250 w.

KRIS, Corpus Christi, Tex.—CP new trans., antenna, increase to 5 kw, amended to 1 kw, omit antenna change.

WDLP, Panama City, Fla.—Mod. CP re antenna, trans. site.

KWEW, Hobbs, N. M.—CP change to 1310 kc. 250 w unl., contingent KFYO.

Network Accounts

All time EST unless otherwise indicated.

New Business

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on Nov. 4 starts *What's My Name?* on 33 NBC-Red stations, Sat., 7-7:30 p. m. (reb., 10:30-11 p. m.). Agency: Blackett-Sample-Hummert, Chicago.

AIR CONDITIONING TRAINING Corp., Youngstown, on Oct. 29 started *Smiling Ed McConnell* on 26 NBC-Blue stations, Sun., 10:45-11 a. m. Agency: Classified Adv. Agency, Youngstown.

IMPERIAL OIL Ltd., Toronto, has started weekly hockey broadcasts on Canadian Broadcasting Corp. national network and additional stations. Agency: MacLaren Adv. Co., Toronto.

DETROLA Corp., Detroit (radios), on Oct. 30 started sponsorship of thrice-weekly commentaries by Fulton Lewis jr. on MBS stations, from 10:30-10:45 p. m., on WOR, WHK, WKRC, CKLW, KHJ, KFRC; 11:15-11:30 p. m. (CST) on WGN, Chicago, and 7-7:15 p. m. on KQV, KWK, WDGY, WAAB, WOL and WRR; during latter period, Lewis is heard sustaining or under local sponsorship on other MBS stations. Agency: Bass-Luckoff, Detroit.

CALIFORNIA FRUIT Growers Exchange (Sunkist oranges and lemons), on Nov. 6 starts for 52 weeks *Hedda Hopper's Hollywood* on 31 CBS stations, Mon., Wed., Fri., 6:15-6:30 p. m. (EST). Agency: McCann-Erickson, N. Y.

Renewal Accounts

SIGNAL OIL Co., Los Angeles, on Nov. 12 renews for 52 weeks *Signal Carnival* on 12 NBC-Pacific Red stations, Sun. 7:30-8 p. m. (PST). Agency: Barton A. Stebbins Adv., Los Angeles.

CANADA DRY GINGER ALE, New York, on Nov. 14 renews *Information Please* on 58 NBC-Blue stations, Tues., 8:30-9 p. m. Agency: J. M. Mathes, N. Y.

PET MILK SALES Corp., St. Louis, on Oct. 31 renewed *Mary Lee Taylor* on 62 CBS stations, Tues. and Thurs., 11-11:15 a. m. (reb., 1:45-2 p. m.). Agency: Gardner Adv. Co., St. Louis.

Network Changes

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart Dog Food), on Nov. 19 shifted *Bob Becker's Dog Chats* on 30 NBC-Red stations, Sun., from 3:45-4 p. m. to 5:15-5:30 p. m., and on Dec. 31 adds 21 NBC-Red stations to the program making a total of 51. Agency: Henri, Hurst & MacDonald, Chicago.

Big General Foods Lineup

GENERAL FOODS Corp., New York, on Nov. 13 or Nov. 20 will start a quarter-hour program on the largest daytime group of NBC-Blue stations now used. Product to be promoted and type of program are as yet undecided, with time set at 11:15 to 11:30 a.m. on 55 to 65 stations.

MODERN INDUSTRIAL BANK, New York, on Oct. 28 started twice weekly sponsorship of the daily news commentaries by Johannes Steel on WMCA, New York, Saturdays, 7:45-8 p.m., and Sundays, 8:45-9 p.m. Agency is Metropolitan Adv. Co., New York.

News and Comment Programs Increase In Frequency Since Outbreak of War

THE INTENSE interest in news and news analyses which developed during the August crisis and reached its peak with the outbreak of war early in September resulted in a rush of inquiries from advertisers regarding radio news periods, enabling many stations throughout the country to hang out the SRO sign for all programs of this type. The coast-to-coast networks have likewise profited from this rise in news consciousness, nine of the 17 such sponsored programs on NBC, CBS and MBS having started since the first of September.

However, these national networks, whose schedules already contained almost as many periods of news and news comment as is compatible with good programming, have not permitted too great an increase in the number of such programs scheduled. A. A. Schechter, NBC director of news and special events, told BROADCASTING that NBC several weeks ago began to curtail the number of its regular news programs and since mid-October its news schedule is approximately the same as before the August crisis.

Flexible Policy

"With so little action on the war front," he said, "our present coverage of news is adequate and it will not be increased until the situation warrants it."

Paul Kesten, CBS vice-president, on Oct. 17 notified all CBS advertisers and their agencies that: "CBS is currently broadcasting a carefully planned and regularly spaced schedule of news programs covering the war with due regard to audience interest and program balance. All news broadcasts, including news sources, news preparation, and news announcers and their method of delivery, are subject to CBS supervision and are part of the network's public responsibility. Advertisers are requested to make no plans for new or additional news broadcasts without prior consultation with us."

Present schedule of news and news analysis programs on CBS includes: *Paul Sullivan Reviews the News,* sponsored by Brown & Williamson Tobacco Co. (Raleigh cigarettes), Sunday through Friday, 11-11:15 p . m. (EST); *Bob Garred Reporting,* sponsored on CBS Pacific Coast network by Axton-Fisher Tobacco Co. (Twenty Grand cigarettes), Monday through Friday, 5:45-5:55 p. m. (PST), by Mennen Co. (shaving cream), Monday, Wednesday, Friday, 7:30-7:45 a. m. (PST), and by Bathasweet Corp., Tuesday and Thursday, 7:30-7:45 a. m. (PST); Bob Trout, sponsored by Pet Milk Sales Corp., Tuesday and Thursday, 11-11:05 p. m. (EST), and by Noxzema Chemical Co., Tuesday, Thursday and Saturday, 3:30-3:35 p. m. (EST), all these programs having been started since the advent of the war.

Continuing on CBS are: *Kaltenborn Edits the News,* sponsored by Pure Oil Co., Monday, Wednesday, Friday, 6:30-6:45 p. m. (EST); *The Human Side of the News* with Edwin C. Hill, sponsored by American Oil Co. (gasoline), Monday through Friday, 6:05-6:15 p. m. (EST).

NBC News Programs

The five news and news comment programs now being broadcast on NBC under commercial sponsorship were all contracted for prior to the crisis. They include *Jergens Journal* with Walter Winchell, sponsored by Andrew Jergens Co. (hand lotion), on the Blue network, Sunday, 9-9:15 p. m. (EST); Lowell Thomas, sponsored by Sun Oil Co. (gasoline), Monday through Friday, 6:45-7 p. m. (EST) on split Blue network; *Four Star News* with H. R. Baukhage, sponsored by Palmer Bros. Co. (mattresses), on the Blue network, Sunday, 5:15-5:30 p. m. (EST); Rush Hughes, sponsored by Langendorf United Bakeries, on Pacific Red, Monday through Friday, 3:30-3:45 p. m. (PST), and *Richfield Reporter* with various commentators, sponsored by Richfield Oil Corp. on Pacific Red network, Sunday through Friday, 10-10:15 p. m. (PST).

Three of Mutual's four sponsored programs of news comment have been launched since the outbreak of the European war, as follows: Raymond Gram Swing, sponsored by General Cigar Co. (White Owl cigars), Monday and Friday, 10-10:15 p. m. (EST); Fulton Lewis Jr., sponsored by Detrola Corp (radios), Monday, Wednesday and Friday, 7-7:15 p. m. (EST); *Listen America* with Drew Pearson and Robert Allen, cooperatively sponsored by Regal Shoe Co., Pontiac Motor Car Co., Booth Fisheries Corp., and Jefferson Federal Savings Loan Assn., Sunday, 6-6:30 p. m. (EST). Fulton Lewis and *Listen America* are available for local sponsorship on other MBS stations. Elliott Roosevelt's *America Looks Ahead,* which started on MBS last spring, is sponsored by Emerson Radio & Phonograph Corp., Tuesday, Thursday and Saturday, 7:15-7:30 p. m. (EST).

Boake Carter's thrice-weekly transcribed views on the news are broadcast by more than a score of stations throughout the country under sponsorship by various local advertisers. A similar series, to start about the first of the year, has been announced by Jay Franklin, Washington columnist.

"THE CRYSTAL SPECIALISTS SINCE 1925"

NEW LOWER PRICES!
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

Approved by FCC $30 Each

Supplied in Isolantite Air-Gap Holders in the 550-1550 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND



AFM Stalemate Persists at WPEN

No Progress Is Made Toward Solution of Difficulty

ALTHOUGH several meetings have been held between executives of WPEN, Philadelphia, and officials of the American Federation of Musicians local in that city, no progress has been made towards a solution of the differences between the two groups on the amount of money the station should spend for the employment of union musicians, according to Harold A. Lafount, general manager of the Bulova radio interests, who stated that unless some change in the situation develops in the near future it may again become necessary for the station to give notice to the members of its staff orchestra, who are working on a week-to-week basis during the discussion period.

Concessions Refused

Such action early in October resulted in WPEN's being forced off the air for a day-and-a-half when the musicians picketed the station and the announcers, engineers and other employes who are members of American Communications Assn., a CIO union, refused to pass through the picket line [BROADCASTING, Oct. 15]. With the rehiring of the musicians, these other employes also returned to their posts and the station resumed normal operations.

Dismissal of the musicians was made necessary, Mr. Lafount averred, because the load of the $42,000 per year contract was more than the station could stand, resulting in a loss for the year 1938 and with probably the same result for 1939. Contract, entered into several years ago by John Iraci, at that time owner of the station, calls for an annual expenditure of more than three times the sum the station is required to expend for musicians under the terms of the standard national agreement drawn up in 1938 betwen the AFM and all non-network broadcasters, which would be approximately $12,000 a year for WPEN.

The Philadelphia local, however, refused to make any reduction in its previous contract, basing the refusal on a clause in the national agreement that no station could reduce its annual expenditure for musicians and stating that it had no jurisdiction in the matter, since the terms of the general agreement had been formulated by the AFM international executive board.

AFM President Weber likewise disclaimed jurisdiction, and the station has continued to live up to the contract, although employing the men on a week-to-week basis for the past year. The union has also refused to submit the question for arbitration, Mr. Lafount said.

LESTER L. BIEDERMAN, chief engineer of WTEL, Philadelphia, is president of Midwestern Broadcasting Co., applying to the FCC for a new 250-watt station on 1370 kc. in Traverse City, Mich. He is listed as 30% stockholder, with William H. Kiker holding 16¼%, Drew McClay 15%, Fred G. Zierle, 16¼% and Edward G. Biederman of Detroit 22½%. Mr. Kiker and Mr. McClay are listed as operators at WTEL.



CONGRATULATIONS were in order when the weekly half-hour program, *I Want a Divorce*, started on Oct. 15 on 32 NBC-Red stations under co-operative sponsorship of Food & Beverage Broadcasters Assn., Sunday, 3-3:30 p.m. (EST), with Sussman, Wormser & Co. (S & W food products), sponsoring the West Coast repeat, 1-1:30 p.m. (PST). This group, closely associated with the series, include (top row, l to r), Joe Parker, NBC Hollywood director; Van Fleming, writer who is adapting stories for radio, and Bill Lawrence, agency producer. Shaking hands are Emil Brisacher, head of Emil Brisacher & Staff, San Francisco agency servicing the account, and Sydney Dixon, NBC western division sales manager.

Late Personal Notes

W. G. SKELLY, president of Skelly Oil Co., and owner of KVOO, Tulsa, was saluted in a special program on WTAQ, Green Bay, Wis., when he and other Skelly officials visited that city to attend a sales banquet commemorating the 20th anniversary of the company.

BOB CHAPMAN, sales manager of WKY, Oklahoma City, is recovering from an appendectomy followed by pneumonia complications.

WILLIAM REID has joined the CBS Hollywood sales department as commercial traffic manager. He was formerly with the Los Angeles Department of Water & Power.

JAMES PARKS, formerly of the William Morris Agency, Chicago, has been named radio director of Rockwell General Amusement Corp., that city.

WILLIAM BOND, formerly announcer of WAVE, Louisville, and a brother of Announcer Ford Bond, has joined the announcing staff of WHN, New York.

LAWSON DEMING, for the last year staff announcer of WPIC, Sharon, Pa., has resigned, effective Nov. 1, to accept a similar position with WGAR, Cleveland.

EVERETT MITCHELL, chief announcer of NBC-Chicago who handles the *National Farm & Home Hour*, was honored Oct. 23 at the Kansas City convention of the Future Farmers of America. He was presented a gold key for his work on *Farm & Home Hour*.

DALE ARMSTRONG, KECA, Los Angeles, commentator and conductor of the weekly *You Explain It* program, acted in five different motion pictures now in production, during the week of Oct. 23. In addition he sold an original manuscript to a major film studio under title of "She Walks Alone".

HUGH WALTON, production manager of WCAU, Philadelphia, is the father of a boy born recently.

WARREN SWEENEY, announcer of WJSV, CBS Washington key, has been transferred to the CBS New York announcing staff.

HERMAN E. FAST, for the last five years with the sales staff of WKRC, Cincinnati, was named sales manager Oct. 27, succeeding William J. Williamson, who has joined the sales staff of Ralph H. Jones Agency, Cincinnati. Mr. Fast formerly was with the sales promotion department of Berkey & Gay Furniture Co., Chicago, and with General Outdoor Advertising.

BLAINE CORNWELL, production manager of KXOK, St. Louis, has been appointed program director, succeeding Allen Franklin, who has joined the Carl Wester Agency, Chicago producers. Mr. Cornwell started with WRC, Washington, in 1929 and has served with WFBR, Baltimore, and KVOO, Tulsa.

HARRY GROVE, formerly of KCKN, Kansas City, Kan.; Frank Dent, of KWFT, Wichita Falls, Tex.; Charles Davis, of KCMO, Kansas City, and Duke Robinette have joined the announcing staff of KITE, Kansas City. Bill Squires, KITE announcer, was married recently.

WALTER P. DOWNS, formerly with NBC as a studio engineer and recently announcer of a CBC program, as well as radio director of MacLaren Adv. Agency, Montreal, has formed an agency at 2313 St. Catherine St., W, Montreal, specializing in radio.

WILLIAM SALATHE, formerly of KOMA, Oklahoma City, has joined the sales staff of KTSA, San Antonio. Bob King, formerly of KDKA, Pittsburgh, has joined the KTSA continuity staff.

ALBERT C. MUELLER, with the *Chicago Herald & Examiner* for the last 17 years, has been named director of the new merchandising and research department of Russell M. Seeds Co., Chicago.

P. E. DENTON has been named head of the merchandising department of KLRA, Little Rock.

FRANK JARMAN, manager of WDNC, Durham, N. C., is the father of a girl born Oct. 24.

EARL PUDNEY, program director of WAGA, Atlanta, and Mrs. Pudney are the parents of a nine-pound son, born Oct. 20.

IRKED BY UNION
Petrillo Protests Tactics Of Elevator Group

UNION methods, such as he is said to have employed in forcing Chicago radio stations to employ "platter-turners" for their transcribed programs, have backfired on James C. Petrillo, president of the Chicago Federation of Musicians. When the Chicago Park Board, of which he is a member, faced a demand of Mathew Taylor, head of the Chicago Elevator Operators & Starters Union, to employ 10 elevator operators to watch the escalators and two automatic elevators in the Board's new administration building, Mr. Petrillo switched characters and met the idea with derision.

Mr. Taylor appeared at a board meeting Oct. 24 to point out that the building's automatic equipment was depriving elevator operators of bona fide jobs and demanded that 10 operators, who would draw salaries aggregating $24,000 per year, be put on duty. Irked at Mr. Taylor's failure to respond to Board President Robert J. Dunham's explanation of budget troubles with anything more gracious than terming him "anti-labor", Mr. Petrillo rose in indignation and verbally blasted the union leader from the chamber.

"What do you mean coming here and trying to shout this board into submission? It's an insult to us," declared Mr. Petrillo. "You're not speaking for labor. I've been active in labor for years and I know labor wouldn't have anybody like you speaking for it."

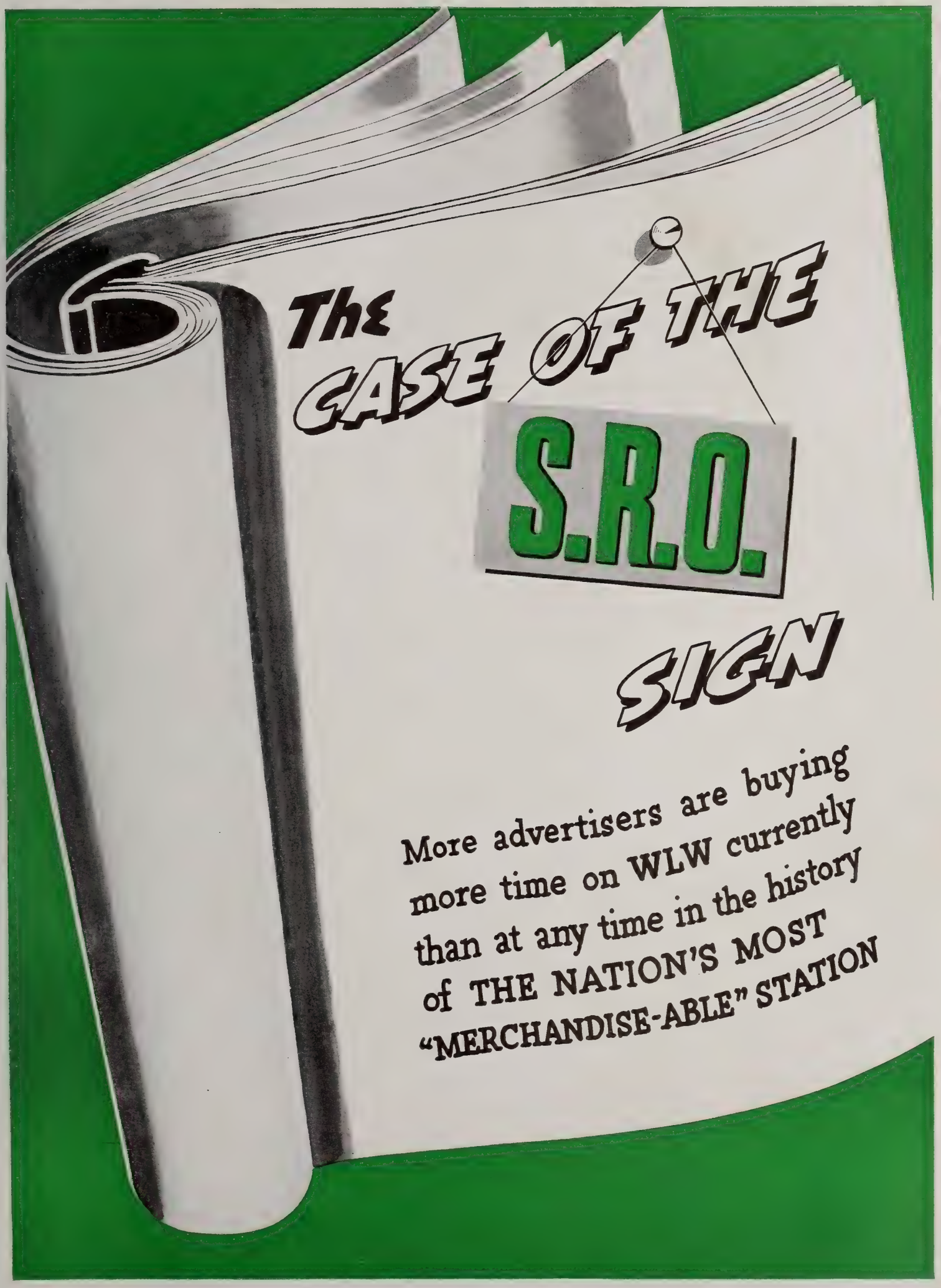
Mr. Petrillo not so long ago was in the forefront of the AFM drive to force broadcasters to employ studio musicians, whether they performed or not, which ended in the existing contract, now slated for renewal.

B & W Starts Discs

BROWN & WILLIAMSON Tobacco Co., Louisville, has started *Twilight Trail*, twice weekly 15-minute transcriptions, on 13 stations for its Avalon cigarettes. For the same product the firm is using five weekly one-minute announcements on WMBD WFBM WCBS KFEQ XEBG. The firm is also using *Twilight Trail* on six stations for Big Ben tobacco. For its Bugler tobacco, the company is using *Plantation Party*, half-hour weekly disc show on 11 stations. For Wings cigarettes, a daily 15-minute program titled *Sports Review* and featuring Dan Bowers has started on KGB, San Diego, Cal. The firm is also using John B. Hughes in *News & Views*, thrice weekly quarter-hour live series, on 29 stations of the Don Lee Network for Avalon cigarettes. Russell M. Seeds Co., Chicago, handles the account.

PROMOTIONS of W. R. Link to local sales director and of Wayne Johnson to production manager, were announced Oct. 25 by Warren P. Williamson Jr., president of WKBN, Youngstown, O. Mr. Link has been on the station's sales staff for a year, having started in radio as a commentator. Mr. Johnson joined WKBN three years ago as an announcer and afterward served as director of its music department.

JOHN BLAIR & Co. on Oct. 27 announced its appointment as national representative of KFYR, Bismarck, N. D.



More advertisers are buying more time on WLW currently than at any time in the history of THE NATION'S MOST "MERCHANDISE-ABLE" STATION



RCA 1-E Transmitter. Consists of 2 units which match in appearance and dimensions and are integrally designed for use together. One is the RCA Type 250-D Exciter Unit—the other an RCA 1 kw. amplifier-modulator unit of new design.

RCA DeLuxe Transmitter for Regional Stations... HIGHLY EFFICIENT 1,000 WATT EQUIPMENT

The RCA 1-E transmitter is designed for stations operating with licensed powers of 1,000 watts, 500 watts, 500/1,000 watts or 250/1,000 watts. Employing the very latest type high efficiency tubes and featuring straightforward circuits, it is the most efficient 1,000 watt transmitter developed to date. It offers the simplest and most nearly foolproof tuning and operating procedure. Uses high level modulation.

The 1-E has many special features—features you will find only in this de luxe equipment. Some of these include a total of 26 meters for the facilitation of tuning and operation, an auto-transformer for compensating line voltage fluctuations, a variable output coupling system for the maintenance of power output at specified value, a dummy antenna for testing operations. The 1-E has an exceptionally complete control system—providing protection not only for personnel and equipment, but also facilitating automatic or manual starting, instantaneous power change-over, etc. This outstanding new transmitter has many other features, too—is equipment you will recognize as definitely superior.

SPECIFICATIONS

Rated operating power—1,000 watts

Radio frequency range—550-1,600 kcs.

Radio frequency stability—±10 cycles

Modulation capability—100%

Audio frequency response (±1.5 db.) 30-10,000 cycles

Audio distortion (50 to 7,500 cycles) 3% RMS. max.

Background noise and hum level—minus 60 db.

Power supply—230 volts, 50/60 cycles, single phase

Power consumption (no modulation) 4.8 kw.

Dimensions (over all) 76-1/4 inches by 25-1/4 inches by 84-1/8 inches

Weight (approx.) 3,000 lbs.

RCA *Broadcast Equipment*

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

New York: 1270 Sixth Ave. • Chicago: 589 E. Illinois St. • Atlanta: 530 Citizens & Southern Bank Bldg. • Dallas: Santa Fe Bldg. • San Francisco: 170 Ninth St. • Hollywood: 1016 N. Sycamore Ave.

BROADCASTING

Broadcast Advertising

Vol. 17 • No. 10

NOVEMBER 15, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

KLZ turns a SPELLING BEE into a *Selling* BEE!







● THREE B's, a Sunday afternoon KLZ-originated, audience participation program has proved itself a honey of a program for listeners . . . has kept business buzzing for its sponsor for the past 104 weeks.

And because "Every Monday, in fact every day of the week, a number of listeners walk into our store and tell us about the entertainment and educational value of the THREE B's" and "Their appreciation is directly reflected in substantial purchases" Denver's Kortz Jewelry Company has renewed this program over KLZ for another 52 weeks.

Kortz's experience with the THREE B's simply reflects KLZ's everyday ability to produce the sort of entertainment the Rocky Mountain area devours . . . to assure the after-effect that makes renewal of sponsorship desirable and profitable, year after year.



THREE B's, *a combination spelling bee, pronunciation bee and word marathon, planned for a different age group each week, packs KLZ's main studio every Sunday . . . fills Kortz Jewelery Company store with buyers all the following week.*

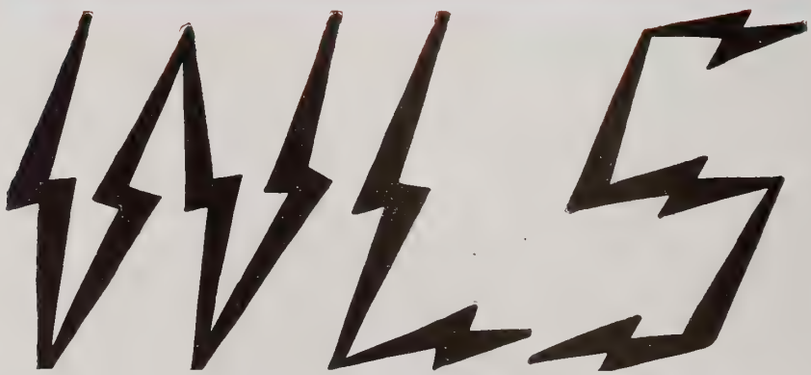


RESULTS

When 2,438 listeners write a manufacturer to tell him his product, advertised on WLS, is not carried by their dealers—it must be evident that WLS creates a demand for WLS advertised goods.

That's exactly what happened to a flour manufacturer—from ten quarter-hour morning programs on WLS. It's happened before—to many others, and—if you'll pardon our boasting—it can happen to a lot more.

All you need to do is use WLS to sell your merchandise to Chicago and the great Mid-West market. After all, in advertising and selling, nothing takes the place of results. WLS gets them.



THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* ***(Chicago)*** Glenn Snyder, *Manager*

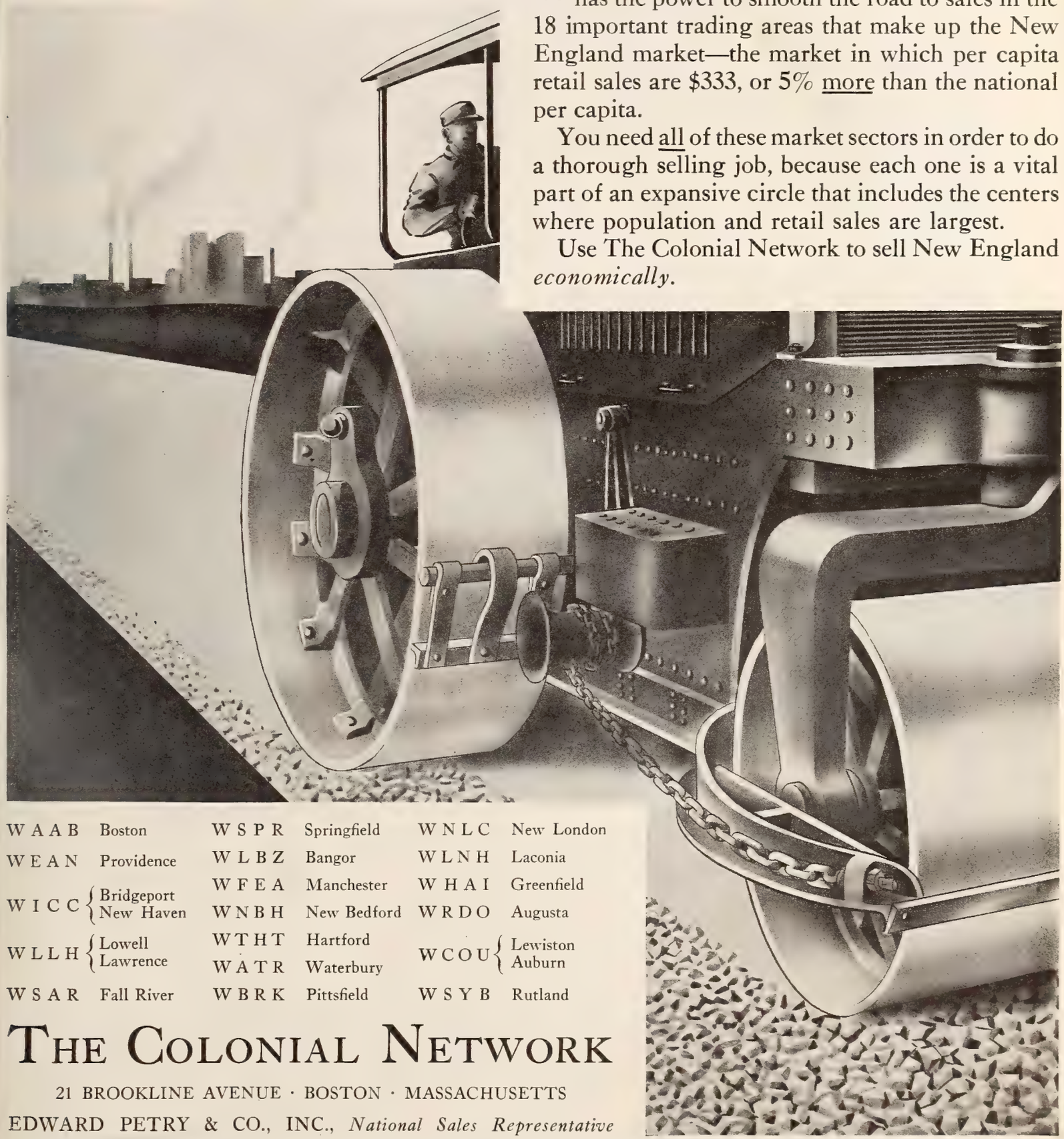
Ask John Blair

SMOOTHS THE ROAD TO *New England* SALES

THE Colonial Network, with its wide coverage, has the power to smooth the road to sales in the 18 important trading areas that make up the New England market—the market in which per capita retail sales are $333, or 5% more than the national per capita.

You need all of these market sectors in order to do a thorough selling job, because each one is a vital part of an expansive circle that includes the centers where population and retail sales are largest.

Use The Colonial Network to sell New England *economically*.



WAAB	Boston	WSPR	Springfield	WNLC	New London
WEAN	Providence	WLBZ	Bangor	WLNH	Laconia
WICC	Bridgeport, New Haven	WFEA	Manchester	WHAI	Greenfield
		WNBH	New Bedford	WRDO	Augusta
WLLH	Lowell, Lawrence	WTHT	Hartford	WCOU	Lewiston, Auburn
		WATR	Waterbury		
WSAR	Fall River	WBRK	Pittsfield	WSYB	Rutland

THE COLONIAL NETWORK

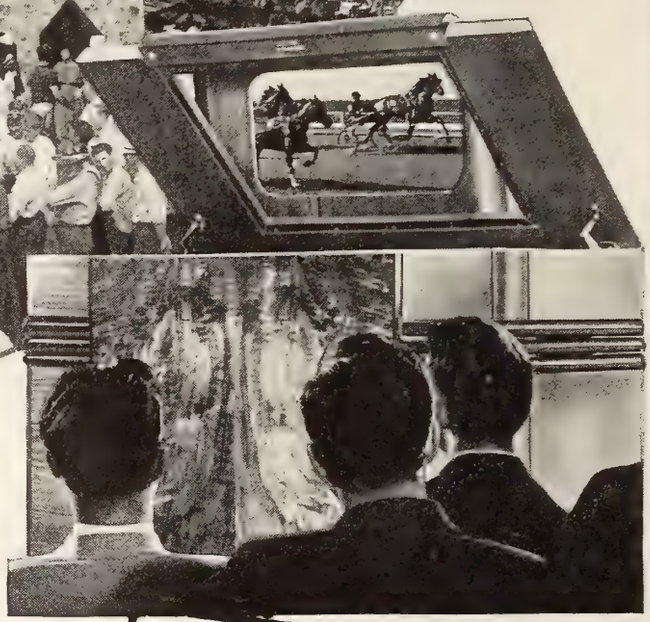
21 BROOKLINE AVENUE · BOSTON · MASSACHUSETTS

EDWARD PETRY & CO., INC., *National Sales Representative*

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KSTP EXHIBIT "A"

706,619 men, women, and children jammed through the turnstiles to set a new attendance record at the 1939 Minnesota State Fair. And for these folks — representatives of the *big* 8th Retail Market — KSTP was Exhibit "A." They witnessed special programs produced on the Fair Grounds . . . *heard* and *saw* radio by visiting their favorite station. Throughout the year, their favorite station visits them. And this year, for the first time at any state fair, KSTP brought them actual television demonstrations of races, 4-H displays, grandstand spectacles, live stock exhibits, personalities. Fall, winter, spring or summer — the Northwest turns first to KSTP — for news, for entertainment, for information about your product. Reach this great market through its favorite medium . . . KSTP, key station of the Minnesota Radio Network.

KSTP

The Northwest's Leading Radio Station

50,000 WATTS

NBC BASIC RED NETWORK

KSTP 50,000 Watts

Edward Petry & Company • National Representatives







NO BOX TOPS! NO LABELS! NO FACSIMILES!

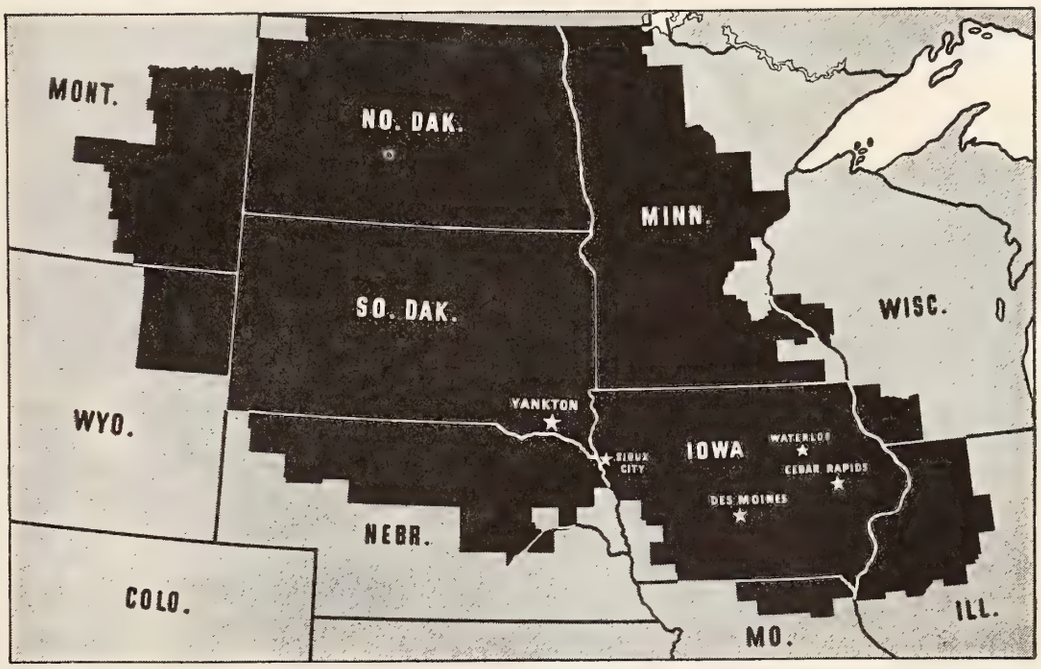
All we want is a *"monicker"*

For our PRIMARY AREA

THIS CONTEST FOR ADVERTISING MEN ONLY

$500.00 CASH

For the Best Name for the Territory Covered by the Primary Area of WMT, KRNT, KSO and WNAX.



WE COULD ask you to tear off the top of your radio. We could ask you to send us your back copies of "The Rover Boys at Saskatchewan." We could ask you to eat Crunchie-Wunchies three times a day. But, by golly, we won't! No, sir, all we want you to do is to take a load off our minds.

Frankly, we've beat our brains against the wall, attended every seance in town—and still can't think of a suitable name for the primary area covered by *The Cowles Stations.*

So, if you're an advertising man or woman, get busy, cook us up a punchy monicker like "America's Bread Basket," or . . . aw, heck, you name it! Incidentally, we're paying $500.00 for the best name.

HERE ARE THE RULES

1. Contest open only to members of advertising agencies and sales and advertising departments of radio advertisers.
2. Entries must be submitted on your firm letterhead. Submit as many names as you desire.
3. Mail to Contest Editor, *The Cowles Stations,* Register and Tribune Bldg., Des Moines, Iowa. Entries must be postmarked not later than midnight, December 31, 1939.
4. $500.00 cash will be paid for the name that, in the opinion of the judges, most accurately and completely describes the combined market or primary area of stations WMT, KRNT, KSO and WNAX. Entries will be judged for originality, accuracy of description, and appropriateness for use in advertising. Do not send elaborate entries. In cases of ties, duplicate prizes will be awarded.
5. Decision of the judges will be final, and all entries become property of *The Cowles Stations* for advertising or for any purpose they choose.

FACTS ON THIS RICH MARKET TO HELP YOU WIN

Situated in a rich farming district, the area served by *The Cowles Stations* contains more than 1,500,000 families who spend more than $1,500,000,000 annually with retailers in this territory.

The farms located in this area represent 10.7 per cent of the nation's total, yet have an actual value of nearly 7 billion dollars, 20.5 per cent of the nation's total farm value, with a proportionately high income. One-third of the nation's hogs are raised in this area . . . and 17.6% of the chickens.

There are more than 1,364,000 radio families in the 385 primary counties that can be reached on the low combination rate. *The Cowles Stations,* Des Moines, will gladly send you any further information you desire.

Contest Closes Dec. 31, 1939
. . . Mail Entry Now!

The Cowles Stations

WMT ★ KRNT ★ KSO ★ WNAX
CEDAR RAPIDS WATERLOO — DES MOINES — DES MOINES — YANKTON SIOUX CITY

Affiliated with THE REGISTER AND TRIBUNE, Des Moines, Iowa

Represented Nationally by THE KATZ AGENCY

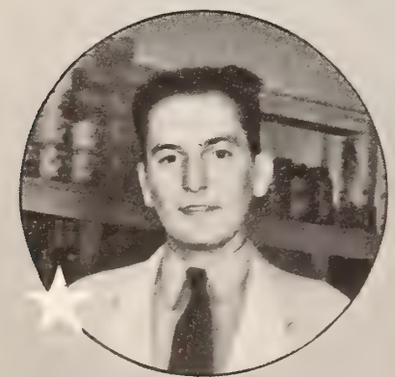
St. Louis Grocers are *pro*—KMOX



NEIGHBORHOOD DEALER
"Food products advertised over KMOX are always preferred by my customers."
FRED SCHNUUR,
Fred Schnuur's M'kt, 4332 Natural Bridge



MIDTOWN GROCER
"KMOX radio advertising develops customer selection of name brands."
JOHN F. WEBER, JR.,
John F. Weber & Brother, 4200 Olive St.



DOWNTOWN DEALER
"I have found that food products advertised over KMOX have been overwhelmingly preferred by my patrons."
NATHAN L. HOROWITZ
The Finer Food Co., 11th St. at Chestnut

HERE is a "dream" market in which dealers give their *active* support to insure the success of your campaigns. Here is a great metropolitan *buying*-center where the one radio station preferred by most listeners and advertisers is *equally dominant in dealer influence.*

In these voluntary expressions of grocers' opinion is the answer to why KMOX *has carried 44% of all local and national spot advertising placed on the three St. Louis network stations during the past ten months.*★

Years of intensive activity in the St. Louis food field by KMOX staff men (and such women as Jane Porter, our Food Counselor) are responsible for the unusual enthusiasm for the station repeatedly demonstrated by grocers throughout the KMOX service area. You can be sure of this added "lift" for your campaign (be it groceries, girders, or gardenias) only on KMOX. Any office of Radio Sales will gladly proffer full details.

KMOX 50,000 WATTS · CBS · ST. LOUIS

Owned and operated by Columbia Broadcasting System. Represented by RADIO SALES: New York · Chicago · Detroit · St. Louis Charlotte, North Carolina · Los Angeles · San Francisco

TO SELL THE WEST

3 *tested Columbia Pacific Network programs each with real selling angles*



MOODS AND MELODY WITH PHIL STEWART

Tell the ladies the things they love to hear, in the way they love to hear them—and you'll soon win your way to their hearts... (sh-h-h) and pocketbooks! In *Moods and Melody,* Phil Stewart—for many years announcer for that sensational sales builder, *The Lady Esther Serenade*—proves again he has a way with women. They love the rich, romantic tales he tells, the fascinating poetry—set against a background of warm instrumental music. And to add thrill to thrill, popular young Clark Ross sings lilting love lyrics. Yes, *Moods and Melody* creates an eager feminine following—which Phil Stewart can translate into equally eager buying.

« *"Glowing" commercials cash in on this show's romantic appeal—especially if Phil Stewart weaves your sales messages right into the program . . . An ideal show for sampling or premium offers of products bought by women.*



THE DIXIELAND ALL STAR MINSTRELS

"Sambo—how's the bes' way to sell merchandise?"
"Mr. Interlocutor—that's the mos' easy question yo' ever axed me! RADIO—fust. And second—ALL OF US DIXIELAND ALL STAR MINSTRELS!"
This streamlined minstrel show, playing to a live audience, is packed with fun, laughter, music, varieties, songs, and sure-fire gags that are as good today as they ever were! With writer-producer Tiny Stowe as Mr. Interlocutor; and Jack Karkwood, noted vaudeville comic, and Bob Lloyd, the West Coast's favorite blackface, as end men: this show packs the kind of wallop that leads to bigger sales.

« *100% attention when Mr. Interlocutor and end-men ad lib commercials . . . Old-time programs and admission tickets stimulate dealer and consumer activity at point of sale . . . Pictures of cast for proof of purchase.*



TOM BRENEMAN'S SPELLING BEE-LINER

From C-A-T to C-A-T-E-G-O-R-E-M-A-T-I-C, genial Tom Breneman emcees this good, old-fashioned "spell em down" spelling bee. There's a modern "trick quiz" for the studio audience. A word-list contest for the listeners. And a good time for all! The audience is on its toes from start to finish—alert to your commercials—responsive to your sales suggestions. For example: On two *sustaining* broadcasts, 11,229 soap and cereal box-top tops (237 brands) were received from test announcements. On the air since May 7, as a sustaining show, *The Spelling Bee-Liner* is ready to put customers bee-lining to your product at once.

SOLD JUST BEFORE GOING TO PRESS

« *Commercials incorporated as part of studio audience quiz, with small cash prizes for best quiz answers . . . Weekly listener prizes for best word lists, accompanied by proof of purchase . . . Ticket distribution at point of sale.*

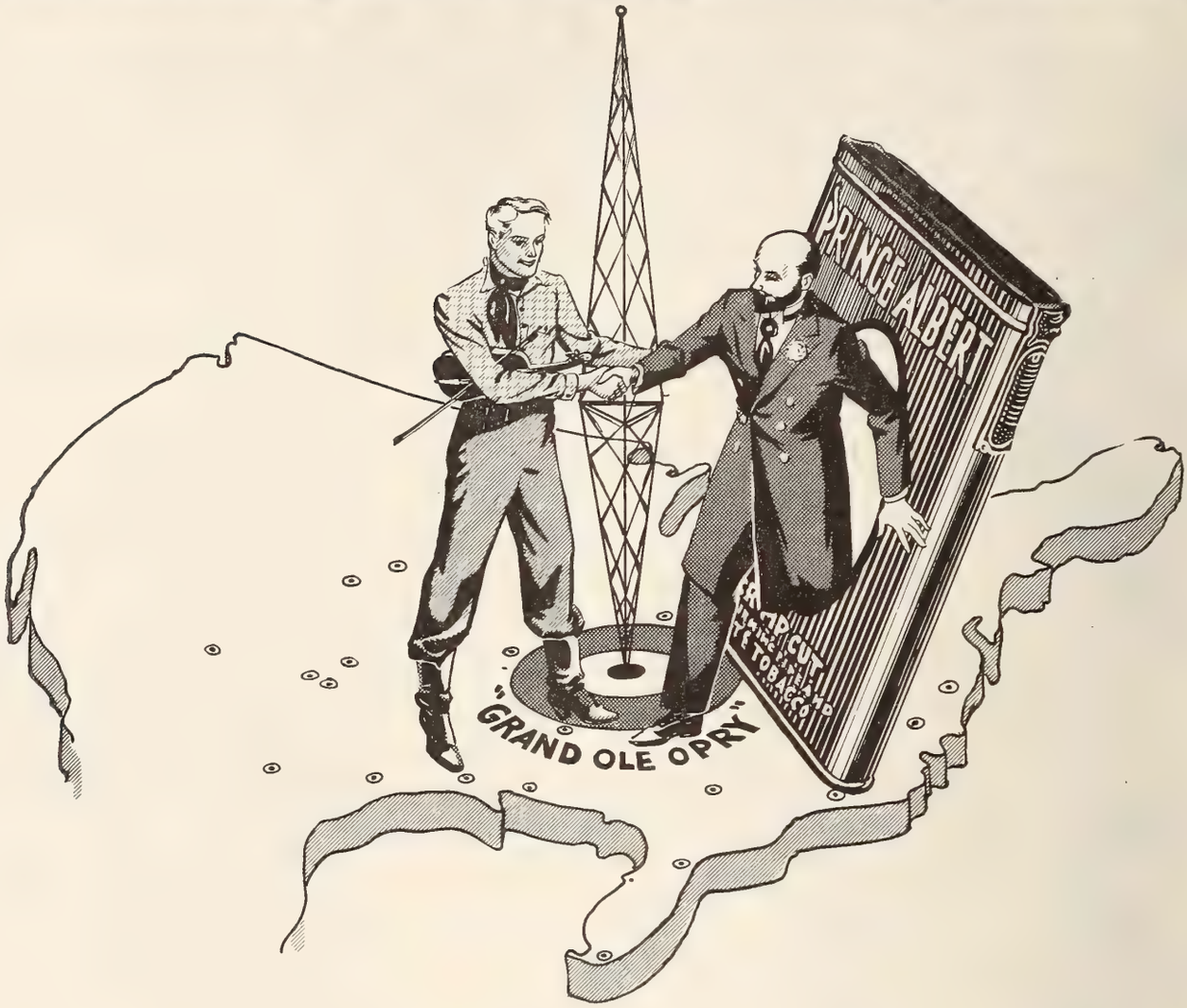
USE CBS TO GET ALL THE WEST!

Costs are surprisingly low! A word from you will bring details at once—while these shows are still available.

COLUMBIA PACIFIC NETWORK

Palace Hotel, San Francisco... Columbia Square, Los Angeles... Represented by Radio Sales:
New York • Chicago • Detroit • Charlotte, North Carolina • Los Angeles • San Francisco

NO ADVERTISING CAMPAIGN IS COMPLETE WITHOUT WSM



WELCOME, PRINCE ALBERT

Millions of loyal listeners and many new friends are now hearing a part of WSM's Grand Ole' Opry over 24 Southern NBC Stations. This program, a half-hour show, is sponsored by the R. J. Reynolds Tobacco Company, makers of Prince Albert, "The National Joy Smoke."

In choosing their talent, Prince Albert first determined America's program preference. Research disclosed that despite the mechanized sophistication of today America still has a heart of homespun.

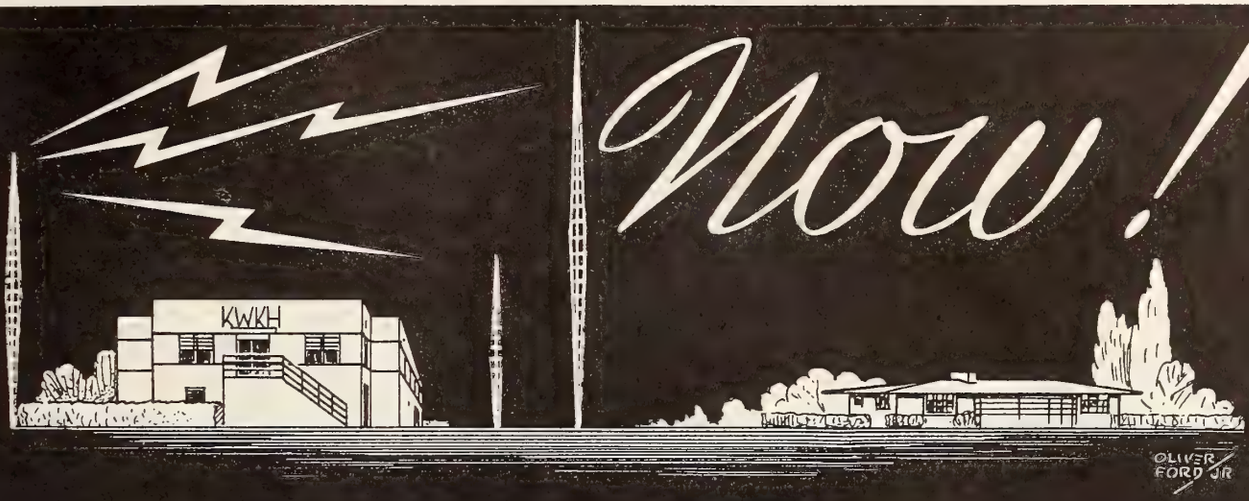
WSM's staff of 250 diversified artists are capable of putting on any type program for any product or any audience. But talent is only one consideration. 50,000 Clear Channel Watts plus alert merchandising methods are two other factors that make WSM's shows a success . . . a success determined only by a very definite sales increase. May we show you facts and figures that will sell your product?

NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

WSM
NASHVILLE, TENNESSEE

IN THE CENTER OF THE WORLD'S GREATEST OIL AND GAS AREA

IN THE CENTER OF THE WORLD'S GREATEST OIL AND GAS AREA



50,000 WATT

COVERAGE FOR THE SHREVEPORT MARKET

and more people live within 150 miles of Shreveport

Than In The Entire State Of Louisiana

Unsurpassed by any in the United States in power, KWKH is on the air every day from 6 a. m. to 12 midnight reaching more people within 150 miles of Shreveport than there are in the entire state of Louisiana. Serving North Louisiana, East Texas and South Arkansas, Shreveport offers unexcelled sales opportunities for KWKH radio advertisers who demand results. Now is the time for you to cash in on the powerful medium of advertising offered by KWKH in this rich, able-to-buy market.

A SHREVEPORT TIMES STATION

KWKH

Represented by The Branham Co.

Shreveport Louisiana

CBS

IN THE CENTER OF THE WORLD'S GREATEST OIL AND GAS AREA

IN THE CENTER OF THE WORLD'S GREATEST OIL AND GAS AREA

Again We Say–

1ST IN FOOD IN ST. LOUIS

Last May St. Louis KWK advertised its leadership in the St. Louis food field. At that time our baseball broadcasts were sponsored by food advertisers which of course exerted a seasonal influence.

Now, with baseball off the air, we wish to repeat ourselves: **KWK carries* as much local and national spot food advertising as the two other St. Louis network stations combined.** More exactly, KWK carries 50.6% in this classification, KMOX 28.2%, KSD 21.2%.

The facts underlying this leadership are important. Get them from the Paul H. Raymer Company.

ST. LOUIS

KWK

Thomas Patrick, Incorporated
HOTEL CHASE ST. LOUIS

Representative

PAUL H. RAYMER COMPANY
New York · Chicago · San Francisco

*A typical week in November (Soap quarter hours excluded).



The Ancient Greek hears Users speak . . . and this is what they say:

"ORTHACOUSTIC

is the truest recorded sound we've ever heard!"

A demonstration will quickly convince *you* that Orthacoustic is the truest recorded sound *you've* ever heard! That's why so many users of transcriptions are adopting these sensational new recordings that reproduce *true sound!*

Transcribed programs that sound like Live Studio Broadcasts! Now you can have them—with the revolutionary new RCA-NBC Orthacoustic Transcriptions.

The result of an utterly new and different system of recording and reproduction, developed by RCA and NBC engineers, these Orthacoustic Transcriptions make programs *live*—literally! They reproduce every sound with unmatched fidelity. Voices sound eager, inspired, alive! Music is heard in all its brilliant color. In short, Orthacoustic Transcriptions provide the truest recorded sound you've ever heard!

Let us demonstrate the superiority of Orthacoustic Transcriptions by direct comparison with the ordinary kind. You will notice that over-resonance, ear-ting, needle-hiss, "wows" and "muffles"—all are gone. These *new* transcriptions reproduce *only* the *true sound* that has been recorded!

Get in touch with us today! It will be your first move toward transcribed programs with a Live Talent touch!

RCA-NBC Orthacoustic Transcriptions give you these advantages

1 New High Fidelity Reproduction Quality.
2 Elimination of distortion.
3 Elimination of needle scratch and background noise.
4 Entirely *natural* reproduction of speech.
5 Greater tone fidelity in reproduction of music.

There's nothing Greek about these raves Orthacoustic is getting from enthusiastic users!

"as good as local studio pickup"
"complete absence of surface noise"
"clarity exceptionally good"
"a distinct improvement in quality"
"an advancement in transcription recording"
"another major improvement in NBC THESAURUS library service"
"improved quality with less surface noise"
"ORTHACOUSTIC records greatly increase the quality, brilliance and naturalness of tone"
"considerable improvement in quality—lifelike tone"
"results have been excellent and come up to all expectations"
"absolutely no distortion"
"considerably above anything we have ever heard before"

ELECTRICAL TRANSCRIPTION SERVICE • NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Bldg., Radio City, New York; Merchandise Mart, Chicago; Sunset & Vine, Hollywood

The New RCA NBC

ORTHACOUSTIC TRANSCRIPTIONS

—the truest recorded sound you've ever heard!



"Management makes the difference!"

Think it over for about ten consecutive seconds, and you'll agree that "it's the management that *makes* the radio station". *Management* determines every station's personality and character—therefore its popularity and integrity—therefore its audience and productiveness. Hence *management* is often an even more important consideration than *facilities*. . . .

This is one of the big reasons why Free & Peters' customers in the advertising world have been more than ordinarily successful in radio. Years ago, we determined that our "list" would contain *only* well-managed stations. We do not claim to represent *every* well-managed station in America. But we do know that every station we represent *is* extraordinarily well-managed.

And the result is a growing recognition among agencies and advertisers that *it pays to talk with F & P.*

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
WOC	DAVENPORT
WHO	DES MOINES
WDAY	FARGO
WOWO-WGL	FT. WAYNE
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KSFO-KROW	SAN FRANCISCO
KVI	SEATTLE-TACOMA

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan Ave.	247 Park Ave.	New Center Bldg.	One Eleven Sutter	650 S. Grand Ave.	617 Walton Bldg.
Franklin 6373	*Plaza 5-4131*	*Trinity 2-8444*	*Sutter 4353*	*Vandike 0569*	*Jackson 1678*

BROADCASTING
and
Broadcast Advertising

Vol. 17. No. 10 WASHINGTON, D. C., NOVEMBER 15, 1939 $3.00 A YEAR—15c A COPY

Networks Endorse Clearance at Source

By SOL TAISHOFF

Miller Plans Nationwide Trip to Raise Music Capital; ASCAP Attempts to Split Industry Are Charged

ARMED with commitments from NBC and CBS giving their tacit approval to copyright clearance at the source when an economically and legally feasible method can be devised, NAB President Neville Miller early next month will start a whirlwind trip around the country to raise the $1,500,000 fund to establish for the industry its own supply of music.

Disclosure of the network commitment, viewed as a basic consideration if the anti-ASCAP movement is to succeed, came with the filing of the Broadcast Music Inc. registration statement at the Securities & Exchange Commission on Nov. 3.

Appended to the lengthy registration statement was the declaration that the two networks asserted their approval of the clearance principle "when an economically and legally feasible method of so clearing can be devised which is not unduly burdensome to the said networks in comparison with their present method of operation and payment. * * *" The clearance commitment, demanded by network affiliates, at times threatened seriously to disturb the Broadcast Music project.

Precedent Smashed

After repeated conferences preparatory to filing of the registration statement, NBC President Lenox R. Lohr and CBS Executive Vice-President Edward Klauber agreed to the carefully phrased statement, which was appended to the registration certificate, as required by law before a stock issue can be floated. With that precedent-shattering expression, industry leaders voiced optimism over the Broadcast Music project and felt that pledges made by stations toward the $1,500,000 project would be forthcoming at the district meetings already tentatively scheduled.

Because no solicitations can be made pending completion of SEC scrutiny, expected about Nov. 23, no district meetings have been scheduled prior to that date. Under present plans Mr. Miller, accompanied by members of his executive staff, expects to leave Washington about Dec. 4 to address district meetings west of the Alleghenies and east of the Rockies, returning to Washington about Dec. 13 to remain until after the Christmas holidays. Meetings in New York, Boston and Philadelphia also have been tentatively scheduled but probably will not be attended by President Miller himself. [See itinerary on next page.]

After the Christmas holidays, Mr. Miller contemplates leaving Jan. 2 on the second lap of his nationwide swing, covering the Southern districts, Texas and the Pacific Coast, winding up the campaign tour about mid-January. The Broadcast Music board, headed by President Miller, has set Feb. 1 as the deadline on the fund solicitation, based roughly on contributions by stations of 50% of their payments to ASCAP in 1937, which includes both stock purchases and contracts covering performing rights for the projected Broadcast Music repertoire. If the pledges are not forthcoming, the plan contemplates return of the money advanced.

The major network commitments on clearance at the source, it was believed, would tend to ameliorate internal bickerings on the Broadcast Music project. It is viewed as driving the final wedge in the industry's "united front" on the performing rights situation.

Calls for United Front

Meanwhile, steps to avert purported ASCAP approaches to certain affiliates "to separate branches of the industry" were taken by Independent Radio Network Affiliates and promptly refuted by ASCAP. In a bulletin to the IRNA membership, Samuel R. Rosenbaum, WFIL, Philadelphia, chairman, along with his associates on the executive committee again called for a united front on copyright. He pointed out that since the special copyright convention in Chicago Sept. 15, IRNA has been actively participating in preparations for organizing Broadcast Music Inc. He described it as the "only alternative to monopoly control of a product important to our operations."

The IRNA committee chairman then said it had been learned that ASCAP "has begun to approach certain affiliates with a proposal calculated to separate the several branches of the industry." Declaring that this was "foretold in Chicago and is taking place as expected," he said the committee felt confident no affiliate "will succumb to these blandishments". The benefits of the deal now being offered by ASCAP, he said, "would be illusory. Our only hope is to consolidate our position for the entire future, not merely grasp at temporary comfort for today."

Mr. Rosenbaum said that the NAB Copyright Committee had received from the networks assurances that they would make no deal with ASCAP without the affiliates. This, he added, was regarded by the industry as a valuable protection against the kind of disorganization which split the industry and made it vulnerable in 1934. "It would be highly damaging now to the united front established for the common good of all, for affiliates, singly or in groups, to run out on that understanding," he stated.

Any apparent advantage now seized by affiliates in ASCAP negotiations, Mr. Rosenbaum predicted, would lead to revisions of the general network-affiliate structure which would before very long dissipate any temporary benefits and leave a hostility and irritation from which every affiliate would lose. He added the only course to pursue is to stick together and "discuss amongst ourselves the distribution of the total cost, instead of allowing our adversary to suggest it. It should be obvious that any suggestion or deal offered by ASCAP to separate the broadcasting industry must be to the advantage of ASCAP and not of the broadcasting industry." He asked affiliates to communicate with the IRNA Executive Committee before he considers anything at variance with the program adopted by the industry.

ASCAP Denial

The IRNA statement brought a vigorous denial from ASCAP that it had advanced any offers of terms for new licenses to any broadcaster or group of broadcasters. E. C. Mills, chairman of ASCAP's Administration Committee, told BROADCASTING Nov. 9 that ASCAP had not yet determined what changes, if any, should be made in its present contracts with stations.

"We have a committee studying the question," he said, "not a negotiating committee but one appointed to investigate the effects of the present contract and to report its

Networks' Copyright Clearance Commitment

FOLLOWING is the statement included in the document filed by Broadcast Music Inc., with the Securities & Exchange Commission which for the first time places NBC and CBS on record in support of eventual clearance at the source of copyrighted music:

"The National Broadcasting Co. and the Columbia Broadcasting System have declared their approval of the principle of clearance at the source when an economically and legally feasible method of so clearing can be devised which is not unduly burdensome to the said networks in comparison with their present method of operation and payment, and they have declared that at an appropriate time the said networks will make an earnest cooperative effort with the network affiliates to work out such a feasible plan of clearance at the source.

"The National Broadcasting Co. and the Columbia Broadcasting System also have declared their willingness, at an appropriate time, to consider any proposals by their affiliates for a new method of distributing the cost of music, which is not unduly burdensome to the said networks in comparison with their present method of operation and payment, and that nothing in this license agreement shall be construed as working against an earnest cooperative effort by the various elements of the industry to such end, such effort to involve consideration not only of future payments of license fees to Broadcast Music Inc., but also of payments to other organizations."

findings to the Society, recommending a formula on which to proceed. Until that committee makes its report, and until that report has been approved, no one—no officer of ASCAP—has any authority to talk terms with broadcasters."

Admitting that many broadcasters have come to ASCAP to discuss the situation and that conversations had been held, Mr. Mills said that the present contract has more than a year to run and that at this time he did not know whether ASCAP would elect to deal with NAB or would make its contracts with broadcasters individually. He reiterated that ASCAP had made no proposals to anyone and denounced as "absolutely untrue" the statement in the IRNA letter.

The registration statement for Broadcast Music Inc. filed with SEC, follows closely the plan as outlined at the Sept. 15 special convention of the NAB by Sydney M. Kaye, NAB copyright counsel [BROADCASTING Sept. 15-Nov. 1]. It is specified that each broadcaster for its performing right license with Broadcast Music shall pay a sum equal to 40% of the total paid ASCAP during 1937. The figure of 50% of the ASCAP 1937 payments is arrived at through purchase by each owner of a station of stock, the total purchase price of which, at $5 a share, will most nearly equal 25% of the maximum amount payable by the subscriber to Broadcast Music under the performing rights license agreement.

While the personnel of Broadcast Music under the statement is limited to members of the NAB Copyright Committee, with Mr. Miller as president, and E. E. Revercomb, NAB auditor, as secretary and treasurer, provision is made for designation of paid personnel, including an executive vice-president.

The term of the Broadcast Music license to stations would begin not later than March 1, 1940. It is specified that payments made by stations to Broadcast Music will be on the understanding that in the event Broadcast Music shall not, by Feb. 1, 1940, have received sufficient stock subscriptions and license agreements to permit the effective operation of the corporation, the funds paid in will be returned.

Miller's Itinerary

FOLLOWING is the tentative lineup of NAB district meetings to be covered by NAB President Neville Miller to solicit pledges for the $1,500,000 Broadcast Music Inc. project: District 2, in New York, Nov. 28; District 7, Cincinnati, Dec. 5; District 1, Boston, Dec. 6; District 8, South Bend, Dec. 6; District 9, Chicago, Dec. 7; District 10, Omaha, Dec. 8; District 14, Denver, Dec. 9; District 12, Wichita, Dec. 11; District 11, Minneapolis, Dec. 13; District 4, Richmond, Dec. 16. Mr. Miller will attend all save the New York and Boston meetings. Far West and Southern district meetings have not been scheduled definitely but will occur after Christmas, with Mr. Miller returning to Washington about mid-January.



Drawn for BROADCASTING by Sid Hix

"We Take You Now Direct to the Front Line, Where Mr. Glib Will Describe the Actual Fighting!"

Court Sustains FCC Position In Ruinous Competition Claim

Existing Stations Must Show More Than the Mere Loss of Revenue; WLAC Interference Ruling

AN IMPORTANT victory was won by the FCC Nov. 13 in the U. S. Court of Appeals for the District of Columbia, which sustained in principle the economic philosophy of FCC counsel that licensing of new station facilities in a given area does not in itself constitute an appealable interest on the part of existing stations which would suffer increased competition.

In elucidating its former view on the competitive theory, the court held in the appeal of KTSM, El Paso, Tex., from the decision granting Dorrance D. Roderick a new local station in that city, that there must be actual destructive and ruinous competition alleged before it will entertain an appeal. Mere loss of revenue through licensing of new facilities, the court held, does not constitute sufficient appealable grounds.

Effect of Ruling

In another decision, equally important, the court dismissed the appeal of WLAC, Nashville, from the FCC grant of a high power regional assignment to WMEX, Boston. It previously had dismissed appeals of Yankee Network and WCOP, Boston, from this grant, raising the economic competitive issue, while WLAC's was premised primarily on interference and technical grounds. In this case, the court said that objectionable electrical interference may be considered on the same basis as economic interest as appealable grounds and that in each instance if the FCC finds substantial evidence to support its position, then appeals cannot be entertained.

As applied to the stations involved, the two opinions mean that the way now is cleared for construction of the new stations, unless attempts are made for Supreme Court reviews. WMEX, now operating as a local on 1500 kc., is authorized to shift to 1470 kc. with 5,000 watts. The Roderick station was given a grant on the 1500 kc. channel with 100 watts full-time. Mr. Roderick is publisher of the *El Paso Times* and also acts as a Scripps-Howard executive in the Southwest.

The dismissals were regarded as outstanding victories for the FCC's Law Department, headed by William J. Dempsey, general counsel, and William C. Koplovitz, assistant general counsel, both of whom have argued strenuously the competitive theory. While the court did not go all the way with their contention, having several times before repudiated their contentions that competition, even if ruinous, did not constitute an appealable basis, it nevertheless did hold in the KTSM case that an effective showing must be made of destructive competition. It was the court's first direct statement of this nature, though in previously deciding the Yankee Network appeal in the WMEX case, it had severely criticized the Commission contention on limitless competition.

The nature of the court's opinion is such that if the FCC determines in a given case that the new competition simply would have the effect of reducing the earnings of existing stations, that would not be sufficient basis upon which the Commission might be reversed. Thus, it was felt in legal circles that the FCC is armed with tremendous new powers and that, in effect, it can control the issues under which stations might attempt to appeal, in normal cases.

In the KTSM case, in which the court previously had reversed the FCC's grant to Mr. Roderick, Chief Justice D. Lawrence Groner said that the issue on the new appea was whether the competition expected to result from the granting of the new station "will be destructive and ruinous as urged by the appellant."

It was pointed out the owner o an existing station may contend in any case that a new station may reduce its present income "but i requires more to justify the Commission refusing to grant the new license. A mere showing that the income of an existing station may be reduced if another station enters its field is not sufficient. The appellant recognizes that such can not be the criterion of economi injury herein, as it charges tha the competition complained of wil be destructive and ruinous. Thi character of competition may af fect the public interest, conveni ence and necessity, which is th statutory criterion under whic the Commission must act."

Weight of Evidence

Citing that in the present cas the Commission made its basi finding that the expected competition would not immediately or ul timately result in such a reductio in the income of KTSM as to re quire deterioration of its service the court said this finding has th support of substantial evidenc and must be sustained.

"We therefore must hold tha the granting of this license will nc create and foster the 'unfair, de structive and ruinous competitio upon which appellant relies t bring it within the limits of Sec tion 402 (b) (2) of the Commun cations Act of 1934, supra, an having failed to show that it is s aggrieved or adversely affected b the order of the Commission, 'becomes our duty to dismiss th appeal,' " the court stated.

In taking up the KTSM conten tion that it had not been afforde proper opportunity to present ora argument, the court said it wa "very clear" that no error had oc curred in this respect.

Interference Appeals

In the appeal of J. T. War owner of WLAC, the court, in a opinion written by Associate Jus tice Justin Miller, pointed out tha WLAC had claimed that objectio able interference would be cause to WLAC.

"The considerations upon whic we held, in the Yankee Networ case, that injury to economic in terests may be sufficient to brin a station license holder within th terms of Section 402 (b) (2) an aggrieved person are equal applicable in the case of objectio able interference," the court sai "The question then arises wheth the Commission's findings and d termination concerning the que tion of electrical interference fin substantial evidential support the record. In the opinion of th court they do, and consequent the assigned reason for appeal not supported by the record."

This language caused some dou in the minds of practitioners. appeared the court had accept the word "objectionable" as syno ymous with "ruinous" whereas

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Transcontinental Prepares for Jan. 1 Debut

Stations Offered 30% of Their Card Rate

THE PHENOMENAL rise of Elliott Roosevelt in radio takes on national aspect with the formation of Transcontinental Broadcasting System, projected as a fourth nationwide network to make its debut Jan. 1 with the business backing of Blackett-Sample-Hummert Inc., the nation's top agency in dollar volume of radio placements.

While the President's son, himself both a broadcast executive and commentator, holds no executive post in Transcontinental, he nevertheless is the spark plug in its preoperation negotiations and presumably will become its chief factotum. John T. Adams, executive vice-president of Mr. Roosevelt's Texas State Network, who in 1933 undertook formation of another network, is the Transcontinental president. All legal and contractual matters are being handled by William A. Porter, Mr. Roosevelt's personal Washington attorney and counsel for Hearst Radio Inc., who sits as vice-president and a director of Transcontinental.

Time Commitments

Since announcement of the project a fortnight ago, broadcasting circles have been intensely curious about its manifold details. Stations in every major market in the country and in quite a few minor ones have been contacted by the Transcontinental organization. Premised largely on commitments for time procured from officials of B-S-H, Transcontinental is guaranteeing stations a minimum of 15 hours of commercial business a week, along with full sustaining service. The body of the Transcontinental contract is a verbatim copy of the standard form of CBS contract, with the exception of the rate schedule. Payment to stations for commercials is based on a sliding scale varying with power and potential audience but in most cases, the proposition is understood to be 30% of the station's published national rate for the first 15 hours per week of night time minus the usual agency commission, with an option at the same compensation rate for the next 6 night hours. Broadcasters report variations of this schedule have been offered in certain cases.

The standard form of contract carries a clause providing for exclusive association with Transcontinental in the particular city. This provision, however, is being deleted where stations propositioned are now on existing networks.

Transcontinental's announcement immediately drew the opposition of the newest nationwide chain—Mutual—which served notice on its affiliates that they were bound by contract to continue with that network. As a matter of fact, it was reported that Fred Weber, MBS general manager, had announced the intention of his network to file suit against Elliott Roosevelt's Texas State Network in the event it became aligned with the new venture. It was claimed that Texas State has an exclusive contract affiliation with MBS.

Details as to the financial backing of Transcontinental were lacking. It was learned, however, that a number of important figures in radio had been contacted about acquisition of stock. Mr. Roosevelt himself denied any major ownership interest. It was announced that officers, in addition to Messrs. Adams and Porter, include Lester E. Cox, operator of KWTO-KGBX, Springfield, and part owner of KCMO, Kansas City, vice-president; John Roberts, brother of Elzey Roberts, publisher of the *St. Louis Star-Times* and president of KXOK, St. Louis, and KFRU, Columbia, Mo., vice-president; Robert M. Thompson, manager of WJAS and KQV, Pittsburgh, secretary, and H. J. Brennen, president and principal owner of WJAS and KQV, treasurer.

Financial Support

In addition to Messrs. John Roberts, Cox and Brennen, stockholders were said to include Clarence Cosby, national advertising manager of KXOK; Jack Stewart, manager of KCMO; Tom Evans, part owner of KCMO, and head of Crown Drug Co., Kansas City, and Mr. Roosevelt. Directors of TBS are Messrs. Adams, John Roberts, Cox, Porter and Brennen; also C. N. Sinclair and R. E. Birney, both of Chicago, neither previously identified with radio.

Elzey Roberts flatly denied published reports that he was financially interested in TBS, refuting particularly a quoted statement that he owned most of some $350,000 in

Forming New Network



Mr. Adams



Mr. Roosevelt

stock in the venture. "Neither I nor anyone connected with the *St. Louis Star-Times* or KXOK owns or has any contract to purchase stock in the Transcontinental Network," Mr. Roberts stated.

"I have no connection with it directly or indirectly," he added, explaining he had not discussed the subject with Messrs. Roosevelt, Adams or Brennen. He added he was not critical of the new enterprise or anyone connected with it but that his expression merely "reflects a burning desire on my part to stick closely to my own business which I know a little about and stay completely out of anyone else's business which necessarily I know nothing about."

Code Attitude

Widely current reports that the network would operate on an anti-NAB Code basis, by accepting commercials far outside the limits imposed by the code as well as between controversial speakers, were disclaimed by Transcontinental officials. Nevertheless this report was prevalent, particularly in commercial circles. It was pointed out that B-S-H commercials on the major networks have been restricted considerably by virtue of network-imposed taboos on certain types of products and lengthy commercials. That agency's largest billings are for daytime serials on behalf of household accounts.

While confirmation was lacking, it was reported that WMCA would become the New York key of the network, with WIND, Gary, Ind., as the Mid-West (Chicago) key. Conversations have been held with numerous Pacific Coast stations, with efforts made to acquire the California Broadcasting System, operated by the McClatchy interests, as the nucleus of the West Coast setup. Said to be definitely aligned, in addition to Mr. Roosevelt's Texas State Network of 23 stations, are KXOK, St. Louis; KQV, Pittsburgh; KCMO, Kansas City; WIL, St. Louis; WJBK, Detroit; KFOR, Lincoln, Neb.

President Adams announced the network would make its formal debut Jan. 1 with an exclusive broadcast of the Cotton Bowl football game as the highlight of the day's opening schedule. He predicted the network would include by that time about 110 outlets, chiefly low-powered stations, which will offer advertisers network service free from the "red tape bugaboos" of NBC and CBS.

With the network to assume all line charges, Mr. Adams asserted Transcontinental is not asking stations to donate any time without payment. He said, as BROADCASTING went to press, that 95 stations have already committed themselves but he did not indicate the number of actually signed contracts. He declined to identify these outlets.

Sold as a Unit

Because TBS will be for sale only as a whole, with advertisers required to buy all affiliates, Mr. Adams said the network will be free from many of the station relations problems perplexing other networks. It will not be broken down into basic and supplementary groups, he asserted.

Asked whether the network would operate outside the regulations of NAB and whether it would be necessary for affiliates to drop their NAB memberships, Mr. Adams said this was not the case at all. "TBS contracts," he declared, "contain a specific provision giving each affiliate the right to reject any program it does not consider to be in the public interest." TBS will not, however, follow some of the "absurd restrictions" placed on clients by other networks, he said, adding he does not believe that advertising of laxatives, for example, is more objectionable than that of cigarettes.

Mr. Adams asserted that some 35 hours of business, totaling approximately $6,250,000 had already been signed by TBS, including 20 hours for Sterling Products and American Home Products placed by B-S-H. In this connection, it was learned that the agency's difficulties with NBC over placement of transcribed versions of network programs for supplementary coverage

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NIAA Study Reveals Industrial Firms Make Little Use of Broadcast Medium

OF EACH advertising dollar being spent in 1939 in the industrial field, only 0.1% is being spent for radio advertising, according to a recent report of the National Industrial Advertising Assn. The report was compiled from 416 questionnaires returned from an initial mailing to 4,474 industrial companies. Of the 416 firms reporting, 13 indicated their use of radio advertising and specified that an average of 2.35% of their budgets was spent in radio. One company with a sales volume of between $200,000 and $500,000 reported a radio expenditure of 2%, while 12 firms with sales volumes over $5,000,000 indicated an average expenditure of 2.4% for radio advertising.

In the major equipment or heavy industrial field no company reported a 1938 expenditure for radio advertising, but the 1939 breakdown indicates that 10 firms with sales volumes above $5,000,000 are spending 1% of their advertising appropriations this year for radio. In the accessory equipment field during 1938, one firm with a sales volume of between two and five millions reported a radio expenditure of 5%, while in 1939 no accessory equipment firms which answered the questionnaire are using radio advertising.

Products Classified

The 1938 budget breakdown indicates that one fabricating materials company spent 13.7% of its budget for radio, and that two building materials firms expended an average of 0.6% for radio. The product classification breakdown for 1939 shows that one fabricating materials company spent 22.6% of its budget for radio advertising, while two building materials firms spent an average of 1.5% of their budgets on radio.

In classifying products, the questionnaire defined major equipment as heavy machinery, construction equipment and equipment ordinarily considered a fixed asset. It defined accessory equipment as smaller items which are supplementary to operation of major equipment.

Copies of the "National Survey of Industrial Advertising Budgets for 1939" may be obtained from NIAA, 100 E. Ohio St., Chicago, for $2.

First 5 kw. Night Regional Grants Approved by FCC

KMPC, KIRO, Get Fulltime; Way Clear for Increases

KMPC, Beverly Hills, Cal., and KIRO, Seattle, Nov. 14 were authorized by the FCC to operate fulltime on 710 kc. with regional power. The FCC at the same time granted three stations on the 1400 kc. regional channel night power increases to 5,000 watts, marking the first horizontal power increases to 5,000 watts at night on a regional channel. The stations are WIRE, Indianapolis, KTUL, Tulsa, and KLO, Ogden, Utah.

KMPC, owned by the Richards-Fitzpatrick-Patt organization — operating WJR, Detroit, and WGAR, Cleveland—and operating with 500 watts limited time on 710 kc., under the new authorization may go to 1,000 watts night and 5,000 day fulltime. Also authorized was removal of the station to a new location.

KIRO, regularly assigned to 650 kc. with 250 watts limited time, has been operating for the last several years under special authorization on 710 kc. with 1,000 watts unlimited time. This special authorization was made premanent. WOR, Newark, is the dominant station on 710 kc., using 50,000 watts.

Others May Follow Soon

Some 50 applications of regional stations for increases in night power to 5,000 watts, pursuant to the new allocation rules, are understood to have cleared the FCC routine and await formal action. There are pending altogether approximately 100 applications for power increases to 5,000 watts fulltime, but in about half of the cases engineering conflicts are being discussed by station representatives with FCC engineers and counsel. The KTUL grant specifies use of a directional antenna for night time operation; that for WIRE calls for changes in its directional system, and that of KLO for a change in phasing of its directional.

Studying ASCAP Suit

ASSIGNMENT of Ernest Myers, special assistant to the Attorney General, to study of the Government's anti-trust suit against ASCAP pending in the Federal District Court in New York for the last four years, was announced Nov. 13 at the Department of Justice. Mr. Myers takes over the assignment from Robert M. Cooper, who last month joined the FCC as a senior attorney. It was reported no final determination had been reached by the Department in connection with revival of prosecution of the ASCAP monopoly case pending the outcome of the preliminary study.

ADVERTISING Club of New York, on Nov. 9 announced the following officers were elected by the 1939-1940 Advertising and Selling Course class: Walter T. Baker Jr., Westinghouse Co., president; Richard Pallin, General Electric Co., vice-president; Marjorie Wooster, John Blair & Co., secretary; Walter F. McCarthy, R. B. Davis Sales Co., treasurer.

Five Get 250 Watts

FIVE more stations were authorized by the FCC, at its regular meeting Nov. 14, to increase their night powers to 250 watts in accordance with recently adopted rules permitting locals to go to 250-fulltime operation. They are KARM, Fresno, Cal.; KVOS, Bellingham, Wash.; KVRS, Rock Springs, Wyo.; KMAC, San Antonio, Tex.; KHAS, Hastings, Neb., the latter a construction permit. [For earlier 250-watt grants, see story on page 24.]

Stations' Education Board

WITH a view to expanding the educational programs of KOIN-KALE, Portland, Ore., formation of an advisory board of leading Portland educators has been announced by Henry Swartwood, educational director of the stations. Members of the newly-formed board include Dr. Alexander Goldenweiser, anthropologist and sociologist of the University of Oregon extension school; Father M. J. Early, president of the University of Portland; Dr. George Bernard Noble, professor of political science at Reed College; Ralph E. Dugdale, superintendent of Portland schools, and Mrs. Harry George, president of the Portland Parent-Teacher Association. A series of weekly plays covering the best dramas of the last three centuries has been approved by the board as its initial act. High school drama groups will be invited to attend rehearsals and actual broadcasts.

AFM Disc Fee Cut

A REVISED scale for musicians employed on transcriptions for library services, reducing by one-third the cost of musicians on half-hour programs, was adopted by the executive board of the American Federation of Musicians at its recent meeting in New York. In addition to the scale of $18 per man for a 15-minute disc, with time of rehearsal and recording not to exceed one hour, the only previous rate, the AFM now has a half-hour rate of $24 per man, with rehearsal and recording time limited to two hours. Two quarter-hour programs cannot be lumped together as a half-hour show under the new rate, it was said, and if the music is incidental to dialogue the whole program must be recorded at the same time. This last provision, it was said, is to prevent the transcription producers from asking musicians to record short musical bits for a number of records at a single session.

Ray-Lite to Expand

RAY-LITE Co., Milwaukee (Christmas tree lights), has started daily one-minute spots on WMCA, New York, and WCAU, Philadelphia, and plans to expand the campaign to other stations later. Cramer-Krasselt Co., Milwaukee, handles the account.

NBC, MBS Use Few European Pickups; CBS Continues Twice-Daily Programs

AS EUROPE'S battleless war goes into the last half of its third month without a major engagement along the Western Front, a division of viewpoint on the question of war coverage has arisen between A. A. Schechter, director of news and special events for NBC, and Paul White, who occupies the same position with CBS.

Aside from an occasional special program from abroad, NBC has returned to an almost "back to normal" schedule, limiting its regular pickups from Europe to an 8 a. m. program on weekdays and commentaries from London, Paris and Berlin on Sundays. CBS, on the other hand, takes its listeners to Europe twice daily, 8-8:15 a. m. and 6:45-7 each evening. "It may be a different kind of war," says White, "but it's still a war and as such is worth covering."

When no hot news is brewing, White sends his European representatives out among the people to find out how they are reacting to the changed conditions the war has produced. One evening the daily round-up brought reports on the most popular stage shows, movies and books in London, Berlin and Paris. Another broadcast described the wartime life in country villages in the three warring nations and others have explored various other aspects which combine to give American listeners an interesting picture of European life today.

CBS also has its front-line correspondents—William Henry with the British forces, and Thomas Grandin, regularly stationed in Paris, with the French troops along the Maginot Line. Both return to Paris from time to time to broadcast eyewitness accounts of life at the front. NBC has sent no one to the front as yet.

MBS, lining up with NBC, has reduced its European schedule to a Friday evening ten-minute spot, with John Steele speaking from London one week and Waverly Root from Paris the next, plus a ten-minute broadcast by Sigrid Schultz from Berlin every other Sunday. Mutual, however, agrees with CBS on keeping men at the front and has Arthur Mann with the British and Victor Lusinchi with the French troops. Mann and Lusinchi record their talks at the front, the discs being shipped to London and broadcast to America from there.

All three networks give their listeners a nightly analysis of war news. Raymond Gram Swing carries on for MBS; Elmer Davis for CBS, and for NBC the news is analyzed alternately by Hugh Gibson, Baukhage and John Gunther. All three networks also stand ready to return to intensive coverage.

I. J. FOX, New York (furriers), will sponsor on WHN, New York, for the second successive year the annual "Night of Stars" benefit for the United Palestine Appeal, to be held Nov. 17 in Madison Squrae Garden, New York. WHN will donate time for the show, which features stars of radio, stage and screen, from 9:45 to 1 a.m., while I. J. Fox will thurn over the sponsor's fee to the Appeal.

Publisher's Group May File Appeal

Metro-Robbins Interested in RCA-Whiteman Decision

MOVE to make the Metro-Robbins group of music publishers a party to the phonograph record license case is being pondered by these copyright holders, following the reopening of the question of who holds the rights, if any, to restrict the use of these records in broadcasting, by the appeals of Paul Whiteman, RCA and WNEW from the decision of Judge Vincent L. Leibell [BROADCASTING, Nov. 1]. Julian Abeles, counsel for the Metro-Robbins publishing group, said that no decision had been reached, but that one would probably be made within the week.

If these publishers do try to intervene in the appeals, it will be on the ground that the lower court erred in acknowledging the record manufacturer's claim to a common law property right in the records, since the only right the manufacturer has to the record of any particular musical selection is that granted him by the copyright holder, and that this right is limited to the manufacture of records for home use only. Metro-Robbins group's right to intervene in the hearings before the U. S. Circuit Court of Appeals is specifically based on the fact that it granted to RCA the recording licenses for the particular numbers recorded by Whiteman with which the case in the lower court was concerned.

Right to Intervene

Right of these publishers to intervene has been questioned by other attorneys involved, who say that since the publishers were not a party to the original suit and made no effort to intervene, then they have no legal grounds for entering the case at this time.

Music Publishers Protective Assn. is not planning to enter the case in court, according to Harry Fox, general manager, who said that MPPA will stand pat on its letter to all broadcasters, warning them that the publishers do not admit RCA's right to carry out its proposed licensing of broadcasters to use its records on the air [BROADCASTING, Oct. 15].

KDKA October Gross Best Month in 19 Years

ALL-TIME record for gross billings in a single month since the station was opened 19 years ago was registered in October by KDKA, Pittsburgh, according to S. D. Gregory, general manager. During the month billings were 18% over October 1938. New business booked by KDKA during October was 63% above the same month last year.

During the 30-day period, time and talent contracts for future programming aggregated $102,469, an increase of $63,487 over a year ago. For the first 10 months of 1939 this phase of KDKA's business was 33% above the 1938 January-October period. During August, September and October billings on the station were 17% over the same three months of 1938, with a large gain in national spot business, which showed a 40% increase in the 10-month period from January through October.

Relax Video Rules, FCC Group Urges

Sees Crucial Stage Now; Divides Channels by Population

CONCLUDING that television as a service to the public has reached "a crucial stage", the FCC Television Committee Nov. 15 recommended to the full Commission a relaxation of regulations governing the visual art, under which experimental stations would be permitted to operate on a limited commercial basis, with program facilities or funds contributed by advertiser sponsors to be used for experimental program development rather than for profit.

Following the expected course the committee, in its second report on television since its formation early this year, recommended a definite allocation policy under which two classes of stations would be established, along with other safeguards which it felt might make for evolutionary development of television.

Power Limitation

Because of the status of the art, the Committee found that only the seven lower frequency channels of the 19 available for television have been developed to the point of readiness for technical service. It recommended allocation of three channels to metropolitan districts in excess of 1,000,000 population; two channels to areas of between 500,000 and 1,000,000 population, and one channel to metropolitan districts of less than 500,000.

Powers of stations so assigned would not be in excess of that necessary to provide adequate service. However, in an allocation table accompanying the report in which a tentative assignment of frequencies to metropolitan areas was outlined, the maximum allotted power was 10,000 watts.

The committee was not particularly optimistic about the television outlook, pointing out that less than 1,000 receivers had been sold since last may, when RCA-NBC began regularly scheduled broadcasts in New York. The keynote of its voluminous report was extreme caution lest orderly development be retarded. It acknowledged recent progress in visual radio but held the art is still highly experimental. The committee comprises Commissioners T. A. M. Craven as chairman, Norman S. Case and Thad H. Brown. The new report supplements one submitted May 22, which described television as "barely emerging" from the first technical research stage.

In lieu of the present rules which require a program of technical development before an applicant can qualify for a television license, the committee suggested two classes of experimental stations. Class I would be "experimental research stations" which would be required to contribute to technical development but not to render a service directly to the public.

Class II stations would be those licensed for program experimentation and would be required to operate a minimum of five hours per week. Stations in the latter class would be permitted to broadcast sponsored programs.

However, the proposed rules set out that Class II stations "may broadcast sponsored programs, provided such sponsorship and the program facilities or funds contributed by sponsors are primarily used for experimental development of television program service. Solicitation, or the offering on the part of a licensee to anyone, of its facilities for hire as a regular service to the public or as a service to sponsors on other than an experimental basis, is prohibited."

Some question developed regarding the apparent conflict in the suggested rules on commercial operation. One of the proposed rules specifies that licensees of stations in both classifications shall not make any charge directly or indirectly for transmission of either aural or visual programs, while the rule dealing with Class II stations permits such sponsorship with the proviso that the funds so contributed shall be used primarily for experimental development. In this connection, observers pointed out that the FCC under law cannot regulate rates, and therefore is in no position to specify what shall be done with funds received for sponsorship. It appeared obvious that the two rules were directly contradictory.

Time Sharing

The committee pointed to the possible necessity of time-sharing on the seven available frequencies because of the limited number of assignments immediately available. It also recommended that in the interest of competitive development during the evolutionary period no single licensee operate more than one experimental station on the seven channels below 108,000 kc.

Observance of the recommended Radio Manufacturers Assn. standards for transmission and reception by Class II stations was urged by the committee. Pointing out that these relate only to the seven lower frequencies, the committee urged that not only the standards but the proposed engineering principles of allocation, as drafted by the RMA [BROADCASTING Nov. 1], also be approved as the technical basis for the FCC's initial allocation plan.

In submitting its report, the committee brought out that it was releasing for publication only Part I of a three-phase study. The portion released deals only with recommended policies and changes in regulations, it pointed out. Part II, dealing with matters concerning present licensees, and Part II, dealing with recommendations concerning the various applications for new stations now pending, were submitted to the FCC confidentially.

The committee said it would welcome "constructive criticism" by interested parties. If within a reasonable time there is proper request for a public hearing on its report as a whole, as well as the recommended changes in existing television rules, it urged that the Commission consider scheduling such a public hearing.

The committee prefaced its recommendations with the observation that the response of the public, as reflected by the purchase of receivers, has been disappointing to many in the industry. Pointing out that less than a thousand receivers have been sold since last May, nearly all in New York City, the committee said it was unable to gauge accurately the most important of the many reasons for this lack of interest on the part of the public. In general, it ascribed this condition to lack of facilities on a nationwide scale; lack of program service both in quality and quantity in any community; hesitation to purchase costly receivers at this early stage, and lack of sufficient information on which to base a logical licensing policy.



Radio-Times, London

"I'm knitting little blackout bags for the valves (radio tubes)."

Despite these discouraging factors, the committee said it was of the firm conviction that while the public has not been eager to purchase receivers at this time, it does not desire to be deprived of the opportunity to "enjoy the benefits of television when it is ready for public service".

Another important element was described as the cost of producing programs which will sustain interest. It cannot be assumed that the public would be entirely satisfied with a quality of television program inferior to that secured from competitive media such as motion pictures, particularly news reels, the report pointed out. The average cost of the average motion picture is approximately $300,000 and the approximate cost of rendering television programs in New York for one week on a 12-hour per week basis is $15,000, it recited.

"Thus, if television is to become a real service to the public, the licensees must be adequately financed and be assured of an adequate revenue from the service rendered," the report stated. "Not only must this huge cost be shared by several licensees, but also many stations interconnected in a program distribution system appear at this time to be necessary before adequate program service to the public is possible."

To date, the committee pointed out, no connecting links have been constructed because there are not enough stations to justify construction of the chain facilities, applications for other than television technical research stations (Class I) having come from only seven communities in the nation.

The committee said it felt that wholesale distribution of receivers now is unsound because it may retard rather than accelerate the ultimate development of television. Public purchase of receivers in advance of proper television transmission would naturally create a demand for such transmitters. At the present stage of development good programs cannot be furnished, it said, and the more logical procedure would be to render program service so attractive that the public will purchase sets.

Without mentioning RCA by name, the committee said that one company, which had pioneered extensively in television development and has influenced favorably the advancement of television, had recommended relaxing of the restrictions on commercial sponsorship. This company said the removal of the restriction would stimulate development of television without in any way retarding logical progress.

The committee said it had given careful and sympathetic consideration to this proposal but was of the opinion that at present the claimed advantages of removing the restrictions against commercialism do not outweigh the disadvantages. It pointed out that there is no circulation to attract any sponsor to television as a logical medium today and it appeared obvious that before commercialism can become feasible, the service should be ready to sell on some reasonable basis of circulation value to the sponsor. On the other hand, it stated there is grave possibility that premature commercialization could retard logical development.

Warns of Dangers

There is particular danger, the committee continued, "that advertising rather than entertainment or education might easily become a paramount factor in programs. In addition, premature commercialization may easily lead to a scramble for television channels by unfitted applicants who have no real public service concept. It may precipitate many stations in local markets before any source of good programs is available. Consequently, it is certain that public reaction to television service would be adverse."

Beyond that the committee said that immediate commercialization threatens to open the door wide to "financial exploitation of the public without any sound basis therefor." Moreover, it said premature commercialization "might crystallize employment and wage levels before a new-born art and industry has any opportunity to gain sufficient experience to obtain the stabliity in this phase of the service which is so essential to employer and employee alike."

Apropos commercialization, the committee continued:

"It may be that the time is fast approaching when pioneers must receive a return not only on their huge investment but also must secure remuneration for operating expenses. Consequently, the committee feels that program sponsor-

(*Continued on Page 81*)

Dominion Issues Wartime Rulings

Stations Post Regulations in Prominent Studio Location

SIGN of the times in Canada is the bi-lingual notice, printed in English and French on a 12x18 inch card and posted in every Canadian radio station, calling attention to the existing state of war in the country and listing censorship regulations now in force. The notice has been distributed to all Canadian stations by Canadian Broadcasting Corp. for the Dominion Government.

Wartime Regulations

Bearing the official Canadian crest, with parallel English and French text, the notice quotes sections of the Defence of Canada Regulations applicable to radio stations. The notice declares:

Public Order: 39. No person shall by word of mouth: (a) Spread reports or make statements, false or otherwise, intended or likely to cause disaffection to His Majesty or to interfere with the success of His Majesty's forces or of the forces of any allied or associated powers or to prejudice His Majesty's relations with foreign powers, or (b) spread reports or make statements, false or otherwise, intended or likely to prejudice the recruiting, training, discipline, or administration of any of His Majesty's forces.

Attempts to commit offences, and assisting offenders: 61. (1) Any person who attempts to commit or does any act preparatory to the commission of an offence against any of these Regulations, shall be deemed guilty of an offence against that Regulation. (2) No person, knowing or having reasonable cause to believe that another person is guilty of an offence against any of these Regulations, shall give that person any assistance with intent thereby to prevent, hinder or interfere with the apprehension, trial or punishment of that person for the said offence.

Penalties: 63. (1) Every person who contravenes or fails to comply with any of these Regulations, or any order, rule, by-law, or direction, made or given under any of these Regulations, shall be guilty of an offence against that Regulation. (2) Where no specific penalty is provided, such person shall be liable on Summary Conviction to a fine not exceeding five hundred dollars, or to imprisonment for a term not exceeding twelve months, or to both fine and imprisonment; but such person may, at the election of the Attorney-General of Canada, be prosecuted upon indictment, and if convicted shall be liable to a fine not exceeding five thousand dollars, or to imprisonment for a term not exceeding five years, or to both fine and imprisonment.

Notices: 53. (1) Any person by whom an order is made in pursuance of these Regulations or a person acting on behalf of such a person shall give public notice of the order in such manner as he may consider best adapted for informing persons affected by the order. (2) Any constable or any member of His Majesty's naval, military or air forces or any person acting on behalf of the person issuing any such order as aforesaid, may affix any such notice to or cause it to be displayed on any premises, vehicle or vessel and may for such purposes enter any premises at any reasonable time during the day. No person except under lawful authority shall remove, alter, deface or obliterate any notice posted pursuant to the provisions of this Regulation.

CBS, MBS and NBC carried the special hour program Nov. 11 launching the annual Red Cross Roll Call with a speech by President Franklin D. Roosevelt, introduced by Norman H. Davis, chairman of the Red Cross, and appearances by stars of radio, stage and screen.

10,000th Program

LEN SALVO, organist of WGN, Chicago, celebrated his 10,000th program on Nov. 11, just 8½ years after joining WGN. Two incidents stand out in his career, says Len. The night Mayor A. J. Cermak of Chicago was assassinated he played all night between bulletins. The other incident involved an unknown drunk who somehow got into the studio, wept copiously at the organ music and walked quietly away.

GENERAL FOODS Corp., New York (Jell-O pudding), on Nov. 14 switched *The Aldrich Family* on NBC from New York to Hollywood, while Ezra Stone, star of the series, works in the film "At Old Siwash," now being produced by Paramount. Series will continue to be heard Tuesday, 8-8:30 p. m. (EST), over a split Red and Blue network, with West Coast repeat, 8:30-9 p. m. (PST). *Aldrich Family* subbed for the NBC *Jack Benny* show last summer, during the comedian's eight-week layoff. Young & Rubicam, New York, has the account.



THIS trophy, held by Jane Arend, of the artists bureau of WSPD, Toledo, will be given to the Toledo high school winning the local football championship. Three wins gives permanent possession.

Administrative Board Within the FCC Will Operate as a Junior Commission

CREATION within the FCC of an "Administrative Board" comprising its general counsel, chief engineer, chief accountant and secretary, which will function as a sort of "junior Commission" on routine matters and perform as the recommendatory board on other matters, was announced by the FCC Nov. 8, to become effective Dec. 1.

Designed to expedite handling of non-policy matters, as well as to avert rulings by individual Commissioners which might conflict with established policies, the new procedure supplants that instituted two years ago under the administration of former Chairman Frank R. McNinch. Under the old procedure, individual commissioners were assigned to particular routine duties for one-month tenures. Part of this practice will be continued but the Administrative Board will absorb the more important phases.

Under existing Commission personnel, the Administrative Board will comprise General Counsel William J. Dempsey; Chief Engineer E. K. Jett; Chief Accountant William J. Norfleet, and Secretary T. J. Slowie. Three members of the board will constitute a quorum.

Follows Established Policies

The order specifies that this board is designated to "determine, order, certify, report or otherwise act" upon specified matters and that it shall act "only in accordance with established policies of the FCC." That portion of the order relating to the functions of the board follows:

A Board, to be called "The Administrative Board", consisting of the General Counsel, Chief Engineer, Chief Accountant, and Secretary of the Commission is hereby designated to determine, order, certify, report or otherwise act upon the following matters; *provided,* however, that said Board may act in such matters only in accordance with established policies of the Commission; *provided further* that three members of said Board shall constitute a quorum:

(a) all applications for the Coastal, Coastal Harbor, Coastal Telephone, Marine Relay, Aviation, Emergency, and Miscellaneous services, except those falling under paragraphs (1), (2), and (3) of this Order;

(b) upon all radio matters of every character (except broadcast, and cases falling under paragraphs (1), (2) and (3) of this Order) within the Territory of Alaska;

(c) upon all applications for experimental authorizations except: Class II experimental stations to authorize experimentation directed toward the establishment of new services;

(d) upon all broadcast service applications as follows: for licenses following construction which comply with the construction permit; applications for construction permit and modification of construction permit involving only a change in equipment; applications for extensions of time within which to commence and complete construction; applications to install frequency control equipment; applications relating to auxiliary equipment; applications for authority to determine operating power of broadcast stations by direct measurement of antenna power; applications for modification of licenses involving only change of the name of the licensee, where the ownership or control is not affected; applications for construction permit or modification of license involving relocation locally of a studio, control point or transmitter site not involving any substantial change in service area; and applications for relay broadcast stations;

(e) upon all applications or requests for special temporary authorization other than those falling under paragraphs (1), (2), (3) or (5) of this Order;

(f) all applications or requests for emergency and renewal exemptions from the provisions of Section 352(b) of the Act;

(g) upon all uncontested proceedings involved in:

(1) the issuance of certificates of convenience and necessity and the authorization of temporary or emergency wire service, as provided in Section 214 of the Act;

(2) applications from existing licensees for instruments of authorization for the Fixed Public or Fixed Public Press radio services, except applications involving (1) new points of communication, (2) changes in transmitter location other than local in character, (3) assignment of additional frequencies, or (4) involving change of policy by the Commission, or the establishment of a new type of service;

(h) upon requests for inspection of records under the provisions of Section 1.5(c) of the Commission's Rules of Practice and Procedure;

Actions taken by the Board shall be reported in writing each week to the Commission at its regular meeting.

All applications or requests for special temporary standard broadcast authorizations shall be referred to the Administrative Board which shall make appropriate recommendation thereon and refer the same to a Commissioner to be named by subsequent supplements to this Order, who is hereby designated to determine, order, report or otherwise act upon all such applications or requests in accordance with established policies of the Commission.

A Commissioner, to be named by subsequent supplements to this Order, is hereby designated to hear and determine, order, certify, report or otherwise act upon;

(a) except as otherwise ordered by the Commission, all motions, petitions or matters in cases designated for formal hearing, including motions for further hearing, excepting motions and petitions requesting final disposition of a case on its merits, those having the nature of an appeal to the Commission and those requesting change or modification of a final order made by the Commission; *provided,* however, that such matters shall be handled in accordance with the provisions of Sections 1.251 to 1.256, inclusive, of the Commission's Rules of Practice and Procedure;

(b) the designation pursuant to the provisions of Sections 1.231 to 1.232 of the Commission's Rules of Practice and Procedure of officers, other than Commissioners, to preside at hearings.

Any party affected by any order, decision, or report of any individual, board, or individual Commissioner, to whom authority is delegated under the provisions hereof, may file a petition for rehearing, as provided by Section 1.271 of the Commission's Rules of Practice and Procedure, before the Commission, and every such petition shall be passed upon by the Commission.

KENNEDY ACQUIRES INTEREST IN WSAZ

THE 48% interest in WSAZ, Huntington, W. Va., owned by W. C. McKellar, manager, was purchased in early November by John A. Kennedy, operator of the West Virginia Network and chief owner of its three stations—WCHS, Charleston; WBLK, Clarksburg, and WPAR, Parkersburg. The remaining 52% continues in the hands of WSAZ Inc., controlled by the publishers of the *Huntington Advertiser.* Mr. Kennedy publishes the *Clarksburg Exponent.*

The 1,000-watt station outlet on 1190 kc. will be added to the West Virginia Network, according to Mr. Kennedy, and a new manager and commercial manager will be appointed. Mr. McKellar, onetime sole owner of WSAZ, will retire from radio.

Plans for New KYUM

RCA equipment and a 175-foot vertical radiator have been ordered for the new KYUM, Yuma, Ariz., authorized last August by the FCC for construction as a local on 1210 kc. Approval of a site is awaited, after which construction will be completed within 30 days. Station will be controlled by local interests, with the operators of KTAR, Phoenix, and KVOA, Tucson, owning 45% of the stock. John H. Huber, local merchant, is president of the licensee corporation. Paul H. Raymer Co. will be national representatives. Personnel has not yet been chosen.

Yuma Hearing Dec. 1

HEARING on competitive applications involving KUMA, Yuma, Ariz., cited for revocation of its license, again has been postponed by the FCC, with the new date set Dec. 1 in Phoenix. Commissioner Paul A. Walker will preside in lieu of Commissioner Norman S. Case. KUMA had been cited for revocation in a show cause order on the primary ground that the station's license had been transferred without FCC approval. E. B. Sturdivant, former executive of the station and now an applicant for its facilities, last month appealed from an FCC decision authorizing a new local station in Yuma.


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CHRISTMAS
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Special Christmas Gift

SUBSCRIPTION RATES

10 Gift Subscriptions	$15
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3 Gift Subscriptions	7
2 Gift Subscriptions	5
1 Gift Subscription	3

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Industry Accord Solves Code Crisis

Shepard Accepts Edict On Coughlin; Eight Stations Resign

WITHOUT THE necessity of invoking summary action against a single station, the broadcasting industry has succeeded in negotiating its first self-regulation crisis by getting all recalcitrant elements in agreement on the payment or sale of time for the discussion of controversial issues.

Behind the strongest barrage of public sentiment, pro and con, that has yet accompanied an industry issue, the NAB board of directors at its meeting in Chicago Nov. 2-3 gave its Code Committee a vote of confidence on the position it has taken in connection with the banning of such speakers as Coughlin and Townsend on paid station time. The only station casualties yet evident growing out of the code controversy were the resignations of four stations in the Texas State Network, headed by Elliott Roosevelt, who announced his intention of resigning from the NAB more than a fortnight ago.

There have been several other resignations, but whether these resulted from the controversial code provision or for other reasons was not ascertainable. The Texas stations which pulled out of the NAB are KFJZ, Fort Worth; KRBC, Abilene; KNOW, Austin; WACO, Waco. In addition, WJJD, Chicago, operated by Ralph L. Atlass, also resigned, as did WCBD and WSBC, Chicago, stations operated by Gene Dyer, who has resigned as NAB director because of ill health.

Shepard's Agreement

The way was cleared for amicable settlement of the Coughlin controversy when John Shepard 3d, president of Yankee and Colonial Networks, who previously had taken a determined stand against termination of the Coughlin broadcasts under literal interpretation of the code by the Code Compliance Committee, announced to the board Nov. 3 his intention not to accept the broadcasts on an out-and-out commercial basis. He announced he would accept sufficient revenue to defray actual line and overhead costs and, if Fr. Coughlin refused to accept free time, he would turn over to charity the difference between the payments to stations owned by his organization and the expenses.

Backing the Code Compliance Committee ruling, the board at the same time held that contracts for the sale of time for discussions of controversial issues executed prior to Oct, 1, 1939, although in temporary conflict with the code, may be continued to expiration. However, it was made clear that, at the discretion of the station manager, such contracts might be terminated at an earlier date in conformity with cancellation clauses contained in the contracts.

Meanwhile, public debate over the code provisions continued, with nationwide networks alloting generous time for discussion of all angles. With several noted speakers already booked in advance, it appeared likely that the forum discussions would continue for some time.

How much Fr. Coughlin's 44-station network has dwindled since the bulk of the contracts expired Oct. 29, could not be ascertained. Word definitely was received by NAB that three stations—WTMJ, Milwaukee; WGBI, Scranton, and WIBC, Indianapolis—had decided to drop the Fr. Coughlin series. WIBC had agreed to pick up the series after WIRE, Indianapolis, had cancelled, but H. G. Wall, station owner, advised NAB that two weeks' notice had been given on cancellation.

Rally Called

Climaxing the strong support for the code, notably in connection with children's programs, emanating from women's organizations, will be a luncheon rally at the Willard Hotel, Washington, Nov. 29 upon invitation of the NAB. Some 200 to 300 national leaders of women's organizations have been invited to the session, which was urged by such figures as Mrs. Sadie Orr Dunbar, of Portland, Ore., president of the General Federation of Women's Clubs and Mrs. Ruth Haller Ottaway, president of the National Council of Women.

Coincident with this meeting, the Code Compliance Committee has been called by its chairman, Edgar L. Bill, WMBD, Peoria, to meet in Washington Nov. 28-29. The committee will take up unfinished business and devise means for more effective handling of commercial aspects of the code. The suggestion has been advanced that a "continuity acceptance advisory service" be established within the NAB to guide stations on commercial program acceptance.

Compliance machinery as such for the code was not established by the NAB board at its Chicago sessions. It was concluded that the primary job at this time is that of self-education. The board will be called upon by the Code Committee, after it has had an opportunity to test the code in actual practice, to draft whatever compliance machinery is deemed necessary at some future date.

The board, in giving its unqualified support to the Code Committee interpretations, adopted a resolution in which it expressed its "gratitude and its full approval" of the committee's findings. To clarify the situation precipitated by the Coughlin and other controversy, the board then put in writing its view that contracts executed prior to Oct. 1 even though in temporary conflict with the controversial issue provision, "may be continued until the expiration date, or, at the discretion of the station manager, may be terminated at an earlier date in conformity with the terms of said contracts."

Praised by Miller

NAB President Neville Miller pointed out that Mr. Shepard, in agreeing to comply with the code, had made a "considerable financial sacrifice." He expressed his appreciation to Mr. Shepard "for the splendid way in which you cooperated with us in straightening out what I believe was a very serious problem in connection with the code." He said the board admired his action and "we owe you a real debt of gratitude."

The association, Mr. Miller added, also was equally appreciative of the financial sacrifices made by other

(*Continued on page 78*)

News in Theatres

TO SIX local theatres at 9 each evening WCPO, Cincinnati, sends news bulletins which are read over the theatre's public address system. The bulletin sheet, based on the thrice-daily Butternut Bread newscasts on WCPO, is then posted in the various lobbies in a special frame. In return for the service, the theatres run trailers for the station and Butternut Bread at each performance.



YANKEE NETWORK station representatives lunched late in October in Boston's Copley Plaza to discuss plans for the New Year campaign of Wm. Wrigley Jr. Co. for its new series, *Spreading New England Fame*, which is to feature Billy B. Van. Just before the eating began they lined up with their place-cards (l to r at table): Malcolm S. Parker, WEAN; Joe Lopez, WICC; A. S. Moffat, WLLH; Jack Atwood, WRDO; Philip Weiss, WSYB; Gordon E. Kelley, WLBZ; Robert F. Donahue, WLLH; Bruff W. Olin Jr., WBRK; James L. Spates, WHAI; Paul Stiles, WNBH; William T. Welch, WSAR; Judson LaHaye, WICC; Edward E. Hill, WTAG; Hervey Carter, WNAC; (standing) T. C. McCray, WTIC; L. T. Pitman, WCSH; Charles G. H. Evans, WFEA; Earl Clement, WLNH; Edwin J. Morey, WNLC; and Irving Vermilya, WNBH.

Present Lessees Acquire KEX, KGA

NBC Disposes of *Oregonian* And Wasmer Leases

SALE by NBC of KEX, Portland, and KGA, Spokane, to their present lessees, the *Portland Oregonian* and Louis Wasmer, respectively, was announced Nov. 11 by NBC. It is understood the KEX price was approximately $40,000 while KGA was sold for about $25,000.

Since each station has been leased since 1933 to the present operators, FCC approval of the transactions is not mandatory. Licenses for the stations have been held by the new owners, who have operated them under leaseholds of $1 per year.

NBC acquired the stations, along with KJR, Seattle, and KYA, San Francisco, in 1932, after the Northwest Broadcasting System, headed by Adolph Linden, had collapsed. The stations were purchased from banks holding Northwest securities. KYA was sold in 1934 to Hearst Radio for $150,000 and KJR was leased to Fishers' Blend Stations Inc., which also operates KOMO, Seattle. No arrangements for sale of KJR have been consummated.

Cover Equipment Value

The station sales, it is reported, are designed to cover value of equipment rather than going concern and goodwill. Even though FCC approval is not viewed as mandatory under the law, it is expected the Commission will be notified of the transactions by the licensees. KEX, which has been operated by the *Oregonian* in conjunction with KGW, is assigned to 1180 kc. with 5,000 watts, operating fulltime under special authorization. KGA is assigned to 1470 kc. with 5,000 watts. Both are NBC Pacific Blue outlets, as is KJR.

With the disposition of the two stations, the number of NBC-owned outlets is reduced to eight. These are WEAF and WJZ, New York; WMAQ and WENR, Chicago; WRC, Washington; WTAM, Cleveland; KPO, San Francisco; and KJR. In addition, NBC leases and operates KOA, Denver, and KGO, San Francisco, from General Electric, and WMAL, Washington, from the *Washington Star*. It program-manages Westinghouse stations WBZ-WBZA, Boston-Springfield, KYW, Philadelphia, and KDKA, Pittsburgh, as well as GE's WGY, Schenectady.

H. V. Fears Code

APPREHENSION that the NAB Code may be so interpreted as to work a hardship on radio by setting up a kind of censorship, was expressed by H. V. Kaltenborn, CBS news analyst, during a discussion of censorship at the Overseas Press Club luncheon at the Gladstone Hotel, New York, on Nov. 8. "The letter of the law may be all right," he said, "but the application may be all wrong." Quoting the code's phrase about keeping analysis and elucidation of the news "free from bias", he praised its intent but added that "no human being is free from bias to any one who disagrees with him." Stating that the things that need regulating will make themselves evident soon enough, he warned against restricting the young art of radio too much, for "after all, it's the truth that makes us free."

IRNA Seeks Revenue Figures For Contract Fight With AFM

Musicians Ask Greatly Increased Key Payments; Present Schedule Source of IRNA Complaints

CONFRONTED with demands that network affiliate expenditures for union musicians be increased by $1,500,000 annually or up to $4,500,000 when current contracts expire in January, Independent Radio Network Affiliates Inc. on Nov. 6 petitioned all network outlets for data with which to meet the proposals of American Federation of Musicians.

The AFM demands aroused deep resentment in industry circles. With existing contracts expiring Jan. 17, it was thought that a stalemate might occur and threats of two years ago for a nationwide strike might again develop.

During the last two years broadcasters generally have disputed the economic theory upon which the AFM contract was conceived —to relieve purported unemployment in musicians' ranks. Many stations have found no need whatever for musicians and have not been successful in selling staff orchestras to advertisers. Moreover, except in the major markets, the quality of staff musicians has been inferior. In industry circles, the payments have been regarded as an enforced payment of tribute or a "subsidy" which legitimately cannot be justified.

Network Boost Demanded

AFM, in its meeting with industry representatives Nov. 2 had asked that network key stations in New York, Chicago, and Los Angeles increase their expenditures for staff musicians from $60,000 a year to $120,000 annually above expenditures prior to 1938. Refusing to deal through IRNA for independent non-network stations, AFM did not make known its demands from this group but indicated it would deal later with National Independent Broadcasters separately.

To prepare for the inevitable siege of collective bargaining with AFM, the IRNA Executive Committee, headed by its chairman, Samuel R. Rosenbaum, of WFIL, Philadelphia, dispatched Nov. 6 to all affiliates a letter requesting basic information to be utilized in bulwarking the industry's position. Pointing out that the Executive Board of AFM had requested an answer to its proposal by Nov. 20, the IRNA committee asked that a statement of net revenue of each station for the 12-month period Nov. 1, 1938 to Oct. 31, 1939 be submitted to Ernst & Ernst, New York accountants. Whether the Nov. 20 deadline can be met is questionable and it is considered likely that a postponement will be sought.

The IRNA committee, flanked by representatives of the major networks, Harold A. Lafount, of New York, as president of NIB, and Joseph L. Miller, NAB director of labor relations, met with the AFM executive board in New York following preliminary delib rations of the two groups. Joseph N. Weber, president of AFM and chairman of its executive board, promptly notified the broadcasters of the increased demands. Representing the broadcasters at the session were Walter J. Damm, WTMJ, John Shepard 3d, Yankee Network, and Mr. Rosenbaum, for IRNA; Mark Woods, NBC vice-president and treasurer, and Lawrence W. Lowman, CBS vice-president in charge of operations, and Julius F. Seebach, MBS-WOR executive, along with Messrs. Lafount and Miller.

That Schedule A has not worked out to the satisfaction of broadcasters has been evident during the last two years. In many areas, notably the South and the West, competent musicians are not available, but under the contract stations are forced to retain staff musicians commensurate with their classifications. In no few instances the musicians stand by idly and are not permitted to perform. Moreover, it has been argued repeatedly that in many areas the AFM contract does nothing toward alleviating alleged unemployment since the available musicians are otherwise gainfully employed and simply perform as a side-line or a hobby.

Growth of Industry

AFM based its demands for the $1,500,000 increase from network affiliates, it was reported, on purported increase of volume of revenue for the industry, concessions made by the industry to other organized labor groups during the last two years and insistence upon increased employment for musicians because AFM holds that the growth of radio is principally due to the services of musicians.

In addressing all affiliates, the IRNA Executive Committee explained that affiliates must decide immediately whether they favor cooperative action or whether they desire to take a chance on trying to work out deals with their own locals rather than with AFM itself. If the latter course is decided upon by individual stations, the notice said, the station must be prepared to "take the risk of being deprived of network service, or being responsible for an interruption or termination of network service and a possible national strike." Cooperation by all affiliates may avert these results, it was pointed out, "but of course no one can give you any assurance as to the success of the cooperative effort."

Without commenting on the justification of the AFM demands, Mr. Rosenbaum said the important thing is to gather necessary facts to enable IRNA to go back to the Federation and present reasons why the demands should be "met, revised or rejected". He recalled that in 1937 Ernst & Ernst acted as impartial and confidential accountants for the stations in computing the allocation of expenditure as based upon the reported income of each station. This report showed that affiliates had been expending, prior to settlement, a gross of $1,673,063 for staff musicians. The required additional expenditure of $1,500,000 under the settlement worked out two years ago had the effect of raising the annual expenditure for staff musicians to $3,173,063 and the sum was produced by applying the factor 5.49% uniformly to the reported income of each affiliate with the provision, however, that affiliates already expending sums in excess of the average quota were not then permitted to reduce.

Mr. Rosenbaum said it was evident that the first step is to ascertain what expenditure would be produced by applying the old percentage factor to the present volume of business in order to learn what amount of increase, if any, this would make available toward a settlement of the AFM demands, if one is arrived at. In asking stations to send the statements of their net revenue for the specified 12-month period, he said net revenue covers all receipts from sale of station time and payments from networks after deduction of agency commissions and frequency discounts actually allowed, but before deduction of representatives' or salesmen's commissions, or any other operating expense.

Other Problems

This data is all IRNA seeks at the present time, the executive committee stated. If a settlement can be negotiated, it will be necessary to ask stations for further details about the amount and character of expenditures for musicians and other pertinent material. Among the points which the IRNA committee proposes to discuss with AFM will be such questions as inclusion of overtime and extra men in each station's quota, exclusion of certain occasional sponsored engagements from the obligated expenditure, inclusion of cost of arrangers, librarian, and other music employes, relief from unduly heavy expenditures in excess of program requirements and other matters.

"For the moment," Chairman Rosenbaum stated, "the immediate question is whether or not a settlement can be made with AFM, because if not, the alternative will be a termination of services of musicians to networks and network stations, and this means national conflict."

Mr. Rosenbaum also announced that a meeting of the IRNA board of 15 broadcasters has tentatively been called for Nov. 17 in New York to discuss the situation and decide whether it is necessary to call a convention of IRNA. Without figures before it, he said, the IRNA board will be powerless to discuss the subject intelligently and there will be no alternative but a national convention with its attendant expense.

Because of the position taken by AFM regarding independent stations, it is expected that a course similar to the one followed two years ago will be pursued. At that time, AFM would not deal with network affiliates and the major networks.

Meanwhile, the networks themselves, through their representatives, are pursuing their own negotiations with AFM and propose to combat vigorously the request for doubled assessments against their key stations. The networks, under the 1937 agreement, were required to make an annual expenditure of $60,000 for staff musicians in excess of their expenditures at that time for each of their key stations in New York, Chicago and Los Angeles. It now requests that each of the key stations pay the equivalent of $120,000 per year in excess of the amount that was being spent prior to 1938.

Stayed on Air

LIGHTNING struck the telephone cable near the transmitter of WGN, Chicago, the other afternoon, but WGN stayed on the air. Carl Meyers, WGN chief engineer, rushed the mobile unit to Itasca, Ill., while line men searched for the exact point of failure. When the telephone service failed completely an hour later, the WGN shortwave transmitter picked up the studio programs off the wire and transmitted them to the WGN transmitter four miles away. The mobile unit stood by until station sign-off and the linesmen made the repairs.

NEWSPAPER GETS CONTROL OF WFLA

WITH the acquisition of another 10% interest in WFLA, Tampa, by the *Tampa Tribune*, approved by the FCC Nov. 7, that station is now 55% owned by the newspaper, the remaining 45% being held by Walter Tison, manager. The Commission approved the newspaper's purchase of the 10% stock held by Fred J. Lee for $6,800. Last August the *Tribune* acquired the 45% interest of H. H. Baskin, former mayor of Clearwater. S. E. Thomason, publisher of the *Tribune* and also of the *Chicago Times*, is president of the new corporate setup, with Mr. Tison as vice-president.

In another transfer decision the same day, the FCC authorized Leo M. Kennett and Roy E. Blossom to equalize their shareholdings in WHBU, Anderson, Ind., as partners. Mr. Kennett manages the station. Mr. Blossom, former manager of WFBM, Indianapolis, is now executive secretary of the Indiana Electric Assn.

Milk-O-Mag Test

LAMBERT PHARMACAL Co., St. Louis, on Oct. 23 started a test campaign for Milk-O-Mag tablets using morning and evening spot announcements five times weekly on WMBD, Peoria, Ill. If the test is successful, more stations will be added, according to the agency, Lambert & Feasley, New York.

Unique Thanksgiving

CBS has arranged a special Thanksgiving program for Nov. 23 with its network correspondents in London, Paris and Berlin giving descriptions of their families' holiday meals in the warring nations. Wives of Edward R. Murrow in London, Eric Sevareid in Paris and William L. Shirer in Berlin will plan a typical American Thanksgiving menu and will invite an Englishman, a Frenchman and a German to be their guests at dinner.

Kroger Discovers Hearts Are Trumps

Uses Radio Extensively To Tell the Housewife About Its Stores

By HELEN KENNEDY

Assistant in Charge of Radio
To A. E. Johnston, Advertising Director
Kroger Grocery & Baking Co.

"Comes a nightmare, You can always stay awake,
Comes depression, You may get another break;
Comes love, nothing can be done!"

SO GOES a currently popular song. But "comes love" in radio advertising, and the tune changes—for things start to happen.

Since the Kroger Company aired its first daytime serial, *Linda's First Love* has steadily helped to sell Kroger's Hot-Dated Coffee whilst Linda has had one heartquake after another. The which leads us to the conclusion hearts are trumps when it is a game of man and maid; if you play on the heartstrings of the housewife, you loosen her purse strings.

For years Kroger had flirted with the idea of using radio in a big way, but it remained for Bert Johnston in 1935, then newly-appointed advertising director, to make this major step. The company's successful use of this comparatively new selling arm of advertising has been due in no small measure to his keen, alert guidance and foresight.

Kroger Dates

Kroger's maiden venture into broadcast advertising dates back to the early summer of '35, which indicates we were no Christopher Columbus in this field. Then dated coffee had just started to jar public lassitude. Kroger, one of the first to date coffee, launched its unique system of dating at the roaster with *Hot Dates in History* (over ten stations in the Middle West), a bi-weekly quarter-hour night show—a program of tensely dramatic pulse pounding action; an unusual dramatization of red letter dates that emblazon history's calendar. It proved a natural for selling coffee. When all the spectacular history making pages of the calendar had been torn off, this series was followed, without a break, by *Hot Dates in Music*, with equal success and continued until February 1937. Then it was that *Linda's First Love* took over the selling job for Hot-Dated Coffee over 20 stations.

In the fall of 1935 we upped radio schedules by adding a half-hour evening show once a week over 12 stations. The Kroger Food Foundation formed the basis for *House of a Thousand Eyes*. The formula consisted of an international name orchestra, noted soprano, male quartet, and was one of the first to feature guest artists, among them Rudy Vallee, Lanny Ross, Walter O'Keefe, James Melton, Singing Lady and others.

House of a Thousand Eyes symbolized the Kroger organization. Audiences who followed this show, featuring "G" men of the kitchen, scientists and home economists, "saw with their ears" the startling, vivid picture of the rigid scientific tests necessary to make food safe for millions of Kroger families. This continued for a year and was discontinued in favor of a huge



HELEN KENNEDY

package of spot announcements that literally peppered the Middle West with time signals, plugging Kroger's Clock Bread. A year-and-a-half later, switch was made to another quarter-hour show, across the board, with *Mary Foster, the Editor's Daughter.*

Glamour Galore

Kroger established a new departure in daytime radio by securing such glamorous stars as Miss Irene Beasly, Leanore Ulric, Vee Lawnhurst, as guest stars on Linda. Their appearance on our show marked something brand new in daytime radio. Up until then guest stars appeared only on evening programs. Kroger brought its listeners the thrills of an evening show during the day.

Back in 1936 Kroger conducted an extensive survey in Bloomington, Ill., asked pertinent questions relating to radio advertising. From the plethora of data they found women listened to radio during the daytime almost entirely and the few men who were tuned in had either bent the elbow too frequently the night before, were on relief or retired; 97% of the homes had radios; the $2,000 income group was where the buying power peaked; programs that went under the self-conscious name of culture were knob twisted; intellectual level of this income group could be determined by what they read; the common denominator of program preference was Adult Serial Drama.

Armed with these facts we developed *Linda's First Love*, next *Mary Foster, the Editor's Daughter*, went to the breeding ground for talent, announcers, authors and composers—New York—where with the aid of our agency, Ralph H. Jones Company, and World Broadcasting System we hatched out our two transcribed shows.

At the Summit

Today both programs are ranked with top flight shows. Each drama is a day to day story of a young girl's life with heart thumps and domestic infelicities. The world's biggest coffee buyer, the housewife, listens to it because it is exactly what she wants to hear; contains the same emotional appeal so successfully used by publications "Selling sin, suffering and redemption" —publications which capitalize woman's insatiable craving for romance.

Kroger's farflung operations in the Middle West necessitated the most powerful network of stations, necessitated, too, flexibility. Spot radio answered our needs, enabled us to have not one network, but a custom built web, including NBC, CBS, and Mutual affiliated stations. From a small beginning of 10 programs, we now have 45 a day, Monday through Friday. Included in this lineup are *newscaster* programs selling Tenderay Beef, which are a recent addition.

Radio advertising without merchandising tie-up is like trying to make a kettle boil with a match. You can't get consumers steamed up about the product you're advertising unless you somehow snag their attention, intrigue their interest to the point they'll gravitate to their radios and tune in your program.

To turn potential audiences into listening audiences, we use every sound merchandising device possible, including contests, one of which was the best letter on "Why I like Kroger's Hot-Dated Coffee", the prize for which was free food for a family of four for ten years along with thousands of other cash prizes. These served, too, as promotional fodder to the consumer as well as to our 23,000 personnel.

Another way we have of reaching people is taking advantage of the merchandising service that radio stations offer us. WLW, Cincinnati, for instance, periodically provides us with an excellent show case, in the waiting room of their studios, that is on parade before a considerable volume of traffic.

And Then Comes Love

A believe-it-or-not example of the extent to which our programs are known. A lady listener felt the urge to express herself to Mary Foster. Addressed her letter simply to Mary Foster at the fictitious radio town of Valley Springs. The letter arrived at our office! Some postman knew his serial drama!

Scores of baby girls born during the past two-and-a-half years and named after Linda attest the interest of their mothers in *Linda's First Love.* Linda played fairy Godmother to early arrivals, bought the wee tots beautiful coats, caps, toiletries until the stork came too often.

Kroger's advertising and merchandising effort is closely knit to net all possible attention and sales. Merchandising our radio programs is a constant affair with us, for Boy Meets Girl every day—and then "comes love" and things start to happen all over again.



ACTIVE merchandiser is Kroger Grocery & Baking Co., and its stores team with radio displays. Prominent in Kroger's sales promotion are the displays that WLW, Kroger's test station, puts in a merchandising window. Above is a Kroger-WLW display in a Cincinnati store.

MANY of the "firsts" in the history of radio can be traced to the fertile merchandising minds of Kroger Grocery & Baking Co., its agency, Ralph H. Jones Co., and the stations that present the sponsor's programs on the air. Since 1935 Kroger has been using radio extensively, and its success with the medium has been a frequent topic of trade discussion. So successful was that venture in selling dated coffee that a romantic serial was launched on 20 stations and Kroger has been playing on feminine heartstrings and purses ever since, in addition to other programs and extensive spot drives in its marketing areas.

Radio's Largest Survey of Listeners

Federal-Sponsored Data Shows Potency of Air Advertising

THE Hoosier Radio Workshop of Indiana University this month released a preliminary report on its State-wide survey which, when completed, will cover more than 100,000 cases, by far the largest radio listeners survey ever conducted.

Covered in the preliminary report are 62,676 cases taken from 15 counties selected as representative for sampling purposes, including representative areas of the large urban centers of Indianapolis and Hammond, cities such as South Bend, Fort Wayne and Evansville, smaller cities such as Peru and Kokomo and small towns such as French Lick, Bedford and Mount Vernon.

Advertising Impact

Sixty-three per cent, or 39,998 of those interviewed, reported they make a special effort to listen to radio advertising and 50.8%, or 33,843, said they regularly buy products because they hear them advertised on the radio, while 19%, 11,747, said they buy radio-advertised products so they may enter radio contests.

Of the 62,676 persons interviewed, 57,722 (92%) owned radios and 789 (16%) of those not owning radios reported they listen regularly to neighbors' or relatives' receiving sets. An average of 1.2 radios per home was found, with many homes owning three and four radios while two homes had seven each. These radios average 4.5 years in age, with several interviewees reporting radios 14 years old giving satisfactory service.

Car radios were owned by 9,489 (15%) of the 62,676. The average Hoosier radio serves 3.4 persons, and in 41% of the homes, one or more children listens regularly to the radio on an average of 1.8 hours per day.

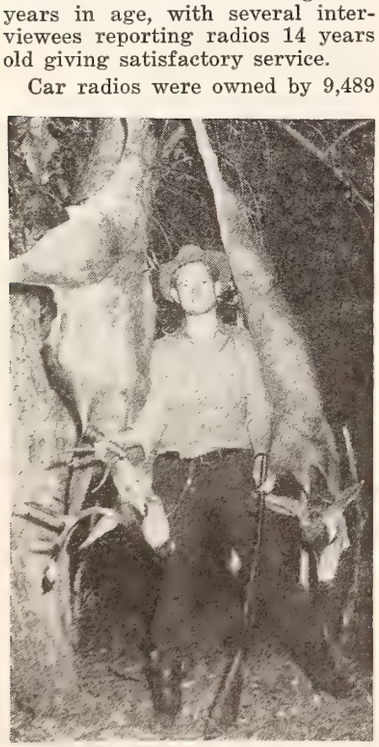
In the section dealing with program types, it was found that 70.6% of the radio homes use the radio for practical helps, such as weather reports, stock and market reports, special sales, household hints and recipes, news not included. The figures on these categories—14,451 persons listen regularly for stock and market reports, 49,082 listen daily for the weather report and 9,228 wives listen to one or more household programs daily.

News is by far the most popular program subject in Indiana, according to this preliminary report, with 39,997 (63%) listing news first in preference. Other types of programs in the order of their popularity are: humor, variety, serial sports, drama (serious), religious, quiz (public participation), musical, household, political and civic and interview.

The average length of time that each person spends listening to the radio in Indiana is 4.3 hours per day on week days and 3.6 hours per day on Sundays. The favorite listening hours are from 6 to 9 p. m. while the morning hours are more popular than afternoon hours.

The survey was conducted by personal interviews, and it is hoped the results will give Indiana educators and radio stations the most complete picture of radio listening habits today as well as serve as a guide for national listening habits.

Supervising the survey are Robert E. Allen, director of radio programs at Indiana University, and Dr. Lee Norvelle, director of radio at Indiana. The work is being done in conjunction with the U. S. Office of Education.



JACKPOT was hit by Art Carter, NBC Hollywood photographer, on the opening day of the deer season in Arizona in mid-October when he bagged these two bucks—one a four-pointer weighing 130 pounds, and the other a two-pointer of 153 pounds.

SPOT PROMOTION

Petry Uses Four Magazines For Campaign

A LARGE scale campaign to sell spot radio to national accounts was undertaken in mid-November by Edward Petry and Co., pioneer station representation firm. In display ads published in BROADCASTING, *Time, Printers' Ink Weekly* and *Advertising Age*, the company projected spot as the oldest form of radio advertising, dating back to the first commercial broadcast in 1921.

Without mentioning its list of stations, the Petry company instituted the campaign as a means of educating advertisers unfamiliar with radio as to the flexibility of spot broadcasting, using as its theme the descriptive line that spot radio is "broadcasting which you can spot any time, any length, anywhere." The campaign is handled by Roy S. Durstine Inc., New York.

Fred Fear Picks List

FRED FEAR & Co., Brooklyn, will again sponsor its Easter campaign of daily spot announcements on stations throughout the country for Chick Chick and Magic Wand Easter Egg colors and a new egg dye called Presto. The campaign, to run from March 18, 1940, through Easter Sunday, March 24, will be heard on KNX KGO KGU WMAQ WIRE WWL WJR KSTP KFEC WHAM WHN WCKY WTAM WCAU KDKA KRLD WKY and KOIN. Menken Adv., New York, is agency.

AFTER considerable success over WXYZ, Detroit, the serial *Ned Jordan, Secret Agent*, conceived by the originators of *Lone Ranger* and *Green Hornet*, on Nov. 16 will start 10:30-11 p. m. on WOR, Newark, as a rebroadcast of its Mutual Network performances.

SERVICEMEN AID STATIONS

And Stations Aid Servicemen by Cooperating In Promotion of Better Listening

COOPERATION between radio stations and local servicemen yields dividends in stimulated interest in radio listening and improved and checked reception, according to letters received by the NAB recently from WDAN, Danville, Ill., and WGAR, Cleveland. Both letters outline practical cooperative plans, one employed by a single station and another promoted jointly by all the stations in a large city.

"Here in Cleveland we have a very active Radio Servicemen of America chapter which is cooperating with all stations in offering an excellent service to set owners," reported Carl George, program director of WGAR. "RSA has established a central telephone call bureau which is open 24 hours a day. And at various periods during the broadcast day the stations in Cleveland mention the excellent programs that can be heard on the respective stations and suggest that for the best enjoyment the listeners' sets be properly serviced. Then the telephone number of the RSA bureau is announced.

"We have found that not only has the association received hundreds of telephone calls from set owners, but they have already noticed a desire on the part of other servicemen to lift their standards so that over a period of time the entire radio service industry will be able to offer a better type of service to the set owner. And then, of course, the RSA members have volunteered to take surveys for the Cleveland stations, which ought to make for greater cooperation."

A parallel plan was developed in the smaller city of Danville by WDAN, through which window displays in 15 local stores as well as announcements on the station urged listeners to service their receivers. The announcements carried by WDAN invited set owners to call and request RSA repair men to be sent to their home to make a free check-up on their radios. The station relayed these requests to the servicemen, who in turn conducted a listener survey during their calls.

WRVA Is Placed In Revised Survey

Sweeney Data Show Richmond Station's Listening Area

HAVING ignored WRVA, Richmond, Va. in his clear channel survey covering 14 States, including Virginia, Rep. Martin L. Sweeney (D-Ohio), Nov. 6 announced revised tabulations covering three States, in which the Richmond 50 kilowatter is prominently mentioned as a desired station by rural listeners in three states.

In the original announcement [BROADCASTING, Nov. 1], WRVA had not been mentioned at all, but simply had been lumped in with "all other classes of stations" in the States in which post card replies from rural listeners had been received. Only 50,000 watt clear channel stations were identified by call letter, with regionals and locals, irrespective of post card responses, simply mentioned in a group, percentage-wise. Rep. Sweeney's post card survey, based on a 10% return from a 25,000 mailing, essayed to show that rural listeners are proponderantly in favor of clear channels and high power.

In Virginia, where WLW had been listed as the "first choice" of rural route box-holders with 38.6% of the replies, the revised tabulation showed the Cincinnati station in second place with 21.6% of the "first choices". WRVA, in the revised tabulation, was shown with 45.3% of first choice selections, 26.2% second choice, 8.7% third choice, and 5.9% fourth choice.

In North Carolina, WRVA was shown as the fourth station in the number of "first choice" selections with 6.9%, as against 40% for WBT, 16.7% for WLW, and 13.7% for WSM. In West Virginia, WRVA was listed as the eighth station in point of first choice favor, with 1.8% of the replies.

Criticism of the Survey

Meanwhile, criticism emanated from other quarters over the manner in which the Sweeney survey was conducted. It was pointed out, for example, that in many rural areas, regional stations have the preponderant farm audience by virtue of strategic location. These cases were not cited at all in the survey.

Rep. Sweeney announced the revised analyses including WRVA in a letter Nov. 6 to Rep. Dave E. Satterfield Jr. (D-Va.), who had brought to his attention the fact that his constituent station was not included. Rep. Satterfield explained that WRVA was not listed as a 50,000 watt station in the last listing of stations issued by the FCC which, he said, had been used for the breakdown. This list, dated Feb. 14, 1939, carried the WRVA as a 5,000 watt station rather than as a 50,000 watter, he said.

"With this in mind, I went over the survey completely, including the returns for WRVA and find that it materially affected the poll in three of the 14 States. In Virginia it placed first, in North Carolina fourth and in West Virginia eighth."

W. H. VANDERPLOEG, executive vice-president of the Kellogg Co., Battle Creek, Mich., has been elected president of the company. Earle J. Freeman, vice-president, has been named director of domestic sales.



Yes, but how do you do in the daytime, Mr. Jones?

● As O'Henry said, it's what a man does between daylight and dusk that really counts—and in this prosaic work-a-day dictum we of WHO most heartily concur. Particularly in view of the results from a little daytime test to which we were recently submitted!

Yes, it worked out very nicely. It just happened that we recently had five different daytime commercial program offers on the station—one at 7:30 a. m., one at 9:30 a. m., and one at 2:15, 3 and 3:45 p. m. So just to check up on how much our listeners still love us, we put all the returns into one basket—and found that we had actually pulled daytime mail from one-sixth of all the 3070 counties in the United States!

We won't attempt to draw any *conclusions* from this, for you. But we do believe we can probably draw equal *returns* for you. If it's your conclusion that you *want* these returns—well, that's up to you! Say when!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives

Three Locals Get Approval of FCC

Ogdensburg, Fremont, Neb., Hopkinsville, Ky., Grants

THREE new local stations were authorized by the FCC in decisions announced the first week in November. On Nov. 1 new stations were authorized in Ogdensburg, N. Y. and Hopkinsville, Ky., both granted without hearings. On Nov. 3 a final order was issued granting a new station in Fremont, Neb.

The new station in Ogdensburg will operate with 250 watts on 1370 kc. It will be licensed to the St. Lawrence Broadcasting Corp., of which Joseph R. Brandy, Jr., president of the *Ogdensburg Advance-News* and a former famous Notre Dame football star, is president and 49.66% stockholder. The other major stockholder, also owning 49.66%, is Harold J. Frank, merchant, secretary-treasurer of the company, who will be station manager. John V. Van Kennen, attorney, is a director and holds the remaining stock. Call letters will be WSLB, and the station will be in operation about Jan. 1.

Kentucky Outlet

The new station in Hopkinsville will operate with 250 watts on 1200 kc., and will be licensed to the Paducah Broadcasting Co., which is also licensee of WPAD, Paducah, Ky. President and chief stockholder is Pierce E. Lackey, who also owns and manages WPAD. Call letters will be WHOP. Manager will be Hecht S. Lackey and C. G. Sims will be chief engineer.

The new station at Fremont, Neb. will be licensed to Nebraska Broadcasting Corp., and will operate with 100 watts night and 250 day on 1370 kc. Its directors and stockholders will be Clark Standiford, former manager and part owner of KGFW, Kearney, Neb., who will hold 9 shares of stock; A. C. Sidner, attorney, 5 shares; C. C. Marshall, retired nurseyman, 1 share; Arthur Baldwin, insurance and realtor, 1 share. Call letters will be KORN.

An application for a new 1,000-watt station to operate daytime only on 990 kc. in Brownwood, Tex. was denied by the Commission in an order made public Nov. 2. The applicant was Brown County Broadcasting Co., in which the principals are Wendell Mayes, Joe N. Weatherby and William J. Lawson.

In final orders adopted Nov. 8, the Commission affirmed its previous proposed findings denying the application of Thumb Broadcasting Co. for a new 1,000-watt daytime station on 880 kc. in Brown City, Mich.

Net Shift in Charleston

A SWITCH in the network affiliations of the two stations in Charleston, S. C. will become effective Jan. 1, according to statements by NBC and CBS. On that date the new WTMA, control of which recently was sold to the *Charleston News & Courier* and *Charleston Post*, will join NBC, while WCSC shifts from NBC to CBS. WTMA operates with 250 watts on 1210 kc., and its basic night network rate will be $80 per hour. WCSC operates with 1,000 watts on 1360 kc., and its one-hour night rate will be $125.

RCA Gross Income Rises, But Net Profits Decline

A RISE in gross income but a decrease in net profits from all operations of RCA, including NBC and the parent company's other subsidiaries, is reported by David Sarnoff, RCA president, in an income statement for the first nine months of 1939. Gross income shown for the parent company from all operations was $74,780,658, which compares with $70,878,614 for the same nine months of 1938. Net income before interest, depreciation, amortization of patents and Federal income taxes amounted to $8,130,324, compared with $8,510,-029.

After deductions, net profit amounted to $4,066,425, compared with $4,368,823. Preferred dividends for the period are $2,415,914, leaving $1,650,510 for common, or 11.9 cents per share. This compares with 12.4 cents per share for the same period of 1938.

While RCA does not break down the income statement for its subsidiaries, NBC as its major subsidiary accounted for a gross (from time sales) of $32,510,369 [BROADCASTING, Oct. 1] during the first nine months of 1939.



IN THE doorway of the monster Snow cruiser to be used on the Byrd Antarctic Expedition Dr. Thomas C. Poulter, veteran Antarctic explorer, was interviewed on WOWO-WGL, Fort Wayne, Ind., by Eldon Campbell (center) and Carl Vandagrift, during a stop in that city on the cruiser's shakedown run from Chicago to Boston. Below is Campbell again (at left), this time interviewing Program Director Franklin Tooke, who broadcast his impressions from an "iron lung" during a special program from the recent convention of the Indiana State Medical Assn., at which WOWO-WGL originated two half-hour broadcasts. Tooke, hampered considerably in his speech by the "breathing action" of the apparatus during the demonstration, is watched closely by Nurse Anne Duchwall.

Bridge Success

INCREASED schedule of daily spot announcements on WCOA, Pensacola, Florida, will be used for the coming tourist season by the Pensacola Bridge Corp., as the result of a successful three-year radio campaign used by the company, which operates a toll bridge across Pensacola Bay. An increase of 233% in the number of cars from other States paying the toll has been recorded by bridge authorities since the company started broadcasting on WCOA appeals to tourists to use the bridge and travel the Coastal scenic route.

KOWH Joins Blue

KOWH, Omaha, on Nov. 10 joined NBC as a supplementary outlet to the Basic Blue Network, becoming NBC's 179th affiliate station. Owned by the *Omaha World-Herald*, KOWH operates daytime with 500 watts power on 660 kc. Base network rate is $160 per evening hour.

Burns on CBS Board; Nine-Month Net Profits Well Above 1938 Figure

COINCIDENT with the announcement Nov. 9 that its board of directors had elected John J. Burns to membership, CBS issued its consolidated income statement for the nine months ending Sept. 30. It showed a net profit of $3,511,224 after expenses, interest, depreciation, Federal income taxes and other charges, equivalent to $2.05 per share on the 1,709,723 shares of $2.50 par value stock outstanding. In the same period of 1938, CBS reported a net profit of $2,-606,158, or $1.52 per share.

Mr. Burns, formerly a judge of the Superior Court of Massachusetts and former general counsel of the Securities & Exchange Commission, was chief counsel for CBS in the recent FCC Network-Monopoly Inquiry.

CBS results for the first nine months of this year do not reflect operations of the recently acquired Columbia Recording Corp., which will be shown in the statement for the entire year to be isued after Jan. 1. The nine-month statement follows:

	Nine Months Ended Sept. 30, 1939 (39 weeks)	Oct. 1, 1938 (39 weeks)
Gross income from sale of facilities, talent and wires	$28,673,929.06	$23,958,344.22
Less: Time discounts and agency commissions	8,546,938.33	6,875,428.23
	$20,126,990.73	$17,082,915.99
Deduct:		
Operating expenses	$10,931,509.78	$9,318,013.06
Selling, general and administrative expenses	4,514,073.52	4,188,569.63
	$15,445,583.30	$13,506,582.69
Net income for the period before interest, depreciation, Federal income taxes and miscellaneous income	$ 4,681,407.43	$ 3,576,333.30
Less:		
Interest	$ 41,074.38	$ 36,379.15
Depreciation	462,241.37	449,567.10
Federal income taxes	790,831.47	582,357.79
	1,294,147.22	1,068,304.04
	$ 3,387,260.21	$ 2,508,029.26
Add: Miscellaneous income (net) including interest, discount, dividends, profit and loss on sale of securities	123,964.11	98,128.56
Net Profit for the Period	$ 3,511,224.32	$ 2,606,157.82
Earnings per share*	$ 2.05	$ 1.52

*(Calculated upon the 1,709,723 shares of $2.50 par value stock either outstanding at Sept. 30, 1939 or to be outstanding upon completion of exchange of old $5.00 par value stock.)

Second CBS Outlet in N. M.

KVSF, Santa Fe, N. M., joined CBS Nov. 12, thus giving CBS a second outlet in New Mexico to augment coverage of KGGM, Albuquerque. The new CBS affiliate and KGGM are owned by the same company. Mike Hollander is general manager of the two stations. Ivan R. Head is manager of KVSF, which is offered as a bonus station to accounts buying KGGM.

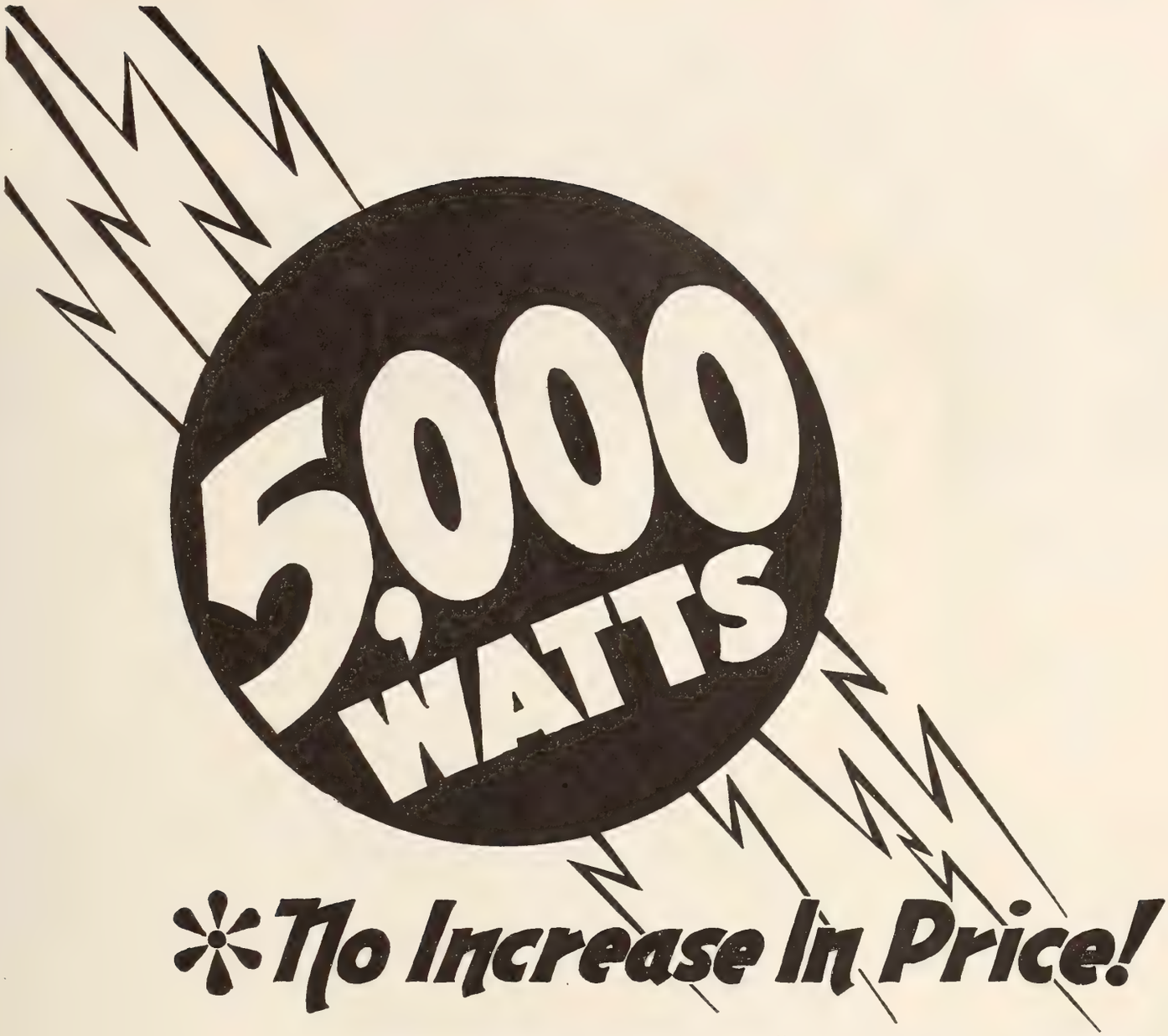
Nunn Seeks KFDA Control

CONTROL of KFDA, Amarillo, Tex., which began operating last Aug. 1, would pass from J. L. Gooch, local merchant, to J. Lindsay Nunn under an application filed with the FCC Nov. 9 seeking authority to transfer 1,020 of Mr. Gooch's 1,275 shares to Mr. Nunn. The latter now owns 1,200 shares, or 48%, while Mr. Gooch's holdings represent 51%. Mr. Nunn and his son Gilmore also are operators of WLAP, Lexington, Ky., and WCMI, Ashland, Ky.

FCC Approves Increases IN KQV, WNBC Facilitie

IMPROVED FACILITIES for KQV, Pittsburgh, and WNBC, New Britain, Conn., under which each will use 1,000 watts unlimited time with directive antennas on the 1380 kc. channel were tentatively approved Nov. 2 by the FCC in a decision proposing to grant the applications of the stations. Under FCC procedure, if no exceptions are filed within 20 days, the proposed action automatically becomes final.

WNBC sought modification of its license to increase power from 250 watts night, 1,000 watts local sunset, to 1,000 watts unlimited time. KQV requested 1,000 watts unlimited time in lieu of its present 1,000 watts day and 500 watts at night. The FCC found that the granting of both applications will result in an extension of service to 141,000 persons, of whom 122,000 are in the Pittsburgh area, and 19,-000 in the Hartford area adjacent to New Britain.



*No Increase In Price!

Big changes in your radio map of Detroit and Michigan . . . WXYZ daylight power now upped from 1,000 to 5,000 watts. . . . New RCA transmitter and Blaw-Knox antenna . . . New and greatly improved location . . . Far wider and more intensive day and night coverage . . . Bigger audiences . . . Bigger Market. To nationally famous program excellence WXYZ now adds the knockout wallop of POWER . . . What a station . . . What a market . . . What a BUY.

KING-TRENDLE
BROADCASTING CORPORATION

WXYZ • DETROIT

*Current rates will apply on all orders for station time up to January 15, 1940.

Greene and Beville Promoted by NBC

Become Circulation, Research Managers Under Ken Dyke

APPOINTMENTS of J. M. Greene as circulation manager, and H. M. Beville Jr. as research manager of NBC have been announced by Ken R. Dyke, NBC director of national sales promotion, both appointments effective immediately.

Mr. Greene, Harvard graduate identified with radio since 1930, has been with NBC since 1935,



Mr. Beville



Mr. Greene

where he has been associated with sales promotion, Eastern network sales and sales presentations. He will be in charge of network and station circulation measurements and their application to network sales and will participate in client contacts and supervise the evaluation of new facilities from the network sales standpoint. Prior to joining NBC Mr. Greene was with Scott Howe Bowen, station representative, McGraw-Hill Co., and Commercial Investment Trust as director of publicity.

Statistical Supervision

Mr. Beville will supervise all sales research and satistical activities for NBC. Coming to NBC in 1930 after graduating from Syracuse U, he assisted in the formation of the statistical department and has been the network's chief statistician since 1935. He is on the faculty of the New York Business Institute, and is a member of the American Marketing Assn., Market Research Council, and the American Statistical Assn.

E. P. H. James continues as NBC advertising manager, in charge of all advertising and direct mail in the interest of network sales, having been associated with NBC sales promotion and advertising since 1927. A graduate of London U, Mr. James had previously been account executive of the London agency of Nash & Alexander and copywriter of Lambert & Feasley, New York. He has been prominently identified with the educational phases of broadcasting and has addressed more than a hundred conventions and meetings of advertising men on various phases of broadcast advertising.



Mr. James

Razor Blade Test

PERSONNA BLADE Co., Newark, is sponsoring a test campaign of daily spot announcements on WQXR, New York, for Personna Hollow Ground Safety razor blades, and will add more stations if the test is successful, according to its newly-appointed agency, A. W. Lewin Co., Newark.

FCC Stirs Network Issue by Request For World Series Data From Stations

ANOTHER foray into station-network relations, growing out of the controversy evoked by the exclusive World's Series baseball broadcast rights of MBS, was launched Nov. 2 by the FCC Network-Monopoly Committee with the dispatching of a letter to all stations querying them on their participation or non-participation in the broadcast.

While the committee apparently acted on its own motion, it nevertheless is known that MBS informally had brought to the attention of FCC officials on Sept. 26—in advance of the Gillette Razor sponsored series—the refusal of certain NBC and CBS stations to carry the programs. No formal protest was filed, however, and the matter apparently had been dropped.

It has been an open secret that both NBC and CBS sought to have the series made non-exclusive, and that after Baseball High Commissioner K. M. Landis had rejected their repeated pleas they notified their affiliated stations that their exclusive contracts would not permit acceptance of service from any other national network. Despite this, however, a number of stations affiliated with NBC and CBS carried the series.

Long-Term Contracts

With the Network-Monopoly Committee now engrossed in preparing its report for the full Commission after the six-month inquiry [BROADCASTING, Oct. 1], the investigation of the baseball incident came as a surprise. The record presumably had been closed. Network-affiliate relations, however, were closely scrutinized during the hearings, and charges had been made on behalf of MBS that the older networks had stifled its development by exclusive, long-term contracts. A motion made by Louis G. Caldwell, MBS counsel, that such contracts be curtailed, pending the committee's action, has not yet been acted on by the committee. The baseball incident is seen in some quarters as bearing directly on this phase of the investigation.

It is possible the committee may seek to reopen the public hearings as a result of its discoveries in analyzing the questionnaire returns. On the other hand, it might elect simply to draft a supplementary report on this incident, utilizing it in connection with the MBS motion for curtailment of affiliation contracts.

The FCC itself did not dispatch the baseball letter, although it is understood members of the committee discussed it informally with other commissioners. It is reported that Commissioner Frederick I. Thompson strongly urged the move, presumably after having received a complaint from a constituent station in the South. Commissioner Paul A. Walker is understood to have joined him, thus establishing a majority of the three-man committee as at present constituted. Commissioner Thad H. Brown is acting chairman.

The language of the committee's letter is such that it encompasses not only an effort to ascertain whether pressure was exerted by the older networks to prevent them from accepting service from MBS, but also whether these other networks were refused the privilege. Judge Landis, it has been reported [BROADCASTING, Oct. 1], held that the series should be regarded as in the same category with other national sporting events carried on a single network.

Program Duplication

Moreover, it was recalled that the question of duplication of network programs was one of the paramount issues during the Network-Monopoly Inquiry. Much testimony was adduced in the effort to show that the respective networks had their stations so located as to prevent undue overlapping.

The text of the FCC's letter, requesting replies by Nov. 15, follows:

You are requested to submit information in answer to the following questions for the consideration of the Committee appointed by the Commission to investigate chain broadcasting, pursuant to Order No. 37:

(1) Were the World Series baseball games of October, 1939, broadcast over your station?

(2) If such broadcasts were presented over your station, state (a) the substance of any arrangement or agreement by which such programs were made available to you, and (b) whether any attempt was made by any person or organization to influence or persuade you against broadcasting the programs.

(3) If broadcasts of the World Series were not presented over your station, state (a) whether the programs were offered to you but refused by you because of an agreement with a network or other organization; (b) whether you were influenced by other persons or organizations to refuse the programs, or were prevented from accepting them; and (c) whether an attempt was made by you to obtain the programs, and if so, why you were unable to make arrangements to obtain the same.

This information should be reported briefly but in sufficient detail to present the actual facts in the matter to the committee.

It is requested that replies be made in time for receipt in the Commission not later than Nov. 15, 1939.

Knew All About It

NBC PRESS Department had occasion to blush recently when the daily news report carried a story to the effect that no one, not even NBC, could remember the old-time song "Riding Down from Bangor", which Josef Marais, NBC's Bushveld singer, wished to sing on one of his Friday broadcasts. Next day's news report carried a statement by Thomas H. Belviso, head of the NBC music division, that "if—the NBC press division—had checked with us before sending out that story, they would have learned we knew a lot about the song and had cleared all rights to it just for Marais the previous week."

WJBL Now WSOY

GOING fulltime with 100-250 watts on Nov. 12, WJBL, Decatur, Ill., has changed its call letters to WSOY, "The Soybean Capital of the World". Previously the station shared time with WJBC, Bloomington, Ill. Operating an 18-hour broadcast day, from 6 a.m. to midnight, the station carried a series of special programs in connection with the grand opening with fulltime Nov. 12.

KSL STARTS $150,000 MODERNIZING PLAN

RADIO SERVICE Corp. of Utah, owner and operator of KSL, 50,000-watt Salt Lake City station, has launched a $150,000 improvement and modernization program, according to an announcement by Earl J. Glade, executive vice-president, and Ivor Sharp, assistant to the president and director of station operations. Included in the improvement program, planned to provide facilities equalled by only 10 other stations in the country, are:

1. Major remodeling already under way at the present transmitter building on U. S. Highway 40, east of Saltair, Utah.

2. Installation of the highest quality transmitting equipment available to replace present installation, now seven years old.

3. Building a 470-foot high steel tower to replace the present antennae system. This will be the highest man-made structure in Utah.

New Western Electric transmitter has already been delivered by the Bell Laboratories. Remodeling of the present transmitter building is under way with Ashton & Evans, Salt Lake City architects, directing. When changes are completed, the building will present a combination of beauty and high utility, Eugene G. Pack, technical director, and Willice Edgar Grove, KSL chief engineer declared. The radiator now is being fabricated and will be delivered within the next few weeks. Entire improvement program is to be completed this winter.

Green Hornet Switching To Nationwide NBC Blue

AVAILABLE for national sponsorship, *The Green Hornet*, half-hour adventure drama produced by WXYZ, Detroit, on Nov. 16 switches from a limited MBS network to NBC-Blue for twice-a-week presentation, according to announcement Nov. 7 by H. Allen Campbell, general manager of King Trendle Broadcasting Corp. To be aired each Thursday and Saturday at 8 p.m. (EST), the *Hornet* will have a coast-to-coast network.

The program first went on the air Jan. 31, 1936 over WXYZ and the Michigan Network. On April 12, 1938 it was extended to MBS. The drama, like its more famous predecessor, *The Lone Ranger*, was conceived by George W. Trendle, president of King Trendle Broadcasting Corp. It is not a serial but a series, each episode being a complete story in itself. The hero is Britt Reid, young publisher of the *Daily Sentinel*, who assumes the mysterious guise of the *Green Hornet* to strike at crooks who prey upon legitimate business and undermine municipal and state governments, using the law as a protection for their operations.

Birthday Ball Plans

RADIO department for the President's Birthday Ball will be directed again this year by Fredericka Millet, who arranged women's programs at the New York World's Fair this summer. Miss Millet will be assisted by William Card, recently with the radio division of the World's Fair, and previously of NBC, and Jeanne Campbell of the World's Fair copyright division, NBC, and WHN, New York. Radio plans for promoting the Ball, which takes place in January, will be announced at a later date.

KDKA Observes 19th Anniversary, New Transmitter

Industry and Agency Leaders Guests at Pittsburgh Fete

By J. FRANK BEATTY

NATIONAL leaders in advertising, radio, industry and education joined with Westinghouse and NBC officials in the dedication Nov. 4-5 of the new transmitter and antenna built by Westinghouse for its pioneer 50,000-watt Pittsburgh station, KDKA.

Just 19 years after it had broadcast the Harding presidential election returns from a 100-watt antenna attached to a factory chimney, Westinghouse staged an anniversary celebration that left a vivid impression on its distinguished guests, as well as the city of Pittsburgh and the extensive KDKA listening area. Arrangements were under the direction of KDKA General Manager Sherman D. Gregory and the guest list included a hundred radio executives, time buyers and radio figures, along with President Lenox R. Lohr, and Vice-Presidents A. L. Ashby, William S. Hedges and O. B. Hanson of NBC, and Dr. Frank Conrad, father of the original KDKA broadcast transmitter and Westinghouse assistant chief engineer.

Nov. 4 was "KDKA Day" in Pittsburgh and Allegheny County by virtue of official proclamations, and downtown Pittsburgh was decked with bunting for the occasion. Tied into the event was the world premier of the RKO film "Allegheny Uprising", based on historical Pittsburgh events. Claire Trevor, star of the film, headed a group of screen stars and broke the bottle of champagne on the antenna base during the dedicatory ceremony at the Allison Park site high above Pittsburgh.

A View of Tomorrow

The advertising and trade contingents came in special roomette cars. From New York the guests traveled on the Pittsburgher and from Chicago on the Golden Triangle, arriving in Pittsburgh the morning of Nov. 4. For two days the guests enjoyed a busy round of entertainment, climaxed by an NBC-Blue broadcast on the night of Nov. 5.

Novel feature of the celebration was the sealing of the "Crystal Case of Tomorrow", a document-glass case placed in the wall of the new transmitter house. It will be opened in 1959. In it were sealed transcriptions carrying predictions of industrial leaders on what the next score of years will bring forth, a rag paper edition of the Nov. 1, 1939 BROADCASTING, publications describing the anniversary events, microfilm photographs of typical radio scripts and a photographic roundup, and a guest log of those attending the ceremonies.

Preceding the main two-day celebration was a Nov. 3 program on NBC-Blue, 8-8:30, offering a capsule version of "Allegheny Uprising", with Miss Trevor being supported by KDKA players. Miss Trevor also posed for photographs at the transmitter site, with a scene based on the comparison of Indian smoke signals with the newest means of communication.

Arrival of the out-of-town guests Nov. 4 was marked by a station greeting which presented the famous Carnegie Tech Kiltie Band. An elaborate breakfast was staged at the guest headquarters, Hotel Schenley, when guests were presented along with local radio, newspaper and advertising figures.

After the breakfast, guests were taken to the downtown KDKA studios in the Grant Bldg. With holiday decorations prevailing, guests were taken through the studios and entertained with a motion picture showing Pittsburgh's industrial boom in full swing, along with an animated short illustrating KDKA's greatly increased coverage with new equipment. Bernie Armstrong, KDKA organist, accompanied the film and played request numbers.

Noon recess was featured by refreshments and lunch at the famous Duquesne Club, with Mr. Hedges introducing members of the NBC national advertising staff.

Police escorts took five busloads of guests to the Allison Park transmitter park after the lunch, with dedication ceremonies getting under way at 3:30. Recordings and newsreel versions of the transmitter house events included talks by President Lohr and Miss Trevor at the location of the Crystal Case, just in front of the entrance.

Events at the antenna base, climaxed by the bottle-breaking ceremony, also were recorded and the entire affair was broadcast by transcription on KDKA at 8 that evening.

Directed by David Garroway, KDKA announcer who received the annual Davis announcing award Nov. 2, the dedicatory program included talks by George H. Bucher, Westinghouse president, Mr. Lohr, H. S. Wherrett, president of Pittsburgh Plate Glass Co., Dr. Samuel Harden Church, president of Carnegie Institute.

Following the Allison Park ceremonies, guests later assembled at the suburban Field Club for the no-speech KDKA Day Banquet. Station talent provided entertainment at the banquet, which lasted far, very far, into the night. Guests were presented KDKA Souvenir editions of BROADCASTING.

Opening Sunday's schedule was a mock hunt breakfast after which guests were taken on a sightseeing tour, assembling at 5 p.m. at the University Club for KDKA's Thanksgiving Dinner. Windup of the two-day party was a coast-to-coast hour broadcast on NBC-Blue at 8 p.m., with Tommy Riggs, KDKA-developed artist, as m.c.

The new transmitter plant, Westinghouse equipped, includes the latest in broadcast engineering developments along with a number of features described as brand new. Among new devices are the radio

(*Continued on page 38*)









SEALED in KDKA's Crystal Case (upper left) are many historical items. In front are Lenox R. Lohr, NBC president, Claire Trevor, RKO actress, and Dr. Frank Conrad, KDKA pioneer. David Garroway, KDKA announcer, interviews (upper right) O. B. Hanson, NBC V-P, with Judge A. L. Ashby, NBC V-P, in background. Nick Keesley, of N. W. Ayer, and Fletcher Turner, of J. M. Mathes, chatted (left) during train ride to Pittsburgh. Tyler Davis, of Kenyon & Eckhardt, and Harry Torp, Sherman K. Ellis Inc., (right) in club car.

GUESTS AT KDKA CEREMONY

AMONG those present at the KDKA dedication ceremonies Nov. 4-5 were:

From Chicago—James Neil, NBC; Ed Barroff, NBC; N. J. Cavanaugh, Roche, Williams & Cunnyngham; George Duram, H. W. Kastor & Sons; E. A. Fellers, Presba, Fellers & Presba; E. K. Hartenbower, NBC; H. H. Hudson, H. W. Kastor & Sons; W. L. Hulsebus, Stack-Goble Adv. Agency; Agnes Hunter, BBDO; Charles L. Hotchkiss, NBC; Thomas Kivlan, George H. Hartman Co.; Harry Kopf, Oliver Morton, NBC; J. L. Nelsen, Wade Adv. Agency; L. H. North, Aubrey, Moore & Wallace; Ray H. Reynolds, Rogers & Smith; Harlow P. Roberts, Blackett-Sample - Hummert; R. J. Scott, Schwimmer & Scott; B. R. Solomon, Charles Silver & Co.; Evelyn Stark, Hays MacFarland & Co.; Frank Steel, McJunkin Adv. Co.; F. G. Van Etten, NBC; Myrtle Wright, Henri, Hurst & McDonald; A. J. Engelhardt, U. S. Adv. Corp.; W. J. Edwards, NBC.

From St. Louis—E. A. W. Schulenberg, Gardner Adv. Agency.

From Cincinnati—C. W. Robertson Jr., Ralph H. Jones Co.

From Cleveland—A. L. Billingsley, S. C. Patno, Fuller & Smith & Ross.

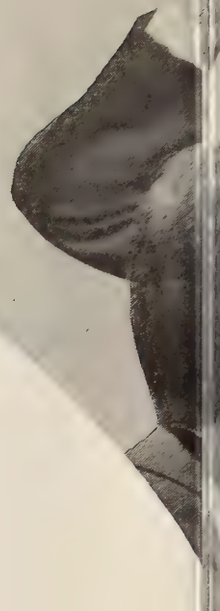
From Philadelphia—Frank Coulter Jr., Thomas McDermott, C. H. Cottington, N. W. Ayer; Evelyn Warmsley, McKee & Albright; G. B. Thompson, KYW.

From Boston—E. B. Foskett, Badger & Browning; Louis Glaser, Louis Glaser Inc.; Vincent Callahan, WBZ-WBZA.

From Baltimore—J. B. Rock, Pete Nelson, W. C. Evans, Westinghouse.

From New York—Linnea Nelson, J. Walter Thompson Co.; Elizabeth Black, Joseph Katz Co.; Edith Hopham, Buchanan & Co.; Kurt Peterson, G. L. Trimble, Marschalk & Pratt, Inc.; Richard Marvin, Alman Taranto, Wm. Esty & Co.; Ed Ensell, Eldon Hazard, BBDO; Harry Torp, Sherman K. Ellis Co.; Fletcher Turner, J. M. Mathes, Inc.; Robert Rankin, W. H. Rankin Co.; Herman Kastor, H. W. Kastor & Sons; Nicholas Keesley, N. W. Ayer; Charles Van Bergen, NBC; Frank Conrad, McCann-Erickson; Tyler Davis, Kenyon & Eckhardt; H. E. Pengel Jr., Brooke, Smith, French & Dorrance; T. F. McMahon, Lambert & Feasley; Paul Monroe, J. D. Tarcher, J. D. Tarcher & Co.; M. Kleinfeld, Franklin Bruck Adv. Corp.; Wm. Tieman, Atherton & Currier; John Crandall, Benton & Bowles; Wm. Hines, Morse International; Eugene Cogan, Paris & Peart; Charles Ayers, Ruthrauff & Ryan; T. F. Cosgrove, Platt-Forbes; N. F. McEvoy, Newell-Emmett; Arthur Sinsheimer, Peck Adv. Agency; Ed Krug, Arthur Kudner; C. B. Donovan, Chas. W. Hoyt, Inc.; S. J. Andrews, Fuller & Smith & Ross; Don Forker, Maxon Inc.; Wm. Maillefert, Compton Adv.; Ken Kraft, Major Lenox R. Lohr, Wm. S. Hedges, James V. McConnell, Maurice M. Boyd, William O. Tilenious, John D. Van Amburgh, Gordon Mills, Walter D. Scott, Donald S. Roberts, Miss Catherine Whitaker, O. B. Hanson, Keith Kiggins, A. L. Ashby, Lee Wailes, NBC.

JUST WHAT IS SPOT RADIO?



IN SIMPLEST TERMS, SPOT RADIO means buying time on separate radio stations—individually. It gives an advertiser radio-audience coverage to match his distribution—territory by territory.

It lets a sponsor pick any number of stations for any length of program—wherever he likes, whenever he likes. He "spots" his program to suit the exact needs of his selling and advertising plans, and his budget.

It's the oldest form of radio advertising—dating back to the first commercial broadcast in 1921. It offers a direct approach and a localized sales appeal.

No wonder that while all radio advertising has increased 106% since 1934, SPOT RADIO has increased 156%. It's the husky veteran of the industry.

For any advertiser or agency executive who wants to see how SPOT RADIO *can meet his individual situation, we shall be very glad to suggest a specially prepared outline.*

This campaign in the interests of SPOT RADIO is appearing in Time, Printers' Ink Weekly, Advertising Age and Broadcasting.

EDWARD PETRY & COMP

REPRESENTING LEADING RADIO STATIONS THROUGHOUT TH

Offices in: NEW YORK · CHICAGO · ST. LOUIS · LOS ANGELES

SURE, MY DISTRIBUTION IS COCK-EYED, BUT THAT'S MY BUSINESS!



1 See the Angry Advertiser! He sells in only 17 States and they want him to put on a radio program on 102 stations in 48 states.



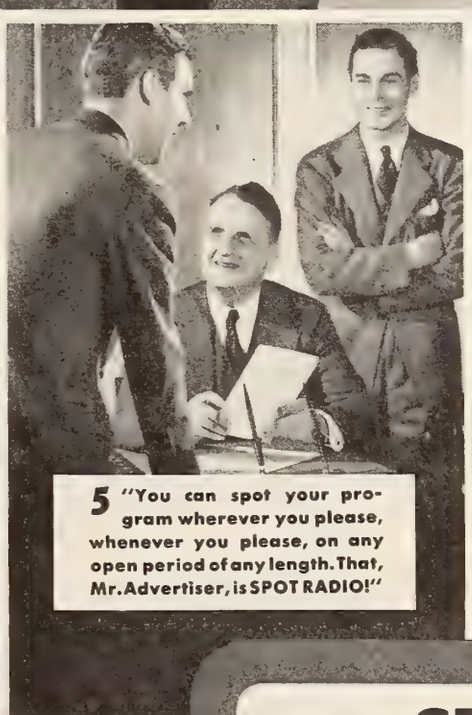
2 "Better sell him off radio," shrinks Mr. Yes-Man. "Let's ask our Agency for their suggestion," hops in Resourceful Rollo.



3 Portrait of Agency Radio Executive in act of: "I see—yes—all right—I see—sure—I see—all right—I see—perhaps we can."



4 Next day: "Relax, gentlemen!" comforts Agency Radio Executive. "The situation is saved! So are your jobs! Radio can be tailor-made to fit his Distribution!"



5 "You can spot your program wherever you please, whenever you please, on any open period of any length. That, Mr. Advertiser, is SPOT RADIO!"



6 "That, Mr. Agency Man, makes sense. What a boon! What a saving! So you call that SPOT RADIO, eh? Well, I call it swell!"

ANY, INC.

NITED STATES—INDIVIDUALLY

AN FRANCISCO · DETROIT

SPOT RADIO

IS BROADCASTING WHICH YOU CAN SPOT



ANY TIME · ANY LENGTH · ANYWHERE

Foreign Time Sold by NBC; Westinghouse Names Nelson

United Fruit First Sponsor on International Facilities; Rates Are Announced by NBC

COINCIDENT with announce- by NBC that United Fruit Co., New York, will become the first American advertiser to sponsor a commercial program over its international broadcast stations, under the recently revised FCC rules, Westinghouse Electric & Mfg. Co. announced appointment of F. P. (Pete) Nelson, former radio time buyer for Blackett-Sample-Hummert, Chicago, as head of its sales and activities for its two international stations.



Mr. Nelson

The United Fruit series, to comprise an evening quarter-hour program designed for Latin American audiences seven days a week, will be transmitted over NBC's international stations at Boundbrook, N. J., WRCA and WNBI. It is expected that a number of other concerns doing business in Latin America will follow the United Fruit's lead in sponsoring commercial programs over international stations.

While NBC has not yet drafted a complete rate card for the service, it was reported United Fruit will pay $500 weekly for its seven quarter-hour broadcasts, with the usual agency discount. The rate was based on the network's estimate of 1,900,000 shortwave receivers in the Latin American territory.

To Maintain Schedules

Apropos rate policies, it was pointed out that the present schedule of shortwave operations, carefully planned and maintained without interruptions, will not be altered by the commercial setup. Each day's schedule will continue on its present basis. English programs will be broadcast from 9 a.m. to 1 p.m., then an Italian hour, a German hour and a French hour.

At 4 p.m. there will be an hour of Portugese, two hours of Spanish and another Portugese hour, followed by two additional hours of Spanish, an English hour and a final two hours of Spanish before the sign-off at 1 a.m. Each hour begins with a 15-minute news period in the language of the home program. Because NBC wanted listeners abroad to become accustomed to tuning in at the same time each day, all programs start exactly on the hour and have never interrupted, not even for broadcasts of the President or other Government officials.

Advertisers may arrange to sponsor programs in any language in this schedule, it was stated, but such broadcasts must fall within the periods assigned to that language. At present contracts are being taken only for quarter-hour programs on a seven-days-a-week basis. Rates, it was said, would be $25,000 a year for a Spanish program; $15,000 a year for a Portugese program, and $35,000 a year for a daily program in both languages. These rates, which are to be subject to usual agency discounts, likewise are based on NBC's estimate of 1,900,000 receivers in Latin America. No rates have been established for programs to Europe, although advertisers wishing to talk to listeners on the Continent in their own languages will be given the opportunity by NBC, with rates to be arranged.

Expansion Seen

WLW already has announced creation of a commercial and programing department to foster commercial operations over its new 50,000-watt international station WLWO. With NBC and Westinghouse already in the field, it is expected a new phase of commercial radio soon will begin large-scale development.

Mr. Nelson's appointment as active director of WBOS, Boston, and WPIT, Pittsburgh, adjuncts of Westinghouse stations WBZ and KDKA, was made by Walter Evans, manager of the radio division of Westinghouse. International shortwave broadcast service has been maintained continuously on a non-commercial experimental basis since 1923, when the Westinghouse Company pioneered in shortwave broadcasting to foreign countries with the establishment of 8XS, the first station to be heard around the globe. Later the 8XS call was changed to W8XK, one of the best known international stations.

Last May the FCC announced lifting of the experimental classification on international stations and authorized broadcast of sponsored programs but with limitations on the type of commercials to be used. Because of purported "censorship" imposed under the language used in the new rules, a furore was precipitated. Subsequently the language under attack was suspended indefinitely.

Mr. Nelson formerly was with the advertising department of the *Chicago Tribune*, in the sales department of NBC in Chicago, and until recently in the radio department of Blackett-Sample-Hummert, Chicago. In his new capacity, he will make his headquarters in Baltimore where the radio division is located.

Westinghouse announced that negotiations already are under way with several advertisers interested in programs reaching foreign audience. Westinghouse itself, it is presumed, will sponsor certain programs by virtue of its export trade and the desirability of building prestige for its products in foreign markets.

Cultural Understanding

Explaining the reasons behind NBC's entrance into this new field of activity, Oswald F. Schuette, RCA coordinator of shortwave activities, said that during the last two years the broadcasts to Latin American people in their own languages had created a better understanding between North and South America on cultural and political planes and that now the commercial aspect, no less important and in many ways inseparable from the others, would be introduced. This service was inaugurated under Frank E. Mason, NBC vice-president.

The action of the FCC last June in granting commercial licenses to the shortwave broadcasters, plus the advent of the war which disrupted a large part of Europe's trade with South America, provided an opportunity, he said, which NBC is now taking. The fact that sponsored programs have placed radio entertainment in the United States far ahead of that of any of the foreign lands in which radio is a state-supported project should produce the same result in the international field, he stated. Programs prepared by advertisers wishing to get their messages across to foreign listeners should greatly increase present listening to American broadcasts by these people, he added.

Shortwave receivers are much more common in Latin America than in the United States, Mr. Schuette said, explaining that in the tropics electrical disturbances create so much interference with reception of broadcasts on the standard broadcast band that many local stations also transmit their programs on shortwaves which are less subject to static. Easily 75% of receivers in tropical countries can tune in the shortwave as well as the standard band, he said.

Primarily Institutional

Asked whether there was not a danger that broadcasters and publishers in Central and South America might resent advertising broadcast from the United States, Mr. Schuette said that the shortwave advertising would be primarily institutional and would supplement rather than supplant local advertising. In fact, he said, building goodwill and a desire for American products by Latin Americans may well create additional local advertising by the makers of these products to turn this goodwill into direct sales.

RCA, he said, has for several months broadcast programs advertising its shortwave receivers and Victor records to the Latin American audience without any complaints and will undoubtedly continue this type of advertising.

American advertisers now have a big advantage over those of other countries in broadcasting to Latin America, he continued, for while European broadcasts may stress the superiority of English or German soap, for example, one does not ask at a store for English or German soap. American advertisers, however, are allowed to mention their products by the name they are sold under.

Negotiations are being conducted with a number of advertisers interested in broadcasting to South America, NBC reported, but no special international sales department has been set up to handle this type of business. United Fruit series was arranged by L. P. Yandell, assistant treasurer of RCA.

CBS has formulated no plans for shortwave commercial programs as yet, BROADCASTING was told by Elizabeth Tucker, director of shortwave programs for CBS.

Utah Nimrods

UTAH'S open season on deer took five staff members of KSL, Salt Lake City, into the wilds, all of whom returned with a perfect score. Shirl Thayne, of the staff orchestra, led the group by bagging a buck and a doe, while F. B. McLatchy, account executive; Gene Pack, technical director; Lee Taylor, engineer and Ted Kimball, announcer, each got one deer.



WITH KFI-KECA, Los Angeles, moving to new quarters at 141 N. Vermont Ave., that city, in late December, future activities of the stations were discussed when this group of Earle C. Anthony Inc. executives got together for luncheon at the Brown Derby Restaurant in Hollywood. Left to right are Harrison Holliway, general manager; LeRoy Spencer, resident manager of Earle C. Anthony Inc.; Earle C. Anthony, president and owner of KFI-KECA; C. W. Mason and H. L. Blatterman, co-chief engineers. Earle C. Anthony Inc., with FCC approval, recently bought KEHE facilities from Hearst Radio and took over Aug. 1, replacing the call letters of that station with those of KECA, NBC-Blue outlet in Los Angeles. KFI is the NBC-Red station. Studios and executive offices of the old KEHE plant are being remodeled. KECA on Nov. 15 celebrates 10 years of operation with a special birthday broadcast arranged by Holliway.

Tel-Pic Service

TEL-PIC SYNDICATE, a new form of news-display service, has been formed at 1650 Broadway, New York, and has already signed WMAS, Springfield, WNBC, New Britain, and WELI, New Haven, to use its merchandising displays in store windows. Illuminated displays of timely world events with the station's call letters on an upper panel are placed in the windows with merchandising tie-ins on a sponsor's program. W. R. Moore is president of the new company.

WOR



Staunch Advertiser
Attacks WOR Market

carries 41% more national spot business in New York than the total combined spot business carried by its three 50,000 watt competitors, according to the first report issued by **NATIONAL RADIO RECORDS**

Dominion Easing War Restrictions On Broadcasting

More Latitude Now Permitted On Elections, Newscasts

NO ADVANCE censorship at Ottawa of broadcast election speeches for the New Brunswick provincial election on Nov. 20 will be necessary, according to instructions which have gone out to New Brunswick, Prince Edward Island and Gaspe Peninsula broadcasters. While in the recent Quebec provincial elections it was necessary to have texts of election speeches censored in advance at Ottawa [BROADCASTING, Oct. 1], for the New Brunswick election it will only be necessary for the station manager to send a copy of the election speech as okayed by him to the Censorship Coordination Committee, it is learned from H. N. Stovin, liaison officer of the censorship committee for radio. However, only studio broadcasts of election talks may be given, with no audience in the studios. Broadcasts of election meetings are still forbidden.

Regulations Eased

Canadian broadcasters continue to receive periodically regulations from the censorship committee. The tendency has been to ease the method of application of the censorship regulations and to point out where broadcasters are not complying with the regulations. For instance, a recent censorship circular (all are confidential) stated that it was no longer necessary to send in copies of all newscasts made by each station, that copies of news issued by recognized agencies, as Canadian Press, Transradio Press, British United Press, and *Christian Science Monitor*, need not be sent to Ottawa. All news originating from other sources, and broadcasts, must be sent to Ottawa daily.

Circulars have gone out advising stations that some are reported broadcasting news of troop movements, conjectures of defense department appointments, attempted sabotage. These items may not be broadcast as news items without first obtaining specific permission from the censorship committee.

The censorship committee has cooperated with the broadcasting stations in every way, to enable stations to operate as nearly normal as possible. While all talks made over broadcasting stations must be announced in advance to the liaison officer, H. N. Stovin, who is also station relations supervisor of the Canadian Broadcasting Corp. at Toronto, there is no censorship of text demanded. The matter is left in the station manager's hands, and he must interpret the regulations as they apply to each talk. In the case of election talks, notice of the day and hour of the broadcast must be given in advance by telegram.

The various regulations, which emanate from the Censorship Coordination Committee at Ottawa, are sent to groups of stations affected or to all stations, as the need may be, by telegram and where necessary followed by letter. Receipt of each new regulation must be acknowledged by the station either by telegram or by letter. All stations have also been sent posters containing Defence of Canada Regulations, which must be placed prominently in any studio or room where a microphone is located.

On the part of the stations, the censorship regulations have meant a certain amount of additional clerical work, and careful interpretation of the regulations. Insofar as the radio listener is concerned, despite the fact that there is censorship in Canada, he finds little difference between the newscasts from Canadian and United States stations.



UNUSUAL program schedule is the full page layout which appears Sunday mornings in the *Oregon Sunday Journal*, Portland, presenting KOIN's programs in a red-ruled chart. Sponsors' products are mentioned. At the bottom of the page is a page-width panel with promotion messages.

EVERYBODY WINS IN PORTLAND

Chevrolet Dealer's Quiz Show Booms Sales And Proves Goodwill Builder

PERSONALIZING the business of the sponsor, Arthur L. Fields Chevrolet Co., the weekly *Everybody Wins* quiz program heard on KOIN, Portland, Ore., for almost a year has attracted huge crowds to the sponsor's showrooms besides selling cars and trucks building goodwill for the firm. The program's advertising is directed chiefly to the sale of used cars and has resulted in more sales, faster turnover and lower inventory, at a cost lower than use of dominant classified used car advertising, according to the sponsor.

Everybody Wins is presented Friday evenings 7:30-8 in the Fields salesrooms, with Art Kirkham, KOIN feature announcer, as "Professor of Quizzyology". On each half-hour five contestants, usually representing some business or civic organization school or college, compete for 25 silver dollars offered for correct answers to five groups of questions. Contestants get a dollar for each question answered correctly. A recent program, minus all advertising, promoted the local Community Chest drive, of which Arthur L. Fields, president of the motor company, is head, and all the silver dollars were given to the Chest.

The program is regarded primarily as an investment in public relations, Mr. Fields has stated, pointing out that while used cars get most of the advertising attention, this department of the business is merely the vehicle for the promotion of goodwill. At program time cars are moved back from the display floor and chairs provided for the visual audience. The program frequently plays to SRO. Mac Wilkins & Cole Agency, Portland, handles the account.

Allens Take Over WBTM

WITH acquisition of 49% interest in WBTM, Danville, Va., by the Lynchburg Broadcasting Corp., licensee of WLVA, Lynchburg, Va., a change in management of the Danville station has been announced. Philip Allen becomes general manager of WBTM and James L. Howe, WLVA sales manager, after Jan. 1 will be resident manager at Danville. Ed and Philip Allen control WLVA. The Piedmont Broadcasting Corp., licensee of WBTM, formerly was controlled by L. N. Dibrell, local banker and tobacco dealer. A two-station hookup is contemplated after Jan. 1 with a combination discount rate to be offered for the two stations.

'Man of the Week'

FULTON LEWIS jr., commentator for Detrola radios over MBS and president of the Radio Correspondents Association in Washington, starts a new wrinkle Nov. 17 when he devotes his Friday night talks to a salute to "The Man of the Week" in public affairs. A committee of judges will select the man or woman of outstanding achievement in national affairs and public service, who will be discussed by Lewis, and a 1940 Detrola will be presented the subject each week.

Soap Firm Testing

LOS ANGELES SOAP Co., Los Angeles (Sierra Pine Toilet Soap), on Nov. 12 started sponsoring the weekly half-hour *Spelling Bee* with Tom Breneman as master-of-ceremonies, on KNX, Hollywood, in an eight-week test campaign. Firm is also continuing its thrice-weekly one-minute transcribed announcements on 8 California stations. Following the test campaign, in early January, the soap company plans to expand the weekly *Spelling Bee* to include 7 CBS Pacific stations.

Mutual Network Expands Cooperative Sponsorship Of Capital Commentators

EXPANSION of the cooperative sponsorship of programs featuring Washington news commentators on the Mutual Network is disclosed by the list of sponsors now placing. Fulton Lewis jr. early this month was taken under sponsorship by Detrola Radio Corp. over hookups of WOL, Washington; WOR, Newark; WGN, Chicago; WAAB, Boston; CKLW, Windsor - Detroit; KHJ, Los Angeles; KQV, Pittsburgh; KWK, St. Louis; WDGY, Minneapolis; WKRC, Cincinnati; KFRC, San Francisco; WRR, Dallas; WHK, Cleveland.

Mr. Lewis is heard five nights weekly but sponsored by Detrola three nights. He is available on the entire MBS network for local sponsorship, and is being sponsored over KFEL, Denver, by the American National Bank; WNBF, Binghamton, N. Y., by Fowler, Dick & Walker, department store; WGRC, New Albany, Ind., by Lincoln Bank & Trust Co.; WLAP, Lexington, Ky., by Falls City Brewing Co.; WMT, Cedar Rapids, Ia., by Oelwein Chemical Co., Oelwein, Ia. (mineral feeds).

The *Listen America* show featuring the *Washington Merry-Go-Round* team of Drew Pearson and Robert Allen, with Erno Rapee, Gracie Barrie, the *Tune Twisters* and Arthur Hale, is being sponsored by Pontiac Motor Co. over WOR, Newark; WCAE, Pittsburgh; WHK, Cleveland; CKLW, Windsor-Detroit. In addition its sponsors are Regal Shoes over WKRC, Cincinnati, and WOL, Washington; Booth Fisheries Corp. over WGN, Chicago; Jefferson Federal Savings & Loan Assn., over WGRC, New Albany, Ind.

Metropolitan Life Sues WHOM on Libel Count

LIBEL SUIT for $250,000 has been filed in U. S. District Court by Metropolitan Life Insurance Co., New York, against the New Jersey Broadcasting Corp., owner of WHOM, listing 10 causes of action, and alleging that during the period from January to August, 1939, programs libeling the company were broadcast 40 times weekly in Italian. Plaintiff claims it was charged with distributing "slanderous pamphlets", that the buying of its policies was cited "as a gamble" and that "it would be better to invest in stocks or lotteries".

Metropolitan, which is already involved in a number of libel suits against various stations and "insurance counselors", on Nov. 3 cancelled its daily quarter-hour programs of insurance advice by Edwin C. Hill, heard live on MBS and rebroadcast the following day on WNEW and WHN, New York. No reason for the cancellation was given by Young & Rubicam, New York, the agency, but it is understood to be due to the many libel suits resulting from the broadcasts.

DOUBLE-truck spread on Martin Block's *Make Believe Ballroom* program, well-known to New Yorkers as a series of daily musical recordings cooperatively sponsored, on WNEW, New York, will appear in the Dec. 12 issue of *Pic* Magazine, with pictures by Roland Harvey, staff photographer for the magazine.

District's Farm Loan Record Again Is Best

Land Bank Praises Agricultural Interests As First In Repayment, Last In Delinquency.

Taking first place in national farm loan repayments for the sixth consecutive year, officials of the Federal Land Bank of Louisville praised quality of the district's farms and the industry of their owners at a Brown Hotel meeting Monday.
"Of the twelve districts in the country the Louisville area embracing Tennessee, Indiana, Kentucky ended the ... west ...



THAT there are great sales opportunities for your product in the rural areas of the WHAS market is pretty definitely proven by the fact that farm loan repayments in the Louisville district of the Federal Land Bank topped all other districts of the Nation, that the foreclosure and delinquency record of this district was the lowest in the Nation and the fact that the Louisville bank owns LESS farm land than any other district bank in the country.

AND DON'T FORGET . . . WHAS also delivers one of the most important INDUSTRIAL MARKETS in the Nation . . . Buy Power PLUS RECEPTIBILITY!

WHAS

50,000 Watts at 820 on the Dial

EDWARD PETRY & CO., National Representatives

(Basic CBS Outlet)

Owned and Operated by

The Courier-Journal **THE LOUISVILLE TIMES**

Market Research Extended by WLW

Permanent Offices in Dayton, Columbus and Indianapolis

APPOINTMENT of permanent representatives for WLW in Dayton, Columbus and Indianapolis to conduct continuous surveys in grocery and drug commodity groups was announced Nov. 8 by James D. Shouse, vice-president of Crosley Corp. in charge of broadcasting.

Named to these posts were C. W. Fricke and Miss Adele Brooks, Dayton; J. J. Bauer, Columbus, and Lee Van Wurtz, for Indianapolis. The representatives will be assisted by trained staffs to circulate WLW questionnaires to grocery and drug retailers, wholesalers and consumers of products sold in these fields. Each key representative will oversee activities of investigators in his area, circulate questionnaires, contact retailers, jobbers and wholesalers, attend manufacturers' representatives meetings and retail drug and grocery association group meetings.

Regarded as one of the most ambitious market research ventures ever undertaken in radio, the project supplements active work in this field undertaken by WLW more than a year ago. Questionnaires of individual advertisers are not employed but the information gathered is sufficiently comprehensive to enable breakdown of comparative information for such advertisers.

Retailer Confidence

Mr. Shouse pointed out that the objective is to determine the promotional impetus being placed behind WLW advertised products at points of purchase and the relative status of competitive brands, thereby obtaining a picture of the strength or weakness of any given product and the problems to be dealt with in order to permit the station more readily to prove its effectiveness. It also is designed to create in the retailer a deeper feeling of confidence in the station as a cooperative selling medium and to bring to the retailer a fuller realization of the selling force behind products being advertised over the station.

"Such an objective cannot be reached by spasmodic, shot-in-the-dark efforts," Mr. Shouse commented. "Like every other foundation that is built to endure, the WLW plan is based on the day-in day-out fundamentally sound practices that, piled one on top of the other, will become a stronghold of selling strength, unshaken by fitful, competitive endeavors."

The plan, Mr. Shouse added, is based on creating a mutual understanding. Personal contact, he declared, is vitally important to its success, and as a consequence, key men were named in the three key cities. Cincinnati, he pointed out, is covered from the main office.

ALEX McKEE was elected president of the New York local of the American Federation of Radio Artists at a membership meeting held Nov. 2. Other officers elected include: Walter Preston, first vice-president; Bill Adams, second vice-president; Ben Grauer, third vice-president; Everett Clark, fourth vice-president; Betty Garde, fifth vice-president; Lucille Wall, recording secretary; Ned Weaver, treasurer.



COACHING WLW's new permanent market research representatives in Dayton, Columbus and Indianapolis, was the purpose of this dinner session called by James D. Shouse, vice-president of Crosley in charge of broadcasting. Seated (l to r) Miss Adele Brooks, Dayton; R. E. Dunville, WLW general sales manager; Mr. Shouse; William Oldham, sales promotion manager; Miss Buelah Strawway, director of merchandising. Standing, C. W. Fricke, Dayton; J. J. Bauer, Columbus; Richard Garner, sales service manager, and Lee Van Wurtz, Indianapolis.

Home Furnishings

WITH receipt of a toothbrush some weeks ago from WCHS, Charleston, W. Va., and more recently a can of tooth powder from KTSM, El Paso, Tex., agencies and advertisers over the country are waiting for some other station in a mouthwash-manufacturing center to complement the free supply of aural appurtenances. Following this line of passing out free samples of locally produced merchandise, WSJS, Winston-Salem, N. C., has distributed cellophane-wrapped hands of tobacco; WSM, Nashville, a miniature iron skillet, miniature cotton bale, pocket-size twist of tobacco and a 16-inch baseball bat.

Optimists Using Radio In Nationwide Campaign

RADIO will play an important part in the third annual "Optimist Week", to start Dec. 4 under auspices of the Optimist Clubs of the United States and Canada. Optimist International this year is making available two quarter-hour transcribed dramatizations, one a plea for greater interest in the plight of needy boys and the other an inspirational dialogue emphasizing the value of maintaining an optimistic outlook on life. Local clubs and radio stations also will be offered a recorded address by Thomas F. O'Keefe, Optimist Club president.

Last season about 180 stations carried records, talks or network programs relating to "Optimist Week" activities, which stress aid to needy boys. The honorary sponsoring committee includes well-known American humorists and comedians. Broadcasters Mutual Transcription Service, St. Louis, is handling all recording details. Headquarters of Optimist International is Railway Exchange Bldg., St. Louis.

AFTER standing by at the Capitol in Washington for three days to broadcast the results of the Senate vote on neutrality legislation, NBC Announcer Dorian St. George was actually on the air only 45 seconds with a flash on the vote.

Chain Break Ban For Band Remotes

Petrillo Policy Is Puzzling to Chicago Network Officials

BROADCASTING of commercial announcements between remote orchestra pickups is condemned by James C. Petrillo, president of the Chicago Federation of Musicians, in the November issue of *Intermezzo*, monthly magazine published by the CFM. "Following an intensive, four weeks checkup, covering morning, noon and night broadcasting in Chicago, it developed that a new situation had crept into radio broadcasting wherein remote control orchestras were involved", Mr. Petrillo wrote in the editorial.

"This checkup disclosed that immediately preceding and/or following pickups of well-known orchestras commercial announcements were being inserted. We found ourselves confronted with a situation wherein commercial advertising was inserted directly in between two sustaining pickups of orchestras whose regular places of employment were not the studios of the radio stations involved.

Networks Puzzled

"If this practice had been continued we would soon have been faced with a situation wherein employment of studio orchestras, and studio musicians in general, would cease in most radio stations. Why should sponsors employ orchestras for single engagements if they are able to use commercial announcements with remote control programs?

"Of course, we permit remote control orchestras, picked up in another jurisdiction, to be heard over Chicago stations, but we apply to these remotes the same rules we apply to remotes originating in the Chicago district. In other words, we do not permit commercial announcements to be made before, after, or in between remote orchestra broadcasts heard in the Chicago district, regardless of whether the programs being broadcast originate in Chicago or come in over the air from another city."

Officials of key network stations in Chicago told BROADCASTING that they were puzzled by the editorial, because they have been sold solidly through 10:30 p.m. after which time no chain break announcements are sold.

AFRA Executive Board Puts Closed Shop Clause Into Union Constitution

CONSTITUTIONAL amendment recently adopted by the national executive board of the American Federation of Radio Artists, forbidding members to work on programs using non-AFRA talent or for employers not enforcing the "AFRA shop", does not signify a new stand on the part of the union, but merely puts into words what has always been standard AFRA practice, according to AFRA headquarters in New York. Resolution, it was stated, was adopted so the union's constitution might contain an official definition of the term "AFRA shop". Full resolution follows:

"AFRA shop" or "union" defined. Members shall render services (1) only where all the actors, singers and announcers on the program or in the performance are members in good standing of AFRA and work under AFRA conditions and regulations, and (2) only for employers who enforce AFRA shop and who have agreed to abide by AFRA terms and conditions.

AFRA shop applies to recorded programs, as well as live broadcasts. Where a record or electrical transcription is broadcast all actors, singers and announcers who took part in the record or transcription as well as all actors, singers and announcers on such part of the program as may be live must be members of AFRA in good standing and work under AFRA conditions and regulations.

AFRA-Chicago Quiet

NEGOTIATIONS for contracts covering basic salaries of announcers are going forward between Chicago-AFRA and stations WGN, WMAQ, WENR and WCFL, but no contracts had been signed as BROADCASTING went to press. The union activity followed the release of WBBM announcers from their contract with the Chicago Federation of Musicians [BROADCASTING, Nov. 1], and the subsequent signing of WBBM announcers with AFRA. Nothing further has been done concerning arbitration of the AFRA code covering local commercial programs in Chicago and the stalemate continues [BROADCASTING, Oct. 1, Oct. 15, Nov. 1]. The broadcaster-agency committee continues to predict that AFRA will wait until 1941 when network contracts come up for renewal, at which time both local and network codes will be agreed on.

AFRA Coast Dickering

AN EFFORT to work out a basis to establish local and regional commercial rates was made Nov. 9 when AFRA negotiators met in Hollywood with a committee headed by Donald W. Thornburgh, CBS Pacific Coast vice-president; Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, and L. C. Frost, assistant to Don E. Gilman, NBC western division vice-president, and their respective attorneys. I. B. Kornblum, executive secretary and Laurence Bielenson, counsel, represented AFRA. Meeting centered around classifications of stations in the Los Angeles and San Francisco areas. Question discussed was whether a 5,000 watt station like KHJ and KECA, Los Angeles, should be placed in the same classification as a 50,000 watt outlet, such as KFI and KNX also in the Southern California area, and KPO in San Francisco. All are network stations. Further conferences between the two groups were found necessary to work out the plan.





RADIO
could have rallied help for the Alamo

The tiny band of brave Americans besieged in the Alamo in March, 1836, by Santa Anna and his 4,000 troops fought a hopeless battle. Shut off from the rest of the world, they perished because they had no means of communicating their plight to their fellow countrymen.

Today Radio would carry the news instantly, as it brought the world news of Europe's new cataclysm.

R.C.A. Communications provides radio communication to and from 43 countries and among leading cities of the United States. This great communications system has already played a stellar part in keeping the world enlightened about the present critical events in Europe.

The National Broadcasting Company, another service of the Radio Corporation of America, has thrown the resources of its two nation-wide networks into the cause of making and keeping America the "best informed nation in the world."

Discoveries made in RCA Laboratories are incorporated in equipment manufactured by the RCA Manufacturing Company so that America can have at its command the most advanced means of radio transmission and reception.

By helping to make radio great...RCA helps to increase the opportunities which radio can offer to all associated with it. It is good business to make radio a better business.

RCA

Radio Corporation of America
Radio City, New York

RCA Manufacturing Company, Inc.
National Broadcasting Company

Radiomarine Corporation of America
R.C.A. Communications, Inc.

RCA Laboratories
RCA Institutes, Inc.

Power Increases Ordered by FCC

Score of Stations Are Awarded Strengthened Facilities

IMPROVED facilities for more than a score of stations were authorized by the FCC the early part of November, including a 5,000-watt fulltime grant to WQXR, New York City, now operating on 1550 kc. with 1,000 watts; an increase to 1,000 watts night and 5,000 day on 880 kc. for WSUI, of the University of Iowa at Iowa City; a shift of KRRV, Sherman, Tex., to 1,000 watts fulltime on 880 kc. in lieu of its 250-watt daytime assignment on 1310 kc., and an increase in daytime power from 1,000 to 5,000 watts for KCMO, Kansas City.

In addition, the Commission reinstated its grant of a new local station on 1310 kc. in Herrin, Ill. to Orville W. Lyerla, local postmaster, denying without prejudice the applications of WEBQ, Harrisburg, Ill., and KFVS, Cape Girardeau, Mo.—the former seeking 1310 kc. and the latter seeking fulltime on 1210 kc. in lieu of time-sharing with WEBQ.

Plattsburg Denial

In another decision the Commission adopted a final order denying the application of WMFF, Plattsburg, N. Y., for 1,000 watts on 1240 kc. in lieu of its present 100 watts night and 250 day on 1310 kc. Fulltime instead of daytime was granted the new WSKB, McComb, Miss., using 100 watts on 1200 kc.

The Commission continued grants under its rule increasing local night powers to 250 watts. On Nov. 1, the following stations secured such assignments: KELD, El Dorado, Ark.; WLBJ, Bowling Green, Ky. (CP); KABC, San Antonio, Tex.; WOCB, Osterville, Mass. (CP); WLEU, Erie, Pa.; WHBY, Green Bay, Wis. (CP to move to Appleton, Wis.); KFXJ, Grand Junction, Col.; KROC, Rochester, Minn.; WLLH, Lowell, Mass.; WAPO, Chattanooga; WTJS, Jackson, Tenn.; WMBR, Jacksonville, Fla.

On Nov. 7 the following secured 250-watt night assignments, thus giving them 250 fulltime: WNBH, New Bedford, Mass.; WGBR, Goldsboro, N. C.; WGTM, Wilson, N. C.; WCNC, Elizabeth City, N. C.; WCOU, Lewiston, Me.; WMGA, Moultrie, Ga. (CP); KGLU, Safford, Ariz.; KHUB, Watsonville, Cal.; WPID, Petersburg, Va. (CP).

WBZ Breaks Ground

GROUND-BREAKING ceremonies for the new 50 kw. transmitter of WBZ, Boston, at Hull, Mass., were presided over Nov. 2 by Gov. Leverett Saltonstall. Other speakers included John A. Holman, general manager of WBZ-WBZA, who introduced the Governor, and Dwight A. Myer, plant manager representing Westinghouse E. & M. Co. Gov. Saltonstall broke the first ground at the transmitter site with an ancient Indian hoe, acquired for the occasion from Harvard's Peabody Museum, typical of those used by the Massachusetts tribe of Algonquin Indians in the 16th century. Entertainment during the ceremonies was furnished by Gene & Glenn, a staff orchestra and the chorus from the musical comedy "Nice Goin'," with Fred Cole as m.c.



FIVE weeks on a single station proved sufficient to convince Lance Inc., makers of a five-cent peanut butter cracker "Toastchee" that it should go network. On Nov. 7, after sales had skyrocketed through use of WBT, Charlotte, it began the same program, 10-10:30 p.m., over a five-station southern network, keyed from WBT and featuring Bob Sylvester's orchestra. Other stations are WJSV, Washington, WRVA, Richmond, WGST, Atlanta and WAPI, Birmingham. Here are Lincoln Dellar (left), WBT general manager, watching Cooper E. Taylor, sales manager of Lance, sign for 52 weeks, with Wilbur Edwards, of WBT, looking on.

RADIO CHRISTMAS CAMPAIGN

NAB Continues Drive to Increase Listening; Seeks Cooperation From Utilities

DESIGNED as a further move to increase radio listening, NAB announced Nov. 10 to its members a suggested plan for conducting "Radio Christmas" promotions on a country-wide scale, the third NAB-RMA all-industry promotion this year. Following up the increased listening motif set by "Radio Open House Week", held in April, and the *Curtain Raiser* program series heard during September and October, "Radio Christmas" is advanced as a means of improving potential reception through elimination of many old receivers as well as building goodwill and increasing listening for the industry as a whole.

In conjunction with the "Radio Christmas" idea, by which stations would encourage owners of old receivers to turn them into a headquarters in each community for reconditioning and distribution among underprivileged families, Arthur Stringer, of the NAB promotional staff, also has suggested that stations ask local electric utility companies to insert in December advertising and in a stuffer in monthly billings a plug for new or additional radio sets in each family as well as promotion of early morning and late evening programs. He pointed out that increased listening during these periods would materially increase the current load and result in increased return to the utility.

Others to Cooperate

Under the "Radio Christmas" plan, as outlined by the NAB, the stations, local servicemen and parts jobbers would cooperate in the collection and repair of the old sets, assisted by set distributors, welfare organizations and local newspapers. An outline of the suggested plan, as sent to NAB members, follows:

(a) Broadcast first announcement of "Radio Christmas" about Nov. 26, requesting listeners wishing to contribute an old radio set to telephone a central number.

(b) Names received via telephone distributed among servicemen, with proximity to serviceman's location as guide.

(c) Servicemen pick up sets from donors in person, thus gaining the contact with set owners they desire, at the same time collecting listening data valuable to broadcasters.

(d) Sets then picked up from various servicemen's stores and delivered to central location for repairs—either newspaper or jobber trucks to do this as part of their contribution.

(e) Establish repair headquarters in a prominent location, i.e., a vacant store building, identifying the location with signs and posters.

(f) Leave arrangement for handling of repair work to discretion of servicemen, explaining that a tried and proved way is for servicemen to volunteer so many hours per day for repairing the sets. Then the chairman of the group can arrange work in relays to insure activity at headquarters both afternoon and evening.

(g) Among the sets received a majority probably will be beyond repair, but many parts can be used to repair the better sets donated, thus making the parts jobbers' contribution of new parts relatively small.

(h) As sets are repaired stack them where they can be seen by the public. Complete all repair work by Dec. 20 at the latest, and immediately afterward have the organization which is to distribute the sets pick them up and start deliveries.

FCC to Request Funds For Monitor Equipment To Stop Illegal Stations

TO THWART operation of illegal shortwave stations and to prevent unneutral acts, the FCC at the next session of Congress will seek an appropriation of several hundred thousand dollars for new portable-mobile monitoring equipment capable of patrolling the ultra-high frequencies. Since the outbreak of hostilities abroad, it was learned, the FCC has been surveying the problem of policing the high frequencies and feels that its present monitoring equipment is inadequate.

The appropriation will be sought to modernize and expand monitoring services as well as to acquire a number of portable installations. At present the FCC has seven monitoring stations, the main one being at Grand Island, Neb. Others are located at Baltimore, Boston, Atlanta, New Orleans, the Great Lakes, San Diego and Portland.

Meanwhile the FCC, under the direction of Chairman James Lawrence Fly, is continuing its studies of movement of communications traffic to European nations, especially belligerent countries. Chairman Fly has discussed the situation with representatives of other Government departments since he assumed office last September. While no necessity has been found for official pronouncements on the communications services and on broadcasting since the war's advent, the effort of the Administration is to keep abreast of all developments in the event it becomes desirable to issue instructions to preserve neutrality. Several proposed drafts of neutrality proclamations on communications and broadcasting were made at the outbreak of hostilities and are in the hands of the State Department.

Sheldon Named Manager Of WESX, Salem, Mass.

VAN D. SHELDON, former actor and at one time in the sales department of WAAB, Boston, has been appointed manager of the new WESX, Salem, Mass., authorized for construction last July by the FCC. Announcement of the appointment of Mr. Sheldon, recently head of the Yankee Network Artists Bureau, was made by Charles W. Phelan, chief owner of the new station, which will go on the air Dec. 10 using 100 watts on 1200 kc. Mr. Phelan from 1927 to early 1939 was sales director of Yankee Network, having served as sales director of WNAC, WAAB, WEAN and WICC.

Other executive appointments announced by Mr. Phelan include Robert Taylor, Yankee Network sales promotion manager, a graduate of Yale and a former varsity football player, as commercial manager; Marjorie Warren Leadbetter, well-known New England radio artist, as program director, and Richard I. Hammond, formerly with WBZ-WBZA, Boston-Springfield, as chief engineer. Western Electric transmitting equipment is used throughout, along with a 190-foot Blaw-Knox radiator.

LEONARD A. VERSLUIS, onetime part owner of WJIM, Lansing, Mich., has applied to the FCC for a new 250-watt station on 1310 kc. in Grand Rapids, Mich.



What a time
—and what an audience!

SIX-THIRTY ayem is a swell time for advertising men to be sleeping, but more than that, it's an ideal time for one of their WCCO programs to be selling goods to Northwest listeners. A recent survey revealed that in this territory:

24.3% of the sets are turned on by (or at) 6:30 a. m.*

78.2% of these are tuned to WCCO*

No wonder local advertisers use so much early morning time on WCCO. They know these periods deliver terrifically large audiences in the Twin Cities and the Northwest per dollar invested. And they know that in these periods WCCO has an audience more than twice as large as that of the next ranking station.

***LET US SEND YOU THE PROOF**

Write WCCO for a copy of the complete study, "Early Morning and Late Evening Listening Habits in the Northwest." Planned and conducted by Kenneth H. Baker, Professor of Psychology at the University of Minnesota, it is based on 4945 interviews with persons who have better than average incomes living within 200 miles of the Twin Cities. Interviews were obtained at the Minnesota State Fair, August 26th to September 4th. Write today for the most thorough survey ever made of listening habits during these periods in this territory.

WCCO **50,000 WATTS · CBS · MINNEAPOLIS-ST. PAUL**

Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales: New York Chicago · Detroit · St. Louis · Charlotte, North Carolina · Los Angeles · San Francisco

FCC Denies Plea of WINS Staff

Biow and Bulova Disclaim Any Association in Transfer

PETITIONS of employe representatives to intervene in the Nov. 27 hearing on the proposed license transfer of WINS, New York, from Hearst Radio Inc. to Metropolitan Broadcasting Corp. were denied by the FCC Nov. 3 by order of Commissioner T. A. M. Craven. The petitions, considered on the motions docket Nov. 3, had been entered by Robert L. Cotton, attorney in fact for 40 WINS employes, and Louis J. Kleinklaus and Paul Hale, president and secretary, respectively, of Broadcast Technicians & Engineers Union Local 913 of IBEW (AFL).

Acting under a power of attorney from 40 employes of WINS, Mr. Cotton alleged in his petition that the proposed sale of the station to Metropolitan Broadcasting Corp., which is headed by Milton Biow, New York advertising agency executive, was merely a subterfuge by which Arde Bulova, president of International Broadcasting Corp., would acquire the station and subsequently use it solely as a transmitter and not to originate programs. He declared also that in addition to the threatened unemployment of present WINS personnel, the transfer would tend to create a monopoly in the hands of Mr. Bulova.

Closed Shop Pact

The petition entered by the union officials, also alleging Mr. Bulova's intent to discontinue program operation of WINS, opposed the transfer on grounds that it would violate the station's existing contract with the union covering 10 employes of the WINS engineering department operating under a closed shop agreement. The petition reiterated the belief that Mr. Biow, operating through Metropolitan Broadcasting Corp., was acting in effect for the Bulova interests.

With the denial of these two petitions, the only ones entered in the proceeding by outside parties, appearances at the Nov. 27 hearing will be confined to representatives of the assignor and assignee—Hearst Radio Inc., by William A. Porter, and Metropolitan Broadcasting Corp., by Ben S. Fisher, Charles V. Wayland and John W. Kendall.

Both Mr. Biow and Mr. Bulova have disclaimed any joint association in the WINS transfer. They are associated, however, in the ownership of WNEW, New York, while Biow Co. is the advertising agency for the Bulova Watch account, large user of station-break time signal announcements.

Taught by Power

THAT "the country with the most and the highest-powered transmitters has control of the international radio circuits" and that "the United States is unquestionably that country," is the contention of Owen White, noted writer on contemporary affairs in an article on radio, titled "America Calling", in the Nov. 4 issue of *Collier's*. Mr. White, who is currently conducting a series of six programs on NBC on *Radio: The Voice of the World*, explains this American supremacy of the airwaves in his article with a descriptive visit to the foreign room of RCA Communications and the RCA central points of international communications at Rocky Point and Riverhead, Long Island.



EN ROUTE to KDKA's gala dedication with the group of 60 from New York on the Pittsburgher, was this trio (l to r), Walter C. Evans, manager of broadcasting for Westinghouse, KDKA licensee; Linnea Nelson, radio buyer, J. Walter Thompson Co., New York, and Francis Conrad, son of the famous Westinghouse engineer, who is time buyer for McCann-Erickson, New York.

Prophecies of Broadcasting in 1959 Made by Leaders of KDKA Celebration

A PEEK into radio as it may appear in 1959 was provided by a number of prominent national figures as KDKA, Pittsburgh, observed its 19th anniversary and sealed a Crystal Case of Tomorrow designed to be impervious to the elements.

Standing outdoors at the entrance to the new KDKA transmitter house, the Crystal Case contains predictions for the radio listeners of 1959 as conceived by President Lenox R. Lohr, of NBC; President George H. Bucher, of Westinghouse; Samuel Harden Church, president of Carnegie Institute; Bishop Hugh C. Boyle, of the Pittsburgh Diocese of the Roman Catholic Church; Dr. Solomon B. Freehof, rabbi of Rodef Shalom Congregation, Pittsburgh; Roy A. Hunt, president of Aluminum Co. of America; Henry A. Roemer, president of Pittsburgh Steel Co.; Cornelius D. Scully, Mayor of Pittsburgh; the Rev. Edwin J. van Etten, pastor of Calvary Episcopal Church, Pittsburgh; Dr. Edward R. Weidlein, director of Mellon Institute of Industrial Research, and H. S. Wherrett, president of Pittsburgh Plate Glass Co.

Lohr's Prediction

The Crystal Case, built by Pittsburgh Plate Glass Co. of document glass, is 4 feet long, 3 feet wide, 5½ inches deep. The glass consists of three layers, laminated, and does not transmit rays injurious to paper and inks. The case is sealed with the plastic used to seal edges of auto safety glass. It will be cemented into a niche in the wall of the transmitter house.

In looking into radio's future, President Lohr foresaw many changes in radio. "Technically, we may have accomplished many things," he said. "The ultra-high frequencies and microwaves will have been put to practical everyday use. Higher powered transmitters—say 500 kw.—may be accepted as standard for clear channel stations. These seem no more improbable than it did twenty years ago to allocate the then explored frequencies into such a system as exists today, or to take the jump from a few watts to fifty thousand watts.

"The improvement of program content and production need be limited only by man's mind and imagination, and his ability to gauge his fellowman's listening interest.

"As a social force, radio will have come fully into its own. Today, it feels its way cautiously, recognizing its own power to sway people to action, fearful lest that power be misused. Today's consciousness of responsibility is the forerunner of tomorrow's sure, forceful handling of that responsibility. It will not be surprising, when we open our time cabinet in 1959, if we find a world system of broadcasting, established somewhat like the international law of today—violated to be sure, but nevertheless standing as a beacon to guide the nations of the world into the harbor of peace and friendly relations.

"In 1959, when all of us here now, gather together again, God willing, to dedicate ourselves anew to a great public service, another thing is going to happen. Our business associates, our families, and our friends, who are unfortunate in being obliged to forego the occasion, will nevertheless participate. Across the miles to them will be carried, by television, the scenes which will be taking place here. They not only will hear, they will see what occurs.

"Today, television stands about where sound broadcasting stood twenty years ago—sure of a brilliant future, but uncertain of just how to accomplish it. What lies ahead of this latest radio child no man knows, but it is certain to be marching relentlessly forward into the homes and hearts of the world."

Mr. Bucher's Prophecy

President Bucher, of Westinghouse, predicted that the home of 1959 will be equipped with a radio receiver, a television receiver and probably an automatic news recorder which will supplement our newspapers and magazines with spot reporting of current events.

"This future home literally will be built around its electric power supply," he said. "It will be equipped with a number of control centers, from any one of which the homemaker can give her commands to appliances at work in the kitchen and laundry. For example, there is no reason why most of the preparation of a meal cannot be controlled remotely from any room in the house. Perhaps short wave radio may be utilized for this purpose, as well as for answering the door and receiving visitors by transmitting a greeting to them and unlocking the door.

"The time may come when we shall use shortwave radio frequency to cook our food. In fact, our research engineers have succeeded in cooking hams in a radio frequency field in 15 minutes as compared with four to six hours normally required to cook them with steam."

Mr. Church voiced the wish that the resources of science be confined to benevolent uses and that educational forces of the world be merged to permit the American idea of political equality to prevail through the earth. He saw in radio a potent weapon to aid in preserving peace.

Rev. Van Etten saw possibilities for religion in the arrival of television but said that radio cannot be a complete substitute for church attendance.

KDKA Celebrates

(*Continued from page 27*)

air conditioning method developed by Westinghouse, which utilizes air-cooled transmitter tube heat to heat the building, and an automatic tube-changing relay for use in failure of rectifier tubes.

The 718-foot antenna stands at an elevation of 1,200 feet. It is to be topped by a 60-foot tower with cross-arm aerial for high-frequency emanations and a rotating aviation beacon. Transfer of the antenna from the recent Saxonburg location to Pittsburgh brings greatly increased signal strength both for Pittsburgh and the outlying KDKA area, according to Walter C. Evans, manager of the Westinghouse radio division. The signal in Metropolitan Pittsburgh is described as eight times as powerful.

Insurer Expands

GUARANTY UNION LIFE INSURANCE Co., Beverly Hills, Cal., a consistent user of radio, is substantially increasing its 1939-40 appropriation and in a winter campaign now being planned will use between 50 and 75 news, commentary and other types of programs weekly on West Coast stations. Firm during the past season spent more than $25,000 on radio advertising. Current Los Angeles area campaign includes five quarter-hour newscasts daily on KGFJ, with a half-hour musical presentation Sunday; three daily newscasts on KRKD; four weekly commentaries on KMPC; from three to five weekly participations on KHJ, and Churchill Murray, the *Life Advisor*, five times weekly on KFI. Stodel Adv. Co., Los Angeles, has the account.

CALL letters assigned to the two newly authorized stations in Saginaw, Mich. [BROADCASTING, Nov. 1] are WMLG, Saginaw Broadcasting Co., and WHAL, Harold F. Gross and Edmund C. Shields.



THEY *Got* WHAT THEY WANTED!

• Oklahoma Tire & Supply Company put a selling job up to WKY in 1930. WKY responded by bringing men in to buy tires, batteries and other automotive accessories. They came, not only to Oklahoma City stores but to all sixteen stores located in towns throughout the state.

When those sixteen stores grew into eighty-three scattered over four states, another problem presented itself. Appliance departments had been added and the men are not the big buyers of radios, refrigerators, washing machines, ironers, ranges.

But WKY responded. WKY tailor made a show for women listeners. Oklahoma Tire & Supply Company put it on the air. Two other stations in the Oklahoma Tire & Supply Company service area adapted the pattern to their markets. The result: Today almost one-half of the company's annual business comes through its appliance departments.

The conception and production of this program is typical of WKY's sparkling program structure . . . designed to bring listeners the kind of entertainment they want, to deliver to advertisers the kind of results they demand.



OTASCO MERRYMAKERS, running Monday through Friday at 12:30 p. m., is written, directed and produced by WKY's staff . . . designed especially for WKY's listening audience.

WKY *Oklahoma City*

NBC AFFILIATE ★ 900 KILOCYCLES

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: ★ THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES ★ THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS ★ KVOR, COLORADO SPRINGS KLZ, DENVER (*Under Affiliated Management*) ★ REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

FCC's Refusal of Intervention Brings Federal Suit by KTSA

"Unlimited Competition" Issue Raised in Suit; WLW Denied Supreme Court 500 kw. Action

FIRST court test of the recently instituted FCC policy of barring existing stations from participating in hearings involving new facility applications came Nov. 4 with filing of a suit in the Federal District Court in Washington by KTSA, San Antonio, against the seven members of the FCC. The San Antonio station, denied the right to participate in the hearing scheduled on the application of KMAC, San Antonio local seeking a regional assignment, asked the District of Columbia Federal Court to enjoin the FCC from holding the hearing until it was permitted to participate and offer evidence on economic grounds.

The attack on the FCC procedure came after more than a score of stations had been denied the right to intervene in hearings scheduled on pending applications along with requests for enlargement of the issues [BROADCASTING, Oct. 1, Oct. 15]. It also came coincident with filing of a petition for a writ of certiorari with the U. S. Supreme Court on Nov. 3, in which the FCC asks the highest tribunal to decide finally the "unlimited competition" question in which the FCC several times has been overturned by the U. S. Court of Appeals for the District of Columbia.

WLW Plea Denied

In another juridical dispute, the Supreme Court Nov. 6 wrote finis to the WLW quest for reinstatement of its 500,000 watt experimental power authorization when it denied the station's petition for a writ of certiorari. WLW had sought review of the decision of the appellate court which had sustained the FCC action reducing its output to the regular maximum of 50,000 watts. As is its custom, the Supreme Court did not assign reasons for its denial.

In seeking injunctive relief in the district court rather than the appellate court, KTSA brought out that under the statute it could not appeal the FCC's action on refusal to permit it to intervene to the statutory court. The hearing on the KMAC application had been scheduled for Nov. 14 but since has been indefinitely postponed, which presumably makes it unnecessary for the court to act on the KTSA plea for a preliminary injunction.

For KTSA, Attorneys Horace L. Lohnes and H. L. McCormick said KTSA had sought to intervene in the KMAC hearing, alleging that the competition entailed through increased facilities for KMAC would proved onerous. They brought out that Commissioner Payne, presiding on the Motions Docket on Oct. 2, denied the petition and that the FCC afterward sustained the action.

The court was told that KTSA, by virtue of continued public service and large investment, has a right to continue operation "without being competitively harassed and economically starved by having additional stations licensed to operate in the same community." It added that the community is not sufficiently large and the business and commercial activities not sufficiently numerous or strong enough to afford adequate support for another regional station.

The Court of Appeals, the suit added, already has held that one of the factors which must be considered by the Commission is the adverse effect resulting to existing licensees from the new or added competition of additional stations in the community. The same court, it was held, also has ruled that existing licensees have a sufficient economic interest in an application for a new competing station to entitle them to participate in the proceedings which may result in an adverse economic affect upon the existing station.

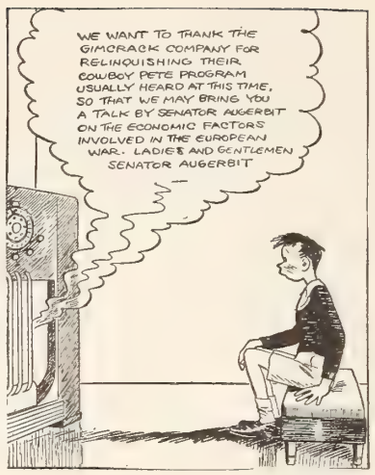
Finally, the court was asked by KTSA that the FCC be enjoined during the pendency of the litigation from conducting a hearing on the KMAC application "unless the plaintiff be permitted to participate in said hearing and offer evidence and cross-examine witnesses upon issues which will bear upon the need for additional services in the community, and the adverse economic affects upon KTSA, its sources of revenue and its programs and talent material." Under normal procedure, the FCC has 20 days in which to answer the complaint. In such proceedings, it is possible that a full hearing can occur before the court, with witnesses appearing for both sides.

Sanders Appeal

The FCC seeks adjudication of the competition issue in a petition filed with the Supreme Court in the so-called Sanders case involving an application for a new station in Dubuque, Iowa, protested by WKBB, Dubuque, on economic grounds [BROADCASTING, Nov. 1]. The petition bore the signatures of Robert H. Jackson, Solicitor General, and William J. Dempsey, FCC general counsel.

Pointing out that the court of appeals had reversed its decision granting the application of the *Telegraph-Herald* for the new station to operate on 1340 kc. with 500 watts daytime, the FCC said that the court was in error because it held that it had jurisdiction in the first instance. The lower court had ruled that the FCC should have made findings on the issue of economic injury and that its decision to grant the new station was arbitrary and capricious.

In pleading for a review, the FCC said the lower court opinion raised questions of large public importance and that its effect is to "confer upon a licensee the legal right to object to the construction of a competitive station on the ground that competition will lead to financial loss." At length Government counsel emphasized that the law does not give competing stations the right to object to construction of another station on competitive grounds. It held that competition is not only expected but is affirmatively to be enforced under the law and that this is "the very foundation of the radio broadcast industry under the Act.



Webster in N. Y. Herald-Tribune

Competitive Control

"The Act confers no authority on the Commission to regulate the advertising prices, the financial affairs, or the business practices of radio broadcast stations. Instead, reliance is placed upon the competitive control which is expected to follow from the fact that advertising revenues will roughly be fixed by the ability of a station to attract and hold a listening audience. The distinction drawn by the court below between ordinary competition and that which will defeat the ability of the licensee to carry on is unwarranted. If competition is to be effective, it must always contain the threat, and must sometimes produce the result, of a destructive competition."

The petition for review is the third to be filed by the FCC during the current term of the court. The court already has granted the two previous petitions, in the so-called Pottsville and Heitmeyer cases, which involve allegations by the FCC of usurpation of its functions by the lower court.

Two new appeals from FCC decisions authorizing new local stations have been filed with the Court of Appeals. E. B. Sturdivant, former licensee of KUMA, Yuma, Oct. 30 appealed from the FCC decision granting the application of Yuma Broadcasting Co. for a new station on 1210 kc. with 100 watts night 250 watts day unlimited time, alleging that it jeopardizes his application for a new local on 1420 kc. C. E. Palmer, of Hot Springs, Ark., Oct. 31 appealed from the FCC decision granting the application of Clyde E. Wilson and Howard A. Shuman, for a new local station on 1310 kc. unlimited time in Hot Springs, holding that it prejudices his pending application for the same facilities.

MBS, CBS and NBC on Nov. 13 carried the first talk by Pope Pius XII since the outbreak of the European War, when he spoke from Vatican City in observance of the semi-centennial anniversary of the Catholic University of America.

FCC Disclaims Power In Contract Cancellation

THAT the FCC will not inject itself into affairs of stations in connection with refusal to accept commercial broadcasts on controversial issues, unless there are extenuating circumstances, was disclosed Nov. 7 when the Commission notified United Rubber Workers of America in Akron that it is without power under existing legislation to take any action against WJW, Akron, which previously had cancelled the union's *Voice of Labor* program. The cancellation was effected by Edythe Fern Melrose, WJW manager, on the basis of the provision of the NAB Code. Afterward, however, the union was permitted to complete its series, it is reported.

In a letter to S. H. Dalrymple, president of the union, responding to his protest against WJW in cancelling the contract, the FCC stated the adoption of the NAB Code does not in any way alter the duties and responsibilities of licensees of stations under existing law and rules and regulations of the Commission. It was added, however, that under the Communications Act, persons engaged in broadcasting shall not be deemed common carriers, and licensees of stations may "legally refuse to sell time to any particular individual or organization."

Allowed to Intervene

BREAKING precedent established several weeks ago, Commissioner T. A. M. Craven, presiding at the Motions Docket Nov. 10, authorized WOC, Davenport, Iowa, to intervene in the hearing on an application for a new station in Jacksonville, Ill. on the 1370 kc. channel now occupied by the Davenport station. Previous presiding commissioners on the Motions Docket, almost without exception, have denied intervention petitions. The Law Department recommended granting of the WOC petition, holding that the intervenor proposed to develop data which would tend to affirmatively assist the FCC in considering the application.

Jests Tests

JESTS Inc., maker of Antacid tablets, new aid to digestion, and subsidiary of Ex-Lax Inc., Brooklyn, on Oct. 24 started a 13-week campaign of spot announcements on three New York stations with plans to add more radio in the near future. The company is using eight to ten announcements weekly on WHN, WMCA and WNEW, New York, in addition to 15 spots weekly on *Milkman's Matinee* program on WNEW. Joseph Katz Co., New York, handles the account.

Benchley Series Ends

P. LORILLARD & Co., New York, on Nov. 14 discontinued *Melody & Madness*, weekly program on NBC-Blue, starring Robert Benchley and for the past several weeks Jimmy Durante. No substitute for the program is planned, according to Lennen & Mitchell, New York, the agency in charge. Mr. Benchley is making two radio guest appearances, on NBC's *Information Please* Nov. 21 and Nov. 25 on the CBS *Screen Guild* program, before returning to Hollywood to make a series of comedy shorts.



The Governor and his men

106
Business Men;
Special Train;
4,000 Miles
in 10 Days

The Governor of Oklahoma recently headed a Tour of 106 business leaders throughout the South. In a special train starting from Tulsa they travelled 4,000 miles, studying industrial decentralization, chemurgic plants, freight and shipping centers, looking for an even greater opportunity for Oklahoma in the new order of things. KVOO was represented. This is the progressive state in which we live. These are the kind of people you reach when you use Oklahoma's Most Powerful Station, covering Oklahoma's richest market area. Within 75 miles radius of Tulsa live 40% of Oklahoma's population, furnishing 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales. KVOO alone covers this area effectively and in addition has **primary coverage** counties in Kansas, Missouri and Arkansas.



☆

25,000 WATTS
BOTH N.B.C. NETWORKS
UNLIMITED TIME

★

Edward Petry and Co., Inc.
National Representatives

THE WINNERS OF THE DAIL

"FIFTY GRAN

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"COLU

L. B. I

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DOUBLE IN THE RADIO DERBY

D IN WATTS"

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Merchandising & Promotion

Network Offers—Split Buck—Santa Already—Banks—Missouri Analysis—Roadside Lights

DURING the first nine months of 1939, 180 direct advertising offers were made to the radio audience over the NBC networks, E. P. H. James, NBC sales promotion manager, told the New York Employing Printers Association at a recent meeting in New York, at which he spoke on "Printing and Direct Advertising" using broadcast advertising to illustrate some of his points. "At least 75% of these offers have some kind of printed material enclosed in package," Mr. James continued, "either advertising literature about the product or the program, or literature describing other articles which may be obtained by sending box tops."

Booklet offers were 25% to 30% of the total, the most popular novelty booklet being "Speaking for Myself on Life & Love," by Charlie McCarthy; "One Man's Family Looks at Life" from the *One Man's Family* program, and "High Spots of Death Valley Days" from *Death Valley Days* program. Of the games offered listeners, Mr. James mentioned the *Information Please* Game Book and the *True or False* Game Book.

* * *

Sales Presentation

NAB Bureau of Radio Advertising has released to NAB members copy and outline of a transcribed sales presentation successfully used by WTMJ, Milwaukee. The report, designed to aid other stations in building similar presentations to agencies and advertisers, is in loose-leaf folder form, with an outline analyzing the basic selling methods and presentation style employed by WTMJ.

* * *

White Space

FULL-PAGE paid advertisements, laid out and written as editorial copy, are run weekly in the *Baltimore News-Post* by WBAL, Baltimore, to promote each coming week's program schedule. In addition to pictures, personality stories and program times for network features heard on the station, copy also covers local chit-chat and schedules.

* * *

Food Show Exhibits

MORE THAN 200,000 persons attending the Southern California Food Show in Los Angeles Oct. 28 to Nov. 5, inclusive, saw a photographic montage of NBC and CBS personalities and facilities.

Mr. Smith and H. V.

THE KSFO, San Francisco, merchandising department recently arranged with the Orpheum Theater in San Francisco for the running of announcements on the screen indicating the time of H. V. Kaltenborn's daily broadcasts over CBS and KSFO, in connection with the showing of the motion picture, *Mr. Smith Goes to Washington.* The station also arranged for a marquee display of Kaltenborn stills. As a special promotion service, KSFO, San Francisco has a girl whose duty it is to phone executives of firms to inform them when broadcasts by CBS in which they may be interested will be released by KSFO.

* * *

Divided Dollar

BLUE FOLDER containing breakdowns of division of the advertising dollar between radio, magazines and newspapers, with a personal letter from William C. Gillespie, vice-president of KTUL, Tulsa, Okla., pasted on the cover was sent by special messenger to local advertisers by the station. The inside pages carry a graphic representation and figures on dispensation of the advertising dollar among the various media.

* * *

Columbus Paper

WBNS, Columbus, has just published the first issue of a bi-weekly merchandising "newspaper" designed to acquaint Central Ohio retailers with WBNS advertised products. Titled "1430 . . . This is WBNS, Columbus", the publication measures 7 inches x 8½ inches, is reproduced by offset process and attractively illustrated by Jim Yerian, WBNS promotion manager. 1,000 copies are mailed.

* * *

For Your Convenience

FILE-SIZE paper portfolio, with separate pockets for photographs and publicity releases, is being distributed to the trade press by Ruthrauff & Ryan, New York, to facilitate the handling of publicity for the *Big Sister* serial sponsored by Lever Bros. for Rinso on CBS.

Holiday Buildup

CHRISTMAS buildup for children of the Texas Panhandle has been started by KGNC, Amarillo, by sponsoring a personal appearance of Santa Claus at the station Nov. 6. Kids were invited, through a newspaper advertisement and accompanying news story, to visit Old Nick at the station and secure a "behavior chart" containing spaces for good and bad behavior marks and emphasizing the importance of good behavior around Christmas time.

* * *

Cake Bakers

NEW wrinkle in radio cooking school contests, credited to Howard Peterson, promotion manager of WOW, Omaha, worked out successfully at the recent Omaha Food Show. Under auspices of Nebraska Power Co., 24 women cake bakers were supplied with all ingredients and an individual electric roaster on the stage, and each baked a cake in full view of the Food Show audience. Winner received the roaster she used, in addition to other merchandise prizes.

* * *

Syracuse Food

TITLED "45 Hours 45 Minutes", WFBL, Syracuse, N. Y., has published an illustrated brochure containing pictures of radio stars appearing on WFBL programs advertising food products and a graphic representation of the schedules of the programs. The brochure, designed to emphasize the 45 hours and 45 minutes devoted to programs advertising food products each week on the station, has been sent to grocers of Central New York State.

* * *

Candy for Orphans

IN CONNECTION with National Candy Week, WWL, New Orleans, invited 100 New Orleans orphans to the University Room of the Roosevelt Hotel for a special one-hour show produced by the staff orchestra and entertainers, during which the kids stuffed themselves and their pockets with candy furnished by a local candy dealer.

* * *

How Clients Are Helped

SERIES of new promotional brochures has been prepared by WNAX, Yankton, S. D., to show clients what is being done to promote their shows. The hand-lettered brochures, which incorporate newspaper clippings, photographs and other pertinent promotion data, are large enough to hold a 16-inch transcription.

* * *

Can for Dimes

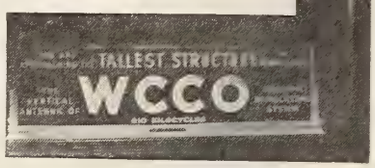
DIME BANK, in the shape of a Rival Dog Food can, is being used in direct-mail promotion by WEEI, Boston. The bank is sent through the mails unwrapped, and WEEI is mentioned only on the mailing tag.

* * *

Newspaper Spots

THE *San Francisco Call-Bulletin,* Hearst-owned evening paper, recently purchased a series of station break announcements on KPO as a circulation promotion stunt.

ANTENNA advertising for WCCO is the new order. Here is one of the two 42-foot billboards lettered in consulite on the main highway to Anoka, Minn., where WCCO's new 654-foot vertical radiator is located. The new antenna went into operation Oct. 26.



From Missouri

RESULTS of a survey of rural buying and listening habits in five counties of Central Missouri, conducted under direction of KFRU, Columbia, have been compiled in a 30-page letter-size mimeographed booklet. The study, augmenting a similar survey of urban communities in the same counties made in January, 1939, was conducted with the cooperation of individual county agents. A foreword brings out various pro-KFRU points indicated by the survey and makes the booklet a good station promotion vehicle.

* * *

Louisiana Ads

KWKH, Shreveport, La., is using 420-line advertisements in 49 daily and weekly newspapers within a 150-mile radius of Shreveport to promote its new 50,000 watt transmitter. "New, powerful, clear reception for the world's greatest radio shows" is featured in the advertisements, which call attention to the fact that the station serves all citizens throughout the territory and not just one city. Listeners are urged to visit the KWKH studios and transmitter plant.

BROCHURES

WGY, Schenectady: Red and white folder stating how retail sales for Wulf Bros., local clothing store, jumped 400% after WGY broadcasts.

KPO, San Francisco: Two-color direct mail piece explaining that "KPO predominates the Golden West in popularity surveys," with a dial-spinner showing results of recall and coincidental surveys and postcard polls.

WJSV, Washington: 14-page booklet about *Sun Dial* program and its conductor, "the singular Mr. Godfrey".

WTAG, Worcester, Mass.: Two-color brochure presenting data on a recent Hooper-Holmes radio survey of retailers in Worcester county.

KFEQ, St. Joseph, Mo.: Four-page color folder presenting coverage, sponsor and program data.

KSEI, Pocatello, Ida.: Illustrated color brochure with local market and agricultural data and a coverage map.

WIBW, Topeka, Kan.: Four-page covered brochure, "Kansas Declares War . . . With Plows . . . Not with Shells," promoting rural markets and carrying a business reply card for those wishing a copy of the Kansas radio survey conducted by Dr. H. B. Summers, of Kansas State College.

WIRE, Indianapolis: Brochure titled, "Indiana Madness", pushing sponsorship possibilities of basketball broadcasts, and featuring a "package price" for coverage of the state championship tournament.

A VISUAL audience of 30,000 assembled in Dallas' Cotton Bowl in mid-October for the *Mr. Dodge* quiz show, sponsored on KRLD, Dallas, by Alexander Motor Co., local Dodge distributors. The program, which usually attracts a studio audience of 1,500 to 2,000, provides cash awards to competitors for answers to questions plied by *Mr. Dodge* (Jim Crocker, of KRLD). When the sponsor announced that a new automobile would be given to one of the studio audience during the regular broadcast Oct. 17, arrangements had to be made for a larger spot for the program, and the Cotton Bowl was taken over. In addition to regular assistants on the program, more than 90 extra ushers and helpers were hired, and engineers worked several days making technical installations in the Bowl.




TRIPLE THREAT STATION...
TRIPLE COVERAGE...KNX delivers "all three" in Southern California: *urban*, *suburban*, and *rural* radio homes... the *whole* market... without adding one penny to your Los Angeles city budget.
TRIPLE LEADERSHIP...The *peoples'* choice by every competent survey; the *dealers'* choice (established by Crossley); the *sponsors'* choice (KNX leads all competitors in volume of business).
ANOTHER TRIPLE...For the first nine months of 1939—as for every month in 1938 and 1937—KNX was 'way out in front of all other Los Angeles network stations. Carrying 47% of all local and national spot business in this territory... 93% more than the second ranking station... 104% more than the third... 781% more than the fourth!
KNX should carry the ball for *you* in this rich Southern California market!
KNX
50,000 WATTS
CBS Station for Southern California
COLUMBIA SQUARE • LOS ANGELES
REPRESENTED BY RADIO SALES



...and gravy, too, for

Our clients' booth is full of "Contented Customers"—and they, as well as we, have something to be thankful for this Thanksgiving. Because their program ratings on NBC Red mean a *greater* nation-wide audience.

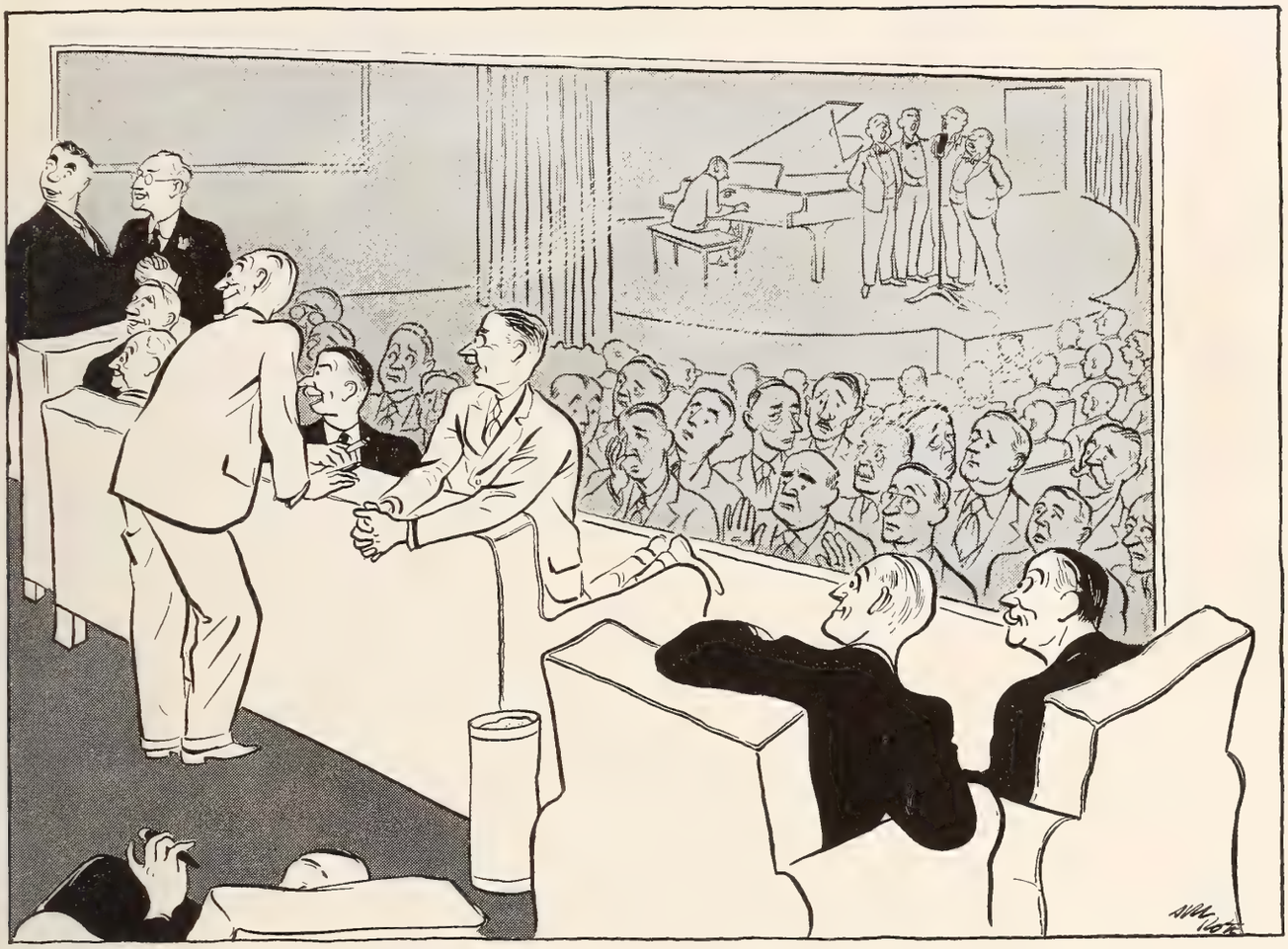
"Contented" indeed, are the clients of the NBC Red! Because their own sales figures demonstrate the truth of the amazing story revealed by a complete and unbiased circulation survey.

This survey did *more* than penetrate cities where large stations are situated . . . It *also* microscoped *every* city of 25,000 and more—PLUS *one out of every five* rural counties in the country!

"The Other Half" is Good News for You

The real news of so complete a study is the discovery of *what happens in "The Other Half" of the national radio audience*—the 51% of the country's radio owners never before surveyed—the families who have to "reach" for network programs! It is news that throws new light on the business of buying radio time. News—based on facts—that no forward-looking advertiser can afford to overlook.

Advertising men who have seen the results of this survey will tell you it's the first down-to-earth presentation of *why* and *how* radio works the way it does. It proves *why a C. A. B. rating on the Red means a greater nation-wide audience for a program than the same rating on another network!*



Red Network users!

It's a fascinating story that shows how millivolts and listening habits are converted into profitable sales via the Red Network. You'll see why 79 national advertisers last year invested more than $31,000,000 on this network—more money than was spent in any other single advertising medium in the world.

You'll understand why, with the majority of leading programs ever since network broadcasting began, the Red Network delivers a circulation bonus to all its advertisers. No wonder our clients' booth is always full of "Contented Customers"!

MONEY TALKS TURKEY!

1. In 1938, as in every year since network advertising began, more advertisers used the Red than any other network.

2. Of the 50 leading network advertisers, more of them have used—and more of them have invested *more money* in—the Red Network than any other.

3. If you count the 50 leading advertisers in magazines, newspapers and radio combined...or the 100 leaders... or the 150 leaders—you will find that all three groups invested the major portion of their 1938 radio appropriations in the NBC Red Network.

4. And, in the first ten months of 1939, advertisers invested $900,000 more in Red Network advertising than in any other medium.

NBC Red NETWORK

The network *most* people listen to *most*

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

BROADCASTING and Broadcast Advertising

Published by
BROADCASTING PUBLICATIONS, Inc.

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GATE TAYLOR, Advertising Manager

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NORMAN R. GOLDMAN, Advertising Representative

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Editorial ● MAURY LONG, Advertising

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● PAUL BRINES
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN

Networks & Ox-Goring

THE NETWORK situation is in another dither. Projected launching of Transcontinental as a fourth nationwide undertaking, the efforts of MBS to prevent a raid on its affiliates, and the FCC Network-Monopoly Committee's foray into the late-lamented World Series exclusive on MBS all converge to create a lively situation.

The Transcontinental effort, like past undertakings of the same nature, is rather confused at this writing. The law of averages is against its perfection any time soon. Yet it appears to have responsible backing, though fulfillment of its purpose apparently would mean serious curtailment of MBS' status as a nationwide entity. There is the report in agency circles that the new network would capitalize on the limitations imposed by the NAB Code and the major network policies, accepting controversial commentators on paid time and permitting longer commercials than allowed under the code. If that is so, then the project is ill-conceived. Its executives deny any such intent.

The present controversy is not without its irony. When MBS several years ago forged into the major network field, it directed its energies toward NBC-Blue, and is still doing it. At the FCC's network-monopoly inquiry, Mutual assailed exclusive contracts with the major networks and raised the World Series issue by alleging other networks dissuaded their affiliates from taking the series. Now MBS is in the position of defending its own exclusive contracts with certain of its stations against inroads of the projected Transcontinental.

In the midst of all this, the FCC Committee has reopened, on paper at least, its inquiry into network-affiliate relations. Its letter on the whys and wherefores of the World Series situation comes exactly a year after the inquiry began. It is estimated that, roughly, a half-million dollars of broadcasters' and tax payers' money was spent for that inquiry. Certainly the report should not be delayed unduly by reopening the record every time someone complains. Those matters can well be studied by the FCC itself on their own merits. After all, the broadcasting business moves swiftly (witness the new Transcontinental development) and it can well be that the report, if too long delayed, will deal with an antiquated and perhaps non-existent situation.

Certainly the Transcontinental project, if carried to fruition, will blast the theory of certain Government officers that the network field is bottled up.

Alphabet Soup

THE BROADCASTER'S role all too rapidly is becoming that of a collection agency. ASCAP, AFM, AFRA, NAPA, SESAC, IBEW, ACA and a fresh outcropping of alphabetical outfits are on the grab. They get their impetus from radio's recognized status as an easy mark, its pockets supposedly bulging with money. They follow a well-worn path first trod by ASCAP, and emulated so successfully by AFM.

The best example of labor's appraisal of broadcasting as an industry is reflected in the "demands" made by AFM the other day of IRNA and the networks. Two years ago, when AFM struck its first bargain by threatening an industrywide musicians' strike, it was because of unemployment in the ranks of its members—a condition for which the broadcasters were in no way responsible. The theatres, by virtue of the talkies, had thrown out their orchestras, and radio had helped absorb them.

But now it is all different. AFM, through its president, Joseph N. Weber, has informed the industry representatives that a $1,500,000 boost in the ante from network affiliates, and a doubled quota for network key stations, is demanded because of the increased volume of the industry revenue and because of concessions made by the industry to other labor groups. And, irrespective of those reasons, Mr. Weber observed that increased employment should be assured because radio's growth is due principally to the services of musicians!

Such cockeyed economic reasoning naturally has aroused industrywide resentment. The so-called settlement two years ago with AFM was obtained under pain of a threatened strike. Staff orchestras, generally, have flopped. Many stations have no need for them; others have found them unsalable, and yet others regard them so inferior that they are not permitted to perform on the air. It has worked out as a subsidy to relieve purported technological employment. Such a theory cannot survive.

It's the same old story. In unvarnished words, they take radio for a sucker. Because broadcasters have capitulated to the demands of others, these groups feel they can justify their own claims for tribute. No more untenable situation ever existed in any industry.

Since when did songwriters or horn-tooters or baton-wielders or actors or script-writers create broadcasting? Did they invest their money or contribute to the technical, social or economic development of the art? Quite the contrary. Radio opened new fields of employment for them. And the average wage paid by radio for employes right down the line, according to official statistics, is higher than that of any other industry.

For the first time the industry is prepared to meet ASCAP's latest thrust. It is building its own supply of music. It is calling a halt to arbitrary, high-handed, monopolistic tactics of that combine. Unless these other pandering groups, with nothing on their side but coercion and dire threats, take heed, they may find themselves confronted with similar moves by an industry united to preserve its freedom, integrity and right to earn a reasonable return on investment.

The broadcasting industry is willing to pay and pay well for its raw material and its personnel. But it cannot be bled white by paying forced tribute to all outside elements that come within range of its microphones.

Stop, Listen & Buy

TIME was (and not so far back at that) when practically all of radio's competitors questioned its ability to sell goods. Occasionally it was admitted that although people listened, they had acquired the faculty of "closing their ears" to the commercials. That isn't the case any more, for even the most ardent critics admit that radio has the country "by the ears".

It is only because 100,000 Hoosiers can't be wrong that we raise the issue again. A collossal survey—one of the first projects undertaken in cooperation with the Federal Radio Education Committee—is in its final stages at Indiana University Radio Workshop. Some 63,000 of the 100,000 individual "radio cases" have been analyzed.

The most significant disclosure—and the one about which greatest question has been raised—is that in Indiana they actually make a special effort to listen to the commercials. Of those interviewed 63% said so. And better than half (50.8%) regularly buy products because they are radio advertised. Radio ownership apparently is like owning shoes, because 92% of them had sets. And they listen, an average of 4.3 hours per day. It proves they stop, listen and buy.

We like the survey, not only for what it shows, but because of the comprehensive and complete fashion in which it was handled. Conducted without hint of bias or prejudice by a University under the auspices of a governmental agency, it is an example of commendable cooperation in a worthwhile field.

Selling Spot

THE NATIONAL campaign launched this month by Edward Petry & Co., pioneer exclusive station representatives, to sell spot, is worthy of notice. The firm does not promote its own list of stations, but undertakes to educate accounts on the virtues of the medium as a whole.

In so doing, the Petry company dovetails its promotional efforts with those undertaken a decade ago by World Broadcasting System, pioneer in spot via transcriptions. Against tremendous odds, and a "canned music" stigma that has now all but disappeared, WBS created an awareness of and an interest in the non-network medium. These efforts cannot help but inure to the benefit of the industry as a whole.

We Pay Our Respects To —



JACOB ROBERT POPPELE

WHEN radio was still very young, in its cocoon of pre-war research, Jacob Robert (Jack) Poppele started off on the first lap of a career which today has made him one of America's best-known radio engineers, as technical head of WOR.

Like so many other old-timers, he learned his ABC's of wireless as a pioneer "ham" pounding brass in Newark at a quench-gap spark transmitter which answered to the call of 2AEY. And once, in 1912, while minutely moving the "cat's whisker" across his galena detector, a strange and wonderful thing happened to Jack Poppele.

The diaphragms of his old-fashioned headphones began to throb softly with the tones of an orchestra, someplace, playing "Tipperary"! It was—for 1912—impossible. The young experimenter had never heard any other sound but the raucous chuckle of rough spark signals rasp in on his primitive receiver.

Curiously, he called out to see who in the household might be playing the phonograph. Then he opened a window and listened attentively to determine if the music came from a neighbor's home. Outside was silence. A worried query to the old *Modern Electronics*, pioneer among radio technical magazines, solved his dilemma. Actually, he learned, there was indeed a station that accomplished this incredible feat of sending music and voices by wireless.

It opened up quite a vista for Jack Poppele. Radio was his forte and he stuck with it through the long days of the war. He carried his brass pounding to sea as an operator on commercial vessels and in the Army transport service.

The technical history of WOR has been pretty much the history of Jack Poppele as well. He was the station's first engineer; today he heads its engineering staff of better than 60 persons. The record is an exemplary one in the annals of broadcasting, for he became associated with the infant WOR only four days prior to its debut on Feb. 22, 1922. The first 250-watter took to the etherways under his guidance from the roof of L. Bamberger's department store in Newark. It was a plaything, a promotional stunt for the store, rather than the birth of a giant corporation. But its growth has been a growth of wise planning, sprinkled with vision and a large helping of plain common sense.

Through successive power jumps, Poppele saw his charge attain in 1935 the status of the first commercial high-fidelity station with 50,000 watts. WOR's transmitter, on the salt flats of Carteret, N. J., is a mecca for engineers throughout the world who find in its phenomenal signal strength and precise operation ample proof of the fact that WOR has one of the most efficient engineering plants in the United States.

During his stewardship at the Newark station, now eastern key outlet for the Mutual network, Poppele has been instrumental in seeing that WOR consistently progresses a jump or so ahead of the rest of the pack. Facsimile and frequency modulation are among the fields in which WOR is licensed for experimentation. Application is pending for a television permit as well.

In 1936, after seeing WOR reach its 50,000-watt rating, Jack Poppele was elected to the board of directors and made secretary of the Bamberger Broadcasting Service, subsidiary of R. H. Macy & Co. and owner of the station.

Born Feb. 4, 1898, in Newark, he attended local schools, then studied electrical engineering at Newark Tech and Penn State before the World War launched him into radio as a life career. He ranks as a notable member of the Institute of Radio Engineers, on the engineering committee of the NAB, charter member of the Veteran Wireless Operators Assn., and is active in several clubs of northern New Jersey. He keeps his fund of knowledge on the alert constantly by making frequent appearances before technical bodies, engineering societies and other groups.

Tall, dark, lean and intense in his work, Jack Poppele rules his staff of crack technicians with the precision of a militarist, gearing them to the split-second necessities of modern network operation. In addition to his engineering prowess, he also possesses the mind of a business man with a far-sighted flair for the practical. An army of friends includes radio men all over this nation and in Europe as well, many of them turning to him for aid in the solution of broadcast problems.

Married, he lives in South Orange, N. J., with his wife and three children. When not spending most waking hours at WOR, he has an ardent interest in amateur photography.

Personal NOTES

HENRY A. BELLOWS, former Federal Radio Commissioner and a former vice-president of CBS, is ill at his home in Minneapolis. He is advertising consultant of General Mills. His condition is reported serious.

STANLEY N. SCHULTZ, program director of WLAW, Lawrence, Mass., has joined the new WCAR, Pontiac, Mich., as program director, and H. Harrison Flint has been promoted to program director of WLAW. Mr. Schultz is an honor graduate of Harvard and formerly was in charge of radio for the governmental agencies in New England. Mr. Flint's assistant at WLAW will be Mr. William Noble. The new WCAR will go into operation some time in December.

HILMAR BAUKHAGE, NBC news commentator, has been permanently assigned to NBC headquarters in Radio City. Before leaving Washington he was feted by members of the WRC-WMAL staff at a spaghetti supper at the home of Jimmy Seiler, of the WRC-WMAL sound effects department.

HUGH SMITH, formerly commercial manager of WAML, Laurel, Miss., has been named general manager, succeeding R. V. DeGruy, who has resigned to devote full time to his theatre interests. Billy Tracy, formerly of WGCM, Gulfport, and WFOR, Hattiesburg, has been named program director of WAML, and Granville Walter, new to radio, has been added to the announcing staff. Mr. Tracy on Oct 31 married Eloise Hosey.

HOWARD J. PERRY has resigned as commercial manager of WTAG, Worcester, Mass. No successor has been named. William T. Cavanagh has been appointed manager of the WTAG program department.

SID STROTZ, manager of NBC-Chicago, addressed the St. Louis Advertising Club Nov. 14 on "Radio Advertising". Mr. Strotz discussed the same subject before the Chicago Assn. of Commerce Nov. 9.

HARRY SEDGWICK, managing director of CFRB, Toronto, and president of the Canadian Assn. of Broadcasters, has been appointed chairman of the Radio Committee of the Canadian Red Cross. Assisting him is E. L. Bushnell, general supervisor of programs of Canadian Broadcasting Corp., Toronto.

COL. HARRY C. WILDER, president of WSYR, Syracuse, N. Y., entertained Chicago agency and advertising men at a cocktail party Nov. 2 in the Palmer House.

E. PAUL HAMILTON, at one time manager of WOR, Newark, and recently with Calvert Distillers Corp., has been named director of a newly created department of merchandising of Carstairs Bros. Distilling Co. Mr. Hamilton will supervise Carstairs activities, sales promotion, publicity and trade and consumer relations.

ARTHUR W. SCHARFELD, Washington attorney, and Mrs. Scharfeld Nov. 11 became the parents of their first child, a six pound eight ounce daughter, born at Columbia Hospital, Washington.

BOB (Oscar) REICHENBACH, formerly of the CBS Hollywood sales promotion department, has joined KMOX, St. Louis, as sales promotion manager.

PHIL GRIFFITH, formerly of KGNC, Amarillo, and KGKO, Fort Worth, has joined the sales department of KOMA, Oklahoma City, succeeding Bill Salathe, who has returned to KTSA, San Antonio.

MALCOLM NEILL, CBC assistant station relations supervisor, and son of J. S. Neill, owner of CFNB, Fredricton, N. B., on Oct. 28 married Norah Hicks, formerly of the CBC Toronto commercial department, at Toronto.

FRED REINHARDT, formerly of the announcing staff of WJBL, Decatur, Ill., has joined the sales staff of WHBF, Rock Island.

MILTON LAUGHLIN, manager of WHAT, Philadelphia, is the father of a boy born recently.

SAM AGNEW, formerly of WKRC, Cincinnati, has joined the sales staff of WSAI, Cincinnati.

KEMPER WILKINS, formerly in advertising in Omaha, has joined the sales staff of KGFW, Kearney, Neb.

JAMES A. MOUNT has joined the sales staff of KGW, Portland, Ore.

KEN BROWN, of the sales staff of KVOO, Tulsa, is the father of a girl born recently.

HAL RORKE, CBS Pacific Coast publicity director, and Mrs. Millie Sims, assistant auditor of the network in Hollywood, were married at Las Vegas, Nev., Nov. 4.

J. C. MORGAN, formerly program manager of KSFO, San Francisco, has left the station to establish a radio department for the Samuel Gompers Trade School in San Francisco.

WILBUR EICHELBERG, sales manager of Don Lee Broadcasting System, Los Angeles, is recovering from an appendicitis operation.

CARL NISSEN, formerly sales manager of KNX, Hollywood, has joined the sales staff of KROW, Oakland, Cal.

WILLIAM E. MacDONALD, program director of KFNF, Shenandoah, Ia., for the last 10 years, has been named manager of that station.

LES MAWHINNEY, one time KNX, Hollywood, news bureau manager and a veteran radio publicist, has been named manager of KYCA, new station at Prescott, Ariz., which starts operation Dec. 15.

FR. WALLACE A. BURKE, manager of WEW, St. Louis, who has been seriously ill since last July, was reported recovering in mid-November. He has not yet been released from the hospital, however.

FRANK KEEGAN and Roy Bacus have been added to the sales staff of KGKO, Fort Worth, Tex.

HALSEY BARRETT, formerly of the sales promotion department of WOR, Newark, on Nov. 13 joined WNEW, New York, as sales promotion manager.

There is alw

In any field of endeavor the contenders, while starting abreast, soon stretch out into single file.

In the field of transcriptions, World—long the leader—made a great forward stride five years ago with the introduction of the *Vertical-Cut* Wide Range recording method. *Vertical* recording as against *lateral* recording was the point of distinction between the World method and the others.

This theory of electrical recording was in itself the achievement of a leader—the Bell Telephone Laboratories, the pioneer in the science of sound transmission ever since the invention of the telephone. The distinguished Bell scientists, working with the Western Electric Company, Electrical Researc
Broadcasting System, mad
an amazingly life-like qua
recorded music and progr

Since the advent of the
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WORLD BROADC

NEW YORK • CHICAGO • LOS ANGE

ays a Leader

roducts, Inc., and World vailable for radio stations never before attained in

rld *vertical* method many ome and gone. But World's ngthened its leadership . . . f new discoveries and im- he famous Bell Laborato- ound research.

n in the country and many the expense of adding special reproducing equipment for the sole purpose of reproducing World recordings. Engineers of these same stations have expressed a 9-to-1 preference for *vertical* over *lateral* quality.

The most important advertisers and agencies have long since convinced themselves of World leadership in quality and have used World recordings year in and year out in presenting their programs to the public.

These advertisers and agencies, together with the technical and talent personnel of the radio world, recognize this fact . . . *the most nearly perfect thing in recorded sound is a World Vertical-Cut Wide Range transcription.*

A S T I N G S Y S T E M

S • SAN FRANCISCO • WASHINGTON

BEHIND the MIKE

NEIL SEARLES, formerly of WEMP, Milwaukee, has joined the announcing staff of WOWO-WGL, Fort Wayne, Ind., along with Jay Gould, formerly of WKZO, Kalamazoo, and WELL, Battle Creek, Mich., and Robert Ebert, of WPAR, Parkersburg, W. Va., and WLBC, Muncie, Ind. Eldon Campbell has been named head of the WOWO-WGL special events department, and Jack O'Mara has taken over publicity.

JERRY HOEKSTRA, director of the public affairs department of KMOX, St. Louis, has returned to work after a three-week illness from a streptococci infection. Don Phillips, KMOX announcer, also has returned after three weeks in the hospital recovering from injuries received in an automobile accident.

WILLIAM GLADDEN, formerly of KFNF, Shenandoah, Ia., has joined the announcing staff of the new WCAR, Pontiac, Mich.

CARL KENT, formerly of WADC, Akron, O., has joined the announcing staff of WGKV, Charleston, W. Va.

PETER STEELE, formerly script writer, production man and television researcher with CBS, has joined the continuity department of WOR, Newark, as assistant writer and editor of scripts.

WALTER PATTERSON, formerly associated with Wheeling Steel Corp., Wheeling, W. Va., as producer of *The Musical Steelmakers*, has joined WING, Dayton, O., as program and production director.

WILLIAM CROKER, formerly of the publicity staff of WGN, Chicago, has joined WBEO, Marquette, Mich., as program director. Francis Coughlin, WGN continuity writer, is the father of a boy born recently.

DICK CRANE, announcer of KGKO, Fort Worth, is the father of a girl born Oct. 31.

DOROTHEA CONN has joined the continuity staff of WBT, Charlotte, N. C.

ART BERG, former guide captain at NBC-Chicago, has joined Carl Wester & Co., Chicago program firm. Paul E. Millen succeeds Berg as day captain of NBC guides.

EUGENE EUBANKS, of the production department of NBC-Chicago, has resigned to free lance.

HAROLD SAFFORD, program director of WLS, Chicago, addressed the women's clubs of Algonquin, Ill., Nov. 1 on "Behind the Scenes in Radio". Mr. Safford turned the talk into a demonstration of program production, drafting actors from the 200 women in the audience for impromptu performances in a skit written by Frank Baker, WLS continuity head. The drama was recorded and played back to the club women.

BRAD WILLIAMS, announcer and newscaster of WAAF, Chicago, has resigned to enter active duty in the U. S. Navy. Mr. Williams is a lieutenant in the U. S. Naval Reserve.

MARION McCLOSKEY, formerly secretary to Paul Beville, sales manager of WWL, New Orleans, recently was married to Martin Macdiarmid. She is succeeded at the station by Alice Robert.

CATHERINE HABULIN, formerly secretary to Worthington C. Lent, NBC director of research and development in Washington, on Nov. 4 was married to Lieut. Reed Cundiff, U.S.N. They will live in San Diego, Cal.

Yankee Names Britt

JIMMY BRITT, well-known sports and special events announcer, has been appointed director of the sports reporting staff of Yankee and Colonial networks, according to announcement by John Shepard 3d, Yankee Network president. In his new post, which he will assume Jan. 1, Britt will handle the play-by-play accounts of the home games of the Boston Red Sox and Boston Bees during the 1940 season. His 1939 sports reporting schedule includes the Harvard-Penn and Harvard-Yale games for NBC.



Mr. Britt

DICK MACK, J. Walter Thompson Co., Hollywood, writer of the Edgar Bergen-Charlie McCarthy material on the NBC *Chase & Sanborn Hour*, has joined the writing staff of Universal Studios. He is working on the film scripts of *Charlie McCarthy, Detective.*

TOMMY THOMAS, program director of KIRO, Seattle, and Helen Flaten, formerly his secretary, were married recently.

GRADY RAPIER, KOY, Phoenix, announcer and Mavis Green, traffic manager of the Arizona Network, have announced their engagement, and coming marriage New Year's Eve.

MARLENE AYRES, writer-announcer and singer of KOY, Phoenix, has been appointed radio publicity manager of the Maricopa County Red Cross Chapter of Arizona.

JIMMY WALLINGTON, Hollywood announcer of the CBS *Texaco Star Theatre*, sponsored by Texas Co., is recovering from a fractured upper jaw and gashed left eyeball received recently when he was hurled against a rear door as the driver of his car swerved to avoid another machine.

ELAINE STERN CARRINGTON, script writer of the serial program *When a Girl Marries*, sponsored on CBS by Prudential Insurance Co. of America, is the author of "All Things Considered," a volume of 10 short stories, recently published by Julian Messner, New York.

DAVE HENLEY has been promoted to production manager of WDAY, Fargo. Bob Dobbin, formerly of KFJB, Marshalltown, Ia., has joined the WDAY continuity department, and Don Elder the announcing staff as sports director.

LOREN P. WATSON Jr., formerly with WNEW, New York, and WFAS, White Plains, N. Y., has been appointed continuity director of WNBX, Springfield, Vt.

RIKEL KENT, of the production staff of WLW, Cincinnati, has resigned to join the production staff of Knox Reeves Adv. Agency in New York, producing shows for General Mills.

WILLIAM BODDIE, formerly assistant program director of WCSC, Charleston, S. C., has resigned to head the publicity department of Charleston's Dock Street Theatre. Gladys Sage, of the dramatic staff, succeeds him.

SELDEN R. PALMER, announcer of KTRB, Modesto, Cal., is the father of a girl born recently.

CHARLES GILCHREST, former radio editor of the *Chicago Daily News* and former writer for Blackett-Sample-Hummert, who is now public relations director of WBZ-WBZA, Boston-Springfield, has revived his radio gossip series *Stardust* over those stations.

ANTHONY MARVIN, formerly of WNYC, New York, has joined the CBS announcing staff in New York.

Without Bias

LUKE WALTON, sports announcer of WIBC, Indianapolis, indulged in some intricate microphone gymnastics during his broadcast of the recent Purdue-Iowa game. Walton announced one game on two different mikes, over two different stations (WIBC and WBOW, Terre Haute), with two different sponsors, giving two different station breaks at lulls in the game. He achieved the feat by handing the "outcast" mike to a description man nearby when his chatter was to be exclusive for one or the other station.

JAMES KANE, with the public relations department of CBS, New York, for the last seven years, has been named publicity director of CBS-Chicago. Frank Rand, formerly publicity director of CBS-Chicago, will remain as Mr. Kane's assistant, according to Louis Ruppel, CBS public relations director.

BOB PROVAN, announcer of WDRC, Hartford, has returned to work after an appendectomy.

JAMES McCLAIN, assistant production of Texas State Network, is the father of a 9 pound 11 ounce baby girl.

DOROTHY MILLER, for the last three years secretary of the Chicago office of WOR, has resigned to join the staff of Los Cerros ranch, near Tucson, Ariz. Joan Nelson has been named secretary to Harold Higgins, manager of WOR, Chicago, to replace Miss Miller.

Meet the LADIES



GEORGIA DAVIDSON

ATTRACTIVE, vivacious, talented —that's Georgia Davidson, program director of WKBN, Youngstown, O. While still in her teens, Miss Davidson became vitally interested in dramatics and decided that radio offered the best opportunity. She spent several years in radio dramatic work and became well known for her outstanding presentations. She came to WKBN in October, 1935, and a year later was appointed program director. However, she has not lost her love for dramatics and is still active along this line as director of the WKBN Players. Miss Davidson spends her spare time writing poetry. She is frequently heard on WKBN reading from her scrapbook of favorite poems.

JOSEF CHERNIAVSKY, musical director of WLW, Cincinnati, has written the music and Arthur Yasgur, young Buffalo musician, the lyrics for the new song, "You're First on Second Avenue", published recently by M. Baron Inc. Cherniavsky's last published song, "Strange", used as a theme on his recent *My Lucky Break* series, was introduced early this year by Rudy Valle. Another composition, "If You Were Set to Music", is heard as the theme on *Marathon Melodies*, fed by WLW to NBC Fridays at 10:30 p.m.

WALTER KNOBELOCH, at one time program director of WFBC, Greenville, S. C., has been named public relations director of WOL, Washington. Anne Moehler, new to radio, has been named receptionist at WOL, succeeding Catherine Casey, who has been transferred to the program department. Ted Dunlap, formerly apprentice announcer, has been promoted to a full-time assignment.

JOE HOLLIDAY, Toronto newspaperman and publicist, has been named public relations representative for Rex Frost, commentator of CFRB, Toronto.

NOBLE NASH, conductor of the *Down Memory Lane series* on WCBS, Springfield, Ill., has compiled a book of poetry and philosophy used on his nightly broadcasts, which is distributed to listeners on request.

WOODROW HATTIC, agricultural broadcast director of WWL, New Orleans, recently participated in the *Columbia's Country Journal* broadcast from the Louisiana State Fair in Shreveport, La. Charles Stookey, CBS agricultural director, and B. G. Robinson of KWKH, Shreveport, directed the broadcast.

LARRY ROLLER, educational director of WHK-WCLE, Cleveland, has resigned as of Nov. 15 to join the Cleveland Automobile Club as director of the Club's radio activities.

BOB COLBY, formerly junior announcer of NBC and previously of WGNY, Newburgh, N. Y., has joined the announcing staff of WHN, New York.

JOHN OLSON, announcer of WTMJ, Milwaukee, recently married Mildred Powers, of Plover, Wis.

LATHROP MACK, who has recently been editing and writing copy for NBC news broadcasts and formerly an AP writer, has been named sports editor of NBC to supervise all commercial and sustaining sports programs on which scripts are used. Mr. Mack also will assist A. A. Schechter, NBC director of special events, in arranging sports events for broadcast.

A. A. SCHECHTER, NBC director of news and special events, was to address the luncheon meeting of the Advertising Club of Baltimore on "Radio Covers the War" on Nov. 15. WBAL, Baltimore, planned to record the talk at the meeting and rebroadcast it later the same day.

RICHARD JANAVER, former actor on the legitimate stage and on network programs, has joined WQXR, New York, to handle announcing and production assignments. Lillian V. Corsover, former assistant to the national director of the Federal Radio Theatre, has joined the program department to assist in creating and producing commercial programs.

RONALD DAWSON, who recently joined WFVA, Fredericksburg, Va., has been named promotion manager.

ALBERT BERTHA, formerly of the *Hastings* (Neb.) *Morning Spotlight*, has joined the news department of WDGY, Minneapolis, succeeding Marlo Wynn, who transferred to Dallas.

JOHN C. SHAFER, special events director of WKY, Oklahoma City, on Nov. 26 is to marry Jettabee Ann Hopkins, author, producer and star of *Adopted Daughter*, transcribed serial sponsored on 16 stations by J. C. Penney Co.

BUD SHERMAN, announcer of WBAP, Fort Worth, is recovering from an appendectomy.

"BIG ~~LITTLE~~ BOY BLUE COME BLOW YOUR HORN"



IT'S KECA'S TENTH ANNIVERSARY, BUT YOU GET THE PRESENTS

10 BLUE RIBBONS ON EVERY CONTRACT

HERE THEY ARE!

1. New choice location on the heavy traffic end of Southern California's radio dial (780 kc).

2. Increased primary coverage, now reaching 97.2% of all homes in the 7 Southern California counties.

3. Multiplied signal strength since August 1 . . . 5 to 10 times as strong in better residential areas.

4. By taking over KEHE's frequency and transmitter thousands of new listeners were added to KECA's already established following.

5. August time sales were 400% greater than preceding six months' average. September up 75% over August . . . and gains continue!

6. KECA will bring to Southern California listeners the greatest line-up in history of Blue Network programs for the fall of 1939.

7. Lowest time cost of any major network station in Southern California. (Compare the rates.)

8. KECA carries more local department store sponsored 15-minute periods per week than any other major network station in Los Angeles.

9. If your selling problems are "different" KECA will solve them in the billion dollar Southern California market.

10. Although increased coverage and added audience warrants an increase in rates, old rates are still in effect . . . *but better sign today with KECA!*

780 KC
5000 WATTS DAYTIME
1000 WATTS NIGHT
OPERATED FULL TIME

NBC KECA BLUE NETWORK

Earle C. Anthony, Inc.
KFI • LOS ANGELES • KECA

★

FREE & PETERS, INC.
KECA National Sales Representative

KAY BARR, formerly publicity director of KDKA, Pittsburgh, has joined the NBC network traffic department in New York.

ROBERT McGINNIS, of the guest relations staff of NBC-Chicago, has joined the announcing staff of KARM, Fresno, Cal. Charles Whipple, former NBC page boy, has joined the announcing staff of WDAN, Danville, Ill. McGinnis and Whipple are graduates of the announcing school conducted by Lynn Brandt, of NBC-Chicago. During the last 15 months, 10 of the graduates have found announcing jobs with other stations.

DON CARNEY, conductor of children's programs as *Uncle Don* on WOR, Newark, was honor guest of the day at the Thanksgiving festival held Nov. 8 by the Circus Saints & Sinners at the Hotel Astor, New York.

ELIZABETH HART, announcer of NBC-Chicago, chipped a bone of her right elbow when she fell Nov. 6, but is continuing her announcing duties, wearing her arm in a sling.

LEE COOLEY, KHJ, Los Angeles, announcer, has been appointed coproducer with Thomas Conrad Sawyer of television station W6XAO, that city, also operated by Don Lee Broadcasting System.

MABEL LOVE, director of *Women's Service Club* on WPEN, Philadelphia, has been named editor of a new bimonthly woman's magazine, *Milady Fair*, to be published by Roy Silver and distributed through the Food Fair Stores starting early in January.

BEN HARKINS, program manager of KFRC, San Francisco, is the father of a girl born Nov. 1.

FRANK WELTMER has been named commentator on the late afternoon news broadcasts over the Arizona Network, originating from KOY, Phoenix. Joe Dana, chief announcer, handles the early morning and noon newscasts.

JACK WATTS, formerly of WJW, Akron, and Joe Wilson, of WRJN, Racine, Wis., have joined the announcing staff of WHBC, Canton, O.

RICHARD VAIL, formerly of KMJ, Fresno, Cal., has joined the announcing staff of KPO-KGO, San Francisco.

BERT LANE, of the announcing staff of KMBC, Kansas City, has been appointed assistant program director of the station.

BILL DOUGHERTY, formerly of WTBO, Cumberland, Md., has joined the announcing staff of WCPO, Cincinnati.

DARRELL DONNELL, formerly radio editor of the *San Francisco Examiner* and newscaster on various stations, has been added to the news staff of KYA, San Francisco.

FRANK SHINN, NBC guide, has been transferred to the production division of the program department, replacing Frank Dodge, recently named junior production director.

JAMES HARPER, formerly radio editor of the *Los Angeles Daily News*, has joined the Hollywood staff of Radio Features Service.

BOB WHITE, chief announcer of WBZ-WBZA, Boston-Springfield, has been named night manager of the stations, with Keyes Perrin, announcer, as assistant.

LOUISE DAVIES has joined the announcing staff of KPAC, Port Arthur, Tex.

RAY FERRIS, head of the music department of WLS, Chicago, recently published his song "Down the Lane of Memories" through M. M. Cole Co. A Vocalion record of the song by the *WLS Prairie Ramblers* has been released.

BARRY BLAKE, formerly of WFBR, Baltimore, has joined the production staff of WJSV, Washington.

JACK HARRINGTON, announcer of WHAS, Louisville, is the father of a girl born Oct. 29.



ON THE eve of his departure for New York to join the CBS announcing staff, Warren Sweeney (right) was presented with a traveling bag at a party staged Nov. 2 by coworkers at WJSV, CBS Washington key. Presenting the bag is Manager Jess Willard, with Commercial Manager Bill Murdock in center.

Back From Poland

FORMERLY an announcer of shortwave programs broadcast from Warsaw before Germany and Russia invaded Poland, Henry Nagorka has joined the announcing staff of WHOM, Jersey City. He handles both English and Polish language programs, using the name Henry Kent on English features. American-born and a native of Elyria, O., Nakorka went to Poland to study violin at the Warsaw Conservatory.

GAYLORD AVERY, announcer of WOW, Omaha, recently married Laura York, formerly assistant traffic manager of the station.

BOB BECKER, announcer of WFIL, Philadelphia, married Rosalid Johnston, of New York, late in October.

EARLE PUDNEY, announcer of WSB, Atlanta, is the father of a boy born in October.

FRED CHRISTENSEN, of the announcing staff of KGFW, Kearney, Neb., has been promoted to program director.

JOHN E. REILLY, program director of WMEX, Boston, for the third consecutive year will present a course of 16 lectures in radio training for the Massachusetts State U extension division, starting Nov. 16.

JIMMIE WILLSON, program director of WWL, New Orleans, and Mrs. Willson have adopted a 1½-year-old girl, their second.

FLORENCE MARKS, wife of Bowley Crowther of the *New York Times*, has returned to her position on the NBC writing staff after a year's absence.

JACK SULLIVAN, formerly dramatic critic of the *Providence* (R. I.) *Star-Tribune*, has joined WNBC, New Britain, Conn., as announcer and continuity writer. Ken Ash, formerly of WIBX, Utica, N. Y., and WBAX, Wilkes-Barre, Pa., Doug Kearns, of WTHT, Hartford, and Howard Fagan have joined the WNBC announcing staff.

KENTON CASE, formerly in radio in San Francisco, has joined the announcing staff of KGMB, Honolulu, replacing Harlan Dunning, resigned.

BILLY BUDD, winner of a local audition contest, has joined the announcing staff of KFDA, Amarillo, Tex.

Dalberg to New Post

MELVIN H. DALBERG, former principal examiner of the FCC, on Nov. 9 was sworn in as special counsel to the Federal Power Commission and assigned to duty as a trial examiner. Mr. Dalberg lost his position with the FCC on Nov. 9, 1938, by reason of the reorganization involving the abolition of examiners. He had been with the FCC for nearly five years. Previously he had practiced law in New York City for 25 years and had been assistant tax commissioner of New York City. He is a college and law graduate of Columbia University.

WMFF Staff Changes

WMFF, Plattsburg, N. Y., has announced the following changes and additions to its staff: Don Hart, formerly of WJJD, Chicago, as program director; Dale Jackson, formerly with several Pennsylvania stations, continuity manager; Jay P. Shirley, commercial manager, and Bernard Krause, formerly of shortwave stations WGEA and WGEO, Schenectady, and Charles Turcotte, announcing staff. Martin Traynor Jr., for the last year commercial manager, left WMFF recently to join an insurance agency.

Edmund T. Davis

JUST 45 minutes after KWKH, Shreveport, had gone on the air with its new 50,000-watt plant the afternoon of Oct. 28, death claimed Edmund T. Davis, 43, engineer associated with Paul F. Godley while in Shreveport completing installation of the station. He was stricken by an infected pancreas about two weeks previously while working on the job. Mr. Davis, son of Seward Davis, eminent New York patent attorney, was a native of Atlantic City and a resident of Montclair, N. J. He was graduated in 1920 from Rutgers and was a member of Zeta Psi fraternity. Surviving are his parents, a brother and a sister. He had been associated with Mr. Godley in consulting practice since 1921.

Harry L. Schillinglaw

HARRY L. SHILLINGLAW, 53, for the past 28 years associated with Earle C. Anthony Inc., Los Angeles, as assistant resident manager and in other capacities, died in that city Oct. 28, following a heart attack. Mr. Shillinglaw was well-known in southern California radio, having been general manager of KFI-KECA, Los Angeles, from May 1, 1935 to June 1, 1936. Stations are owned and operated by Earle C. Anthony Inc. Surviving Mr. Shillinglaw are his widow and two children, Mrs. Louise Dungan of Exerter, Cal., and David Shillinglaw of Los Angeles.

Maj. Borrett on Active Duty

MAJ. W. C. BORRETT, managing director of CHNS, Halifax, and a veteran of the World War, is in active military service in Halifax. He still maintains contact with CHNS, but the detail of his work has been taken over by John F. Claire, according to T. A. Evans, secretary of the Canadian Association of Broadcasters, Toronto.

HUGH M. FEELEY, formerly of Free & Peters, Chicago, on Nov. 15 joined the regional sales department of WHO, Des Moines.

Dyer Quits NAB Board, As Stations Also Drop; West Named Successor

RESIGNATION of Gene Dyer from the board of directors of the NAB and election of William H. West, manager and co-owner of WTMV, East St. Louis, Ill., as his successor, was announced Nov. 3 by NAB President Neville Miller. Mr. West's election was by the NAB board of directors, at its meeting in Chicago Nov. 3 for the Ninth District, comprising Illinois and Wisconsin.



Mr. West

In a letter to Mr. Miller, Mr. Dyer, operator of WGES, WCBD and WSBC, Chicago, and WEMP, Milwaukee, submitted his resignation due to ill health. He said his physician advised him to cut his activities to a minimum. Coincident with Mr. Dyer's resignation, it was learned that two of his stations—WCBD and WSBC—had resigned their membership in the NAB.

Other resignations, apparently traceable to Elliott Roosevelt's split with the NAB because of the code provision on controversial issues, include KFJZ, Fort Worth, KRBC, Abilene, KNOW, Austin, and WACO, Waco, all members of the Texas State Network. Ralph Atlass, owner of WJJD, Chicago, has withdrawn that station from membership, though his second station, WIND, Gary, Ind., remains in the association. WPG, Atlantic City, slated for deletion by virtue of its acquisition by Arde Bulova, and use of its facilities in New York, likewise has resigned.

Meanwhile, NAB has acquired three new member stations—KOBH, Rapid City, S. D.; KVFD, Fort Dodge, Ia., and KTSW, Emporia, Kan. The total membership now is 430 stations.

Manages New WMAN

MARIE W. VANDEGRIFT, former manager of WPAY, Portsmouth, O., and at one time with WHKC and WBNS, Columbus, has been named managing director of the new WMAN, Mansfield, O., authorized last July 13 by the FCC for 250-watt daytime operation on 1370 kc. The station is now under construction and is reported preparing for inauguration within the next few weeks. It will be RCA equipped throughout. Licensed to Richland Inc., it is owned by George Satterlee, Mansfield, president; C. A. Kessel, Mansfield, vice-president, and John F. Weimer, WJW, Akron, secretary-treasurer.

NBC Training Course

NBC has selected 12 employes from its staff of pages, office workers and guides for the first study group in artist management to meet weekly for discussions with George Engles, managing director of NBC Artists Service, and guest speakers drawn from the field of entertainment. At the end of the course, four members of the group showing the greatest aptitude will be given positions in the Artists Service.

E. D. RIVERS, former Governor of Georgia, has applied to the FCC for a new 100-250 watt station on 1430 kc. in Valdosta, Ga.



—plays both lateral and vertical recordings with *new sparkle!*

Here's a pick-up that can handle *all* recordings — whether vertical or lateral. The Western Electric 9A Reproducer brings out their full quality—has a diamond stylus insuring long life—costs much less than the *two* pick-ups you'd otherwise need.

You can easily equip your present transcription tables with the 9A Reproducer, reproducing arm and equalizing equipment.

Ask Graybar for your copy of Bulletin T1630, which gives full information on this new aid to Better Broadcasting.

ASK YOUR ENGINEER

Western Electric

Distributed by GraybaR

DISTRIBUTORS:
Graybar Electric Company,
Graybar Building, N. Y.
In Canada and Newfoundland:
Northern Electric Co., Ltd.
In other countries:
International Standard Electric Corp.

Joint IRE-RMA Session Hears Technical Advance

FALL meeting of the Institute of Radio Engineers and the Radio Manufacturers Association, sponsored by the Rochester Fall Meeting Committee, was held Nov. 13, 14 and 15 at the Sagamore Hotel, Rochester, N. Y. A paper on frequency-modulated waves was read by Paul A. De Mars of the Yankee Network, and papers covering various phases of television were read by the following: C. J. Franks, Microvolts Inc.; H. B. Devore and Harley Iams, Radiotron Division, RCA Mfg. Co.; H. E. Kallman, consulting engineer, and Stanford Goldman, General Electric Co.

Other technical subjects were covered by A. M. Glover, Radiotron Division, RCA Mfg. Co.; C. R. Hammond and E. Kohler, Jr., Ken-Rad Tube and Lamp Corp.; V. D. Landon, Victor Division, RCA; Kenneth Jarvis, consulting engineer; W. R. G. Baker, RMA director of engineering; E. Karplus, General Radio Co.; John F. Farrington, Hazeltine Service Corp.; L. B. Arguimbau, General Radio Co.; Henry Parker, Rogers Radio Tubes; M. A. Acheson and W. P. Mueller, Hygrade Sylvania Corp.; C. M. Burrill, Victor Division, RCA, and D. D. Israel, Emerson Phonograph and Radio Corp.

An inspection trip was made Nov. 15 to the frequency-modulated transmitting station of the Stromberg-Carlson Telephone Mfg. Co., located in the Rochester Gas & Electric Co. building.

KOY From Tank

NEXT DOOR neighbor of the KOY, Phoenix, transmitter reports that his hot water tank gives perfect reception of the station's programs. Instead of being delighted over not needing a radio, he objects because there is no way to shut off the broadcast.

Horle Heads IRE

L. C. F. HORLE, New York consulting engineer and veteran in the radio manufacturing field, has been elected 1940 president of the Institute of Radio Engineers in the mail balloting just completed. Departing from the custom of electing a foreigner to the vice-presidency, the IRE members chose Prof. Frederick E. Terman of Stanford U, as vice-president. Directors elected for three-year terms are Austin Bailey, AT&T; Prof. H. M. Turner, Yale; L. P. Wheeler, FCC.

JOHN P. SCRIPPS, of San Diego, publisher of several California dailies and chief owner of WHUB, Watsonville, Cal., has applied to the FCC for a new 1,000-watt station on 1430 kc. in Ventura, Cal., seeking the facilities recently relinquished by KECA, Los Angeles. A 250-watt outlet on the same frequency in San Diego, is also sought in an application filed by Warren Worcester, previously an unsuccessful applicant, and in Everett, Wash., a new 500-watt station on 1430 kc. is sought by Cascade Broadcasting Co. Inc.

STRONG FOR THE HOME TEAM

RECENTLY when a quantity of Sodium Cyanide (enough to annihilate the city of Bismarck) disappeared from the warehouse of one of the local drug stores, KFYR went into action.

It interrupted regularly scheduled programs to inform the populous of the danger. Within thirty minutes the death dealing drug was located and returned to the owner.

The wise and speedy handling of the information put everyone on his guard and avoided what might have been a major catastrophe.

THAT'S THE KIND OF THING THAT MAKES FOR KFYR POPULARITY.
LET THIS FRIENDLINESS WORK FOR YOU.

NBC affiliate
550 kilocycles

KFYR

5,000 watts day
1,000 watts night

Meyer Broadcasting Company

BISMARCK, N. DAK.

National Representatives: JOHN BLAIR AND COMPANY

in the CONTROL ROOM

W. E. STEWART has resigned as chief engineer of WOI, Ames, Ia., to join the Army Signal Corps in the Panama Canal Zone. He has been succeeded by L. L. Lewis, engineering graduate of Iowa State College recently connected with the Iowa State police radio system.

PERRY HERRINGTON Jr., transmitter operator of WCOS, Columbia, S. C., has married Dorothy Reeves, of Munnerlyn, Ga.

DICK HAMMOND, control room engineer of WBZ-WBZA, Boston-Springfield, is to resign at the end of November to become chief engineer of the new WFSX, Salem, Mass.

TOM CROSNOE, John Guion and Robert Coleman, all graduates of the training division of First National Television, Inc., have joined the engineering staff of KITE, Kansas City.

DEAN COMBS, formerly of KFAB, Lincoln, Neb., has joined the engineering staff of WDAY, Fargo.

DEAN MOFFIT, formerly of KHJ, Los Angeles, has joined the engineering staff of KGB, San Diego, Cal. Vern Milton, assistant chief engineer of KGB is the father of a girl born recently.

WILLIAM E. MORRISON, formerly of KITE, Kansas City, has joined the engineering staff of WSAZ, Huntington, W. Va.

W. J. HOLEY, consulting engineer of Atlanta, has applied to the FCC for authority to erect a new high-frequency relay station in that city to operate with 100 watts on 43.2 mc.

WILLIAM G. H. FINCH, president of Telecommunications Laboratories, on Oct. 31 was granted Patent No. 2,178,394 by the U. S. Patent Office, covering a telepicture synchronous driving system.

MEREDITH E. THOMPSON, formerly of WAPO, Chattanooga, Tenn., has joined the new WSAV, Savannah, Ga., as chief engineer. He will supervise installation of a new RCA transmitter and studio equipment.

JIMMY GAVIGAN, transmitter engineer of WHAI, Greenfield, Mass., recently married Lorraine Mary Pick, of New York.

GEORGE KOHLER has joined the engineering staff of KPAC, Port Arthur, Tex.

JACK LEWIS, new to radio, has joined KGFW, Kearney, Neb., as engineer-announcer.

HOWARD JONARD, formerly of WKST, New Castle, Pa., has joined the new WMAN, Mansfield, O., as chief engineer.

RALPH RICE, of the engineering staff of WNBC, New Britain, Conn., is the father of a boy born recently.

GARO RAY, chief engineer of WICC, Bridgeport, Conn., is himself constructing a pipe organ in his new home.

L. W. THOMAS, formerly of WPFM, Birmingham, Ala., police station, has joined the engineering staff of WJSV, Washington, along with Larry Holt, of WOL, Washington, and Walter Brester, of WLW, Cincinnati.

D. D. JONES, formerly chief engineer of WAAT, Jersey City, N. J., has joined the engineering staff of WABC, New York.

LYMAN R. BLOSSOM has joined the engineering staff of WFMJ, Youngstown, O.

RAY C. SPENCE, formerly of WPAR, Parkersburg, W. Va., has joined the engineering staff of WJLS, Beckley, W. Va.

Brand New Audience Appeal for Radio

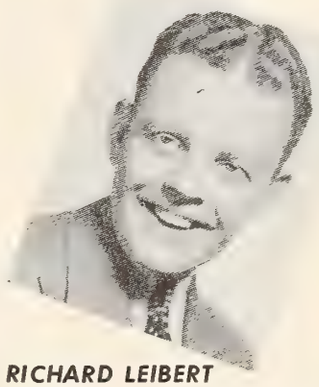
Amazing! New! THE HAMMOND Novachord



THE HAMMOND NOVACHORD
is featured on the CBS Program, "Lanny Ross, Songs," produced by Ruthrauff & Ryan, Inc.



LANNY ROSS
Now he sings to the accompaniment of the Hammond Novachord.



RICHARD LEIBERT
Now he plays the Hammond Novachord on the program, "Lanny Ross, Songs."

The news in music for radio is the Hammond Novachord. For this entirely new musical instrument gives the pianist an amazing versatility that never grows old!

It's played like a piano—and it produces beautifully clear piano-like tones. Then with a simple turn of the tone selectors the musical effects of violin, trumpet, 'cello, flute —or dozens of other faithful tones—join in!

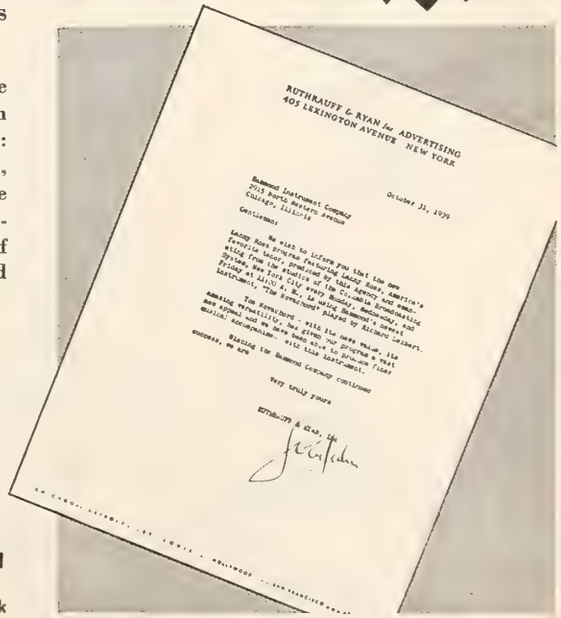
Hear *and try* the Hammond Novachord: the *new* musical instrument that's receiving a tremendous ovation from leading stations and advertisers from Coast to Coast.

See your local Hammond dealer for more information about the Hammond Novachord on your radio programs, or write to: Hammond Instrument Co., 2989 N. Western Ave., Chicago. *Or:* Hammond Organ Studios, 50 W. 57th St., New York; Los Angeles Studios, 3328 Wilshire Blvd.



Just a turn of the tone selectors will bring in such musical effects as: violin, steel guitar, French horn, harp! The Novachord gives a fascinating new range of versatility to any good pianist!

Mr. G. A. HUHN, of Ruthrauff & Ryan, Inc., says: "The Novachord—with its news value, its amazing versatility, has given our program a vast new appeal and we have been able to produce finer musical accompaniment with this instrument."



RUTHRAUFF & RYAN Inc. ADVERTISING
405 LEXINGTON AVENUE NEW YORK

October 31, 1939

Hammond Instrument Company
2989 North Western Avenue
Chicago, Illinois

Gentlemen:

We wish to inform you that the new Novachord, featured by CBS Lanny Ross, America's favorite tenor, broadcast by CBS Lanny Ross, America's favorite tenor, broadcast by CBS network from the Columbia broadcasting studios, Chicago, Illinois City, every Friday at 8:30 P.M., E.S.T., sponsored by Packard Motor Car Company, "The Symphony" played by Richard Leibert.

The Novachord is, with its many values, its amazing versatility, its many features, one of the most outstanding musical instruments ever invented. We are pleased to be Hammond Company customers, and are

Very truly yours

RUTHRAUFF & RYAN, Inc.

The NEW idea in music—by the makers of the Hammond Organ!

See..Hear..Play THE HAMMOND Novachord

at the New **HAMMOND ORGAN STUDIOS** in the Hammond Building, 50 West 57th Street, New York

New Transmitter Debuts at WXYZ

Formal Dedication Is Planned For Thanksgiving Day

WXYZ's new 5,000-watt transmitting plant, built at a cost of approximately $100,000, will be officially dedicated Thanksgiving Day Nov. 23, it was announced Nov. 7 by H. Allen Campbell, general manager of King Trendle Broadcasting Corp.

Authorized by the FCC to increase its daytime power from 1,000 to 5,000 watts, WXYZ is completing construction of the new plant on an 18-acre plot six miles from the WXYZ studios in mid-Detroit. The power increase, it was stated, will substantially improve the radius of the station and intensify its signal throughout its service area. The new RCA transmitter, Blaw-Knox 360-foot vertical radiator, building and land represent an expenditure of about $100,000, Mr. Campbell stated. The transmitter building, in addition to regular broadcast equipment, reception room and workshops, also includes a large garage and a complete four-room apartment for the caretaker. The building, of modern design, forms an L at the front, facing two highways.

Dedication of the new transmitter is being preceded by extensive advertising and publicity, calling attention to the new service from the standpoint of both listener and advertiser. Mediums being used include movie trailers, placards inside and outside of buses and street cars, 62 billboards throughout the metropolitan area, full page advertisements in all Detroit newspapers, advertisements in trade publications, direct mail to members of women's groups, churches, schools, and other business and civic organizations, advertisements in neighborhood and suburban newspapers, door-to-door broadsides totaling 300,000, and special broadcast announcements. In addition, NBC will devote its *Club Matinee* program to WXYZ the afternoon of the dedication.

WCAE, Pittsburgh, has signed the big Gimbel department store for a half hour show titled *The Enchanted Hour* starting Nov. 17 at 7:30 p.m. and featuring Howard Price, tenor, and a string orchestra.



PARTICIPATING IN a pre-game roundup in the studios of KTUL, Tulsa, before the recent Tulsa U-Centenary College football game were these local and visiting grid luminaries—(l to r) Dean Schmitters, announcer of KWKH, Shreveport, La.; Jack Charvat, sports editor of the *Tulsa Tribune*; Jerry Bozeman, KWKH sports announcer; Chet Benefiel, Tulsa U coach; Leon Booth (behind mike), Centenary publicity head; Tom Cobb, Centenary coach, and Vic Rugh, KTUL sportscaster.

Quiet on Waterfront

ALL SET for its new *I Cover the Waterfront* series, consisting of interviews with sailors and passengers arriving in the port of Beaumont, Texas State Network sought final approval of the U. S. Maritime Commission. But the whole idea had to be scuttled when approval was denied because of the possibility of attacks by foreign submarines. The Maritime Commission explained that the United States could not afford to broadcast word of arrivals, departures or cargoes of American ships.

Read Named President Of KVAN, Vancouver

SHELDON SACKETT, publisher of the *Coos Bay Times*, Marshfield, Ore., and the *Oregon Statesman*, Salem, Ore., and owner of KOOS, Marshfield, is relinquishing his stockholdings in the new KVAN, Vancouver, Wash., opposite Portland, and General Manager Walter L. Read is now president of the licensee corporation, according to a statement Nov. 6 by Mr. Read. The station went on the air Oct. 22, operating with 250 watts daytime on 880 kc.

A composite transmitter, built by Mr. Read and Chief Engineer Paul W. Spargo, has been installed, along with RCA modulation and frequency monitors, Gates speech input and a 254-foot Lehigh tower. Mr. Read announces his staff as follows: Leon W. Crager, program manager and chief announcer, formerly with KBND, Bend, Ore., and KOOS; Stuart Stockenburg, announcer; Ethel Bennett DeBoo, secretary and director of women's programs, formerly with KOAC, Corvallis; George Volker, Ray Baty and Forest Klienman, salesmen. Mr. Read was formerly chief owner of KOOS.

MAJ. EDWARD BOWES, conductor of the Chrysler Corp.'s *Amateur Hour* on CBS, has given to the Lutheran Church his Laurel Hill estate in Westchester County, New York. To be known as the Major Edward Bowes Memorial Retreat, it will be "dedicated to the advancement of the spiritual and intellectual life of the Lutheran clergy and laity of New York and neighboring states."



FIRST BIRTHDAY

October 30, 1939

Just a Baby . . . But Oh-h What Ummph! A Baby with a voice that reaches farther than any other radio station in central Indiana! A Baby that has more than a half million radio homes! A Baby with a voice that is loved and listened to by more than a million and a quarter Hoosiers! A Baby with a voice that in 12 short months speaks for twice as many local businesses as do its two neighbors! A Baby with a greater audience (daytime) than either of its neighbors! A Baby with a voice that has proved exceptional in making friends and influencing Hoosiers! Oh-h What Ummph!

WIBC "The Friendly Voice of Indiana" INDIANAPOLIS

1000 WATTS • C. A. McLaughlin, V. P. and Gen'l Mgr. • Howard H. Wilson Co., Nat'l Reps. • 1050 KC.



Announcing
Radio's Newest Merchandising Plan for
STATIONS & ADVERTISERS

AN essential ingredient in the formula for successful radio is a comprehensive merchandising program . . . and with that thought in mind, TEL-PIC SYNDICATE Inc. offers the radio industry for the first time* its amazing NEWS-DISPLAY SERVICE.

Features of the TEL-PIC Service are:

1—A patented illuminated display (18 inches by 28 inches) in six colors (red, black, blue, green, yellow, white).

2—A DAILY supply of news-flash photos depicting outstanding, timely world events.

3—Simple durable equipment. No technical hindrances. Merely insert the plug in either AC or DC current . . . display becomes animated.

4—Illuminated call letters in color at top of the display bordered with constant color flashing streaks of radio-like waves.

5—Ample space in the bottom-removable-panel of the display for station or sponsor message.

TEL-PIC's handsome attention-creating displays build a steady stream of daily merchandising tie-ins which encourage a habit-forming audience to listen to the station, thus creating a point-of-purchase sale for the sponsor.

The cost of this service will please you with its real economy. For *exclusive* rights in your city, write or wire now.

**Though only offered to the radio industry a few days ago, TEL-PIC Service already has been signed by WNBC, WELI, WMAS, WCOP.*

TEL-PIC SYNDICATE Inc.

1650 Broadway • New York City • *Circle 5-4688*

HOW DO YOU FIND BUSINESS IN SALT LAKE CITY?



100% ABOVE THE NATIONAL AVERAGE

The spending trend in Utah is 16% better than in the same period last year. This is twice the increase of the U. S. as a whole.

It means that the half-million people in the Salt Lake market are mighty good prospects for what you have to sell—right now.

Tell your story over the station that consistently carries more local advertisers than any other Salt Lake station—not because it costs less (KDYL's local rate is no lower) but because it gets *results*!

Alert, timely, interesting *showmanship!* That's what gives KDYL unequalled popularity.

5000 WATTS DAYTIME
1000 WATTS NIGHTS

KDYL

THE *POPULAR* STATION
Salt Lake City, Utah
Representatives:
JOHN BLAIR & COMPANY
Chicago - New York - Detroit
San Francisco - Los Angeles

NBC RED NETWORK

Acquiring Entire WPAY

COMPLETE ownership of WPAY, Portsmouth, O., is sought by Brush-Moore Newspapers Inc. in an application filed with the FCC Nov. 7. The newspaper chain, which owns the *Portsmouth Times* and operates WHBC, Canton, in connection with its *Canton Repository,* purchased 50% interest in the station last winter from J. E. Henry, at the same time that Chester A. Thompson, Cleveland realtor, acquired the 50% held by M. F. Rubin, of Cleveland. The newspaper group now proposes to purchase the Thompson holdings for $20,000, subject to FCC approval. Other newspapers in its chain are the *Steubenville Herald-Star, Marion Star, East Liverpool Review, Salem News* and *Salisbury* (Md.) *Times.*

WSAV Operator Asks Gainesville, Ga., Station

COINCIDENT with the announcement that Dec. 1 has been fixed as the tentative opening date for the new WSAV, Savannah, Ga., the FCC disclosed that Dixie Broadcasting Corp., with the same major stockholder, has applied for a new 250-watt station on 1210 kc. in Gainesville, Ga. Arthur Lucas, chief stockholder in the new WSAV, who also owns one-third of WRDW, Augusta, would be stockholder in the Gainesville company, with W. K. Jenkins owning the same amount. Lucas and Jenkins are Southern theater operators.

WSAV will be headed by Harben Daniel, recently commercial manager of WSM, Nashville, and will operate with 100 watts on 1310 kc. It will be RCA equipped throughout with a 190-foot Lingo tubular tower. Mr. Daniel announces the appointment of N. W. Brandon, former account executive of C. P. Clark Inc., Nashville, as advertising and promotion manager, and Meredith E. Thompson, formerly with John Barron, Washington consulting engineer, as chief engineer.

Like Movie Night

FOLLOWING the radio dramatization of the 20th-Century Fox production, "Drums Along the Mohawk", on the *Kate Smith Hour* over CBS, Nov. 3 [BROADCASTING, Nov. 1], Hollywood film producers are laudatory in their comment and major studios are eyeing the broadcasting industry with revived new interest. Current sentiment of producers is to make use of radio in a manner which will bring praise and cooperation from exhibitors rather than adverse criticism, as in the past, and picture studio executives declare that Bill Bacher's Movie Night "hit the nail on the head". Regardless of cost to film studios, they are of the opinion that such broadcasts will result in bringing radio listeners to the theatre, thereby swelling box-office receipts.

TSN Dodges Propaganda

IN KEEPING with the strict anti-propaganda policy endorsed by its president, Elliott Roosevelt, Texas State Network is using transcriptions on foreign broadcasts in an effort to keep propaganda off the air. Working under instructions from Roosevelt, the TSN program department carries no foreign broadcast on the network until it has been checked for propaganda, recording and checking each foreign origination before broadcast, and then feeding acceptable programs to member stations via transcription.

WTIC Transfer Again Is Refused

DENIED for the second time the right to assign its license from one subsidiary of the Travelers Insurance Co. to another, WTIC, Hartford, is contemplating an appeal from the Nov. 1 decision of the FCC to the U. S. Court of Appeals for the District of Columbia.

In its new decision, the FCC held it was forced to deny the application because it could not determine from the facts presented that any benefits would be derived. The new ruling was milder than its original decision just a year before, in which it condemned the transfer proposal. The case was reheard on petition of Travelers after which additional documents pertaining to the project were submitted.

Former Ruling Set Aside

In its new opinion, in which the FCC set aside its former adverse ruling but still denied the transfer, the Commission brought out that the proposed assignment from the Travelers Broadcasting Service to the new Travelers Broadcasting Co. involved only a move from one subsidiary to another. However, it stated that the proposed assignee would issue to the insurance company in payment for the physical facilities a promissory note of $500,000 bearing 6% interest and also assume all obligations of the present licensee. The latter item included a promissory note payable to the insurance company in the principal amount of $1,500,000. It was in connection with this that the FCC said the record of the pre-existing obligation "is frail" and that under the terms of the transfer it "could be used to stifle improvement were the insurance company so minded."

The Commission said it should be "reluctant to arrive at any decision which may appear to encroach upon the discretion customarily vested in corporate management." It added, however, that broadcasting is "strongly affected with a public interest" and that no assignment of a license can be approved unless the Commission after securing full information can find the transaction will be in the public interest. Asserting that full information as to the controlling facts must be before the Commission and cannot be assumed, the opinion stated "so tested, the present record falls short."

WFBL
SYRACUSE
Write for Your Copy of
"45 HOURS - 45 MINUTES"

This big, new, beautifully printed brochure tells the story of how we help manufacturers to sell 56 grocery products advertised over WFBL—EVERY WEEK! These advertisers will be quick to verify the value of Syracuse and Central New York as a vast, rich, profitable market for them! Write for your copy of this interesting book—"45 hours—45 minutes" —TODAY!

WFBL
Syracuse, N. Y.

THE SAD STORY OF THE *LATE* MR. MUDGE!



Poor Mister Mudge. A sorrier figure we never saw as we stood before his desk that soggy morning early in 1939. He was hunched forward in his swivel chair, looking down over his spectacles, like a character out of Dickens. His abject gaze was fixed on an open copy of the BROADCASTING YEARBOOK Number, newly arrived.

"Don't you like it," we asked?

"Like it," he exploded. "Why shouldn't I like it?"

"W-well," we stammered, "w-w-well."

"Of course I like it," he said testily. "I like it very well. As a matter of fact, I like it *too* well."

"Too well," we repeated?

"Yes, that's the trouble," said Mister Mudge, bitterly.

We waited.

"It's this way," he explained. "As you know, I'm sometimes inclined to procrastinate. Not very often, mind you, not very often."

We nodded.

"But I procrastinated at the wrong time. Naturally, I wanted our ad in the new YEARBOOK Number. I even talked about it. Remember?"

We nodded.

"I wouldn't think of staying out of the *buyers' guide* of the radio advertising industry."

"Of course not," we agreed.

"But what happened? In October I put off my YEARBOOK reservation. In November I laid aside the fourth notice. In December I went fishing in Florida."

"Catch anything?"

Mister Mudge disregarded the question. "In January, when I returned, the YEARBOOK edition was closed."

"Gosh," we said.

"And now here it is," pointed Mister Mudge, *"the best advertising buy of the year.* And am I in it?"

"No," we contributed.

"No is right," said Mister Mudge. "And let this be a lesson to you, boy. Never procrastinate. Never never procrastinate."

Full page is $192; half page, $108; quarter page, $60. • Regular issue rates apply • Forms close December 1.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGAR, Cleveland

Standard Oil Co. of Ohio, Cleveland, 10 *sa* weekly, thru McCann-Erickson, Cleveland.
Rockwood & Co., Brooklyn (candy), 5 *sa* weekly, thru Federal Adv. Agency, N. Y.
Quaker Oats Co., Chicago (Aunt Jemima flour), 6 *sa* weekly, thru Sherman K. Ellis & Co., Chicago.
Kellogg Co., Chicago (All-Bran), 3 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Unitarian Fellowship for Social Justice (religious), weekly *sp*, thru U. S. Adv. Corp., Toledo.
Practical Diesel Training School, Detroit, weekly *sp*, thru Rickerd, Mulberger & Hicks, Detroit.
Pillsbury Flour Mills Co., Minneapolis, 5 *sp* weekly, thru Hutchinson Adv. Co., Minneapolis.
Cluett, Peabody & Co., New York (Sanforizing), 6 *sp* weekly, thru Young & Rubicam, N. Y.

WFBR, Baltimore

BC Remedy Co., Durham, N. C. (proprietary), *sa* series, thru Harvey-Massengale Co., Durham.
Beaumont Labs., St. Louis (r-Way tablets), 200 *ta*, thru H. W. Kastor & Sons, Chicago.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 156 *ta*, thru Joseph Katz Co., Baltimore.
P. J. Ritter Co., Bridgeton, N. J. (catsup), 26 *t*, thru Clements thru Clements Co., Philadelphia.
Swift & Co., Chicago (sausage), 13 *sa*, thru J. Walter Thompson Co., Chicago.

WTAQ, Green Bay, Wis.

Chicago Technical College, Chicago, 10 *sa* weekly, thru Vanderbie & Rubens, Chicago.
Liggett & Myers Tobacco Co., New York (Chesterfields), *sa* series, thru Newell-Emmett Co., N. Y.
Pure Oil Co., Chicago, 2 *sa* weekly, thru Leo Burnett Co., Chicago.
Woodman Accident Insurance Co., Omaha, 2 *t* weekly, thru Presba, Fellers & Presba, Chicago.

KGMB, Honolulu; KHBC, Hilo

Seeck & Kaide, New York (Pertussin), 30 *sa*, thru J. Walter Thompson Co., N. Y.
Ex Lax Mfg. Co., Brooklyn (proprietary), 5 *ta* weekly, thru Joseph Katz Co., Baltimore.
Acme Breweries, San Francisco, 156 *sa*, thru Emil Brisacher & Staff, San Francsico.

WBLK, Clarksburg, W. Va.

Air Conditioning Training Corp., Youngstown, *t* series, thru Weill & Wilkins, N. Y.
Chattanooga Medicine Co., Chattanooga, 55 *sa*, thru J. Carson Brantley, Salisbury, N. C.

KSL, Salt Lake City

Smith Bros. Co., Poughkeepsie, N. Y. (cough drops), *sa* series, thru J. D. Tarcher Inc., N. Y.
Candid Eye, Philadelphia (magazine), 3 *sp* weekly, thru Albert Kircher Co., Chicago.

WOPI, Bristol, Tenn.

BC Remedy Co., Durham, N. C., 12 *ta* weekly, thru Harvey-Massengale Co., Durham.

WIRE, Indianapolis

Consolidated Products, Danville, Ill. (buttermilk products), 52 *t*, thru Mace Adv. Co., Peoria.
Carolene Products Co., Litchfield, Ill. (Milnut margarine), 39 *sp*, thru Henri, Hurst & McDonald, Chicago.
Swift & Co., Chicago (Jewel shortening), 65 *sp*, thru J. Walter Thompson Co., Chicago.
Retonga Medicine Co., Atlanta, 78 *sp*, thru Burton E. Wyatt & Co., Atlanta.
Terre Haute Brewing Co., Terre Haute, 78 *sp*, thru Stack-Goble Adv. Agency, Chicago.
Vick Chemical Co., New York, 130 *sp*, thru Morse International, N. Y.
Commercial Solvents Corp., New York (Norway antifreeze), 48 *sa*, thru Maxon Inc., N. Y.
Dr. W. B. Caldwell Co., Monticello, Ill. (proprietary), 156 *ta*, thru Benton & Bowles, Chicago.
Scott Paper Co., Chester, Pa. (towels), 39 *sp*, thru J. Walter Thompson Co., N. Y.

WHO, Des Moines

Dr. Pepper Co., Dallas (beverage), 26 *t*, thru Tracy-Locke-Dawson, Dallas.
Illinois Central Railroad, Chicago, 26 *t*, thru Caples Co., Chicago.
Oliver Farm Equipment Co., Chicago, 39 *sp*, thru Buchen Co., Chicago.
Gillette Rubber Co., Eau Claire, Wis. (tires), 26 *t*, thru Cramer-Krasselt, Milwaukee.
Furst-McNess Co., Freeport, Ill. (household products), 6 *sp*, thru Rogers & Smith, Chicago.
North American Accident Insurance Co., Newark, 13 *sp*, thru Franklin Bruck Adv. Corp., N. Y.

KDKA, Pittsburgh

Richfield Oil Corp., New York, 10 *ta* weekly, thru Sherman K. Ellis & Co., N. Y.
Beefare Corp., Pittsburgh (Frex dog food), 11 *sa* weekly, thru BBDO, Pittsburgh.
Pinex Co., Fort Wayne (proprietary), 12 *sa* weekly, thru Russell M. Seeds Co., Chicago.

WMAQ, Chicago

John Morrell & Co., Ottumwa, Ia., daily *sp*, thru Henri, Hurst & McDonald, Chicago.
North American Accident Insurance Co., N. Y., 2 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Vick Chemical Co., N. Y., daily *sp* and *sa*, thru Morse International Inc., N. Y.

WNOX, Knoxville

American Snuff Co., Kansas City, *sp* series, one year, thru Simon & Gwynn, Memphis.
Swift & Co., Chicago (sausage), 7 *ta*, thru J. Walter Thompson Co., Chicago.

KGW, Portland, Ore.

Lea & Perrins, New York (Worcestershire sauce), 2 *sa* weekly, thru Schwimmer & Scott, Chicago.
Peter Paul, Naugatuck, Conn. (candy), 78 *sa*, thru Emil Brisacher & Staff, San Francisco.
Stanco Inc., New York (cosmetics etc.), 260 *t*, thru McCann-Erickson, N. Y.
Thomas Leeming & Co., New York (Baume Bengue), 396 *sa*, thru William Esty & Co., N. Y.
Flamingo Sales Co., Los Angeles (nail polish), 6 *sa* weekly, thru Buchanan & Co., Los Angeles.
Bayer-Semasan Co., Wilmington, Del. (Ceresan), 26 *sa*, thru Thompson Koch Co., Cincinnati.

KFRC, San Francisco

Healthaids Inc., New York (Serutan), weekly *sp*, thru Austin & Spector, Adv., N. Y.
Bond Stores, New York (Men's clothing), *sa* series, thru Neff-Rogow, N. Y.
Postal Telegraph Co., New York, 4 *sa*, weekly thru Biow Co., N. Y.
National Funding Corp., Los Angeles (loans), 6 *sa* weekly, thru Smith & Bull Adv., Los Angeles.
Pacific Coast Division of American Gass Assn., San Francisco, 29 *sa*, thru D'Evelyn & Wadsworth, San Francisco.

KFI, Los Angeles

Maryland Pharmaceutical Co., Baltimore (Rem & Rel), 4 *ta* weekly, thru Joseph Katz Co., Baltimore.
Haas Baruch & Co., Los Angeles (Iris food products), 30 *sa* weekly, thru Robert Smith Adv. Agency, Los Angeles.
American Cranberry Exchange, New York (Eatmor cranberries), 26 *sa*, thru BBDO, N. Y.
General Foods Corp., New York (Post Bran), 5 *t* weekly, thru Benton & Bowles, N. Y.

WOR, Newark

Manhattan Soap Co., New York (Sweetheart soap), 2 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Fischer Baking Co., Newark, 3 *sp* weekly, thru Neff-Rogow, N. Y.
Journal of Living Publications, New York, 3 *sp* weekly, thru Austin & Spector, N. Y.

WTMJ, Milwaukee

Wilson & Co., Chicago (Ideal dog food), 18 *sa*, thru U. S. Adv. Corp., Chicago.
Griffin Mfg. Co., Brooklyn (shoe polish), 130 *sa*, thru Bermingham, Castleman & Pierce, N. Y.

WKRC, Cincinnati

Consolidated Drug Trade Products, Chicago, 6 *t* weekly, thru Benson & Dall, Chicago.



"I'm used to being out in front since we bought WRC"

Pd. Adv.

WTCN, Minneapolis

American Bird Products, Chicago, 30 *sp*, thru Weston-Barnett, Chicago.
Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 5 *t* weekly, thru H. W. Kastor & Sons, Chicago.
Chicago, Burlington & Quincy Railway, Chicago, 3 *sa* weekly, thru Reincke-Ellis-Younggreen & Finn, Chicago.
Chocolate Products Co., Chicago (Stillicious), 5 *t* weekly, thru McCord Co., Minneapolis.
Creamette Co., Minneapolis, 300 *ta*, thru John H. Dunham Co., Chicago.
Crowell Pub. Co., New York (Country Home), 5 *sp* weekly, thru Ralph H. Jones Co., Cincinnati.
E. I. Du Pont de Nemours & Co., Wilmington, Del. (anti-freeze), 3 *sa* weekly, thru BBDO, N. Y.
Feltman & Curme Co., Chicago (shoes), 3 *sp* weekly, thru McJunkin Adv. Co., Chicago.
Quick Meal Cereal Co., Minneapolis (Perko), 7 *sa* weekly, thru First United Broadcasters, Chicago.

WOOD-WASH, Grand Rapids

Battle Creek Dog Food Co., Battle Creek, Mich., 18 *sa*, thru Staake & Schoonmaker, Kalamazoo.
Richman Bros. Co., Cleveland (clothes), 52 *sa*, thru McCann-Erickson, Cleveland.
A. E. Staley Co., Decatur, Ill. (syrup), 130 *t*, thru Gardner Adv. Co., St. Louis.
Coleman Lamp & Stove Co., Wichita, 52 *ta*, thru Ferry-Hanly Co., Kansas City.
Creomulsion Co., Atlanta, 52 *ta*, thru Harvey-Massengale, Atlanta.
Campbell Cereal Co., Minneapolis (Malto-Meal), 60 *sa*, thru H. W. Kastor & Sons, Chicago.

WMCA, New York

M. W. Houck & Bro., New York (food distributors), 6 *sp* weekly, 52 weeks, thru Alley & Richards Co., N. Y.
Consolidated Drug Products, Chicago (proprietaries), 5 *sp* weekly, 26 thru Benson & Dall, Chicago.
Renault Wine Co., New York, 30 *sa*, 13 weeks, thru White-Lowell Co., N. Y.
Independent Halvah & Candies, New York, daily *sa*, 26 weeks, thru Louis E. Shecter Adv. Agency, N. Y.

KNX, Hollywood

Pioneer Canneries, Seattle (minced clams), 6 *sp* weekly, thru J. Walter Thompson Co., San Francisco.
Reid-Murdock & Co., Los Angeles (Monarch Coffee), 6 *sp* weekly, thru W. B. Ross Adv., Los Angeles.
Thomas Leeming & Co., New York (Baume Bengue), 10 *sa* weekly, thru Wm. Esty & Co., N. Y.
Zinsmaster Baking Co., Duluth (Hol-Rye & Zwieback), 6 *sp* weekly, thru Allied Adv. Agency, Los Angeles.
Burnham & Morrell & Co., Boston (B & M Beans), 6 *sp* weekly, thru Lavin Co., Boston.
Minnesota Consolidated Canneries, Minneapolis (Butter Kernel Corn), 6 *sp* weekly, thru Long Adv. Service, San Francisco.

WMCA, New York

Consolidated Drug Co., Chicago, daily hour *sp*, thru Benson & Dall, Chicago.
Reid, Murdoch & Co., Chicago, 2 *sa* daily, thru Rogers & Smith, Chicago.
Sterling Insurance Co., Chicago, 5 *sp* weekly, thru Neal Co., Chicago.
Lumberman's Casualty Insurance Co., Chicago, 5 *sp* weekly, thru McJunkin Adv. Co., Chicago.

KSFO, San Francisco

National Funding Corp. (Seaboard Finance), Los Angeles (loan company), 5 *sp* weekly, thru Smith & Bull Adv., Los Angeles.
Wood Briquettes, Oakland (Prestologs), 4 *sa* weekly, thru Emil Reinhardt Agency, Oakland.
Vick Chemical Co., Greensboro, N. C. (Vapo-Rub), series of *sa*, thru Morse International, N. Y.

Radio Advertisers

DOWNTOWN EVENTS COMMITTEE, Los Angeles, consisting of principal department stores and firms in that city, on Nov. 20 starts for 13 weeks using five times weekly the quarter-hour transcribed children's serial, *Cinnamon Bear*, on KECA, in a Christmas campaign. Placing thru Westamerica Co., Los Angeles, the sponsors are introducing program characters in general promotion now being released. Besides generous newspaper space, car cards and billboards are being used. In addition downtown Los Angeles street decorations and window displays, starting Nov. 22, will be tied in with the program. Transcribed serial was produced by Radio Transcription Co. of America, Hollywood, and is also being sponsored by Sears, Roebuck & Co. on KFPY, Spokane, KFEL, Denver; and by the California-Oregon Power Co., Medford, Ore., on KMED, KFJI, KRNR. Other sponsors of the transcribed show are Lipman, Wolfe & Co., Portland, on KALE; Weiboldt's Stores Inc., Chicago, on WGN; Gimbel Dept. Store, Miami, on WQAM; Leo's Stores Inc., Cincinnati, on WSAI.

R. B. SEMLER, New York, is conducting a six-month test campaign for Kreml hair tonic on WEEI, Boston, using 50-word announcements 25 times weekly, with half of the announcements devoted to news and half to commercials. Erwin, Wasey & Co., New York, is the agency.

PROCTER & GAMBLE, Cincinnati, on Nov. 13 started on WTMJ, Milwaukee, *The Sidewalk Reporter* five times weekly for a year for White Naptha soap; the five-weekly serial, *This Day is Ours*, for Crisco, and a schedule of 156 spots for the new P&G product, Duz. Agency is Compton Advertising Inc., New York.

CHALLENGE CREAM & BUTTER Assn., Los Angeles, thru Emil Brisacher & Staff, that city, has extended its current California campaign through December and is using daily transcribed minute announcements on KFXM KQW KFSD KTMS KERN.

BULLOCKS Inc., Los Angeles, with four department stores in Southern California, and a consistent user of spot radio, in a pre-Christmas campaign, on Nov. 24 starts for 18 days using two one-minute transcribed announcements daily on 11 stations, KFI KECA KNX KHJ KFWB KMPC KFAC KMTR KIEV KFOX KFVD. Agency is Dana Jones Co., Los Angeles.

NESBITT FRUIT PRODUCTS Inc., Los Angeles (orange juice), thru Chas. H. Mayne Co., that city, in a 30-day test campaign started Nov. 1 is using daily spot announcements on KFDM and KRIC, Beaumont, Tex., with bottler tie-in. Other radio test campaigns are also planned.

SOUTHERN STATES FOOD, Dallas firm, has renewed, effective Nov. 9, its series of five-minute spots placed on 10 Texas State Network stations to promote Bluebonnet margarine. The spots are heard Tuesday mornings, 10:15-10:20. Agency handling the account is Gandy Adv., Dallas.

SABERT MUSIC STUDIOS, Brooklyn, has appointed Frank Kiernan & Co., New York, to handle a test campaign of daily spot announcements through November on WVFW, Brooklyn. More stations will be added if the test proves successful.

KNAAPP-MONARCH Co., St. Louis (electric razors), has started daily minute announcements on WMAQ, Chicago. Cramer-Krasselt Co., Milwaukee, handles the account.

Shoe Swap

SOME time ago, through its *Trading Post* program, WNAX, Yankton, S. D., received a letter from a one-legged man trying to locate another one-legged man with whom he might trade extra right shoes, which he could not use, for left shoes of the same size. Shortly another letter came from a Minnesota listener, this one in the same difficulty except that he was able to wear only right shoes. WNAX brought the two together and now reports that happy days are here again for both.

SWIFT CANADIAN Co., Toronto (Pard dog food) on Nov. 5 started *The Shadow of Fu Manchu* for a half-hour weekly on CFRB, Toronto; Nov. 12 on CBA, Sackville, N. B.; Nov. 19 starts on CJRC, Winnipeg; Nov. 26 on CJOR, Vancouver. Account was placed by J. Walter Thompson Co., Toronto; transcriptions from Associated Broadcasting Co., Toronto.

ANNIE LAURIE Candy Shops, Toronto, started Nov. 7 three weekly spot announcements on CKTB, St. Catharines, Ont.; CHML, Hamilton, Ont.; CFCO, Chatham, Ont.; CKRC, Kitchener, Ont. Frequency of the announcements will increase towards Christmas. The company has picked radio for its first advertising campaign, and is using the present campaign as a test for next year's advertising program. Account was placed by Benison Co., Toronto.

MAURICE BALL Inc., Los Angeles (furs), thru Nellie Walsh Adv. Service, that city, in a pre-Christmas campaign, on Oct. 16 started thrice-weekly spot announcements for 13 weeks on KECA and two a week on KHJ.

P. B. WHITE & Co., Philadelphia tailor firm, is sponsoring a six-weekly two-hour program, 10 p. m. to midnight, on WPEN, Philadelphia. The two-hour feature includes Sandy Guyer's *Night Club of the Air* recorded program and a quarter-hour sports show by Ira Walsh. Harry Feigenbaum Agency, Philadelphia, handles the account.

PENNZOIL Co., Los Angeles, through Mayers Co., that city, in a 60-day test campaign which started Nov. 8, is using from 20 to 30 transcribed one-minute dramatized announcements weekly on KIDO KARM KDB KFOX KGER.



JELL-O said Jack Benny (center) to William S. Hedges (right), NBC New York vice-president in charge of station relations, when the latter was in Hollywood during late October and "sat in" on the comedian's program, sponsored by General Foods Corp. John W. Nichelson, (left), West Coast radio and advertising representative of General Foods Corp. handled the introduction.

CHICAGO, Milkaukee, St. Paul & Pacific R. R., Chicago, has started a Sunday afternoon newscast on WBBM, that city, featuring Todd Hunter. The firm is also using a Saturday evening sports review on WCCO, Minneapolis, with Rolly Johnson. Roche, Williams & Cunnyngham, Chicago, is agency.

DEALER'S CHOICE



Harold S. Hall
Head of the Star Palace Laundry

* SIXTH OF A SERIES

Almost since the very day, over four years ago, that Mr. Harold S. Hall took over the management of Star Palace Laundry, the laundry has been selling itself over WHEC. During these four years the growth of the business has been little short of phenomenal.

Mr. Hall tells us that 50% of his advertising appropriation has gone to radio, . . . and by that he means WHEC, for the Star Palace Laundry has used WHEC *exclusively*.

Rochester merchants know Rochester's listening preferences first hand;—back their opinion of WHEC with their own hard dollars!

■

BASIC CBS

■

Representatives:

PAUL H. RAYMER CO.

New York Chicago Detroit

San Francisco

WHEC
ROCHESTER

Local Interest and CBS programs assure exclusive attention of a superior audience.
Send for Facts
National Representatives
BURN-SMITH CO., Inc.
New York and Chicago
5000 w. day ● 1000 w. night
KGVO
MISSOULA MONTANA

STATLER TISSUE Co., makers of towels and facial tissues, is sponsoring the early morning *Transcript* news periods on WBZ-WBZA, Boston-Springfield. News, coming direct from editorial offices of the *Boston Transcript*, is broadcast by John Cooper, the paper's newscaster. Program is merchandised by sending 10,000 *Transcript Newscope* front pages to all dealers, with center of news page replaced by promotion urging all dealers to push the program.

BRAUN BAKERY Co., Pittsburgh, is sponsoring the MBS weekly cooperative program *Show of the Week* on WCAE, Pittsburgh, Sundays, 6.30-7 p. m.

NATIONAL FUNDING Corp., Los Angeles (Seaboard Finance), has started a five-weekly newscast on KSFO, San Francisco, 5-5:15 p. m., featuring Tro Harper. Account placed through Smith & Bull, Los Angeles.

In the TWIN CITIES Market It's
NBC STATION
WTCN
MINNEAPOLIS ST. PAUL
FIRST IN NEWS
FIRST IN SPORTS
FIRST IN ENTERTAINMENT
Owned and Operated by the
ST. PAUL DISPATCH-PIONEER PRESS AND MINNEAPOLIS TRIBUNE AND TIMES-TRIBUNE
Free and Peters, Inc.—National Representatives. New York, Chicago, Detroit, Los Angeles, San Francisco, Atlanta

D. P. WOOLEY, vice-president in charge of merchandising and advertising of Standard Brands, New York, has resigned to retire from active business. Joseph A. Lee and Traver Smith, vice-presidents, will divide his former duties. R. W. Griggs, former advertising manager, has been named head of a newly organized new products department, and will be succeeded by D. B. Statler, former assistant advertising manager.

FRUIT WINES Corp., New York, on Nov. 8 started sponsoring the *Harlem Amateur Hour* program, heard sustaining on WMCA, New York, for five years. Broadcast from the stage of the Apollo Theatre, New York, 11-12 midnight, the program features different Negro orchestras and amateurs each week. Account is handled direct.

FRANCISCAN FRIARS, Garrison, N. Y., on Nov. 5 started a new series of dramatizations on the *St. Anthony Hour* replacing the *Novena Services* previously heard, on WHN, New York, and the Colonial Network, in two half-hour periods on Sundays. The new program dramatizes the lives of the various people who have figured prominently in the founding of Graymoor, the Franciscan monastery.

OLD HOMESTEAD Bakeries, San Francisco (bread) on November 6 started the five-weekly transcribed *Secret Diary* on KPO, San Francisco, Mon. thru Fri., 9:45-10 a. m. (PST). Agency is Leon Livingston, San Francisco.

PEPSI-COLA Co., New York, on Nov. 10 launched a series of weekly programs, *The Answer Game*, on KFRC, San Francisco, Fridays, 8-8:30 p. m. (PST). The program is a copyright question-answer idea using telephones and charts and was sponsored on KFRC for 26 weeks last year for Wieland's Beer. Agency is Newell Emmett Co., New York.

GILLETTE RUBBER Co., Akron, has started a quarter-hour Sunday morning series on WLS, Chicago, featuring the *Maple City Four* and their washboard band. A portion of the program is given to an old-fashioned song revival in which favorites of the last 20 years are sung in their original arrangements.

GEPPERT STUDIOS, Des Moines (photo enlargements), is using six weekly spot announcements on WTAQ, Green Bay, Wis., and WMAM, Marinette, Wis. Coolidge Adv. Co., Des Moines, handles the account.

P. LORILLARD & Co., New York, has resumed the *Tango Cabaret* program on WOV, New York, in the interests of Old Gold cigarettes. The half-hour weekly program features Guido Bussinelli, tenor; Emelita Rosselli, soprano; the Townsmen Male Quartet, and the Old Gold Orchestra directed by Jules Occhiboi. Lennen & Mitchell, New York, is the agency.

AMERICAN POP CORN Co., Sioux City, Ia. (Jolly Time pop corn), is testing five-minute programs on WDAY, Fargo, N. D.; WMMN, Fairmont, W. Va.; KGHL, Billings, Mont. Additional stations to be included in the campaign have not been announced. Agency is N. A. Winter Adv. Agency, Des Moines.

FRUIT INDUSTRIES Ltd., Los Angeles (wines), in a 22-day pre-Christmas campaign starting Dec. 1 will use one-minute transcribed announcements five times weekly on five Southern California Don Lee stations (KHJ KDB KGB KVOE KFXM). Agency is Emil Brisacher & Staff Inc., Los Angeles.

THRIFTY CUT-RATE DRUG STORES, Los Angeles, with 47 units in Southern California, to promote fountain grill service and utilizing radio for the first time, on Nov. 1 started for 30 days three to five minute transcribed and live announcements daily on KNX KFWB KMTR KFVD and KGFJ. Transcribed announcements were cut by Radio Recorders Inc. Hollywood. Milton Weinberg Adv. Co., Los Angeles, is agency.



OFFICIALS of Walgreen Drug Co., Chicago, and NBC in that city got together the other day to sign one of the largest local contracts in the history of WENR, NBC-Blue outlet. The drug firm signed for six hours each week including a Sunday show called, *This Week's Hit Tunes* and a daily morning show *Ten O'Clock Final*. Seated and signing is Orville Gile, Walgreen advertising manager, while on his left is Oliver Morton, head of spot and local sales of NBC-Chicago. Standing (l to r) are Robert Riemenschneider, Walgreen promotion manager; Sid Strotz, manager of NBC-Chicago; Jack Scott, of Schwimmer & Scott, agency handling the account.

TORONTO SALT WORKS, Toronto (ice remover) starts a radio campaign on a number of Ontario stations early in December. Details are not available as yet, according to Frontenac Broadcasting Co., Toronto.

KIK Co., Montreal (soft drink) started on Nov. 1, a quarter-hour studio show five times weekly on CKCL, Toronto; CHML, Hamilton; CFPL, London, Ont.; CFCF, Montreal; CHLP, Montreal. Accounts in Ontario were placed by Frontenac Broadcasting Co., Toronto; in Quebec by General Broadcasting Co., Montreal.

P. S. BUSTIN CHEMICAL Co., Toronto (medicinal) on Dec. 15 starts daily spot announcements, six weekly, on CFRB, Toronto; CFCO, Chatham, Ont.; CKGB, Timmins, Ont.; and a number of other Ontario stations. Account was placed by Frontenac Broadcasting Co., Toronto.

FORD Dealers of Iowa have started Gwen McCleary in a style-travel-historical-Iowa series for 13 weeks on KSO, Des Moines, in addition to four-daily spot announcements on WMT, Cedar Rapids, and KSO-KRNT.

O'CEDAR Co. of Canada, Toronto, has started a test campaign with thrice-weekly five-minute transcribed show on CFRB, Toronto, and is merchandising the campaign with a newspaper of odd facts. Transcriptions were made by Radio Centre Ltd., Toronto, and account was placed by Benison Co., Toronto.

The New
WKBN
YOUNGSTOWN·OHIO
The Key to the Rich Mahoning Valley-Serving
2,000,000 LISTENERS
1000 WATTS DAY • 500 WATTS NIGHT



KASPER-GORDON, Boston, recently announced new sponsors for four of its transcribed radio productions. Sponsoring *Adventures in Christmastree Grove*, a 15-episode serial, are Sears Roebuck Stores in Hazelton, Harrisburg, York and Lancaster, Pa., Toledo and Wilmington; Boggs & Buhl, Pittsburgh; Strouss-Hirshberg, Youngstown; J. B. Sperry, Port Huron, Mich., and J. G. Kirven, Columbus, Ga. Thornton Laundry, Youngstown, and Commonwealth Baking Co., Worcester, are sponsoring the quarter-hour weekly series *Wade Lane's Home Folks*, and Loose-Wiles Biscuit Co., Long Island City, is testing the syndicated series *The Adventures of Uncle Jimmy* in 156 quarter-hours in Memphis, Omaha and St. Louis.

The company has taken over exclusive distributing rights to *Dan Dunn, Secret Operative 48* for territory east of the Mississippi, and is preparing a promotional campagn for the program directed to bakers, dairies, food companies and soft drinks bottlers. This program is now being tested by Chocolate Products Co., Chicago, on WTCN, Minneapolis, KSO, Des Moines and KDAL, Duluth.

NEW SUBSCRIBERS to *NBC Thesaurus* during the past six weeks are WHMA, Anniston, Ala.; WMGA, Moultrie, Ga.; WXYZ, Detroit; WFAA, Dallas; WOAI, San Antonio; KXOX, Sweetwater, Texas; KMPC, Beverly Hills, Cal.; CKVD, Val d'Or, Quebec. All Nov. 1 *Thesaurus* releases were recorded by the new RCA-NBC Orthacoustic Recording System.

STANDARD RADIO announces the following new subscribers to its Standard Library Service: WFOY, St. Augustine, Fla.; KROW, Oakland, Cal.; WHBU, Anderson, Ind.; WFAM-WSBT, South Bend, Ind.; KWNO, Winona, Minn.

CHAMPION RECORDING Corp., New York, on Nov. 1 moved its offices to 1600 Broadway and has opened new studios equipped with Western Electric and RCA microphones and all modern recording apparatus.

CHARLES MICHELSON, New York transcription firm, announces as new subscribers to its Speedy-Q Sound Effects Service: WTMA, Charleston, S. C.; WRC, Washington; WIRE, Indianapolis; WJJD, Chicago; WMBG, Richmond; Yale University; Wesleyan College.

Utah Radio Promotion

IN A cooperative promotional effort, the three Salt Lake City radio stations took over one of the regular weekly meetings of the Salt Lake Advertising Club and gave a one-hour presentation of radio's place as an advertising medium to the 150 members and guests present. E. J. Broman, KSL account executive and vice-president of the club, conducted the meeting. Walter Wagstaff, KDYL commercial manager; Doug Gourley, KDYL, and Wayne Richards, Ralph Hardy and Parley Baer, all of KSL, participated in the discussion. Although newspapers have used the club consistently for such promotions, this was the first time it has been done on an all-station basis for radio.

MAJ. EDWARD BOWES will conduct a birthday broadcast Nov. 19 when his CBS *Family* celebrates its 17th anniversary on the air from the stage of the Capitol Theatre, New York.

Read Promoted at WWL

A. LOUIS READ on Nov. 7 was promoted to the commercial managership of WWL, New Orleans, succeeding W. P. Beville, and has assumed charge of all national and local sales. Heretofore he has been merchandising manager. Gus Koorie, formerly with the *New Orleans Tribune*, has joined WWL to assist Henry Dupre, publicity director, and Beverly Brown, production manager.

UNABLE to broadcast directly from Moscow, Max Jordan, Central European representative of NBC, went to the Soviet capital for the extraordinary session of the Supreme Soviet, then proceeded to Stockholm to broadcast his report over NBC-Blue on Nov. 5.

Mike at Fire

WHEN fire broke out in a building near the studios of WEEI, Boston, station engineers saw a good chance to test the new machine-gun mike—the first ever seen in Boston. When the mike was set up on the street, police began having less and less difficulty dispersing crowds hampering work of the firemen—to most gawkers the mike looked like some new type machine-gun.

WHTR are the call letters assigned by the FCC for the new station authorized for construction in Spartanburg, S. C. [BROADCASTING, Nov. 1].

Stillicious Tests Disc

CHOCOLATE PRODUCTS Inc., Chicago (Stillicious), is sponsoring the transcribed quarter-hour adventure series, *Dan Dunn, Secret Operative No. 48*, on WTCN, Minneapolis; KSO, Des Moines and KDAL, Duluth, using five weekly. By the end of December the firm will have increased the list to include more than 20 other stations nationally. McCord Co., Minneapolis, has the account. Transcribed series was produced by Dan Dunn Productions, Hollywood. A. D. Pashkow, president, and John W. Erickson, general manager, respectively, of Chocolate Products, were in Hollywood during early November to confer with A. B. Lapic, head of Dan Dunn Productions.

KFBK Scores again!

The Pacific Coast Baseball League has chosen Tony Koester as the outstanding West Coast Sports Announcer following an official competition determined by the Coast baseball announcers' ability to increase attendance on "Announcers Appreciation Night" in all League Parks.

57% of all the mail response on Tony Koester's 1939 Lorillard Baseball Broadcasts was from Pacific Coast League Cities — San Diego, Los Angeles, Hollywood, Sacramento, Oakland, San Francisco, Portland and Seattle.

87% of all the Radio Homes in the eleven Western States are in counties which responded to KFBK baseball broadcasts.

STATE	Radio Homes In Counties Responding	Per Cent of State Total
CALIFORNIA	1,718,140	99%
WASHINGTON	425,910	91%
OREGON	276,290	96%
NEVADA	27,690	97%
IDAHO	65,750	67%
MONTANA	72,670	64%
COLORADO	107,960	46%
ARIZONA	57,210	72%
WYOMING	16,510	34%
UTAH	39,350	35%
NEW MEXICO	11,400	18%

Analysis of Old Gold & Briggs' 1939 Baseball Response from KFBK.

National Representatives
PAUL H. RAYMER COMPANY
NEW YORK • CHICAGO • DETROIT
SAN FRANCISCO • LOS ANGELES

KFBK Is One of the Four High Powered West Coast Stations

McCLATCHY BROADCASTING CO.
SACRAMENTO, CALIFORNIA

MAPS AND MONEY

Get your map. Turn to Winston-Salem, North Carolina. Note the population. Study the market data. Note the active industries. WAIR offers you this—plus scores of other active towns within its coverage.

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

Agencies

JOHN L. ANDERSON, secretary and treasurer of McCann-Erickson, New York, has been given supervision over the agency's radio department, replacing Stanford Briggs, vice-president of the agency, who requested that he be relieved of this post because of the pressure of other duties.

RUSSELL M. SEEDS Co., Chicago, has established a new merchandising and research department, under direction of Albert C. Mueller, for 17 years with the Hearst newspapers in Chicago.

JACK WHITE, at one time with NBC, has joined the Hollywood staff of Lord & Thomas, assisting Tom McAvity in production of the NBC *Bob Hope Show*, sponsored by Pepsodent Co.

CLARE OLMSTEAD, who recently resigned as chief talent buyer of Young & Rubicam, Hollywood, has joined A & S Lyons Inc., that city. With Lester Linsk he is in charge of West Coast radio activities of that agency. Olmstead is the third Young & Rubicam radio executive to switch to A & S Lyons within the past year, the others being Don Stauffer and Bill Stuhler in New York. In addition to being in charge of the firm's clients for radio work, Olmstead and Linsk will formulate package shows for submission to agencies and sponsors.

SAM H. ARMSTRONG, for the last seven years partner in the Hollywood talent agency, Conlon-Armstrong inc., has withdrawn to join Columbia Management of California Inc., that city, a subsidiary of CBS. He is in charge of the motion picture division, newly created by Murry Brophy, general manager. Tom Conlon retains the firm name of Conlon-Armstrong, and continues to operate his agency at 8734 Sunset Blvd., with personnel including associates Frank Ryan and Samuel Arnow.

DONALD LINDSAY, formerly copy chief of Robert St. Clair Co., New York, has joined the copy staff of McCann-Erickson in Cleveland.

EDWARD E. ROTHMAN, formerly vice-president of McManus, John & Adams, has joined the New York office of Batten, Barton, Durstine & Osborn.

ARTHUR DALY of the production department of WRC-WMAL, Washington, resigned Nov. 8 to join the radio department of N. W. Ayer & Son in New York. Daly produced *Dreams Come True* and other NBC-Blue shows originating in Washington. He came to Washington a year ago after being with NBC in Radio City for eight years. Rodney Erickson, formerly of KMBC, Kansas City, succeeds him on WRC-WMAL.

JEAN HEDLEY, of the radio traffic department of J. Walter Thompson Co., has transferred to the radio department of Lord & Thomas of Canada, Toronto.

DANA JONES Co., Los Angeles, is now located in new offices at 950 S. Broadway.

ROSSITER HOLBROOK, formerly vice-president of Frank Best & Co., New York, has joined Wesley Associates, New York, as account executive in charge of the Wright R. Baker, Ossining (Stirizol powder) account, and Castle Bread, an imported health bread distributed in this country by Swedish Produce Co., New York.

BILL MOORE succeeds Pauline Swanson as Hollywood manager of Tom Fizdale Inc., national radio publicity service, effective Dec. 1. Virginia Lindsay joins the Hollywood staff, moving over from Helen Ferguson Agency, that city.



IT WAS a serious moment for (l to r) Joe Penner, featured comedian on the NBC-Blue *Tip Top Show*, sponsored by Ward Baking Co., when, with the assistance of Glan Heish, producer for Sherman K. Ellis Co., agency servicing the account, and Arnold Maguire, NBC Hollywood director, he had to cut script to meet alloted half-hour time for the weekly program. Heish also is staff producer of KFI-KECA, Los Angeles.

ARTHUR KUDNER, president of Arthur H. Kudner, New York, is directing all advertising and publicity for the annual Red Cross Roll Call, as chairman of the New York Chapter.

RAYMOND R. MORGAN Co., Hollywood, has added as account executives Ralph Ledder, formerly advertising manager of the City of Paris Department Store of San Francisco; Hal Peery, owner of a restaurant chain in France and formerly with Frank W. Birely Co., Hollywood; and Robert Temple, formerly sales manager for Cosray soap and cosmetics.

ROBERT GALLAGHER has been named manager of the Chicago office of James L. Lunke & Associates.

ADDISON SMITH, assistant producer of Benton & Bowles, Hollywood, has been transferred to the agency's New York radio department. On Nov. 9 he married Maxine Plankard of Los Angeles at Yuma, Ariz.

TEVIS HUHN, former CBS production director of *Major Bowes, The Goldbergs, Hour of Charm* and others, has joined the radio department of Warwick & Legler, New York.

WILLIAM J. WILLIAMSON, formerly sales manager of WKRC, Cincinnati, has joined the sales staff of Ralph H. Jones Co., Cincinnati agency.

DOORWAY (Ky.) IS CLOSED TO BIG SALES!

Simply because few people live there, Doorway (Ky.) is pretty much a *closed proposition* so far as *sales* are concerned. That's why Doorway and a thousand other Kentucky hamlets, *combined*, can't give you a market to compare with the rich Louisville Trading Area. THE MILLION BUYERS who live in and around Louisville make two-thirds of *all* Kentucky purchases! And these ready-made customers tune to WAVE because we give them the *newest* news, the best on N.B.C., and the finest local programs. Broadcast over WAVE, *your* story reaches *only* the people who matter! . . . How about it?

LOUISVILLE'S WAVE

INCORPORATED

1000 WATTS • • • 940 K.C. • • • N.B.C.

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

NOW AVAILABLE ON WCOA Pensacola, Fla.

. . . *NBC Red & Blue*

FULL AP NEWS SERVICE

Six 15-minute periods being broadcast daily as exclusive news service for Northwestern Florida and Southern Alabama. Service adaptable to any advertiser's needs. See us for availabilities.

JOHN H. PERRY ASSOCIATES

National Representatives

ERNEST FRANK, formerly an executive of the *San Francisco Examiner* and prior to that head of Ernest Frank & Neiman Adv. Agency, Chicago, has organized the agency of Ernest Frank Associates, in Monterey, Cal. Associated with him are Malcolm Dewees, Ronald Johnson, Phyllis L. Smith and Nina Post, all well-known in Pacific Coast radio and advertising.

ALFRED J. SILBERSTEIN, New York, has moved its advertising offices to 9 East 40th St. New telephone is Murray Hill 3-6232.

EDWARD E. ROTHMAN, former vice-president of MacManus, John & Adams, Detroit, has joined the New York office of BBDO.

HOWARD MERRILL, formerly of *Esquire* Magazine, has joined the radio department of Pedlar & Ryan, New York.

CLARK H. GETTS Inc., New York talent agency, has established West Coast offices in the Hotel Roosevelt, Hollywood, with W. H. Voeller in charge as manager.

D. NEWTON LOTT, formerly vice-president of Clover Adea Service, Chicago, has joined Glasser Adv. Agency, Los Angeles, as account executive.

JOSEPH C. DONAHUE, Hollywood radio manager of Wm. Esty & Co., married Mary Margaret Eastman, Los Angeles and Boise, Ida. socialite, at Las Vegas, Nev., on Nov. 7.

MILTON J. BLAIR, former account executive on the Richfield Oil Corp. account for Sherman K. Ellis & Co., New York, has been appointed vice-president of the agency.

NICHOLAS T. AGNETA, associate in the Charles H. Allen theatrical agency, New York, has been placed in charge of the agency's radio department.

JOHN P. COHANE, formerly account executive of J. Walter Thompson Co., New York, has joined Lord & Thomas, New York, as account executive in charge of printed advertisements on the Lucky Strike account.

DON FRANCISCO, president of Lord & Thomas, New York, on Nov. 15 is broadcasting on NBC-Blue a half-hour discussion of modern business problems, titled "Business Needs Friends", during the Chicago Better Business Bureau Banquet at the Palmer House.

J. L. BOGERT, vice-president of Benton & Bowles, New York, and executive on the Colgate-Palmolive-Peet account, has been named director of research for the agency. Adolph J. Toigo, for two years a member of the agency's research staff, has been made manager of the research department.

HAWLEY ADV. Co., 95 Madison Ave., New York, has gone out of business and is now in the process of liquidation under the direction of W. H. Meyer, Hohokus, N. J.

MARION MOORE GOBLE, wife of Edward R. Goble, president of Stack-Goble Adv. Agency, Chicago, died Nov. 6, 1939. She is survived by her husband and son, Edward Alden Goble, also a member of the agency.

Glasser Agency Placed On AFRA's Unfair List

AMERICAN Federation of Radio Artists, in first official disciplinary action since the adoption of the AFRA code of fair practice for talent employed on commercial programs went into effect last February, has placed the Glasser Adv. Agency, Los Angeles, on its "unfair list" and forbidden members to work for it. Action of the national board followed similar action by the union's Los Angeles local, which claims that the agency violated the code by refusing to pay for auditions.

AFRA committee on a code for electrical transcriptions is reaching the end of its work, with expectations of completing its task and having the code ready for presentation to the union's locals for ratification within a week or so, it was stated at AFRA headquarters. Following approval by the membership the code will then be presented to the manufacturers of transcriptions for acceptance, probably by the first of the year.

WILLIAM DAVIDSON has resigned as account executive of KRKD, Los Angeles, and is organizing an agency under his own name, with offices at 417 S. Hill St.

MITCHELL SUTHERLAND, formerly promotion manager of the *Los Angeles Examiner*, has been appointed Seattle manager of Ruthrauff & Ryan. Frederick Duerr, who formerly held that post, has been promoted to contact man, dividing his time between Seattle and San Francisco. Charles Perrine remains San Francisco manager.

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N.B.C.

MISSISSIPPI'S OIL FIELD "ARRIVES"

Mississippi's oil field definitely proven.

Jackson and surrounding area continues to reap a rich reward from "Black Gold."

Hotel and office buildings taxed to capacity.

New office building contemplated in Jackson.

Gear your advertising for results. Use WJDX. Mississippi's dominant radio station will help you "spud in" this rapidly developing market area.

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

KSCJ SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE

The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

"ONLY KSFO WAS THERE"... one of a series



Not a coach left his campus ...but KSFO brought five of them together!

● Come what may, California is a football country and Northern California proves it with five major collegiate elevens.

● Last week, KSFO staged the biggest football show of the year ... an annual mid-season roundup with Associated Oil Company's Sportcaster Doug Montell visiting California, Stanford, Santa Clara, St. Mary's and San Francisco gridirons ... along with KSFO's portable recorder.

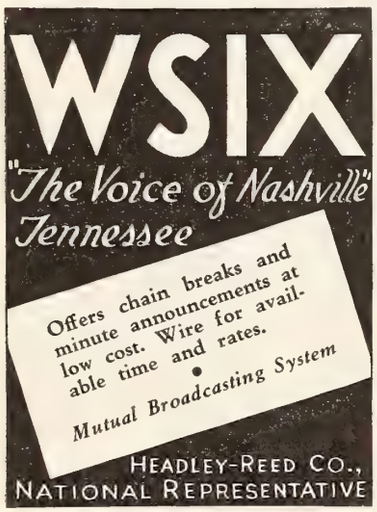
● With music and everything else in live talent form, the waxed "on-the-spot" interviews became parts of the show ... and it was a wow!

● That's showmanship ... the sort of thing that, plus famous Columbia features, keeps KSFO at the peak of popularity in Northern California.

KSFO 560 KC
PALACE HOTEL
SAN FRANCISCO
COLUMBIA BROADCASTING SYSTEM

REPRESENTED NATIONALLY BY FREE & PETERS, INC.

CAMERA bugs get the call on *Adventures in Photography*, which started on NBC-Blue Nov. 8, and is heard Wednesdays, 10:30-11 p. m. (EST). The new series presents dramatizations of outstanding episodes in the history of photography, a weekly stump-the-expert quiz, discussions of photographic problems, and incorporate a nationwide picture contest in which prizes ranging from $100 to $5 are awarded every six weeks for the best pictures "symbolic of the NBC-Blue Network, NBC-Blue Network programs or personalities". The series complements NBC's new art appreciation series, *Art For Your Sake*, heard Saturday nights.



Purely PROGRAMS

Listeners' House

AS A building promotion stunt, KJR, Seattle, last April announced its intention to build a model home, making the announcement through Ann Sterling's *A Woman Wonders* feature on the station. Miss Sterling requested on the daily quarter-hour that women listeners send in their pet ideas for a moderate-priced home. Architects sifted through the construction ideas sent in and used the best in building plans for the house, named the Ann Sterling Home. During construction Miss Sterling related the building's progress, along with an outline of the features incorporated in the structure which were offered by listeners.

* * *

Palate Pleasers

WOLFERMAN'S Inc., quality grocery firm in the Southwest, has started a six-weekly five-minute program, *Good Things to Eat*, as a test on WKY, Oklahoma City. The program features Mrs. Audrey K. McAllister, shopping expert, with food tips and buying hints.

* * *

The Better Halves

WIVES of WLS, Chicago, staff members are interviewed on the daily *Feature Foods* series which features Martha Crane and Helen Joyce. Mrs. Harold Safford, wife of the WLS program chief, was interviewed Nov. 10 as the series opened.

Song and Drama

LOCALLY produced show, *Dreams Come True*, combining songs and dramatizations of incidents in the lives of famous persons, will be fed to NBC-Blue as a sustaining feature by WRC-WMAL, Washington, starting Nov. 23. The program, featuring the songs of Lynn Allison El Gary, has been sponsored on WMAL the last year by P. J. Nee, Washington furniture firm, and will continue to be heard as a half-hour show locally, Thursdays, 7:30-8 p. m. (EST). The quarter-hour network show, a condensation of the local program, will be heard 6:45-7 p. m. on Thursdays. WRC-WMAL also started another feature on the Blue Nov. 14, an "intimate review" of the Washington scene titled *Washington Calling*, featuring songs by Miss Allison and Gene Archer and local color commentaries by Earl Godwin, NBC Washington commentator. *Washington Calling* is heard 6-6:30 p. m., Tuesdays.

* * *

Sports Queries

NEW sports question-answer program of WIBW, Topeka, Kan., features Ernie C. Quigley, veteran referee and now supervisor of National League baseball umpires. Quigley invites questions from listeners, offering to pay a dollar apiece for usable ones, and answers them on the program. Questions deal with problem-plays on the sports field, and Quigley gives the answer from a referee's viewpoint, along with advance dope on the seasonal athletic competitions and a few personal items about coaches and players with whom he has associated.

* * *

Behind the Front

CONTINUING its special wartime programs, Canadian Broadcasting Corp. scheduled for Nov. 17, 9 p.m., an actuality broadcast from "somewhere in Canada" on *A Day With the Air Force*, giving intimate glimpses of Canada's aviators and technicians during study, daily routine and recreational activities. This is the second in the series of actual scenes of Canada's war training of armed forces, *A Day in the Life of a Recruit* having been aired Oct. 27.

* * *

Musical Merchandising

LISTENERS are asked to identify musical selections on the air in exchange for products they hear advertised by radio on the *Musical Grab Bag* of WHAI, Greenfield, Mass. Chosen at random, a group of listeners are brought to the studio each Sunday night to participate in the recognition contest. There is no charge for merchant participation in the program, but only regular WHAI clients are entitled to participate.

* * *

Behind the Jive

COMBINING transcribed popular dance music with guest stars, usually orchestra leaders discussing their technique as displayed on the records, WMCA, New York, is presenting a new five-weekly quarter-hour series titled *The Modern Music Masters*.

Burned Her Beans

DAWNBUSTERS of WWL, New Orleans, have received some unusual letters, but one from a local housewife takes the cake—or beans. Recently they received a bill for 20 cents from the lady, who explained that she became so interested in listening to the program she forgot all about a mess of red beans on the kitchen stove, and consequently they burned and had to be thrown out. She said she felt that if the program had not been on the air at that time she would have saved her beans, and hence the station should compensate her—which it did with an immediate check for 20 cents, on which she probably will have to pay a 10-cent exchange fee, however.

Between Halves

AIRED at half-time during football games, *Quarterback's Quiz* has started on KVOO, Tulsa, Okla. Listeners send in questions on football in sets of five, along with a grid problem designated as a "quarterback's quandary". Eddie Coontz, color announcer of Tulsa U broadcasts, strolls through the stadium crowd and asks questions, two to a spectator, as well as periodically presenting the special "quandary". Clarkes Clothiers, sponsor of the program, awards merchandise prizes for acceptable questions and correct answers.

* * *

Front Line Background

MAJ. LEONARD H. NASON, U. S. Army Cavalry, retired, well-known author of novels and short stories of the last war, on Nov. 13 started a series of broadcasts on MBS, devoted to presenting the military analysis and background of the action of Europe's armies. Broadcast on Mondays, 9:15 to 9:30 p. m., each program will review the military activities of the previous week.

* * *

Arithmetical Prizes

LISTENERS add up all numbers mentioned on the quarter-hour weekly *Add 'Em & Win* show on WDAY, Fargo, and send in their answers in competition for the six dollar prize offered every week for the correct total. If the exact total is not sent in, the award accumulates week by week until someone wins.

* * *

How to Loaf

SERIES titled *What Can I Do?* has started on WBBM, Chicago, with the purpose of giving listeners hobby slants and hints on how to spend their leisure. A recent show was given to a discussion of making Christmas gifts and decorations. The series is aired under auspices of the local Park District and Public Library.

* * *

Based on Sound

SOUND EFFECTS play a major part in the new thrice-weekly quarter-hour serial, *Adventure Ahead*, on Don Lee Broadcasting System, Los Angeles. Written by Gilbert Doud Jr., the program is dramatized in sound and music by Bob Mitchell, organist. Dave Young handles the narration.

How to get your money's worth from radio advertising

Both the radio advertiser and radio salesman will find this new book a valuable aid in making broadcasting profitable for the sponsor and interesting for the listener. It is a complete manual of the fundamentals underlying the rapidly fluctuating standards of listener reaction with sane, practical discussions of each aspect of the advertiser's problems.



The author is Account Executive, F. J. Low Agency, and Assistant Professor of Marketing, N.Y.U.

Just out RADIO AS AN ADVERTISING MEDIUM

By WARREN B. DYGERT
261 pages, 6 x 9, illustrated, $3.00

Concise, authoritative discussions of:
—Manufacture, production, and placing of transcriptions
—Timing and placing of commercials
—When and how to run contests
—Evaluation of listener surveys and ratings
—How to plan and use spot announcements
—What to avoid in program building
—Sources and rules of censorship; NAB Code
—Testing and placing your program
—Good-will programs vs. actual selling
—Dealer tie-ins and cooperation
—What to look for in time buying
—Setting reasonable objectives for your program

Designed to give the intelligent business man and advertising executive a comprehensive understanding of the fundamentals of radio, in order that he may cooperate wisely with professional radio men and set adequate and reasonable standards for his program.

Covers the field completely from time buying to contests; shows the advertiser what production details it is best to leave to professional radio men.

10 DAYS' EXAMINATION—SEND THIS ON-APPROVAL COUPON

McGraw-Hill Book Co., Inc., 330 W. 42nd St., N. Y. C.
Send me Dygert's Radio As An Advertising Medium for 10 days' examination on approval. In 10 days I will send $3.00 plus few cents postage or return book postpaid. (Postage paid on orders accompanied by remittance.)

Name .....
Address .....
City and State .....
Position .....
Company BR-11-39

(Books sent on approval in U. S. and Canada only.)

Lynchburg House

COOPERATING with local contractors and building supply dealers, WLVA, Lynchburg, Va., built a $6,000 model home, built a radio series about it, and sold time cooperatively to participating builder-sponsors. Promotion boosted the FHA finance plan for home builders and also directly advertised the services of participating sponsors, who furnished their wares to WLVA at regular prices and then ploughed back part of their receipts in radio advertising. WLVA's special program, *The Newlyweds*, chronicled the first meeting of a couple, their subsequent marriage and decision to build a house, all leading to the descriptions of the home actually being built in a local subdivision. When the residence was completed, and the series ended, WLVA sold it at cost price.

* * *

War Serial

RADIO serial following day-to-day wars news developments is *True Adventures of Gary & Jill* on Texas State Network. Using UP news dispatches, Jimmy McClain, assistant production manager, writes the show, shifting his characters about the European scene as the center of war interest changes. Gary and Jill are newspaper correspondents on the various spots. A thread of romance makes the series a sugar-coated resume of foreign developments.

* * *

Current News Background

SUMMARIES of current history, designed to correlate world events for the listener by supplying historical background, are furnished on *Military Digest*, heard weekly on WMEX, Boston. Capt. Wallace F. Safford, formerly of the U. S. Army, is commentator.

* * *

Reddy's Tips

SPECIALIZING in local news, the *Reddy Kilowatt News* program sponsored thrice-weekly on KFRO, Longview, Tex., by Southwestern Gas & Electric Co. pushes direct sales of electrical appliances by reminding subscribers such purchases may be made on light bills.

* * *

INTERVIEWS with well-known persons in the music world, conducted by Mrs. M. C. Sloss, member of the board of governors of the San Francisco Symphony Assn., are provided on the new *Know Your Symphony* series on KPO, San Francisco.



PRIZES awarded juvenile entertainers on the *Popularity Contest* series sponsored on WSGN, Birmingham, Ala., by the local Parisian store to push Red Goose Shoes for children include Scotty pups and this Crosley auto. Talented local youngsters are presented on the program each Saturday morning, and listeners vote for their favorites, winners receiving a puppy each week—eight have been given away to date—and the car, which will be awarded at Christmas, as grand prize. Perched in the tonneau is one of the recent winners holding an armload of prize Scotties.

* * *

Doorbell Ringer

FOR its new copyrighted feature, *Lucky Doorbell*, KPAC, Port Arthur, Tex., sends a representative into the local residential section 15 minutes before each broadcast to inquire of housewives if their pantries contain the sponsor's products. First three homes with the product receive cards entitling each housewife to free merchandise awards. Their names are phoned to studio in time to be tied in with current show, which is built around the "ringing doorbell" and a woman commentator.

* * *

Food Oddities

ODDITIES in foods are chronicled on a new program, heard weekly on WJSV, Washington, by Bob Pilgrim, who draws the "Food for Thought" cartoons appearing in *Family Circle* magazine. Cartoonist Pilgrim is assisted by Elinor Lee, WJSV home economist.

* * *

For Rent

RENTAL listings are provided regularly on the new *Home Finders Bureau*, heard on KGMB, Honolulu, under participating sponsorship by local realtors.

Localized Motif

WITH Herb Allen as narrator, and Wesley Tourtellotte, organist, furnishing musical background, KECA, Los Angeles, has started a unique weekly quarter-hour program titled *Meanwhiling*. It is built around the scenes and sights of widespread Los Angeles. Interwoven with colorful descriptions of various locales, are intimate human-interest stories of people and drama of their lives. Dave Nowinson is writer of the series.

* * *

Bay State Progress

THE 192 Mutual Savings Banks of Massachusetts have started their second season sponsoring *Massachusetts on the March*, heard weekly on WBZ-WBZA, Boston-Springfield. The program dramatizes the lives of famous Massachusetts people and important historical events of the commonwealth. An interview with a well-known person closes each program.

* * *

Mah Jong Revived

THE Chinese tile game Mah Jong, highly popular some years ago, is staging a comeback on a series of twice-weekly five-minute programs on WHN, New York, during which Dorothy Meyerson, author of many books on the game, teaches the radio audience its intricacies.

* * *

From the News

NEWS quiz, *Do You Read the News?*, on WIOD, Miami, offers cash prizes to studio audience contestants for answers to questions taken from clippings of the preceding week's editions of the *Miami Daily News*, sponsor of program.

* * *

Day of Thanks

DRAMATIZATION of the history of Thanksgiving Day, with an immigrant about to become an American citizen as guest of honor, will be presented on NBC-Blue on the hour-long *Thanks to America* program Nov. 23, part of the series NBC is dedicating to the development of American civilization.

* * *

Worse and More of It

PRIZES are offered listeners for ideas on how to make cornier than ever the *World's Worst Program*, heard on WIBG, Glenside, Pa.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

Xmas

Take WDRC's gift of 1 million bonus circulation, and use it to sell your product this Xmas. Wire or phone for availabilities, because there isn't much time left that's available. Too many advertisers who use WDRC *day in, day out*, renew their contracts year in, year out. They know there is a Santa Claus.

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives

PAUL H. RAYMER COMPANY

SETTING THE RECORD!



Off-the-air or studio programs or announcements soar to new highs in recorded reproduction when made the WHN-Fairchild Precision way. You'll say their brilliant quality surpasses higher-priced processes, but the low cost will amaze you. Ask for transcription rate card.

WHN

TRANSCRIPTION SERVICE

1540 BROADWAY, N. Y. C.

BRyant 9-7800

WCBS IG IN GREENSBORO, N.C.

"THE BEST PUBLIC SERVICE IS THE BEST BUSINESS"...

This is the code followed by WBIG, in Greensboro, and the reason that WBIG has a great and loyal audience for eighteen hours a day. Now with new equipment and new approved site, WBIG broadcasts

5000 Watts Day

1000 Watts Night

Where Business Is Good

WBIG is the dominant station in the richest and most populous area in the South. Greensboro, North Carolina, home city of WBIG, centers a fifty mile radius that shows more automobile registrations, more population, more annual wages paid and greater value of manufactured products than any like area surrounding any other southern city.

Write Edney Ridge, director, for "3 GREAT MARKETS". It's free for the asking.

COLUMBIA AFFILIATE

IN GREENSBORO, N.C.

George P. Hollingbery Co., National Representatives

AGENCY Appointments

McKESSON & ROBBINS, Bridgeport, to Sherman K. Ellis, New York, for Calox Tooth Powder, and J. D. Tarcher Co., New York, for Albolene Solid Cleansing Cream, Yodora Deodorant Cream and Soretone Rubbing Liniment. Bowman & Columbia, New York, continues to handle all liquor advertising. No plans have been made.

FLORIDA CITRUS Exchange, Tampa, Fla. (Florigold, Seald-Sweet fruits), to Irwin, Wasey & Co., New York. Radio will be included in the advertising plans which are still indefinite.

CUDAHY PACKING Co., Chicago (Brev shortening), to Blackett-Sample-Hummert, Chicago.

WORCESTER SALT Co., New York, to Sherman K. Ellis, New York. No plans made yet.

BIOFOODS Corp., New York, to Deutsch & Shea, New York, for Palm-Co Cocoanut Milk. Radio will be used later this year.

FAIRFIELD Mfg. Corp., New York (Packard shavers), to Al Paul Lefton Co., N. Y.

GEBHART CHILI POWDER Co., San Antonio, to Pitluk Adv. Co., San Antonio.

R. M. HOLLINGSHEAD Corp., Camden, to H. B. LeQuatte, New York, for Whiz household waxes and polishes. No advertising plans made as yet.

PEGASUS CLUB, Rockleigh, N. J. (polo club), to Gans Adv. Agency, Newark. Currently using WNEW, New York, nightly with quarter-hour programs, and other stations may be added.

BREWING Corp. of America, Cleveland (Carling's beer & ale), to Campbell-Ewald Co., N. Y.

HOTELS STATLER Co., New York, to Young & Rubicam, N. Y.

BERG-WILLIAMS Corp., New York (Dura-Perl Powdered Dentifrice), to Morgan Reichner & Co., N. Y. Radio probably will be used after first of the year.

Combined Network Billings in October Reach All-Time Record of $8,014,128

COMBINED time sales of the major networks during October reached a new all-time high of $8,014,128, bringing the cumulative total for the year to $66,946,748, with less than $5,000,000 more needed to pass the total for the complete 12 months of 1938. The October total was 23.1% ahead of the $6,509,130 combined total for the same month of last year and for the ten-month period this year's cumulative total surpassed the $58,261,641 mark at this time last year by 14.9%.

Individually, all networks attained new highs for the year in October. CBS showed the largest gain over October 1938, both in dollars and in percentage, with $3,366,654, an increase of 41% over the $2,387,395 billed in the same month of last year. For the 10-month period, CBS billings totaled $27,532,088, 23.1% more than the $22,362,927 billed during the same period of 1938.

Mutual's October total of $428,221 topped its $347,771 of 1938 by 23.1%, slightly higher than its average increase of 20.8% for the year to date, when 1939 cumulative billings of $2,685,038 are compared with 1938 billings of $2,222,026.

NBC's October total of $4,219,253 may be broken down into $3,321,128 of Red Network billings and $898,125 of Blue billings. For the ten-month period, Red time sales totaled $28,442,130 and Blue sales $8,287,492, making an NBC cumulative total of $36,729,622, passing last year's ten-month total of $33,676,688 by 9.1%.

Gross Monthly Time Sales

NBC

	1939	% Gain over 1938	1938
Jan.	$4,033,900	6.3%	$3,793,516
Feb.	3,748,695	7.2	3,498,053
March	4,170,852	9.6	3,806,831
April	3,560,984	7.6	3,310,505
May	3,702,102	8.4	3,414,200
June	3,382,404	5.7	3,200,569
July	3,283,555	11.0	2,958,710
Aug.	3,312,570	12.6	2,941,099
Sept.	3,315,307	11.3	2,979,241
Oct.	4,219,253	11.8	3,773,964

CBS

Jan.	2,674,057	—7.1	2,879,945
Feb.	2,541,542	—5.2	2,680,335
March	2,925,684	—3.6	3,034,317
April	2,854,026	17.7	2,424,180
May	3,063,329	25.4	2,442,283
June	2,860,180	34.8	2,121,495
July	2,311,953	69.1	1,367,357
Aug.	2,337,376	64.2	1,423,865
Sept.	2,563,132	60.0	1,601,755
Oct.	3,366,654	41.0	2,387,395

MBS

Jan.	315,078	16.7	269,894
Feb.	276,605	9.2	253,250
March	306,976	31.8	232,877
April	262,626	38.6	189,545
May	234,764	20.9	194,201
June	228,186	12.7	202,412
July	216,583	29.6	167,108
Aug.	205,410	24.7	164,626
Sept.	210,589	5.1	200,342
Oct.	428,221	23.1	347,771

Fixed Fee for Fights

NBC has notified all its affiliates carrying the fight broadcasts sponsored by Adam Hats, New York, that, effective with the Ambers-Armstrong fight on Dec. 1, they will receive one half-hour's compensation regardless of the time consumed by the fight. The network has been paying stations full time up to the nearest five minues heretofore, with some fights lasting only a few minutes while some have run as long as an hour.

AUGUST J. BRUHN, Los Angeles manager of McCann-Erickson, was elected chairman of Pacific Council, American Association of Advertising Agencies, at its annual convention at Del Monte, Cal., late in October. Bruhn, who has been with McCann-Erickson Inc. for more than 20 years, is also Pacific Coast member of the AAAA national executive board. W. H. Horsley, president of the Pacific National Adv. Agency, Seattle, was re-elected vice-president of the Council, with Dan B. Miner of Dan B. Miner Co., Los Angeles, continuing as secretary-treasurer.

PROCTER & GAMBLE SHIFTING SERIALS

PROCTER & GAMBLE Co., Cincinnati, on Nov. 13 shifted the broadcast time of nine NBC programs, added one program to NBC-Blue, and shifted and added stations to two CBS programs, all heard Monday through Friday, as follows:

On the Red Network, *Vic and Sade* (Crisco) shifts from 4:30-4:45 p.m. to 3:45-4 p.m.; *Road of Life* (Chipso), from 11:45-12 noon to 11:15-11:30 a.m.; *Houseboat Hannah* (Lava soap), from 11:45-12 noon to 11:15-11:30 a.m.; *Against the Storm* (Ivory soap), from 5:15-5:30 p.m. to 11:30-11:45 a.m.; *Midstream* (Teel), from 4:45-5 p.m. to 5:15-5:30 p.m. On the Blue Network, *Right to Happiness* (Ivory soap), from 11:15-11:30 a.m. to 10:15-10:30 a.m.; *The Story of Mary Marlin* (Ivory), from 11-11:15 a.m. to 10:30-10:45 a.m.; *Pepper Young's Family* (Camay), from 11:30-11:45 a.m. to 11-11:15 a.m.; *Guiding Light* (Ivory), from 3:45-4 p.m. to 11:45-12 noon, and added *Midstream* (Teel) to the Blue, 10:45-11 a.m. The company also added 12 stations to *Vic & Sade* on NBC-Red.

On CBS, *Road of Life* (Chipso and Oxydol), 1:30-1:45 p.m., and *This Day Is Ours* (Crisco), 1:45-2 p.m. have exchanged times. Sixteen stations were added to *Road of Life*, making a total of 39, and 11 stations added to *This Day Is Ours*, totaling 48.

Blackett-Sample-Hummert, Chicago, handles the Lava soap account; H. W. Kastor & Sons, Chicago, handles Teel dentifrice; Pedlar & Ryan, New York, handles Camay soap, Chipso and Oxydol, and Compton Adv., New York, is agency for all the other above mentioned products.

Durstine Account

ROY S. DURSTINE, president of his own agency, formed last August in New York, has announced the first new account and special commissions to be handled by the agency. The account is Red Rock Bottlers, Atlanta, a 50-year old company which recently issued franchises to bottlers in various parts of the country for Red Rock Cola and Fruit Flavors. The agency will also do general advisory work for the Borden Co., New York, and will be retained by Oppenheim, Collins & Co., New York department store, for merchandising and advisory work. Recent additions to the agency's staff include W. F. Wolfe, formerly of Swift & Co., Andrew Jergen's Co., and BBDO for marketing work; Irma Phorylles, formerly of Jane Engel, New York (dress shop), as copywriter, and Harvey A. Spooner, previously of BBDO, as art director.

KSFO, San Francisco, has announced a general increase of 15%, effective Dec. 1, 1939, over all rates listed in its Rate Card No. 3.



At the Stroke of ONE!

. . . the roar of a plane's motor announces the DAWN PATROL to Detroit's revelers and night shifts.

This three-hour program of entertainment is dedicated to the patrons of the thousands of all-night restaurants, gasoline stations, drug stores and bars in this area. People who can buy anything from razor blades and cigarettes to motor cars and yachts.

Popular? . . Successful? Emphatically, yes. But let Joe McGillvra tell you about it and the attractive LOW RATES —or phone, wire or write

CKLW

5000 WATTS • CLEARED CHANNEL

3300 UNION GUARDIAN BUILDING • DETROIT

WBAL means business in Baltimore

Reps

JOHN SHELTON, of the Chicago office of WOR, Newark, sustained a broken knee cap in an automobile accident Oct. 28. Mr. Shelton is convalescing in Mercy Hospital following an operation on his knee.

CMHD, Caibarien, Cuba, has appointed Broadcasting Abroad, New York, as its representative in the United States and Canada.

JOHN LIVINGSTON, Pacific Coast manager of International Radio Sales, station representatives, recently moved his headquarters from Los Angeles to the Hearst Bldg. in San Francisco, dividing time between the two cities.

HOMER OWEN GRIFFITH, Hollywood, has been appointed Southern California representative of KJBS, San Francisco, effective Dec. 1, and West Coast representative of KID, Idaho Falls, Idaho.

WSAL Hearing

HEARING on revocation proceedings against WSAL, Salisbury, Md., were automatically issued Nov. 9 when Frank M. Stearns, licensee of record for the station, filed a hearing request with the FCC. Under the show cause order against the station, alleging fraud and failure to make a "full disclosure" in the original station application, a hearing is automatic [BROADCASTING Nov. 1]. Simultaneously, the FCC had designated for hearing renewal applications of WQDM, St. Albans, Vt., and WBAX, Wilkes-Barre, Pa., with Glenn D. Gillett, Washington consulting engineer, mentioned by virtue of acquisition of financial interests in the stations.

Ready to Shoot

RADIO director's dream was realized recently by C. L. Menser, of the Gardner Adv. Co., Chicago, when he started the Ralston-Purina script series *Adventures of Tom Mix* on NBC-Blue. In his hand were 65 complete scripts written by Charles Tazewell, representing 13 weeks on the air. "The actors know far in advance when they appear on the show and the director's work is about cut in half," Mr. Menser said.

Fox to Raymer

J. LESLIE FOX, well-known midwestern broadcaster who retired from radio more than a year ago, has joined Paul H. Raymer Co. and has established an office in Los Angeles for the representation firm. His headquarters are 530 West Sixth St. For the last year Mr. Fox has operated a Sweet Shop in suburban Los Angeles. He was formerly general manager of KFH, Wichita, and afterward served in executive capacities with such stations as WSM, Nashville; WMCA, New York, and KMBC, Kansas City.

LATEST of the sport celebrities to make his debut as a radio sports commentator is Benny Friedman, former Michigan All-American quarterback and coach of the City College of New York football team, who began a series of quarter-hour programs, *The Sunday Morning Sports Page*, on Nov. 12 on WMCA, New York.

Work Starts on Addition To CBS Hollywood Plant

CBS has started construction of a new $200,000 building which will house two additional studios, adjoining the present Hollywood structure at Sunset Blvd. and Gower st. The new building, designed by John and Donald B. Parkinson, Los Angeles architects, will require approximately four months to erect, and is to be opened to the public March 1, 1940, according to Donald W. Thornburgh, CBS Pacific Coast vice-president. The structure will harmonize with the modern, functional style of the main studios and executive building of CBS, which were opened April 30, 1938.

Dimensions of the two-story addition will be 135 by 105 feet. It will be located directly east of Columbia Square Playhouse, with entrance to the new studios facing the patio on Sunset Blvd. New studios will be soundproofed and equipped with the latest RCA broadcasting facilities. Stages will be 50 by 36 feet and each studio is to seat approximately 400 persons, all on the first story level. Second floor of the air-conditioned building will be laid out for script department offices, public lounges and dressing rooms for artists. CBS neon signs will grace the building corners at both Gower st. and Harold Way.

Ford Cancels CBC

FOLLOWING the ruling by the Canadian Broadcasting Corp. that radio talks of W. J. Cameron on the Ford *Sunday Evening Hour* on CBS would no longer be broadcast on CBC stations [BROADCASTING, Nov. 1], Wallace R. Campbell, president of Ford Motor Co. of Canada, announced that, effective Oct. 29, the entire program "will no longer be heard on CBC, because Mr. Cameron's talks are a vital part of the *Sunday Evening Hour*." The CBC had issued a statement that the Cameron talks were barred because "The CBC Board of Governors decided a year ago that broadcasts of opinion or comment on current controversial affairs were not eligible for commercial sponsorship."

Biggest Blue Hookup

GENERAL FOODS Corp., New York, on Nov. 20 will start *Young Dr. Malone* five-weekly quarter-hour dramatic series on the largest daytime group of NBC-Blue stations now used, totaling 57. Heard 11:15-11:30 a. m., the program will promote Post's 40% Bran Flakes on 53 of the stations and Huskies on the remaining four. Tested via transcription this summer on 15 stations, the series will also be heard on 17 stations at varied times on World transcriptions. Benton & Bowles, New York, is agency.

Latin American Gains

AMERICAN advertising on Latin American stations has increased in the past few weeks, according to Conquest Alliance, New York, foreign station representative. Although American exporters are still cautious about making commitments and are carefully studying figures on imports before and since the European War, the possibility of heavy imports to the South and Central American countries has increased, especially in the drug and heavy machinery field. No definite accounts using the stations could be learned, but future months should show additional business for the stations, the foreign representatives stated.

Peace Army!

*6,420

WWVA listeners

—charged the Wheeling Market Auditorium Saturday, October 14, to see 50 of their "friendly" entertainers present the Sixth Annual WWVA Harvest Home Festival Jamboree. It was the 349th Saturday night presentation of "The greatest show on the air for a quarter"!

It was a peace army we will not soon forget—it was an army of friends that would have been a tribute to any cause. It is the same army of "faithfuls", and many more, that make WWVA "The Friendly Voice From Out of the Hills of West Virginia" a real buy in results.

*Plus the hundreds that could not gain admittance.

WWVA

5,000 WATTS AT WHEELING, WEST VA.

COLUMBIA Station at Eleven-Sixty on 2,085,666 Radio Dials

JOHN BLAIR CO — National Representatives



by KMBC Staff Artists—playing to nearly half a million people—have been booked so far this year within KMBCalling distance . . . all but 47 outside Greater K.C.!

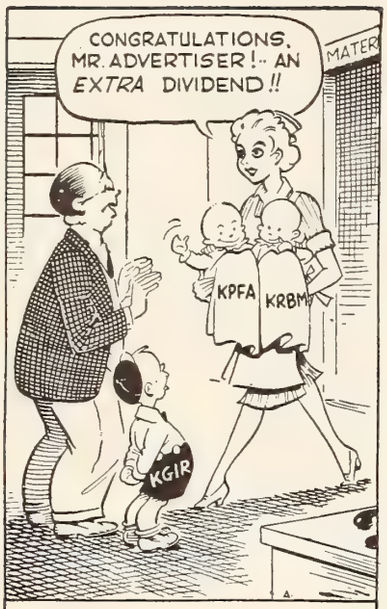
●

And every act suffering "Candidate's Wrist" from shaking hands with their farmer friends in the nation's FIRST cash wheat market!

●

Ask Free & Peters for the whole exciting story of KMBC's Farm Programs: 5 AM to 6:45 AM, Mon. through Sat.; 12 Noon to 12:30 PM, Mon. through Sat.; Brush Creek Follies, 10 to 11 Saturday night!

KMBC
OF KANSAS CITY
The Program Building and Testing Station



MONTANA'S MOST DENSELY POPULATED AREA
Gene Furgason & Co., Representative

This picture reproduced on copper will be sent you on request.

Studio Notes

PENN TOBACCO Co., Wilkes-Barre, Pa., on November 9 contributed the *Vox Pop* program on CBS to the assistance of the United Hospital Campaign of New York, with Wally Butterworth and Parks Johnson conducting the program from the interne's recreation room of New York's Roosevelt Hospital. Later that evening the team presented another special broadcast for the Campaign on WMCA, New York, 10-10:30 p. m. Ruthrauff & Ryan, New York, handles the account.

ON ARMISTICE Day, Nov. 11, NBC and MBS broadcast the noonday services at the Tomb of the Unknown Soldier, Arlington Cemetery, held under auspices of the American Legion. CBS presented a special international broadcast at noon under auspices of the Carnegie Endowment for International Peace, with five statesmen speaking from New York, Havana, Rio de Janeiro, Panama City and Washington, D. C. Bill Henry, CBS correspondent with the British expeditionary forces in France, gave a description of the signing of the World War Armistice, 21 years ago, on the CBS nightly news broadcast, *Today in Europe*, on Nov. 10.

KHUB, Watsonville, Cal., to supplement the local demand for football broadcasts, partly satisfied by network coverage of big games, sends a crew to games of the local high school and junior college to transcribe play-by-play descriptions, which are then rebroadcast in the evening. The special events crew, including Gordon Roth, Jack Wagner and Manager Marion S. Walker, has traveled as far as 125 miles from Watsonville to cover games of the local teams this season.



SONS AND DAUGHTERS of WHB staff members were guests of honor at a studio party in Kansas City late in October. Program Director Dick Smith and Announcer Les Jarvies interviewed the kids and their parents, all of which was recorded and filed away for future reference. Posing are (seated, l to r) John Nelson Rupard Jr. (son of J. Nelson Rupard, program supervisor); Judith Ann Hall (Ed Hall, operator); Suzanne Straight (M. H. Straight, Kansas City sales manager); Virginia Lew Baird and Sara Jane Baird (Lew Baird, operator); Penny Riley Wolfe (with Dorothy Lee Riley, vocalist); Bobby Gene Moore (Gene Moore, organist, with Mrs. Moore); Bruce Parker Hull Jr., (with Marge Turner Hull, vocalist). Standing are Phyllis Mary Baird (Lew Baird); Glenn Wise (Pearl Wise, traffic manager); Frances Jane Rupard (J. Nelson Rupard); Louise Stanford (step-daughter of Virg Bingham, pianist); Charles Goldenberg (Henry Goldenberg, chief engineer); Alan Yorke Smith and Jane Smith (Dick Smith, program director); Jim Nutter (Frank Nutter, salesman); Heywood Hodder Davis (Don Davis, president). John T. Schilling, WHB general manager, conceived the party idea.

EIGHT noted NBC dance orchestras rotating in 20-minute shifts, will provide dance music following the concert to be held Nov. 27 at Madison Square Garden, New York, for the benefit of the Musicians Fund of Local 802 of the AFM. The concert will be conducted by Dr. Frank Black, NBC music director, with a 150-piece symphony orchestra.

NBC has started the second series of discussion groups for its New York employes to give them a more complete picture of the company and its detailed activities. Arranged by Ashton Dunn of NBC personnel service, the discussions are scheduled throughout the winter, the head of a different division of the network giving a brief talk at each succeeding session.

KXOK, St. Louis, has started a new winter series, *Dinner With the Stars*, originating at the dining table of members of the cast of visiting Broadway road shows. The program, presented in cooperation with the local American Theater, airs cast's opinions and conversations about the theater, stars and plays.

BRESLAW BROS., furniture chain operating nine stores in upstate New York and buyers of station time for 10 years, has started sponsoring the *Landt Trio* in half-hour weekday shows on WGY, Schenectady. The Landts—Karl, Dan and Jack, with their accompanist, Curly Mahr—have moved to Schenectady, planning a series of theater appearances and other non-conflicting radio work.

TO DEMONSTRATE further the ability of radio facsimile as an educational force, WOR, Newark, recently broadcast special lessons in model airplane building during its nightly facsimile transmissions. Prepared by John Gambling, conductor of the *Model Airplane* program on WOR, and Stan Coe, the lessons included diagrams and written text of interest to model airplane makers.

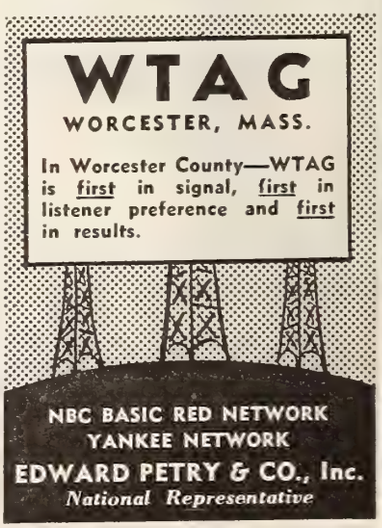
WDRC, Hartford, one of the oldest broadcasters in the country and pioneer Connecticut unit, will celebrate its 17th birthday anniversary in December. A special birthday program is being planned by station executives to commemorate the event. The station was founded in December, 1922, by Franklin M. Doolittle.

SEVERAL employes of KFRO, Longview, Tex., during November are collecting their first annual bonus under the plan inaugurated a year ago by James R. Curtis, KFRO president, whereby the station set aside a dollar each payday for individual employes, yielding a $50 bonus at the end of the year. In addition the station has furnished each employe a one-year hospitalization policy which provides up to 35 days hospital service for employes and their families.

CLAIMED the oldest continuous daily sustaining program in the Southwest, the *Early Bird* morning feature of WFAA, Dallas, on Nov. 9 celebrated its 3,000th consecutive broadcast. The show has been carried without interruption at 7 a. m. six days a week since it started March 31, 1930. Special show, built around the *Early Bird* history, was produced on the anniversary, with Eddie Dunn, master of ceremonies; Bill Karn, announcer, and Karl Lambert and the *Early Bird* orchestra participating.

CANADIAN BROADCASTING Corp. inaugurated on Nov. 8 an official time signal every day at 12:59 p. m. (EST), from the Dominion Observatory, Ottawa. A series of dots, marking the second, are transmitted. These continue until exactly ten seconds before 1 p. m., and are followed by ten seconds silence. The beginning of the long dash, following the silence, marks exactly 1 p. m.





WOR, Newark, on Nov. 8 broadcast a special program of the ceremonies and last blast in the Queens-Manhattan Midtown Tunnel when sandhogs working from both ends of the East River smashed their way through into the opposite section. WNYC, New York's Municipal station, presented a special dramatization, titled *Holing Through*, on Nov. 7 honoring the sandhogs and interviewing some of the workers.

THE *Capitol City Barn Dance*, conducted by Don Tolliver and heard Saturdays on WCBS, Springfield, Ill., on Nov. 18 becomes a sponsored show and expands from 1½ to 2 hours, from 7 to 9 p.m. The program also will be moved from the 150-seat station studio to the auditorium of the new Centennial Bldg., seating 400, on the State Capitol grounds. The new show's cast includes 35 artists, starring Carl Richardson as Elmer Thistlebottom III.

STAR RADIO PROGRAMS, New York, has announced new subscribers to its *Christmas Tree of 1939* series of 25 half-hour live programs, requiring one man for production, as follows: KDYL WLNH KOOS WKST KWNO KRKO KFJM WJW KANS WJBC KSO KGIR and WGTM. Also contracting for the series, through the company's Canadian representatives, All-Canada Radio Facilities, are stations CKMO CHAB CJCJ CFNB CJCA CKLT CKCK CKOV and CFGP.

TO BOOST local retailers, WKRC, Cincinnati, is planning a regular weekly series of promotional programs for the retail drug and grocery trade. Arrangements are being made with the Cincinnati Retail Grocers & Meat Dealers Assn. for a Saturday morning *Kitchen Quiz* participation show, conducted by Virginia List, of WKRC's *Economy Kitchen*. Another program, for Ohio Valley druggists, is to feature a story-teller discussing little-known facts in the discovery of well-known drugs. The program also will feature short talks by local physicians on modern uses of medicines discussed. Promotion for both shows is to include signs and pictures in windows of drug and grocery outlets.

SECOND annual Charity Show, proceeds of which go to New York charity organizations, will be staged Nov. 21 by Uncle Don, conductor of children's programs on WOR, Newark, at Manhattan Center, New York. The two performances will feature a short play by the Uncle Don Hollywood Contest winners, in addition to guest celebrities of radio, stage and screen.

COOPERATING with other North Dakota stations in a special series of Golden Jubilee broadcasts, WDAY, Fargo, on Nov. 2 originated a one-hour feature as part of the state-wide "radio tour". Using its mobile unit, WDAY interviewed former Gov. L. B. Hanna at his home in Fargo and then broadcast a concert by the Gold Star Band of North Dakota State College. Other stations participating in the special broadcasts were KFYR, Bismarck; KDLR, Devils Lake; KFJM, Grand Forks; KRMC, Jamestown; KGCU, Mandan; KLPM, Minot; KOVC, Valley City.

WEATHER RHYTHM
WBZ-WBZA Predictions Get The Poetic Touch

TRAFFIC Manager Gordon Swan, of WBZ-WBZA, Boston-Springfield, adds a touch of showmanship to the stations' weather reports. Station breaks now offer whenever possible such Swanisms as:

Better be careful tomorrow morning.
Thick fog on the coast is the weather man's warning.

Leaves are slippery when they are wet.
Motorists go slow . . . don't regret.

Better look out for aches and pains.
The weather man forecasts heavy rains.

Fair and colder is the forecast tonight.
Tomorrow the skies will be clear and bright.

The weather man says: "Snow changing to sleet".
This New England weather can't be beat.

Jack up the car and put on the chains.
Roads will be icy as this snow storm wanes.

CAMPAIGN to provide needy youngsters with eye glasses has been launched on KOY, Phoenix, by Fred Palmer, general manager. After arranging with city oculists, opticians and optometrists to donate their services to the cause, Mr. Palmer started the campaign on the station for funds for frames and lenses. Results were instantaneous, and several score children are now being fitted with glasses at no cost to them. The campaign is to continue until every child in the community is cared for.

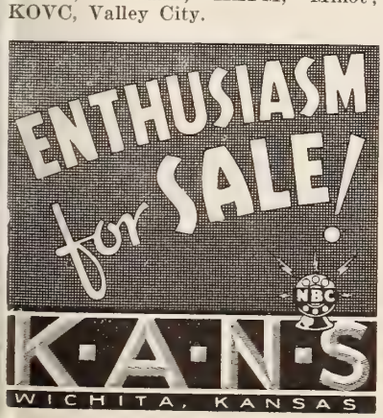
CLIMAXING 4½ years of service, KINY, Juneau, Alaska, on Nov. 1 inaugurated its new 1,000-watt transmitter. Vincent I. Kraft, chief engineer, and Fred Heister, resident engineer, together with Operators Jim Chapman, Wilbert Piper and Walter Rolfe, completed the installation and tests in record time. The 300-foot vertical radiator is bordered on three sides by salt water. Manager C. B. Arnold is in New York completing arrangements for additional programs and sponsorships. KINY is owned by Edwin A. Kraft.

TOTAL of 108 broadcasts from the New York World's Fair were originated by Joseph Ries on his *This is the Fair* for WLW, Cincinnati, during the Fair season. Feature was sponsored by San Felice cigars. Ries estimates that during the series he interviewed more than 800 persons. WLW also recently employed the lines used by Ries to carry a special program from the New York Auto Show.

CFRB, Toronto, is undergoing extensive alterations, adding several business and executive offices to the station, a new dramatic studio and a new control room.

WTAR, Norfolk, Va., has started a spot announcement campaign to aid the local fire department in gathering Christmas toys. Last year radio appeals brought nearly 5,000 broken and discarded playthings which after being repaired and painted by the firemen were distributed to underprivileged children. With the campaign started two weeks earlier this year, WTAR hopes to increase this number to 7,500.

A THEATRE party was held Nov. 8-10 by KGGM, Albuquerque, to celebrate the 1,000th meeting of its *Woman's Club of the Air*, with 4,700 of the club's 6,689 members attending. The program was started some three years ago by General Manager Mike Hollander.



? IT'S NO MYSTERY ?

"The Case of Greater Advertising Results" clears up all the clues to the Greater Cleveland Market. It's the story of the remarkable results you get by using the

WHK - WCLE Merchandising Plan

Send for your copy Supply is limited

WHK & WCLE Cleveland
THE UNITED BROADCASTING COMPANY



There are extra profits in advertising over CFCF! The mouthpiece of Montreal, CFCF carries your advertising message to more than one million people both French and English in the Montreal area. CFCF's contract renewals point to satisfied customers who have found that *CFCF pays!*

CFCF and Short Wave CFCX
owned and operated by
CANADIAN MARCONI COMPANY

Representatives:
CANADA
All Canada Radio Facilities
U. S. A.
Weed & Company

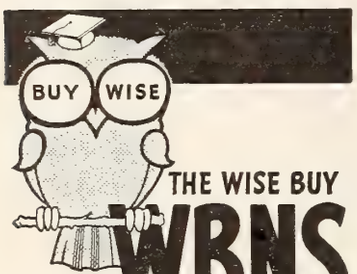
NBC affiliate

CFCF
dominates a
BI-LINGUAL AUDIENCE
of over
1,000,000

TWO of New York City's Italian newspapers, *Il Progresso-Italo-Americano* and *Il Corriere D'America*, on Oct. 30 started thrice-weekly quarter-hour programs on WOV, New York, featuring news, information regarding citizenship and advice on immigration problems, under the direction of Salvatore M. Pino.

J. W. ROBERTSON, chief engineer of WDBJ, Roanoke, Va., is holding weekly meetings with the WDBJ engineer staff to discuss technical matters.

WKST, New Castle, Pa., on Oct. 29 celebrated its first anniversary and dedicated its new 1,000-watt RCA transmitter with a series of special programs, including salutes from NBC and Gov. James, with an afternoon hour originating from WKST studios in New Castle, New Wilmington and Ellwood City, Pa.



THE WISE BUY
WBNS
COLUMBUS, OHIO
All you need in Central Ohio
JOHN BLAIR & CO., Representative
5000 WATTS DAY
1000 WATTS NIGHT

WCNC, Elizabeth City, N. C., covering the 9th annual International Moth Boat Races held there late in October, furnished unscheduled descriptions of a five-minute 60-mile-per-hour squall which swept across the Pasquotank River course during the Antonia Trophy Race. Handling descriptions of the race, Paul Moyle and Tommy Williams, WCNC announcers, stuck to their post in the judges stand high above the river during the squall and described the storm, during which 40 craft capsized, and rescue work.

SO successful was a one-hour "round robin" broadcast by Texas State Network as World Series promotion that the network has made the show a regular weekly feature. Original broadcast picked up sports editors on newspapers in eight cities with TSN stations. Similar sports broadcasts will be aired through the remainder of the football season, after which writers from other newspaper departments will be presented to give their opinions on national and international news, economics and such.

KNET, Palestine, Tex., is completely rebuilding and modernizing its studios following a fire late in October which destroyed station offices and furnishings and badly damaged the main studio. The fire, believed to have originated from defective wiring or an overheated water heater in a beauty parlor located on the floor below, did only slight damage to broadcast equipment, but forced the station off the air for 57 minutes until power could be restored. Thereafter the regular broadcast schedule was resumed, and the same night as the fire KNET carried a remote football broadcast from Lufkin. Damage is estimated at about $2,500.

WLS, Chicago, is starting its Saturday night *Barn Dance* at 7 instead of 7:30 as heretofore. The first audience show at the Eighth Street theatre now runs from 7-9:30 p.m.; the second from 10-midnight.



HAVE an apple, teacher! Nebraska school marms, 3,500 of them, got free apples from WOW, Omaha, at a recent convention. Biggest apple went to Jessica Dragonette, a guest at the convention, who hung around the barrel with Arpad Sandor, her accompanist.

Another Film Find

AFTER one year in radio, it took Lillian Cornell, 21-year-old singer of NBC-Chicago just four days to be named lead in Paramount's picture "Buck Benny Rides Again". A talent scout saw her picture in *Radio Guide* one day, tuned in one of her NBC programs the next day to check her voice, phoned her to fly to Hollywood the next day for screen tests, and she was signed opposite Jack Benny in the new movie the following day. Miss Cornell joined NBC-Chicago in November, 1938, and appeared on a number of sustaining programs. Clever promotion by Bill Ray, head of NBC public relations, and James L. Stirton, of NBC Chicago Artists Service, turned the trick.

EIGHTY thousand persons attended the four-day 11th annual Fall Pancake Festival, sponsored jointly by WNAX, Yankton, S. D., and the House of Gurney, seed and nursery firm, at Yankton recently. Entertained by WNAX radio talent, visitors consumed approximately 100,000 pancakes, 300 pounds of coffee and 300 gallons of syrup. Among contests featured at the festival were hog-calling and husband-calling competitions, and a contest for the "typical farm girl".

FEDERAL Housing Administration, Washington, D. C., has prepared a series of suggested spot announcements designed for banks, contractors, building material dealers and other businesses interested in the building industry, tying in with the FHA home-building loan plan.

NEW rate card for KNX, Los Angeles, effective Nov. 1, has been issued for the station by Radio Sales. Card, No. 3, shows an increase in base rates from $500 to $575 per evening hour, one time.

NEWS reports and half-hour dramatizations of the progress of medical science are the subject of NBC's weekly series *Medicine in the News*, presented under the auspices of the American Medical Association, succeeding the *Your Health* series broadcast on NBC for the past four years.

MAJOR news events occurring in New York City and vicinity are dramatized weekly on the quarter-hour program *Metropolitan Scene*, directed by Alexander Leftwich on WNYC, New York's Municipal station.

LIKED BY WEEKLIES
Central New York Papers Use Radio Column

INTEREST of weekly newspapers in radio is attested by the success of Don Rich, of Ithaca, N. Y., who writes and sells a weekly radio column, "Radio by Rich", to Central New York papers. In the face of discouraging predictions that a radio column for weeklies could not be marketed profitably, he started the venture several months ago, and recently signed his 14th publication, the *Syracuse Press*, new Syracuse weekly with free distribution in about 50,000 homes.

Rich's column, reported as the only "live" radio news appearing in any Syracuse newspaper, is treated by most weeklies as a two-column lead feature. Keyed for individual territories of the various papers, "Radio by Rich" treats all the network features impartially, and Rich reports that editors find enthusiastic response from readers who can't get the information from their daily newspapers.

CONSIDERABLE technical interest is being shown in an experiment in special event broadcasting by Grady Rapier, announcer, and Gordon Wiggin, sales promotion manager, respectively, of KOY, Phoenix. Both men are licensed pilots and have equipped a plane with special custom-built short-wave apparatus, from which they are broadcasting to KOY and the Arizona Network what they see in their travels. They alternate as announcer-pilot and operator of the radio technical equipment.



KGW

BIG FACTOR IN SALES GROWTH OF ROY BURNETT MOTORS, INC.

More than 200% growth in the past three years—that's the story in a nut shell of Roy Burnett Motors, Inc., De Soto and Plymouth distributor for Oregon and Southern Washington.

But there's another story on how that growth was accomplished. "Mr Burnett is the most consistent automotive advertiser in Portland," states George McMurphey of the Pacific National Advertising Agency who handles the account. "And the major advertising factor in the growth of Burnett's business has been the use of KGW night spots every night for the past three years."

MORAL: *Use KGW or KEX—day or night—to reach responsive minds and pocketbooks in the rich Oregon Market.*

KGW
620 KC
5000 WATTS DAYS
1000 WATTS NIGHTS
NBC RED

RADIO STATIONS OF THE
OREGONIAN
PORTLAND • OREGON

KEX
1180 KC
5000 WATTS
CONTINUOUS
NBC BLUE

National Representatives—EDWARD PETRY & CO. INC.
New York Chicago Detroit St. Louis San Francisco Los Angeles



KOIL
Omaha's Basic Columbia Station
DON SEARLE, GEN'L MGR
KATZ AGENCY, NAT'L REPR

Christmas Gift Order Form

Please send BROADCASTING for One Year as my Christmas Gift to:

Name .....

Address .....

City ..... State .....

Name .....

Address .....

City ..... State .....

Name .....

Address .....

City ..... State .....

Send bill to .....

.....

.....

Name .....

Address .....

City ..... State .....

Name .....

Address .....

City ..... State .....

Name .....

Address .....

City ..... State .....

BROADCASTING
Broadcast Advertising

1940 YEARBOOK Number Included

FIRST CLASS
Permit No. 1208-R
(Sec. 510 P. L. & R.)
Washington, D. C.

BUSINESS REPLY CARD

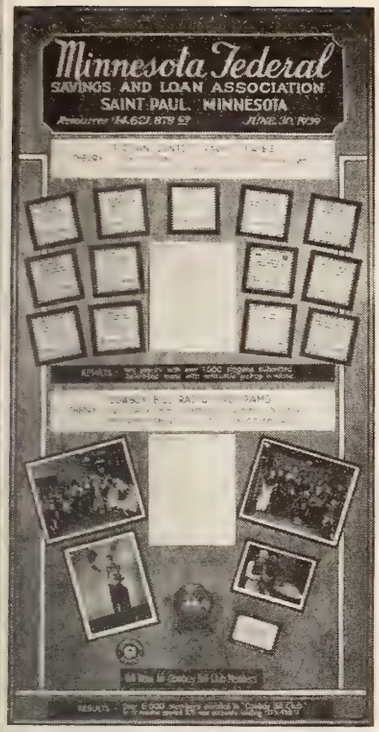
No Postage Stamp Necessary If Mailed in The United States

4c POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,

NATIONAL PRESS BLDG.,

WASHINGTON, D. C.



THIS panel, built around two successful radio programs sponsored on WTCN, Minneapolis, by Minnesota Federal Savings & Loan Assn., St. Paul, was one of five which won first prize for the firm in the advertising contest sponsored by the U. S. Savings & Loan League at the annual convention in Atlantic City. The prize-winning display is to be exhibited later this year at special showings in Denver and numerous cities up and down the Pacific Coast.

FTC Complaint

THE Federal Trade Commission on Nov. 8 issued a complaint against Indian River Medicine Co., LaFollette, Tenn., for allegedly misleading representations in radio and newspaper advertising for Scalf's Indian River Tonic, and another Nov. 13 against Pasadena Products Inc., Pasadena, Cal., covering alleged misrepresentations in radio and newspaper advertising for Sal-Ro-Cin, a proprietary. The FTC has accepted stipulations to discontinue misleading advertising of Ful-O-Pep feeds by Quaker Oats Co., Chicago, and Mill-O-Cide insecticide by Midland Chemical Laboratories, Dubuque, Ia.

TWO SUCCESSFUL FINANCE SHOWS

Minneapolis Savings Firm Develops Many New Accounts by Juvenile, Outdoor Programs

By LUTHER WEAVER
Luther Weaver & Associates
Minneapolis-St. Paul

RADIO shows that clicked, including script, merchandise hook-ups and tie-in newspaper ads, all advantageously displayed, helped the Minnesota Federal Savings & Loan Assn. of Minneapolis and St. Paul take first prize in the annual advertising contest sponsored by the U. S. Savings & Loan League in connection with their 47th annual convention at Atlantic City in September.

The prize, a silver cup, was awarded in the competition among the largest associations, those with capitalization of $8,000,000 and over, which means the group (Class 4) which, obviously, does the greatest amount of advertising in the nation. The exhibit, which in addition to the special radio panel included four other panels—newspaper, farm publications, direct mail and public relations—was put together and exhibited by Vern C. Soash, advertising manager of Minnesota Federal, capitalized at $15,000,000.

Two Programs

The radio exhibit visualized two different programs. One was the *Cowboy Bill* program, which, combined with a funny-paper show made up a half-hour of Sunday noon entertainment for the kids, and ran for 52 weeks on WTCN, Minneapolis. Five or six juvenile and adult characters were frequently used. With Cowboy Bill as the hero, the first series of 26 programs, starting Nov. 7, 1937, was devoted to his tour of Europe and Asia in search of wild animals for his circus. He never killed his animals, but always took them alive.

Following a summer vacation the series was resumed Sept. 11, 1938, with Cowboy Bill's circus on tour in various European capitals. The closing episodes brought Cowboy Bill and his party—in which a Chinese character, Klang, was especially popular—back to America to spend the holidays at Cowboy Bill's ranch in Wyoming. The series ended Feb. 26, 1939. Jane Joy, whose funny-paper show was merged into the half hour, was mistress of ceremonies throughout the year's run.

The merchandising tie-in was a globe bank showing all the countries of the world, given free to the parent of any youngster who stopped in at the Minnesota Federal offices. The parent also was given, for his boy or girl, a membership button in the Cowboy Bill Club, and a membership card. This means of producing office contacts, Mr. Soash reported, led to enrollment of 6,000 boys and girls in the Cowboy Bill Club, and in 12 months produced 375 new accounts totaling $133,438.25.

Outdoors Program

The radio panel also visualized a 15-minute vacation and outing program, *The Call of the North.* In it the familiar slogan contest idea was turned into a free vacation for one week for two persons (man and wife) at one of 12 Northern Minnesota resorts. There was a new vacation prize each week at a new resort, and contestants were permitted to participate in as many contests as wished.

Prize-winning slogans were printed weekly in Minneapolis and St. Paul newspapers, together with an invitation to tune in WTCN. The script embraced pictures of the North Woods and lakes, with Minnesota's historical background worked unobstrusively into the dialogue. Two he-men carried on the show, with a new prize-winner on for a two-minute interview as a part of each program. The commercial—it rarely exceeded 1½ minutes—was in dialogue form.

Rules required a personal call at the Minnesota Federal office for a slogan contest entry blank. Slogans were limited to 15 words. The program was presented thrice-weekly for 15 weeks during mid-summer. Both programs were handled by Luther Weaver & Associates, Twin Cities advertising agency.

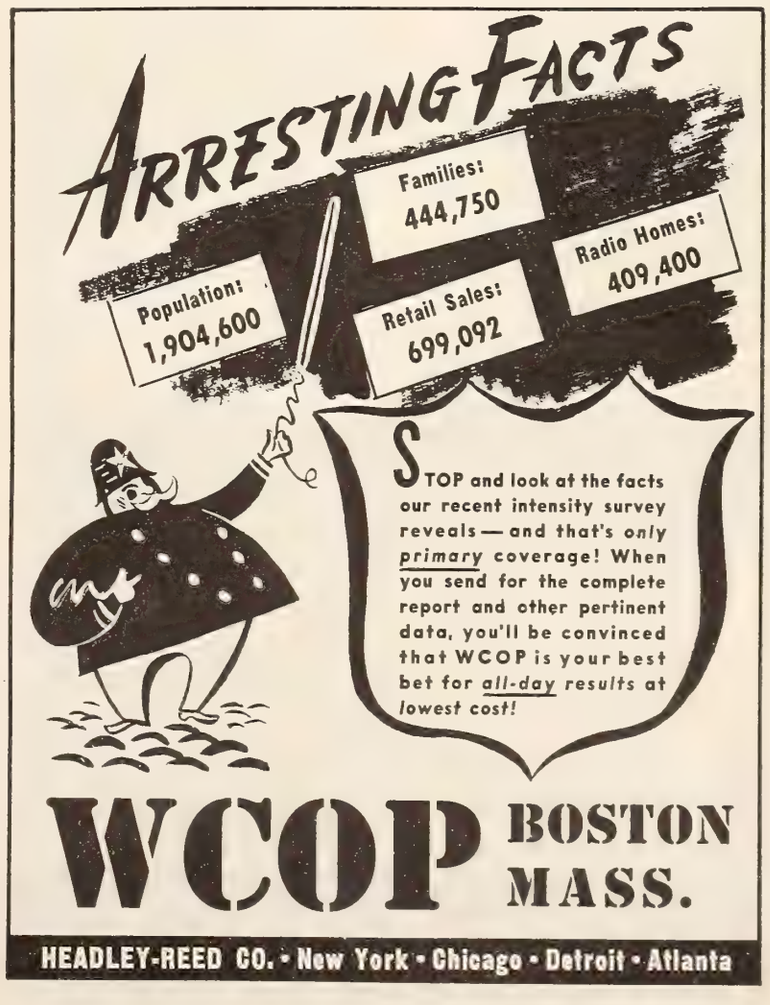
DESIRE DEFAUW, Belgian conductor and director of concerts of the Conservatoire Royal, Brussels, will arrive in New York Dec. 2 via the *S. S. Statendam* to conduct the broadcast concerts of the NBC Symphony Orchestra Dec. 9-30, inclusive, during Arturo Toscanini's mid-season absence. Other noted conductors to appear with the NBC Symphony, prior to Toscanini's return on March 16, are Bernardino Molinari and Bruno Walter.

WWNC
ASHEVILLE, N. C.
Full Time CBS Affiliate 1,000 Watts

HARVEST TIME
for WWNC Listeners—
for WWNC Advertisers!

Now, big crops add their millions to the diversified buying power of Western Carolina—"The Quality Market of The Southeast". Share this harvest—put your advertising message on WWNC . . . now!

WNEW (New York's Most Popular Non-Network Station *) **ANNOUNCES**
the appointment of JOHN BLAIR & COMPANY
341 Madison Ave., New York
520 N. Michigan Ave., Chicago
New Center Building, Detroit
Chamber of Commerce Building, Los Angeles
Russ Building, San Francisco
422 Paul Brown Building, St. Louis.
as
NATIONAL SALES REPRESENTATIVES
(Effective November 1, 1939)
WNEW NEW YORK
SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY
5000 WATTS BY DAY—1000 WATTS BY NIGHT
1250 KILOCYCLES
*Independent surveys proving this fact sent on request.



Transcontinental Plans Jan. 1 Debut

Stations Are Offered 30% of Rate Cards By New Network

(*Continued from page 15*)

were largely responsible for the formation of the new project. A letter signed by George Tormey, vice-president of B-S-H in New York, includes an order for these two advertisers for "two hours of daytime, 2-4 p.m., and two hours of night time 8-10 p.m. network time, Monday through Friday exclusive, for a period of one year starting from Jan. 1, 1930." The letter asked that TBS accept it "as a firm and binding contract."

This letter, it was reported, has been used with telling effect in TBS conversations with prospective affiliates. Hill Blackett, Republican National Committeeman for Illinois and head of B-S-H, asserted he was not financially interested in the network, but declared his agency had been negotiating for a block of time for clients. He denied also that his agency was in any way financially interested aside from the time negotiations. He said that because of the limited time available on existing networks, his agency had contracted for purchase of approximately three hours a day for specific sponsorship [two day hours equal one night].

Other Prospects

Mr. Adams did not identify other business under tentative contract but it was reported elsewhere to include a schedule from Emerson Radio & Phonograph Co., for the commentaries of Elliott Roosevelt on MBS. It is understood his present contract for three 15-minute programs weekly on MBS concludes at the end of this month. The Fr. Coughlin schedule also was mentioned.

Mr. Adams asserted that the telephone line problem will not deter TBS. When it was pointed out that the chief difficulty of most new networks, especially those composed largely of low-powered outlets, was that telephone wires eat up profits, Mr. Adams said in most cases new networks start off with line charges from the moment of operation but with little business. "We will begin with at least 35 hours a week of commercial programs," he said. "It's true that our first 15 hours will go to pay the telephone company who will probably bill us in the neighborhood of a million a year, but after that we begin to operate at a profit."

Genesis of the new network really began last July, Mr. Adams said, when he came to New York to try to get B-S-H to use Texas State Network for an evening repeat of its daytime serials in the same way the agency already was using a two-hour evening period on WMCA, to repeat programs heard that day in that city on NBC and CBS stations. The agency was sold, he said, but NBC refused to let its programs be recorded in Texas either off the line or off the air, stating that NBC programs could only be recorded in cities in which there were NBC recording plants.

Repeat Problem

Then, said Mr. Adams, the agency, which also wished to broadcast these repeat programs in St. Louis and Kansas City, offered to have the programs recorded in Chicago, planning to send them from there by wire through these cities to Texas. But again NBC refused permission, this time citing a new ruling that its programs could be recorded only at the point of origin—in this case New York. While these records might have been then shipped to any station the agency desired, it would not be possible to get them to Texas for broadcasting the same day as the network program, Mr. Adams explained. This was important for two reasons, he said—first, so that a listener missing an installment of a serial usually heard during the day could pick it up in the evening, and, second, because special offers and contests must be timed consistently in each city. Throughout, he stated, CBS took the same stand as NBC.

When it became evident that it would be impossible to carry out its original idea, Mr. Adams continued, Blackett-Sample-Hummert asked him and Mr. Roosevelt if a new network could be set up and how much two or three hours a day would cost. Working with a rate book, they laid out the network on paper, figured the costs, and submitted this estimate to the agency. After consulting its clients, the agency approved the idea and Messrs. Roosevelt and Adams invited a number of broadcasters to meet with them in Chicago to discuss the formation of a new national network. A number of Mutual affiliates were invited, including three or four stations also NBC-Blue affiliates, but no other NBC or CBS stations were included, Mr. Adams said.

At this meeting, held Oct. 25 with some 90 stations represented, the question was raised if it were necessary to form a new network or if MBS could not handle B-S-H business. Mr. Weber, for MBS, was then invited into the meeting, but after considerable discussion it was found impossible either to place the programs on MBS or to rent lines from this network, according to Mr. Adams, and so it was decided to go ahead with the new network. About 40 stations agreed to participate before the meeting adjourned, he said.

Texas State's Position

On this showing the agency placed its order for 20 hours a week, Mr. Adams said, and another Chicago meeting was held with more stations coming in. He is now in New York completing the station lineup and arranging for offices for network headquarters.

Asked whether Texas State Network could join TBS without violating its contract with MBS, Mr. Adams stated that TSN has no contract with MBS at present, its former contract having expired Sept. 15 and the option for a two-year renewal not having been taken up as yet, pending completion of negotiating over new terms. [At MBS headquarters it was stated that TSN was bound by an MBS contract until Sept. 15, 1941]. However, Mr. Adams said, TSN would probably continue with MBS, adding that the "more favorable contract" clause, prohibiting TSN from giving any other network better terms than it gives to MBS, would not prevent an affiliation with TBS, as TBS is giving TSN more favorable terms than MBS is, rather than the other way around.

Because of previous ill-starred attempts to launch new networks, extreme skepticism prevailed in some industry quarters over the ability of Transcontinental to get started by Jan. 1. While the B-S-H commitments were regarded as a strong factor in favor of prompt launching of the venture, the lack of desirable outlets in important markets and the reticence of agencies generally to buy "a pig in a poke" which would be the case until the full list of stations is announced, engendered the feeling of doubt. Moreover, bitter MBS opposition was regarded as a possible retarding factor.

Since the announcement of the venture, there has been a steady trek of broadcasters to Chicago and New York to confer with Messrs. Roosevelt, Adams, Porter and other officials. Mr. Roosevelt personally has presided at several conferences in Chicago. George Podeyn, Texas State representative in New York, has been active in the conversations along with his chiefs. Temporary quarters in New York have been established at the Gotham Hotel.

Political Rumors

Daily newspaper stories essayed to tie the Transcontinental development into a giant political undertaking. Mention was made in several stories of Hill Blackett's recent dinner visit at the White House, and played on Mr. Blackett's status as a Republican committeeman and as the director of promotion for the party during the last campaign.

Mr. Adams, former radio director of Erwin, Wasey & Co., joined Mr. Roosevelt's Texas State Network early this year as executive vice-president. In 1933, he headed a group of individuals prominent in New York financial and social circles in acquiring a lease on all commercial and program rights of WMCA which was terminated some months later. In that capacity, Mr. Adams sought to inaugurate a new network, which eventually became the present Inter-City Broadcasting System keyed from WMCA and providing limited network service along a portion of the Eastern Seaboard.

Mr. Roosevelt was president of Hearst Radio until he resigned that post to devote his major attentions to Texas State Network, formed some 14 months ago. He recently resigned from the NAB because of disagreement with the new code policies on sponsorship of controversial programs.



OVER 120,000 from 27 States attended the National Cornhusking Contest held recently at Lawrence, Kan. The crew of WOW, Omaha, traveled 300 miles to cover the event. Here Foster May (right) interviews Gov. Payne Ratner, of Kansas. In rear with stocking cap is Bill Drips, NBC agricultural director, who took charge of coverage for the *Farm & Home Hour*.

WKRC Gets Sohio News

STANDARD OIL of Ohio, through McCann-Erickson, Cleveland, has started a 52-week news broadcast schedule on WKRC, Cincinnati, with Charles V. Lutz and Bill Welch heard as *Headline Reporters* on four-daily 10-minute spots six days a week. Previously the oil firm had a 13-week contract for twice-daily newscasts with the station.

RADIO TELEPHONE GAME

BIGGEST—HOTTEST—MOST SENSATIONAL SHOW ON THE AIR

•

BREAKS AUDIENCE RECORDS EVERYWHERE

•

A LIVE SHOW—EVERY LISTENER PARTICIPATES

•

MEETS ALL LEGAL REQUIREMENTS

•

AS USUAL—BECAUSE IT'S UNUSUAL

IT'S PRODUCED BY

Harry S. Goodman

19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY

GE Plans Relay Of Video Signals

Receiver Atop Mountain Gets NBC's New York Programs

PRACTICABILITY of a television network based on a radio relay rather than on coaxial cables or other wireline connections will be given an exhaustive test by NBC and the General Electric Co. GE engineers are now installing a radio relay receiver near their television transmitter on Helderberg Mountain, about 12 miles from Schenectady, to receive NBC television programs broadcast by W2XBS, New York, approximately 130 miles distant, which they will attempt to rebroadcast.

Although the receiving point is about 8,000 feet below the theoretical line of sight, GE engineers under the direction of C. A. Priest, chief radio engineer of the company, have been picking up NBC's telecasts since last May, with normally good reception. A diamond-shaped antenna, spread over an area about 300 by 600 feet, is used for the pickup.

Asked how it was possible for the television signals to be received at a point supposed to be far outside the coverage area of W2XBS, NBC engineers explained that although television reception is for all practical purposes limited by the horizon there is a slight refraction of these waves caused by variations of temperature in the atmosphere which makes it possible for them to be picked up by the GE receiver, located as it is so far from any cause of interference. No home receiver in a city could pick up these programs at this distance, however, it was stated.

In announcing the experiment in networking television programs, Alfred H. Morton, NBC vice-president in charge of television, said that NBC and RCA have long been working on this problem and that the informal arrangement for cooperation between NBC and GE should prove an excellent testing ground for many of the theories that have been developed on paper.

GE Names Gilmour

JOHN G. T. GILMOUR, since 1931 director of General Electric's motion picture department, has been named program manager of GE's new television station, W2XB, which is to start operating late this year. Charles R. Brown, of the GE market research section, has been named to succeed Mr. Gilmour in charge of the motion picture department. W. T. Cook will be in charge of scenarios for both pictures and television programs.

WOL

WASHINGTON, D. C.

1,000 Watts

DAY & NIGHT

Affiliated With the Mutual Broadcasting System

1230 KC.

Court Upholds FCC on Economics

(Continued from page 14)

has a particular connotation in engineering nomenclature which does not make the analogy apt.

After reciting that WLAC claimed it was an applicant for 50 kw. in lieu of its present 5 kw. power, and that granting of the WMEX application automatically disposes of its power increase petition, the court concluded that so long as the Commission complies with the mandate of the statute it has and should have "wide discretion in determining questions both of public policy and of procedural policy and in making and applying appropriate rules therefor." The court added it is not its function to direct the Commission "as to the routine of its administrative procedure, so long as it conforms to the law. No violation of law is revealed by the record or shown by the appellant."

The court pointed out that WLAC contended that if WMEX is kept off the 1470 kc. frequency and its application for 50,000 watts is granted, then its classification will automatically become that of a class I-B station under the Havana Treaty, in lieu of its present high power regional assignment, and its secondary service thereby will be protected.

Joint Hearings

The court declared that perhaps it would have been wiser, as a matter of administrative practice, for the Commission to hear and determine, together, the applications of WMEX, WLAC and KGA, Spokane, also operating on 1470 kc. which had sought a change in frequency.

"But the Commission asserts and appellant does not deny, that he made no effort to have his application heard at the same time as the application of the intervenor pursuant to the Commission's rule," the court held.

The court said it could not determine, under the circumstances of the WLAC appeal, that the station had been prejudiced as a matter of law. It added the Commission's rule permitting a joint hearing of pending applications is "certainly a reasonable one." WLAC, it recited, failed to request such a joint hearing and is in no position to demand one while the court has no power to require that the Commission suspend its normal functions and reopen its proceedings in order to determine "the large questions which he seeks now to have determined."

The opinions followed oral arguments before the court Nov. 6 on several pending cases presenting the economic issue. At that time it was thought the court reflected a view which indicated it would seek to draw a distinction between competition which would result in utter destruction of existing stations or which would simply diminish the earnings of existing stations.

Though the court has dealt harshly with FCC contentions during the last several months, the opinions Nov. 13, coupled with a dismissal on Nov. 7 of the Tri-City Broadcasting Co. appeal, ran up to a half-dozen the number of successful attacks on appeals made by the Dempsey-Koplovitz team, resulting in dismissal.

On the day following the Nov. 6 arguments, the court dismissed the appeal of Tri-City from the FCC decision granting Troy Broadcasting Co. a daytime station with 1,000 watts power on 950 kc. in Troy. Tri-City had applied for the same facilities in Schenectady. In a brief order the court held that it appeared from the Tri-City notice of appeal that it had stated "no grievance which if true would justify the court in reversing the decision of the FCC."

These recent court actions indicate that the tribunal will require utmost care in the filing of appeals and that motions to dismiss will not be granted unless proper grievances are set forth. In so doing, the court apparently takes the position that it saves the litigants money and time, since only those cases in which the court might be justified in reversing the FCC order warrant adjudication.

Ford Dealers on 93

FORD Dealers of Central States are using spot announcements on 93 Midwest stations. McCann-Erickson, Chicago, handles the account.



"Facsimile

THE NEXT MONEY-MAKER FOR BROADCASTERS" © 1939 F.T.L., Inc.

- Investigate the potential earning power of Finch Facsimile—the system that prints news of the world in the home—while it happens!
- New equipment now available reproduces 2, 4 or 5-column newspaper format at speeds up to 20 square inches per minute. Press matter, drawings, photos and complete advertisements are reproduced full-size in fine detail.
- Finch Facsimile can be used with radio, landlines and suitable cable circuits with equal facility. Operates from any source of power and is completely self-synchronizing under all service conditions.

Radio engineers and executives are invited to inspect Finch Facsimile Station W2XBF in operation daily at 1819 Broadway.

FINCH TELECOMMUNICATIONS, Inc.

BENDIX, N. J.

N. Y. Sales Office, 1819 Broadway

Circle 6-8080



WOV and WBIL are the only foreign language stations in New York specializing in one language, namely, Italian. That's why more and more Progressive Advertisers are using these IBC stations to increase their sales in our *separate and distinct* market of 1,500,000 Italo-Americans. They know that to be alone in *this* field, you must advertise *"The Italo-American Way!"*

WOV NEW YORK 1000 WATTS

THE INTERNATIONAL BROADCASTING CORP. NEW YORK

WBIL NEW YORK 5000 WATTS

Conforma to Expand

INTERNATIONAL SHOE Co., St. Louis (Conforma shoes), is continuing its test on WGN, Chicago, with a six-weekly 10-minute series featuring Myrna Dee Sargeant in style talks. The series will soon be expanded to an undetermined number of stations, according to Frank Ferrin, radio director of Henri, Hurst & McDonald, Chicago agency handling the account.

FIRST radio appearance of the Alfred Lunts, actors, is scheduled for Dec. 17 when the noted couple makes a guest appearance on the *Campbell Playhouse*, sponsored on CBS by Campbell Soup Co., in George Bernard Shaw's "The Doctor's Dilemma".

WRNX
5000 WATTS
DAYS
Coming events cast their shadows..
No change in programming or policy. Better service to Metropolitan New York including its 6,982,635 foreign citizens.
Now operating 1000 WATTS DAY AND NIGHT WBNX NEW YORK
The Station that Speaks Your Language

Accord Seen in Code Crisis

(Continued from page 19)

stations in complying with the Code provision.

Mr. Shepard issued a statement following his appearance before the board, declaring that Colonial Network agreed it will make no profit on the Coughlin series unless the programs have to do with a political campaign and therefore are in full compliance with the code. The three stations on Colonial Network which are owned by his Yankee Network—WAAB, WEAN and WICC—will not make any charge to the Colonial Network for the programs, he said.

"The Colonial Network wants to make it clear, however," Mr. Shepard said, "that they may either refuse to charge the client for these programs or in case the client insists on making payment for them, the Colonial Network will carry out this obligation by giving to charity the difference between its actual expenses as specified further on and thus comply with the NAB Code." He added the expenses would be the line charge from New York to Boston, Government or State taxes and any payment which might be paid to affiliated stations which did not agree to carry the program free.

He explained that affiliated stations of Colonial have the option to refuse to carry the program on a sustaining basis, in which case "we would feel privileged to pay them on the regular network commission basis which would be deducted from the amount which we would give to charity, or charge the client after he accepted our proposition to carry the program on a sustaining basis. It might also be necessary that we recognize the 15% to the agency, or, in other words, if the program is not carried on a strictly sustaining basis at the request of the client, everything less the actual expenses outlined will then be given to charity."

WTHT, owned by the *Hartford Times*, pointed out in connection with Mr. Shepard's position, that the network had adopted the same attitude as that station, an affiliate of Colonial. WTHT took the position that the NAB code should be supported and that Fr. Coughlin should remain on the air, but on a sustaining basis without charge for the station's time.

David Lawrence Critical

Meanwhile, pro and con discussion of the code continued at a swift pace. David Lawrence, editor of the *United States News* and noted Washington commentator, followed up his sharp criticism of the code published in the *United States News* [BROADCASTING, Nov. 1] with a broadcast over CBS Oct. 29. Using as his theme "Freedom for the Thought We Hate", Mr. Lawrence said he believed the NAB unhappily had taken a step which "inevitably will lead to governmental regulation and ultimately to the curtailment of the freedom of speech privilege which radio should always enjoy on a parity with the press."

Deprecating the code as censorship, he urged that the NAB modify its course. "It should withdraw from its code those provisions relating to the purchase of its facilities by public organizations, and offer its wares in a balanced relationship between information, argument and entertainment which individual management, exercising good judgment, can easily achieve," he stated.

"Whoever comes honestly to the microphone to plead a cause and by his written speeches submitted in advance shows that he has not violated the simple laws of fraud or libel, must be given freedom to plead—not once but twice and thrice if necessary and in the proportion and amount that the individual manager believes will make interesting listening," Mr. Lawrence declared.

Mr. Lawrence reiterated his previously expressed view that radio is a form of publishing and that the station itself can limit the amount it will accept from advertisers for a new series of programs and yet be above criticism. He observed that the NAB action would seem to be contrary to the objectives of the Sherman anti-trust law, since the so-called "advice" and "recommendations" of its Code Committee have all the effect of an obligation when taken as a result of concerted action. He advised extreme caution in this regard. He said the NAB had taken "the path of submission when they concede that the phrase 'public interest, convenience and necessity' bestows on the Federal Government any implied power over content of radio programs." Then he observed:

"The new code adopted by the NAB is confessedly created to prevent Government regulation of radio programs. In my judgment, it will bring on radio regulation by Government faster than other single circumstance through the action of aggrieved parties seeking redress. For history shows that so-called voluntary efforts to exercise police power in an industry would invariably result in public clamor to have a 'disinterested' institution to do the regulating. Usually, the Government as the representative

WCKY Wagon

FOR the last eight months Charles Topmiller, chief engineer of WCKY, Cincinnati, has been okaying various bills and invoices of large denomination in conjunction with installation of WCKY's new 50,000 - watt transmitter — a bill of $1,600 or so for a single transmitter tube caused not the bat of an eye. Recently, however, he hesitated over an item, "One coaster wagon, $1.98". Investigating, he found the transmitter men wanted the wagon, the kind kids use, for conveying test equipment between the transmitter building and tuning house. They were tired of carrying it all. They have the wagon.

Order, please...

Demand for 72-page RULES & REGULATIONS has made a second revised printing necessary. Order your supply today on the HANDY FORM BELOW. Every member of your staff should own a copy.

2700 Copies Sold

BROADCASTING Publications, Inc.
National Press Bldg. Washington, D. C.

Please send me your new 72-page volume, RULES & REGULATIONS AND STANDARDS APPLICABLE TO STANDARD BROADCAST STATIONS. Payment is enclosed.

☐ Send me single copy @ 60c.
☐ Send me_____copies @ 50c each.

Name_____
Firm_____
Address_____
City_____State_____

CHNS
HALIFAX, NOVA SCOTIA
Is Located in the Centre of the Radio Audience of the Province.

You Cannot Miss If You Use This Station As Its Audience Has Learned to Rely on It Over a Period of Thirteen Years of Uninterrupted Service.

Write The Station Director
LORD NELSON HOTEL, HALIFAX

AVAILABLE for SPONSORSHIP
RAYMOND TOMPKINS
Top Flight Commentator
7:30 P. M.— Mon., Wed. & Fri.
A popular program with an enthusiastic following. Talent cost: $100 (net) weekly.
WFBR
BALTIMORE, MD.

of all the people and the theoretical custodian of their delegated power, offers itself as the 'disinterested' institution."

Quincy Howe Favorable

Taking a diametrically opposite view, Quincy Howe, executive editor of Simon & Schuster, New York publishers, and chairman of the National Council for Freedom From Censorship, in a broadcast over NBC-Red Nov. 2, lauded the code. He described it as a move "which cannot fail to meet the full approval of all Americans who dislike censorship."

Declaring that any private self-regulation is to be preferred to Government regulation, Mr. Howe said that as long as the radio industry remains as honest and competent as it is today "there can be no doubt that the present system of self-regulation, especially if the principles of the code are maintained, will be infinitely preferable to a radio industry censored and perhaps finally controlled by the Government."

In the ecclesiastical sphere, a number of important churchmen came staunchly to the code's defense. Mgr. John A. Ryan, of the National Catholic Welfare Council, declared that in his opinion the general objectives of the code are "very useful and entirely fair". He said this was true even of the provisions barring controversial addresses on commercial time, and pointed out that radio facilities differ from newspapers since they



LLOYD EGNER, New York manager of the NBC Transcription Service, (left), was in Hollywood and San Francisco in early November to install Robert Schuetz (right), as western division manager of that department. Schuetz, who was for 10 years an NBC New York engineer, is now in charge of all NBC transcription activities in the 11 western states.

are definitely limited while newspapers are not.

Dr. Samuel M. Cavert, general secretary of the Federal Council of Churches of Christ in America, in an address over NBC-Blue Nov. 10, called the code the right answer to the problem. What the industry has done, he said, "is to chart a wise course of self-regulation in the handling of not only controversial questions but also of news, children's programs, educational broadcasts and advertising."

Hearing Both Sides

To further the industry's own educational campaign on the code, Mr. Bill, as chairman of the NAB committee, told a nationwide CBS audience Nov. 5 that the only way a broadcaster can make sure his listeners will hear both sides of a controversial question is to assume the reponsibility of giving time gratis to opposing points of view. Emphasis that radio is just as powerful in "selling hatred" as it is in "selling good will," he said that it was this factor which motivated the industry in banning sale of time for projection of controversial issues.

In a lucid explanation of the code operations, Mr. Bill declared that it has already actually worked out in practice. When the Supreme Court packing issue was before Congress, he pointed out, an analysis showed that 42 speakers were given free time over CBS to present their views with the division 21 and 21. And on the embargo repeal issue, CBS provided time for 18 talks in favor of repeal and 20 against repeal with three non-partisan.

"Far from curbing freedom of speech," he said, "we have learned that this policy promotes freedom of speech. It also brings more persons to the microphone, whatever their views may be. It gives the listener a chance to hear both sides of every question and then puts upon him the responsibility of making up his own mind."

To balance the network debates on the code, CBS has scheduled Samuel B. Pettengill, former Indiana Congressman, for an address on Nov. 12 on "Radio and Free Speech". This address is designed to answer Mr. Bill's remarks. Rev. Edward Lodge Curran, president of the International Catholic Truth Society, who is pro-Coughlin, is scheduled for Nov. 19. Active in anti-commercial radio circles, Rev. Curran requested the time in a telegram to President William S. Paley, as director of radio activities in the Brooklyn diocese. In his message he said he felt enforcement of the code "is a serious invasion of free speech and apparent censorship by the NAB."

As part of the NAB plan to inform important social groups of the code policies, Edward Kirby, NAB director of public relations, on Nov. 4 addressed some 600 members of the Federated Women's Clubs at Chicago's Palmer House. Before his address he met with group leaders for a quarter-hour roundtable discussion on WBBM, Chicago. Emphasis was placed on the new children's program policies.

Curb of Executive Power Over Radio Is Advocated

CONGRESS will be asked at the next session to repeal the power of the President over radio except under war conditions and then under safeguards against the abuse of the power, Samuel B. Pettengill, former Indiana Congressman, declared in an address Nov. 12 over a CBS network. Speaking for the National Committee to Uphold Constitutional Government, Mr. Pettengill lambasted the NAB code as a "threat against the free speech of a free people".

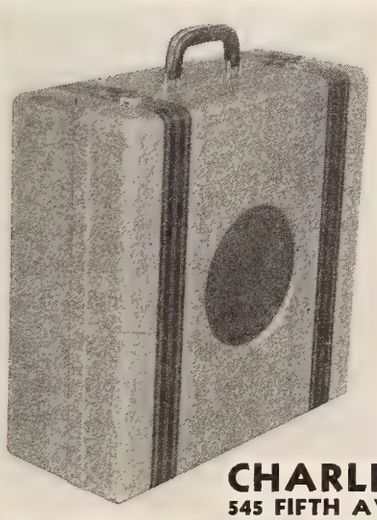
While attacking the NAB for its stand on controversial broadcasts, Rep. Pettengill charged it was drafted only under "hidden pressure". He said his organization would fight "for and with" the broadcasters not only to repeal the power of the President to commandeer radio, but also to authorize licenses for three years in lieu of the present six months and to "take from the Commission all power to suspend, revoke or refuse to renew licenses for any illegal offense other than those which Congress may constitutionally forbid, and then only after an independent court, and not the Commission, has found the licensee guilty."

The former Congressman said that "we fight today for the same values our fathers fought for. They fought for a free press. We fight for a free microphone."

(U.P.)

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Transfer of CMQ By Cuba Imminent

Action Expected to Clear Up WTAR, WMC Interference

CLEARING UP of serious interference to the operations of WTAR, Norfolk, and WMC, Memphis, on the 780 kc. channel, caused by the operation of CMQ, Havana, on that frequency with 25,000 watts, is foreseen momentarily under a Cuban presidential decree shifting CMQ to another frequency, it was learned Nov. 14.

The two domestic stations for the past year have been authorized on a month-to-month basis to utilize 5,000 watts power at night in lieu of their regular 1,000 watts to offset the CMQ signal. The stastions previously had cooperated with the Cuban radio department in installing directive antennas designed to reduce the interference but complications subsequently developed, with the result that the case was carried by the American Ambassador to the Cuban radio department and the frequency shift decided upon.

To Sign Order

Word in official quarters Nov. 14 was that President Bru was prepared to sign an order upon recommendation of Radio Director Govea, shifting CMQ to 690 kc., a Canadian clear. Steps also would be taken to prevent operation of other stations on the 780 kc. channel in order to eliminate entirely any chance of continued interference with the WTAR and WMC propagation.

Last spring Campbell Arnoux, general manager of WTAR, and H. W. Slavick, general manager of WMC, arranged with Cuban authorities and with the CMQ operators for installation of a directional antenna to protect the station. Because of equipment failures, it developed the system did not work. Consequently, after extensive conferences and investigations conducted through the American Ambassador and Director Govea, arrangements finally were made for the frequency shift. Under the new assignment, CMQ, while operating with 25,000 watts, will radiate only 5,000 watts in the direction of the United States and Canada. The agreement on the frequency shift, it was reported, has been signed by all parties and awaits only the President's signature, which was to be forthcoming as soon as U. S. authorities reported they were in agreement. Mr. Slavick at present is in Havana, it was learned. Conversations with the FCC and the State Department in connection with the move are being handled through Eliot Lovett, counsel for WTAR.

Neville Miller, NAB president, Nov. 10 cabled the American Ambassador in Havana he had been advised that a practical solution had been found from the troublesome interference problem and that President Bru was about to make effective the changes to that end. He asked that there be conveyed to the President the appreciation of the American broadcasting industry "for his splendid cooperative spirit of understanding and accord".

Newspaper Spreads Feature

NEW Sunday feature of the *Washington Post*, an outgrowth of the MBS *American Forum of the Air* series, is "American Forum", compiled under direction of Theodore Granik, who also directs and m.c.'s the Sunday network series, heard 8-9 p.m. and originated from the Interior Department's studios by WOL, Washington. The full-page newspaper feature, patterned after the radio program, presents national leaders debating pertinent questions of the day. First edition of "American Forum", appearing Nov. 12, presented pro and con opinions on the proposed national war referendum plan by Senators La-Follette, Byrnes and Clark, Representatives Ludlow and Norton, and Louis Johnson, Assistant Secretary of War.

Gulf Switches

GULF OIL Corp., Pittsburgh, on Nov. 19 switches *Screen Guild Theatre* on 65 CBS stations, from Hollywood to New York for three weeks or more, Sun., 7:30-8 p. m. (EST). Scheduled for the first New York program are Fred Allen, Robert Benchley and Tallulah Bankhead. Roger Pryor, master-of-ceremonies and Oscar Bradley, musical director, will continue in their respective posts. Also making the cross-country jaunt are Joe Hill, agency producer, and his assistant, Austin Petersen, with writers Charles Tazewell, Sam Perrin and Jess Oppenheimer. Harry Von Zell is scheduled to handle the commercials. Young & Rubicam, New York, has the account.

Jim Ameche Signed

JOHN H. WOODBURY Co., Cincinnati (soap), on Nov. 22 will replace Herbert Marshall, film actor, as lead of the NBC *Woodbury Hollywood Playhouse* program, with Jim Ameche, who starred in the summer series. Marshall terminates his contract with broadcast of Nov. 15. At start of the fall series he replaced Charles Boyer as star of the weekly half-hour program when the latter was called to war duty in France. A permanent actress to play opposite Ameche has also been chosen but her identity was not revealed. Jay Clark continues as Lennen & Mitchell's producer.

Local Spirit

WHEN the City of Milwaukee was saluted Oct. 30 on the *Carnation Contented Hour*, sponsored on NBC-Red by Carnation Co., Manager Gaston W. Grignon of WISN, Milwaukee CBS outlet, carried out the civic spirit of the event by broadcasting a series of announcements on WISN and issuing formal printed "invitations to listen" to the program on WTMJ, competing NBC-Red station in Milwaukee. The printed invitations, calling attention to the Milwaukee-Wisconsin salute on WTMJ, were sent to city and State officials and about 1,000 Milwaukee organization executives. In addition to the announcements and formal invitations, WISN also used paid newspaper space to publicize the event.



ALL WRAPPED up in his work was Roch Ulmer, special events announcer of KSTP, St. Paul, recently when, in preparation for covering the Minneapolis contest of the National Crochet Bureau, he undertook to find out some of the finer points of the art of crocheting.

Song Clearance Service Organized in New York

NEW clearance service for songwriters, International Songwriters Clearance Corp., New York, has been formed, whereby the writers are compensated for public performances through an arrangement with Gem Music Corp., New York, publisher member of ASCAP. Officers of the ISCC are George Whiting, noted composer of popular songs and an ASCAP member, and Barnard A. Young, editor of various song collections. Offices are at 1619 Broadway.

The aims of the organization, which have been submitted with a contract to songwriters, are stated as follows: To collect royalties for the public performance of songs by radio, mechanical instruments and otherwise, to allot and distribute such royalties, and to abolish abuses and unfair practices and methods in connection with the public performance of musical works. The contract stipulates that ISCC will pay songwriters 50% of all net sums received from ASCAP and 50% of all net sums received for the use of songs for records, electrical transcriptions, television, synchronization or any other source.

Sponsoring AP News

RECENT additions to the list of stations broadcasting Associated Press news under commercial sponsorship [BROADCASTING, Sept. 15] are: WDBJ, *Roanoke* (Va.) *Times* and *Roanoke World-News;* KWOS, *Jefferson City* (Mo.) *Capital-News* and *Jefferson City Post-Tribune;* KSAL, *Salina* (Kans.) *Journal;* KFAR, *Fairbanks* (Alaska) *News-Miner*. The *New York Herald-Tribune* has also secured permission from the AP to use its news for commercial broadcasts, although it does not own a broadcasting station. Paper currently furnishes a ten-minute news period to WQXR, New York, each evening. Period is sustaining now, but during the fall renting season was sponsored by Douglas L. Elliman & Co., New York real estate firm.

LONGEST non-recorded musical program featuring popular and symphonic orchestras will be broadcast Nov. 27 on WNEW, New York, when Local 802 of the AFM stages its medical fund benefit concert in Madison Square Garden, New York, from 9 p.m. until 6 a.m., with Martin Block of WNEW as m.c.

Court Sustains WNEW In Barring Communist

WNEW, New York, which on Oct. 24 cancelled the address scheduled for broadcast by Israel Amter, Communist candidate for the New York City Council, was upheld in its action Oct. 31 by New York Supreme Court Justice Charles B. McLaughlin, who denied the plaintiff's application for a temporary injunction and ruled that WNEW was within its contractual rights in cancelling broadcasts by Communists whose names had been removed from the ballot.

Application was filed by Carl Brodsky, as chairman of the Communist Committee, for a series of 10 broadcasts by four Communist candidates, whose names were removed from the ballot by the Board of Elections on technical grounds of improper filing of petitions. WNEW, in cancelling the broadcasts, cited as further grounds for its action the phrase in the new NAB code which says that stations should provide time for political broadcasts by a "legally qualified candidate for nomination or election" [BROADCASTING, Nov. 1].

Because of shortness of time before the elections on Nov. 7, the Communist Party did not appeal the decision, but, according to the lawyers handling the case, made applications of complaint to the FCC and the NAB and "will take further action if nothing is done about the applications".

Temporary Extensions Of Fulltime to Cease

LOOSE practices by individual Commissioners in granting temporary extensions for fulltime operation to stations licensed for only limited time will be stopped henceforth, it was indicated at the FCC Nov. 14 following a full discussion of the matter. Precedent established several months ago when WDGY, Minneapolis, was granted authority to operate fulltime on 1180 kc. resulted in pressure from Congressional and other sources for similar grants to stations in other areas.

At a special afternoon meeting Nov. 14, the FCC decided to adhere strictly to its rules against such grants unless based on special programs of outstanding public merit. It was pointed out that extensions currently granted have been for one month periods covering all program renditions rather than those of special interest. At its meeting the FCC denied WSPR, Springfield, Mass., a 30-day extension to operate fulltime on 1140 kc.

Texas Engineers Discuss Net Affiliation Problems

APPROXIMATELY 50 Texas radio engineers attended a meeting held in Fort Worth early in November under direction of Truett Kimzey, chief engineer of Texas State Network. Although held primarily for TSN engineers, technicians of other Texas stations were invited to hear the addresses of Henry Scarr, Western Electric Co., New York, and A. Earl Cullum Jr., radio consulting engineer, of Dallas. One of the principal objects of the conference was the discussion of operation of TSN equipment in affiliated stations and the reversible transmission lines used by the net.

Sponsored Video Advised in Report Of FCC Group

Report Sees 'Crucial Stage'; Channel Division Offered

(*Continued from Page 17*)

ship by advertisers is one of the logical means of support for the new television service to the public when such service is ready. The committee recognizes a particular need for keeping the Commission's regulations abreast of progress. Therefore, applicants should be given the opportunity, at any time, of securing changes in the rules if, as a result of a public hearing, they can demonstrate that public interest will be served by such changes.

"While the committee does not recommend any radical change in principle in existing rules relating to commercailization, it does suggest a clarification and simplification of existing rules in this respect.

"It should be made clear that the rules do not constitute an artificial barrier to the logical development of program technique, including the development of methods for making television useful as an advertising media conforming to favorable public reaction. Also it should be apparent that sponsorship is not prohibited, provided such sponsorship and the program facilities or funds contributed by sponsors are primarily for the purpose of experimental program development.

"The intent of the rules should be to prevent commercial exploitation of television as a service to the public prior to demonstrated proof of its readiness for regular operation in accord with public interest, convenience or necessity. Other than such alterations, the committee is of the opinion that the Commission should not permit regular commercialization of television at present, but that instead the Commission should hold itself ready to consider the problem anew when general development progresses further into practicalities."

In recommending licensing policies and regulations, the committee said it was of the opinion that the public can best be served by eliminating any television regulation which has any possibility of interference with proper business economic processes.

Scores Enough

WORKING on the theory that it's impossible for play-by-play football announcers to give the score too frequently, K A N S, Wichita, Kan., has acquired a specially-built alarm clock which rings every two minutes during the game broadcasts, and at each alarm sportscasters relate the standings of the moment.

While several stations may be operated simultaneously within the country on each of the seven lower frequency channels, there is a distinct technical limitation to the number of stations which can operate successfully in any one area, it pointed out. This constitutes a natural barrier to unlimited competition. "Under these circumstances the Commission must be extremely careful that it grants licenses only to those who give satisfactory proof of their qualifications to render a service to the public in the most efficient and effective manner and in particular to those pioneers who indicate constructive efforts toward the progressive development of television as a practical competitive service on a national scale."

Pointing out that there are pitfalls in giving television a "green light" prematurely, the committee warned against any action which would result in a wild rush to erect stations throughout the country, many of which would have to be operated by groups without adequate experience or sound background and possibly without program facilities of good quality. It said it was essential that all licenses issued continue to include the condition that the authorization is subject to change or cancellation.

RMA Standards

In recommending adoption of RMA standards for both transmission and reception, the committee said that while the future may require changes in the standards by reason of progress, it recognized that for the time being these standards must be used for scheduled program service. Pointing out that there are more applicants for experimental broadcast service than available channels under the preliminary allocation plan, the committee said that advantage should be taken for the time being of time-sharing agreements. It added, however, that every encouragement should be given to experimentation on the 12 upper undeveloped channels and before resorting to time-sharing, it should be determined whether one of the 12 higher channels could be used for the service proposed.

In referring to the engineering department's allocation table based on radiation factors and the propagation formula submitted by the RMA engineering subcommittee, the FCC committee pointed out that the average facility assigned has less power than may be necessary. The metropolitan concentration in the East is considerable and it was thought that increases may be made upon proper showing in individual cases. In many other cases, increased power and height of antenna could be used without difficulty, it explained. In others, however, particularly in the Great Lakes Region and the East, directive transmitting antennas would be a necessity for an increase in facilities.

Again alluding to the proposed allocation policy, the committee said the recommended plan to restrict the number of channel assignments for cities of different metropolitan district population "should be departed from in such cases where the applicant shows that no other metropolitan district would be restricted to fewer channels than provided for by the plan."

It should not be overlooked, the committee said, that the possible economic effects resulting from the war in Europe and the cessation of television broadcasting developments abroad are the factors which, in addition to the present situation in television in the United States, should influence the FCC and the industry to bend every reasonable effort to avoid recession of television development.

"An opportunity exists for American industry to construct foundations for a position in the world television market of the future by undertaking active steps at this time to further the technical and operating development of television in this country. This opportunity should not be lost."

Rules for Stations

As an appendix to the report, the FCC included the allocation table, compiled by its Engineering Department, based on the RMA data. This listed some 100 metropolitan districts in the country, together with their population and their area by square miles. The tentative allocation then showed the channel or channels which would be assigned to the particular areas together with the power output and the required antenna height.

As its final appendix, the committee submitted proposed revised rules to govern television broadcast stations, setting forth the prerequisites for procuring licenses together with the limitations which would be imposed on the proposed two classes of stations.

The proposed rules also set forth the manner in which frequencies would be assigned, specifying that each Class II station would be assigned only one channel from Group A (low frequency channels ranging from 44,000 to 108,000 kc.) or Group B (undeveloped channels ranging from 156,000 to 294,000 kc.). Class I stations, or those engaged in non-scheduled operation, would be assigned one or more channels as the program of experimentation required, in any of the three groups.

Channels in Group B and C, or those in the undeveloped category, could be assigned to television stations to serve auxiliary purposes such as television relay and developmental mobile service. However, it was specified that no mobile or portable station would be licensed to transmit television programs directly to the public. Stations would be required, in filing their renewal applications, to give detailed reports. In the case of Class II stations, in addition to complete data covering number of hours operated broken down as between studio performances and special events, films and the like, an itemized financial statement showing cost of operation during the license period would be required.

The committee, in its memorandum accompanying the report, said it felt that development of television is in a rapid state of flux, and that particular attention should be concentrated on this subject so the Commission's policies and regulations may be kept abreast of progress. It suggested that either the same committee or some other group representing the Commission be designated to continue "special observation of the development of television broadcasting with instructions to make recommendations as might be deemed suitable for future Commission consideration."

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WHA Drops 50 kw. Plan Due to Lack of Funds

BECAUSE of the failure of the State Legislature to provide an appropriation, the plan of WHA, University of Wisconsin station at Madison, to seek the facilities of WMAQ, Chicago, has been dropped, at least temporarily. WHA applied more than a year ago for 50,000 watts on 670 kc., the WMAQ assignment, in lieu of its present 5,000-watt daytime assignment on 940 kc. The FCC on Oct. 27 granted the WHA petition to withdraw the application without prejudice, although it had been set for hearing Nov. 10.

Scheduled for hearing several times, the hearings were always deferred on request of applicant pending disposition of the bill in the Legislature which called for an appropriation of $9,800 to prosecute the application, $106,500 for constructing a 50 kw. plant, $79,000 to cover cost of first year's operation and $126,000 annually thereafter. The application was to have been pressed on the plea that Wisconsin has no high-power clear channel outlet, and the plan contemplated elimination of WLBL, Stevens Point, also State-owned, if the WMAQ facilities were procured.

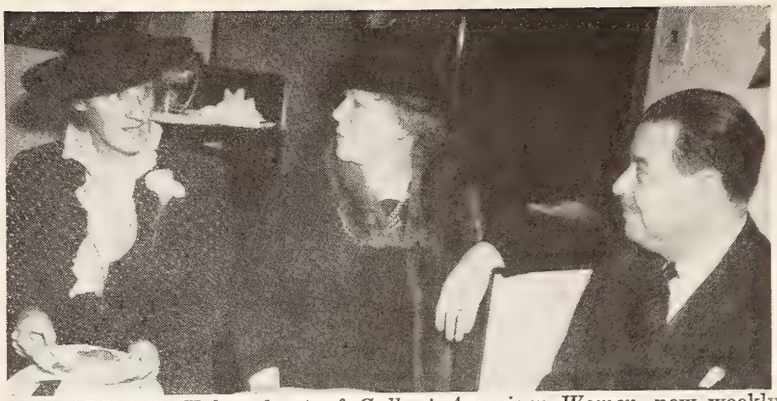
Reappointed by CBC

RENE MORIN, Montreal, vice-chairman of the Board of Governors of the Canadian Broadcasting Corp., and Mrs. Nellie McClung, Victoria, B. C., have been reappointed to the board on the expiration of their term on Oct. 31. Mr. Morin will be acting chairman of the CBC board until the Government appoints a new chairman and replaces former Chairman L. W. Brockington, Winnipeg, who resigned Oct. 31 to resume his law practice. It is not expected a new chairman will be appointed for some time because of wartime activities. The CBC building program is practically finished, and it is felt in Government circles that CBC General Manager Gladstone Murray and the board, with an acting chairman, will be able to carry on with program improvement.

KGA, Spokane, Wash., operated by Louis Wasmer, has applied to the FCC to increase its fulltime power to 10,000 watts on the 1470 kc. channel, on which it now operates fulltime with 5,000.

THE three major networks plan to broadcast the Thanksgiving Day message on Nov. 23 of President Franklin D. Roosevelt when he makes a brief speech before carving the turkey at the annual Founder's Day dinner at Warm Springs Foundation, Georgia.

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INTRODUCTORY broadcast of *Gallant American Women*, new weekly dramatic series presented on NBC-Blue under the auspices of the U. S. Office of Education, was attended Oct. 31 by women leaders of national and local organizations following a luncheon in the Rainbow Room, Radio City, New York. At the luncheon were (l to r) Miss Margaret Cuthbert, NBC director of women's activities; Mrs. Harold V. Milligan, radio chairman, General Federation of Women's Clubs, and Clay Morgan, NBC director of public relations, who helped welcome lady visitors.

Radio AND Education

YOUTHBUILDERS, New York, has announced that in the spring of 1940 it will offer Youth Forum Awards to the radio program, book, motion picture and newspaper article or series which has done most during the school year to encourage children's understanding of and pride in democratic processes. Byrnes MacDonald, chairman of the organization's board of directors, stated that the purpose of the awards is "first, to encourage among young people intelligent evaluation of modern means of communication, and secondly, to single out for honor in our time, those media which are addressing to youth effective pleas for the preservation of our democratic heritage."

WTMJ, Milwaukee, carried three special programs in connection with National Education Week, cooperating with the Milwaukee Junior-Senior High School Teachers' Assn.

STERLING FISHER, CBS director of education; Philip K. Barbour, of the NBC international broadcast division, and Neville Miller, NAB president, on Nov. 9-10 attended the Conference on Education & Inter-American Cultural Relations held at the Mayflower Hotel, Washington, by the Division of Cultural Relations of the U. S. State Department.

RADIO Workshop of Syracuse U on Nov. 7 started a series of radio demonstrations during which interested groups are invited to the studios for a tour, explanation of radio station operation, workshop equipment, sound effects and organization. One feature of the demonstration is a drama produced first with everything wrong and later with everything right.

WBAL, Baltimore, on Nov. 10 turned the entire station operation over to high school students of Baltimore City College and Eastern High. Every position in the WBAL organization was filled by students during the 6:30 a.m. to midnight broadcast day. High spot of the day was production of a half-hour all-student show, *Student Day*, heard on MBS from 4:30 to 5 p. m.

PHILADELPHIA Board of Education has started its second program year on WPEN, Philadelphia, increasing its schedule from 15 to 30 minutes on Saturday mornings. New series, *Your Neighborhood Schools*, conducted in the WPEN auditorium studio, presents a different local school each week in a production representing a cross-section of the institution's activities. Students are invited to attend the broadcasts and are brought to the studio in special busses.

ORIGINATING in public and private schools throughout the country, the weekly NBC-Red program *Music & American Youth* has started its sixth consecutive season under the auspices of the Music Educators' National Conference. Concerts by students of all grades are augmented by brief talks by leaders in the field of music instruction.

SUPERVISED by the newly formed KMOX Education Board, the new weekly educational series, *In the Dean's Study*, has started on KMOX, St. Louis. The first of the weekly half-hours featured informal discussion of "This Confused Age" by Miss Jessie Chamberlain, of the St. Louis Art Museum; Lyman Bryson, of the CBS Adult Education Board; Lansing Ray Jr., of the *St. Louis Globe-Democrat*, and Dean Frank M. Detbatin, of Washington U, St. Louis.

WAR MAPS distributed by WCKY, Cincinnati, will be used in 100 history classes in Cincinnati public schools, the local board of education has advised the station. As a goodwill feature, WCKY is mailing copies of the map to listeners sending in a three-cent stamp.

WLS, Chicago, announces that 75,000 schedules of its *School Time* series have been distributed to Midwestern school teachers at their request. The first printing of 55,000 schedules was exhausted before the program started. The daily quarter-hour series is slanted to children of grade school age.

AFTER more than two years' negotiation between CBS and KGMB, Honolulu, a plan has been worked out to allow the Hawaiian station to carry CBS's *American School of the Air*, via transcriptions sent to the islands by KNX, Hollywood.

WCCO, Minneapolis, originated half of the CBS *American School of the Air* program Nov. 3 and the entire broadcast of *People's Platform* Nov. 4, during the bi-annual meeting of the Twin City section of the Minnesota Education Assn.

KENTUCKY U is the latest applicant for a new non-commercial educational broadcasting station under the FCC rules setting aside bands of high frequencies for that purpose. It has asked for 100 watts on 41.9 mc., the station to be located in the Beattyville (Ky.) high school building.

LEON LEVINE, assistant to Sterling Fisher, CBS director of education, represented the network at the educational conference on Evaluation of School Broadcasts, held Nov. 2-4 in Columbus, O.

SCHEDULE of programs for the 1939-40 *University of the Air* on WEVD, New York, has been announced, starting the week of Nov. 15: Tues., 8:15-9 p. m., *Music Appreciation Hour*, and 10-10:30 p. m., *University of the Air Forum;* Wednesday, 9-9:30 p. m., *Editorial Debate*, and 10:15-10:30, Professor Charles Hodges of New York University; Thursday, 10-10:30 p. m., *New York University Round Table*, and 9:15-9:30 p. m., *Latest European Developments* (also Saturday); Friday, 8:30-9 p. m., *College Debates*, 9-9:15 p. m., *Europe Today*, and 9:15-9:30 p. m., *Philosophy and Education;* Sunday, 8-8:30 p. m., *The Poetry Hour*, and 9-9:30 p. m., *Drama Hour*.

MICHIGAN U Broadcasting Service, conducted by Prof. Waldo Abbot under the extension department, has issued a program schedule booklet listing the regularly scheduled features to be produced under auspices of the Broadcasting Service from Oct. 8 to April 5, 1940.

IN THE form of the ordinary commercial brochure, WOWO-WGL, Fort Wayne, Ind., has published a "syllabus" of educational programs broadcast by the stations. Divided as to type of material—general, quiz, music, farm and home, safety, news—a complete list of local and network programs carried appears on the inside pages of the folder, with an appreciation from the stations to cooperating educators and organizations on the back page.

IN THE interest of *Texas School of the Air*, proposed educational series to be started soon on Texas State Network under auspices of the State Department of Education, the TSN educational department has issued a special brochure to Texas school superintendents. The booklet, titled "How the Texas State Network Can Serve the Texas School of the Air", was prepared by Forrest W. Clough, TSN educational director.

KFVS, Cape Girardeau, Mo., on Nov. 7 started a series of educational programs originating from Southeast Missouri State Teachers College. The new series is designed particularly for use in schools in Southeast Missouri and Southern Illinois.

GROUP of six dramatized broadcasts on the efforts of Federal, State and local governments in America to combat disease and ill-health is being presented between Nov. 12 and Dec. 17 by CBS on the weekly Sunday afternoon series, *Democracy in Action*, presented jointly by CBS and the U. S. Office of Education.

CENTRAL Radio Workshop, a section of the radio council of the Chicago board of education, will broadcast a series of programs on WILL, Urbana, Ill., Nov. 24. A group of Chicago school children will appear on the programs which are produced by George Jennings, director of the Workshop. Mr. Jennings has chartered busses for the trip to Urbana with a round trip fee of $2.25 for the children.

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CBS NAMES WINTER TO EDUCATION POST

WILLIAM WINTER, CBS news analyst on WBT, Charlotte, N. C., has been appointed CBS regional director for the South to supervise all educational work in states east of the Mississippi and south of the Mason-Dixon Line. Announcement, by Sterling Fisher, CBS director of education, follows the previous appointment of three regional educational directors: for the Pacific Coast, Mrs. Frances Wilder, KNX, Hollywood; for New England, Lloyd G. del Castillo, WEEI, Boston, and for the Midwest, Mrs. Lavinia Schwartz, WBBM, Chicago [BROADCASTING, Sept. 15].



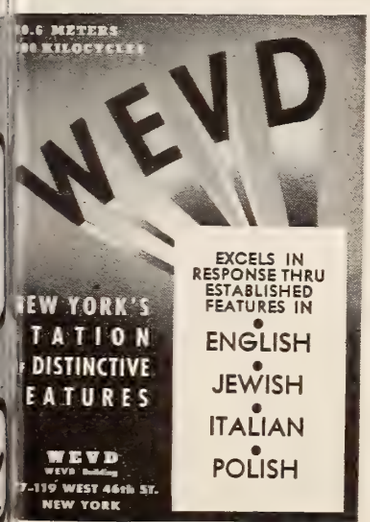
Mr. Winter

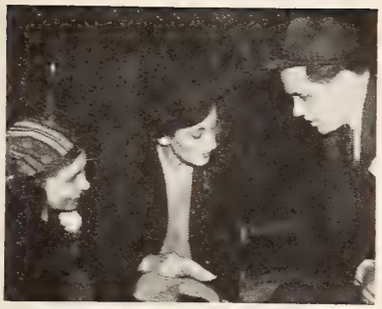
CBS has appointed educational directors in 32 Southern stations affiliated with the network, whose task is to direct educational activities of individual stations with CBS. Mr. Winter will coordinate the activities of these directors. Locally, each educational director cooperates with educational institutions so that the schools can derive full-time value from the *CBS American School of the Air* broadcasts each morning. Part of the Southern effort contemplates approval by state boards of education in the 11 Southern States of ASA broadcasts for accredited subjects. Efforts also will be made toward establishment of local roundtable forums such as the *Carolina Radio Forum* over WBT. Extension of farm information broadcasts also is planned.

Educational directors of more than 50 CBS stations in the East and South have been invited to a Dec. 1 conference in New York by Mr. Fisher, where they will discuss educational problems and witness the *American School of the Air* broadcast.

At Front for MBS

HECTOR LUSINCHI, ex-correspondent of the British Agency Telegraph Exchange, has been appointed MBS war front correspondent with the French Army to broadcast reports of front activities and special recordings in a manner similar to that now used by Arthur Mann, Mutual correspondent with the British Expeditionary Forces.





WHEN the National Conference of Associated Collegiate Press met 500 strong in Des Moines, in late October, CBS originated its college program titled *Bull Session* at the conference. Candidly gossiping are (l to r) Mary Little, radio editor of the *Des Moines Register & Tribune*; Lavinia Schwartz, educational director of CBS-Chicago; Pat Dolan, of the special events department of CBS-Chicago. Mrs. Schwartz and Pat produced the *Bull Session* program, which featured six college newspapermen in an unrehearsed and spontaneous discussion of the press. Participants in the *Bull Session* included Stanley Frankel, Northwestern U; Richard Kline and Richard Gustafson, Drake U; Charles W. Roberts, Minnesota U; George Probst and Joseph Molkup, Chicago U. Parker Wheatley, radio director of Northwestern U, directs the program.

City Radio Board Named To Boost WNYC's Status

A NEW YORK CITY Radio Board, headed by Col. Arthur W. Little, chairman of the board of J. J. Little & Ives, New York printing company, and a panel of advisory consultants have been appointed by Mayor F. H. LaGuardia to supervise programs of WNYC, New York's municipal station, and "to increase the station's educational and cultural importance."

Also on the board are James G. McDonald, president of the Brooklyn Institute of Arts and Sciences; Dr. Margaret Kiely, dean of education at Queens College; Angelo Patri, author and educator, and Jacob Rosenberg, president of Local 802 of the AFM. The following have been asked by the Mayor "to serve as consultants in the field in which they are recognized leaders": John Golden, drama; Dr. Walter Damrosch and Olin Downes, music; Gustavus T. Kirby, Lou Gehrig and Jack Dempsey, sports; Fannie Hurst, current literature; Dr. Mario Cosenza, history; Dr. A. A. Berle, foreign affairs; Dr. George Baehr, medicine and health; Mrs. Frances Gannon, food and marketing, with additional consultants to be added later.

Welles Renewed

CAMPBELL SOUP Co., Camden, has signed a renewal contract, effective Dec. 10, with Orson Welles to continue as director-star of the *Campbell Playhouse* weekly program on CBS. The company on Nov. 6 increased its thrice-weekly program with Lanny Ross on CBS from ten minutes to the full quarter-hour, 11-11:15 a.m. Time extension for the program, heard in the interests of Franco-American Spaghetti, is a result of the quantity of letters received from listeners requesting Ross to sing certain numbers. Ward Wheelock Co., Philadelphia, is agency.



What Station—

has so many listeners wanting to see broadcasts that it maintains an 800-seat auditorium from whose stage 125,000 persons were entertained with broadcasts during 1938?

Why It's **WNOX** 1010 KC CBS

5000 W Day 1000 W Night

KNOXVILLE, TENNESSEE

Scripps-Howard Radio, Inc.

Representative

THE BRANHAM CO.

Pacific Radio Survey

FOLLOWING conferences among agency, network and station officials after the recent AAAA convention in San Francisco, announcement was made that a continuous radio audience survey service for the Pacific Coast would be established shortly. C. E. Hooper, New York, was selected among the various research organizations submitting proposals to conduct the survey by the coincidental method, and thus set up the first separate sectional service in the radio field. No details have been announced.

Limb Saved

DR. JOHN HOLLAND, radio pastor of WLS, Chicago, was visited the other day by a very spry six-year-old girl, for whom he arranged a limb operation three years ago. The youngster's parents were fervent WLS listeners and came to Jack Holden, WLS announcer, in 1936 seeking help for their child. Through Dr. Holland, Jack arranged for an operation at Chicago's Shrine Hospital.

Harry Atherton Smith

HARRY ATHERTON SMITH president of the Delaware, Lackawanna & Western Coal Co., died on Nov. 10, after a two-week illness at the age of 61. Starting with the coal mining department of the company in 1897, Mr. Smith was elected vice-president in 1918 and president in 1937, of the coal company probably the only such company which has used radio extensively as its advertising medium with sponsorship of *The Shadow* on MBS for the past three years. Mr. Smith is survived by his wife Grace, of Scranton, Pa., and a sister, Miss Jennie B. Smith.

PROFESSIONAL DIRECTORY

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Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

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RADIO CONSTRUCTION ENGINEER
THIRTEEN YEARS EXPERIENCE
LIMA OHIO

They Never Miss...
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

RCA
WORLD WIDE WIRELESS
FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service a great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per work. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Salesman: thoroughly experienced for local sales. Fine opportunity for right man. Must have ideas and ability to sell. Reply KWOS, Jefferson City, Mo.

Employees—Let us help you get a position through our National Radio Employment Bureau. Paramount Distributors, Box 864, Denver, Colo.

Salesmanager—Midwestern Regional—full information past experience, references, salary desired, recent photo. Must have proven record. Box A600, BROADCASTING.

Newscaster—Regional station—state salary and information regarding experience, education and references. Box A593, BROADCASTING.

Salesman—Excellent opportunity for right man with good ideas and sales experience on local station. Only station in fairly large eastern city. Apply Box A580, BROADCASTING, giving detailed information. Will pay traveling expenses for interview.

Program Director for ownership-managed small station in midwest metropolitan market. Between 25 and 35. Want energetic man who bubbles with ideas. Moderate starting salary. Give complete background and references. Submit photo. Box A581, BROADCASTING.

Situations Wanted

Radio Operator: RCA graduate; code 28 words per minute. Box A584, BROADCASTING.

Sports Announcer—Radio play-by-play all sports; sports commentary, recordings. Box A601, BROADCASTING.

Announcer wants position with station. Write continuity, news, programming, references. Box A590, BROADCASTING.

Writer-Announcer: Wants position with small station. Write copy, create programs, announce. Box A603, BROADCASTING.

Radio Station Operator—first class phone licensed. Graduate RCAI radio engineering course. Go anywhere. Box A591, BROADCASTING.

Local program director—announcer— organist; desires advancement. Eight years experience. Single. Box A586, BROADCASTING.

Experienced Operator — Background of three years with Western and Midwestern stations as operator, salesman, announcer. Will go anywhere. Box A587, BROADCASTING.

Station Manager—employed regional station, experienced, invites your closest inspection, with a view to starting the New Year right mutually. Address Box A588, BROADCASTING.

Production Man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A598, BROADCASTING.

First Class Announcer—Worked over major networks, specialist on commercials, special events; agency-calibre copywriter; excellent background; desires change. Record available. Box A596, BROADCASTING.

Situations Wanted (Cont'd)

Chief Engineer—with extensive experien 50 watts to 50 Kw. Handle allocati engineering, design, construction. Grad ate Electrical Engineer. Available N vember 15. Box A595, BROADCASTING.

$40 weekly will bring you an experience progressive program director-announce now employed in a southern statio College graduate. Position must ha definite future. Address Box A5 BROADCASTING.

Radio Telephone First Class License d sires broadcast position. Former sh operator, six years R.C.A. transmitte special apparatus, testman, now e ployed. Box A582, BROADCASTING.

Pioneer radio executive, 12 years' expe ence every phase radio, all sections country, presently employed, desires st tion managerial position, progressi market. References. Salary secondar Box A583, BROADCASTING.

Sales Executive. Six years in newspap advertising. Four years in radio wi network station. Have ample proof ability to produce results. Widow willing to go any place a real oppo tunity exists. Box A585, BROADCASTIN

Commercial Manager, network outlet, e or middle west. Experienced in new paper and radio sales, several marke I know and can put into operation sa producing formula. All replies strict confidential. Box A594, BROADCASTING.

Experienced newscaster and commentat Clear, distinctive voice. Background a vertising, foreign travel. Ten yea broadcasting experience. Seeks perm nent opportunity with progressive s tion anywhere. Also continuity writi interviews, special features. Box A6 BROADCASTING.

For Sale . . . The services of Manager Program-Production Director—12 yea experience. Excellent background lar and small stations.. Capable of givi added punch—sales—programs—prom tion. Best references. Sober. Marri Now employed. Desire permanent po tion. Box A597, BROADCASTING.

Scripts Wanted

Used scripts wanted suitable for trans tion into foreign language programs; scribe fully; lowest price. Box A5 BROADCASTING.

Wanted to Buy

100-250 Watt Used RCA, Western Elect or Collins Transmitter. Must be in fi class condition. Address Box A5 BROADCASTING.

For Sale—Equipment

Field intensity meter—RCA 75 B, lat model. Excellent condition, sacrafice cash. Box A579, BROADCASTING.

For Rent—Equipment

G. R. standard signal generator, ra detector, G. R. radio frequency bri for making antenna impedance measu ments; oscillographs, distortion meas ing equipment, RCA 75B field intens meter for rent at reasonable rates. lied Research Laboratories, 260 E. 16 St., New York City.

McDonald Urges FCC To Leave Television in Private Industry Hands

A PLEA to the FCC that it give the greatest possible freedom to private enterprise in television by removing any hampering rules, and that it not become "a financial partner" through a subsidy to the visual medium, was made Nov. 13 by Comdr. E. F. McDonald Jr., president of Zenith Radio Corp.

In a letter to the Television Committee of the FCC, Comdr. McDonald said possibility of a Government subsidy had been mentioned. He urged vigorously that no such step be contemplated, since it would not only suppress freedom of the medium but also would mean that the Government would lend tax-secured resources to establish competition with existing advertising media.

Comdr. McDonald suggested it might be wise to confine commercial licenses to areas such as New York, where enough receivers exist so results may be observed. If the experiment proved a failure, it then would be easy to alter or cancel it, whereas correction of a "nation-wide mistake" would be difficult, he said.

Comdr. McDonald, together with James T. Buckley, of Philco, and Dr. C. B. Jolliffe, representing David Sarnoff, RCA president, conferred with the FCC Television Committee Nov. 2, as a committee representing RMA. It is understood the group recommended lifting of the experimental ban on television to permit sponsored programs, a course which the committee followed in part (see page 17). On Nov. 3, Walter J. Damm, WTMJ, Milwaukee, chairman of the NAB Television Committee and an applicant for a television station to test program service, also conferred with the committee.

James J. Walker Named To Head Artist's Group

JAMES J. WALKER, former mayor of New York City, has been elected president of the National Assn. of Performing Artists, succeeding Fred Waring, who now becomes NAPA's first vice-president. The position is an active one and will occupy most of Mr. Walker's time, it was stated, although NAPA refuses to divulge whether or not it has become a paid position. The new president has already assumed an active part in negotiations with Music Publishers Protective Assn. for an alliance in the proposed drive to collect fees for the performance of records on coin-operated machines.

Mr. Walker's eligibility for membership in NAPA is based on his radio work last spring, when he acted as m.c. on a series of variety programs broadcast by WMCA, this work qualifying him as a performing artist.

EASTERN CHIP STEAK Co., Newark, has named Scheck Adv. Agency, Newark, and has placed a test of quarter-hour transcriptions *Melody Stars* thrice-weekly for five weeks on WAAT, Jersey City, during September and October. More radio will probably be used in the near future.

J. A. FOLGER & Co., Kansas City (coffee), on Nov. 13 added WDZ, Tuscola, Ill., to the list of 19 stations carrying the *Judy & Jane* transcriptions, placed through Lord & Thomas, New York.

Gannett Seeks Station Funds to Fight New Deal Radio Control; Other Comment

FREEDOM of speech, the NAB code, and alleged New Deal machination which eventually would engulf broadcasting, proved favorite topics of columnists and editorial writers during the last fortnight, as radio continued to make the headlines.

Most sensational was the new undertaking of the Committee to Uphold Constitutional Government, headed by Frank Gannett, upstate New York publisher and station owner, circularizing station owners and other segments of the industry to contribute to a campaign to curtail Federal control of radio. The committee is seeking contributions of from $50 to $1,000 from each station along with free time for transcription speeches which it would furnish. Mr. Gannett recently launched a vigorous campaign for repeal of Section 606 of the Communications Act, granting the President power to commandeer radio in time of national emergency. Freedom of radio, the committee contends, is threatened by "bureaucratic caprice" and is subject to "manipulation for political purposes."

The Gannett solicitation brought a deluge of inquiries from stations to the NAB. The industry position, it was indicated, would be that stations look to the NAB to champion their legislative causes rather than to an outside committee, though the industry obviously favors any move designed to give to radio widest latitude as a free enterprise. Whether broadcasters as individuals choose to contribute to the cause is a matter outside the pale of joint industry action and presumably is left to the discretion of individual broadcasters.

See Code Transformed

Joseph Alsop and Robert Kintner, Washington columnists for the North American Newspaper Alliance, in their November 14 column took up the Code-Coughlin issue, and observed that if the industry self-regulatory effort should fail the FCC "can step in". They stated that FCC Chairman Fly believes radio propagandists must be dealt with somehow and that if the code breaks down "the FCC will consider transforming code rules into binding Commission regulations."

The Washington journalists mentioned Elliott Roosevelt's denunciation of the code but said this has no bearing on the official viewpoint. They reported the President had told Fly on several occasions that he "need pay no attention to young Roosevelt and if anything his views carry less weight at the FCC than those of other station managers of equal importance." They added that the President "heartily favors the NAB Code which his son has attacked."

Alsop (who is a relative of the President) and Kintner interpreted Pope Pius XII's recent encyclical to the American Church as a direct rebuke to Fr. Coughlin. The Holy Father's observation that the priesthood should be "forgetful of personal gain, despising popularity, impartial" was viewed as being directed toward the Detroit priest, particularly in the light of the recent criticism by Rev. Bernard Shiel, Auxiliary Bishop of Chicago, of Fr. Coughlin.

The *New York Daily News*, in a syndicated editorial Nov. 14, cracked the NAB Code, predicting that if the radio industry goes along with the "no controversy" issue it "is taking a big chance of getting ridden straight into the corral of Government ownership." The editorial recited that radio "has a loud voice but a weak heart". It called the NAB statement that it would give away time for controversial programs as "flossy chatter" pointing out that only undesirable hours would be turned over for such broadcasts since stations obviously have the profit motives along with newspapers, grocery stores and peanut peddlers.

Chicago Tribune's Attack

The *Chicago Tribune*, under the same ownership as the *New York Daily News*, in an editorial Nov. 13 attacked both the NAB Code and the FCC position in connection with it. It referred to the "stranglehold the Commission has upon the life of each licensed station" as embodied in the public interest clause, and held that a recent letter sent by the FCC to the United Rubber Workers, which had complained about refusal of sale of time by WJW, Akron, was a warning "which seriously modified the seeming concession that the radio was free and independent, subject only to the libel and other laws which impose responsibility for public utterance and public writing." It charged that the Government does not quite dare yet to do all the bureaucrats might like them to do but that they "feel constrained to control by intimation and intimidation but the fact that each station must appear before the Commission as a pleader with proof that it is serving the public interest is a condition which must weigh heavily upon the freedom of many managements. They will hesitate to offend the Administration because that offense might count against them when application for renewal is presented."

For Banking Accounts

CHRISTMAS CLUB Inc., New York, late in November and early December will sponsor one-time five-minute programs, transcribed by World Broadcasting System, on about 50 stations throughout the country to secure new and renewal Christmas Club accounts, which are organized by local banks. Account is handled by Brooke, Smith, French & Dorrance, New York.

Continental on CBS

CONTINENTAL BAKING Co., New York, will start, probably on Dec. 9, a new dramatic program titled *Lives of Great Aviators* for Wonder Bread on 48 CBS stations, Saturday, 7:30-8 p. m. An m.c. for the program and the definite starting date will be announced shortly. Benton & Bowles, New York, is agency.

ADAM HAT STORES, New York, will sponsor George Hamilton Combs' commentaries seven nights a week on WHN, New York, through Glickman Adv. Agency, New York.

Writers to Seek Contract Change

Waiver of All Rights Is Cause Of West Coast Resentment

A DEMAND on advertising agencies to revise contracts with radio writers so that all rights to scripts are not usurped by commercial accounts will be made by Radio Writers Guild with support of Screen Writers Guild and Author's League. United action by the three groups was decided upon when it was brought to notice that a Hollywood film studio will make a series of shorts based on Campana's *First Nighter* dramas.

Western Division of Radio Writers Guild, at its Nov. 7 meeting in Hollywood, unanimously voted to investigate the situation and communicated with New York attorneys regarding privileges taken. It is charged that radio scripts which sold for around $100 each must carry a waiver from the author on all rights. Hollywood writers contend that they are being deprived of revenue from other sources by signing such agreements. They further point out that the price paid for scripts is too meager to compensate them for the broad use made of their plays.

To Start in Chicago

The Guild will first concentrate on Chicago agencies which buy most of the continuities. Demand on agencies is now being drafted and will be presented after the membership of the three Guilds have approved the arrangement.

To protect writers, Western Division is investigating script racketeering now said to be prevalent on the West Coast. A committee consisting of Willis Parker, Daniel Frees, Bill Johnson and Bob Thompson has been named to handle the situation.

Western Division, at its Nov. 7 meeting re-elected Forrest Barnes president. He automatically becomes vice-president of the national body. John Boylan, Donald H. Clark, Irving Reis, True Boardman and Thomas Conrad Sawyer were elected to the western regional council for two years, with Leonard J. Levinson, John Slott, David Taylor, Mel Williamson and Jerome Schwartz named to serve for one year. Paul Franklin was selected as alternate. Boylan, Clark, Levinson and Reis were also elected representatives to the Author's League.

New York division of the Radio Writers' Guild on Nov. 6 elected new Eastern officers and discussed "contractual relations" between script writers and agencies. Kenneth Webb was unanimously re-elected national president, although final approval awaited action by the Los Angeles and Chicago groups. Knowles Entriken, new Eastern regional vice-president, presided at the meeting, which set up the ten-man Guild Council as follows: Merrill Denison, Stuart Hawkins, Katharine Seymour, Lawrence Hammond, Elaine Sterne Carrington, Ruth Adams Knight, Henry Fisk Carleton, Welbourne Kelly, Margaret Lewerth and Bayard Veiller. Four of these members, Hawkins, Hammond, Denison and Miss Seymour, will represent the writers on the Authors' League Council.

Joint Television Group Of Actor Unions Studies Jurisdictional Problems

JOINT committee on television set up by the Associated Actors & Artistes of America, parent of all AFL actor unions, with representatives of Actors' Equity Assn., Screen Actors' Guild and American Federation of Radio Artists, held its first meeting Nov. 8. While little was accomplished beyond the appointment of several subcommittees to study various phases of the problems of television talent and to report on their findings at the next session, to be held Nov. 15, the meeting displayed a spirit of friendly cooperation among members of the various unions that was a strong contrast to the situation of a few months ago, when the rival organizations were vehemently claiming sole jurisdiction over this new field of entertainment.

Function of the committee is not to administer television rights, but to work out an arrangement for the administration of those rights in such a way as to protect the interests of actors from all fields who may become employed in television. Equity's committee members are: John Lorenz, chairman, Alfred Kappeler, James Ball, Claudia Morgan, with Walter Greaza and Ruth Richmond as ex-officio members. AFRA committee includes Emily Holt, chairman, George Heller, Ned Wever, Everett Clark, Eric Dressler and Mark Smith, ex-officio. SAG committee includes Florence Marston, chairman, Stephen Kent, Frank McMellis and Jack Davis.

Kolorama Laboratories Plans Television Station

KOLORAMA LABORATORIES, Irvington, N. J., has filed an application with New Jersey Public Utilities Commission to construct an experimental television station in Carlstadt operating on 500 watts with a frequency of 2000 to 2100 kc. A similar application is before the FCC, whose decision is awaited before the State Commission issues its approval. The company is now operating on a special 30-day permit from the FCC on the call letters W2XWC.

Constitutionality of this New Jersey P.U.C. Act was questioned last December by NBC when that network wished to erect an antenna at Bound Brook, N. J. NBC claimed the requirement of such permission "to be unconstitutional exercise of regulatory power by the State, inasmuch as the Federal Government has already completely regulated the field of broadcasting." Final court ruling restrained the P.U.C. Board from interference, ruling that the Commission had no authority to regulate interstate broadcasting.

Video's Victory

PHILIP KERBY, ex-newspaper man who is now on NBC's sales promotion staff, has written *The Victory of Television,* to be published Nov. 15 by Harper & Bros., New York. Another work on television to be published early next year by W. W. Norton, New York is a symposium now being compiled and edited by John Porterfield, who has appeared on a number of NBC telecasts.

Television News Notes

When Dusk Comes

EARLY hour of darkness these late fall days has caused a new headache for NBC's television experimenters, as the final periods of the Saturday and Sunday afternoon football games telecast on W2XBS, New York, are frequently played in light too dim to produce a good picture. Solution arrived at is that whenever this point is reached the cameras will be shut off, but the sound continued, so that the listener-viewer will at least be able to hear how the contest ends. This decision gives to Allen Walz, former New York U grid star who announces the football telecasts, the difficult task of changing his announcing techinque mid-way, from explaining plays visible to his audience to describing them completely to listeners unable to watch the play.

* * *

AFM Watches Video

MARK WOODS, NBC vice-president, met with the executive board of the American Federation of Musicians on Nov. 3 to give a picture of the present status of television as an entertainment medium. Musicians' union wants to keep abreast of television developments, it was stated, and has appointed a committee for that purpose, made up of Harry E. Brenton, AFM treasurer, and James C. Petrillo, head of the Chicago local, with Joseph N. Weber, AFM president, as ex-officio member. As yet the AFM has not considered proposing any standards of wages or working conditions for television, it was said.

* * *

Bee Televised

FURTHER tie-in between advertising and television was witnessed Nov. 5 during the televising of Paul Wing's *Spelling Bee* program, which is regularly sponsored on NBC by Cummer Products, over NBC's television station, W2XBS, New York, when Volupte lipstick novelties and packaged herbs from the Herb Farm Shop of London, both accounts handled by Abbott Kimball Co., New York, were given away to the winning spellers among five prominent illustrators and five New York beauties.

Don Lee Schedules

COINCIDENT with the placing of television receivers on sale in Los Angeles by RCA, General Electric, Gilfillan and Stewart-Warner, W6XAO, the Don Lee Broadcasting System television station in that city has resumed its daily telecasts from 8 to 9 p.m., with matinees Tuesdays, Thursdays, and Saturdays, 4 to 5 p.m. Three of the evening telecasts are live talent, with motion pictures used the balance of the week. Harry R. Lubcke, Don Lee television director, estimates there are more than 400 television sets in southern California homes at present, with programs being received within a radius of 30 miles from the station located at 7th and Bixel St. in downtown Los Angeles. Move of the transmitter to a Hollywood mountain top early next year, as planned by Thomas S. Lee, president of the corporation, will increase the W6XAO signal range to 60 miles, it was said. Don Lee network has ordered an RCA portable television pickup unit which is expected to be in operation by mid-December.

* * *

Seeing and Eating

AUTHORITIES on foods and wines appear as guests on *Crosby Gaige's Cooking Scandals,* new series of telecasts on W2XBS, New York, with the producer-gourmet as master of ceremonies. Dinner prepared and described on the program will also be eaten by the guests in full view of the video audience. Dinner service accessories are furnished by Lewis & Conger, New York department store, as a further experiment with the commercial possibilities of television.

* * *

Oklahoma City Video

WKY, Oklahoma City, is sponsoring a free-five-day television exhibition in Oklahoma City starting Nov. 13 at the Municipal Auditorium. As a feature of the demonstration, WKY's two NBC originations, *Cameos of Melody* and *Southwestern Serenade,* will be televised for the Auditorium visitors simultaneously with their transmission on the network.



ELECTION returns were broadcast by WCKY, Cincinnati, from 6:15 p. m. until 2:15 a. m. election night, both from the news room of the *Cincinnati Times-Star* (owner of WKRC) and the Board of Elections counting rooms in the Gibson Hotel. In the *Times-Star* news room are (standing) Bev Dean, WCKY promotion manager, and France M. Raine, radio editor of the *Times-Star,* and (seated) Bud Spenlen and Art Gillette, WCKY engineers; Lee Bland, announcer; Mendel Jones, production manager, and Rexi Davis, announcer.

FIRST VIDEO TEST IS STAGED BY CBS

FIRST TEST of the video signal of the new television transmitter of CBS, atop the Chrysler Tower, New York, was made Nov. 8, when a test pattern was kept on the air from 1:30 to 2:30 p.m. In addition to marking the first picture transmission of W2XAB, the date is also the first time in history that two television stations have been on the air at the same time in the same city.

CBS engineers were not completely satisfied with the images produced by the first test, which were marred by "pictorial echoes", secondary images slightly removed from the original, but they expect to be able to remove this distortion without much trouble and believe that for a first attempt the signals came through better than might have been expected. They were extremely pleased that their signal produced no interference with that of NBC's Empire State Bldg. transmitter, W2XBS, nor its signal with the CBS images, proving that two video stations can operate side by side without interference.

CBS Television Advances

A NEW type of television camera, equipped with a series of lenses and mirrors that permit the operator to view the picture right side up instead of upside down, usual camera fashion, has been developed by CBS television technicians. Test broadcasts on the CBS audio television channels have been started, and testing of the video channels will be commenced shortly, it was learned. Date on which CBS will begin transmission of program material is still shrouded in mystery, however, with executives refusing to make any predictions.

* * *

Telegenic Trunks

TO ENABLE the television audience to distinguish the participants in televised boxing bouts more clearly, NBC has obtained permission from the New York State Boxing Commission to furnish one of each pair of boxers with trunks topped by a broad white band. NBC's television station, W2XBS, is currently broadcasting the Saturday night bouts at the Ridgewood Club.

* * *

Television at Auto Show

RCA television exhibit was held during the nine-day Chicago automobile show which ended Nov. 14. Given in conjunction with the *Chicago Herald-American,* the television show featured personalities from the newspaper, night clubs and local radio talent. Five television receiving sets were installed at Chicago's International Amphitheater for the demonstration and RCA iconoscope cameras were used. Harold Isbell, free lance announcer, was m.c. It is estimated that 50,000 persons attended the free television exhibit.

Tags for Pets

DOG GONE Good Food Service, New York, on Nov. 20 starts sponsorship of the thrice-weekly quarter-hour, *Dog Gone,* on WINS, New York, and also offered to the New York State Network. The program, conducted by Richard Meaney, author of the "Kennel Corner" column in the Sunday *New York Journal-American,* and Walter King, has been sending listeners novelty identification tags for lost pets, bearing the inscription, "This is a lost pet. Notify radio station WINS." The account is handled direct.

Equipment

CONSTRUCTION has been completed at W2XQR, New York, frequency modulated station of John V. L. Hogan, who was granted a construction permit for such a station to operate on 43.2 megacycles with 1,000 watts. Radio Engineering Laboratories supplied the transmitter, which is located in the transmitter building of WQXR, New York, in Long Island City. Mr. Hogan personally directed the installation. WQXR, of which Mr. Hogan is chief owner, has been granted an increase from 1,000 to 5,000 watts, and plans are now being drawn for a new transmitter, expected to go into operation early next year.

WIP, Philadelphia, has applied to the FCC for authority to erect a new 1 kw. frequency modulation transmitter on 43.3 mc. Benedict Gimbel Jr., manager, announced that it is planned to carry regular WIP programs simultaneously on the station. He said $30,000 will be expended on the experiment, which will be under the direction of Clifford C. Harris, technical supervisor.

THE FCC on Oct. 11 approved three Amperex transmitting tubes for use in final stages of commercial broadcast transmitters. Types 892-R and 343-A have high-level modulation power ratings of 5,000 watts; low level modulation ratings of 2,500 watts. Type 342-A has high level modulation rating of 10,000 watts; low level modulation rating of 8,500 watts. They are manufactured by Amperex Electronic Products, Brooklyn.

ALLIED RECORDING PRODUCTS Co., manufacturers of recording machines and accessories, on Nov. 1 combined its offices and factory at 21-09 43rd Ave., Long Island, N. Y. Previously located at 126 W. 46 St., New York, for the past several months it has maintained its manufacturing plant at the Long Island City address. I. H. Goldman is president of the firm.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., is manufacturing a new roller bracket as an in-and-out holder for handi-mikes, handsets and other types of small microphones. The device is chrome plated, with the spring of bronze and roller of rubber.

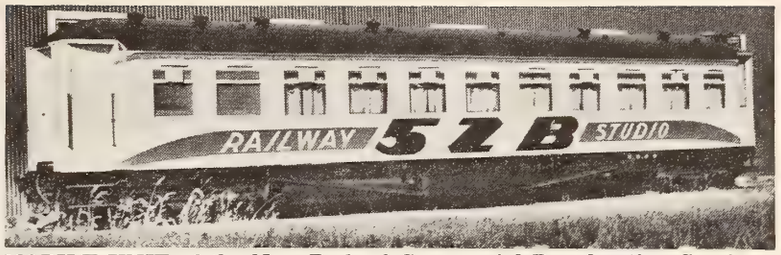
WKY, Oklahoma City, is renovating its transmitter building and landscaping the transmitter grounds, under supervision of Chief Engineer Jack Lovell.

WESTERN ELECTRIC equipment and a Blaw-Knox radiator have been ordered for the new KWFC, Hot Springs, Ark., authorized last July to operate with 100 watts night and 250 day on 1310 kc., according to Howard Shuman, who will be manager. Construction has been delayed by litigation, but it is hoped to have the station operating by Jan. 1.

KVOO, Tulsa, Okla., has purchased a new Gates sound effects cabinet, including three turntables, four pickups and mixers, with 200-ohm input and tone control.

KPAC, Port Arthur, Tex., is working a full crew overtime in an effort to complete installation of its new RCA high fidelity transmitter by Nov. 15. Workmen assembling the new directional antenna towers recently were forced to cease work for two days by high winds, but the entire new installation is expected to be completed in time for fulltime operation Dec. 3.

WBIG, Greensboro, N. C., held open house Nov. 6-12 to celebrate dedication of its new 5 kw. Western Electric transmitter. The new plant, together with a 360-foot Blaw-Knox vertical radiator, has been installed on Guilford Battleground Boulevard.



MOBILE UNIT of the New Zealand Commercial Broadcasting Service—5ZB—is this specially reconstructed railway coach which, equipped with a 250-watt transmitter and programming and business facilities, recently completed a 2,000-mile tour of the north island of New Zealand. Conceived by Beaumont T. Sheil, advertising manager of the service, the railway studio originated special programs all through its tour, which was in charge of Ian Mackay. Also included in the tour party were Doug Laurenson, as sales representative, and David Joseph, special engineer.

WOI, Iowa State College station at Ames, authorized by the FCC to operate with 1,000 watts night and 5,000 day, has put in operation a new RCA DX-5 transmitter, RCA speech input equipment and a 400-foot Truscon tower. The station, which observes its 19th anniversary Nov. 21, also has completed new studios, acoustically treated by Johns-Manville.

J. P. CARSON, Los Angeles sales manager of Graybar Electric Co. on Nov. 1 was promoted to district manager, with headquarters in San Francisco. He succeeds Alfred H. Nicoll, who has assumed new duties with the concern in New York, W. E. Guy, Hammond, Ind., branch manager of the concern, is now Los Angeles sales manager.

AN RCA 250-watt transmitter, Truscon tower, Gates remote amplifiers, Collins console, Fairchild turntables, WE reproducers and Shure microphones have been ordered for the new WHKY, Hickory, N. C., now being constructed. General manager will be J. E. Coad, and chief engineer E. S. Long.

E. F. JOHNSON Co., Waseca, Minn., has published catalog No. 966 titled *Radio Transmitting Equipment*, containing complete descriptions and prices of Johnson condensers, inductors, r. f. chokes, "Q" beam, antenna wire, insulators and other transmitting accessories.

CKAC, Montreal, has purchased an RCA 5 kw. transmitter, which is expected to be operating about Feb. 15, 1940. The new transmitter is part of the CKAC modernizing program which also has included renovation of studios by Johns-Manville Co.

LIMITED strictly to broadcasters interested in television is the bulletin, *DuMont Television Transmitting Equipment*, issued by Allen B. DuMont Labs., Passaic, N. J. It deals with essential studio, transmitting and receiving equipment, including direct pickup camera, film pickup camera, studio lighting, special film projector, studio sound and other apparatus. Copy of the bulletin is offered any broadcaster writing on his business letterhead.

CHARLES K. MARSHALL, formerly western representative of Collins Radio Co., has formed his own Los Angeles organization, specializing in precision radio equipment. He is headquartered at 606 N. San Vicente Blvd.

CHARLES MICHELSON, New York transcription firm, has announced two models of the new Michelson Porto Playback, AC and AC-DC. The portable transcription reproducer, weighing under 20 pounds, is fitted in a light weight airplane luggage case, and incorporates a 6-inch dynamic speaker, balanced magnetic pickup, constant speed 33 1/3 rpm air cooled motor, three tube matched amplifier system and tone and volume control.

COLLINS RADIO Co., Cedar Rapids, Ia., has issued a bulletin describing the new Collins 12-Z remote amplifier.

WBNX, New York, has applied to the New Jersey Public Utilities Commission for permission to move its transmitter from Cliffside, N. J., to Carlstadt, N. J. The new location would permit programs to be heard over double the number of potential receiving sets, according to H. L. Wilson, consulting engineer for the stations.

KFSG, Los Angeles, has installed a new 250-foot Wincharger vertical radiator, jointly used with KRKD, that city. Construction, supervised by Myron Kluge and Willis O. Freitag, chief engineers, respectively, of KFSG and KRKD, was handled by Marlin Electric Co., Los Angeles, which also built and installed a 300 mm. airway beacon light and a 5 kc. antenna tuning unit.

THE KSFO engineering department, San Francisco, recently completed a pack transmitter to cover remote broadcasts. The transmitter is specially designed, has a talk-back feature and extension rod aerial, all neatly boxed in airplane-luggage cases.

Maximum Relay Power Is Increased to 100 w.

TO PROVIDE a more dependable service by relay broadcast stations, the FCC Nov. 7 announced amendment of its rules [Section 4.25(b).] whereby such stations will be permitted to use power up to 100 watts on specified groups of relay channels. Heretofore the maximum power permitted has been 25 watts. The rule, as amended, reads:

Section 4.25(b) of Rules other than Broadcast, was revised to read as follows:

"A relay broadcast station assigned frequencies in Groups D, E, F and G will not be authorized to install equipment or licensed for an output power in excess of 100 watts; provided that before using any frequency in these groups with a power in excess of 25 watts, tests shall be made by the licensee to insure that no objectionable interference will result to the service of any government station, and provided, further, that if the use of any frequency may cause interference then the power shall be reduced to 25 watts or another frequency in the licensed group selected which will not cause objectionable interference."

Ballot at RCA Plant

NATIONAL Labor Relations Board on Oct. 31 ordered a secret ballot election, to be held within 30 days, among production, model making, engineering and office service employes of RCA Mfg. Co. at the Camden, N. J., plant to determine the employes' choice of representation in collective bargaining by either International Brotherhood of Electrical Workers, affiliated with AFL, or United Electrical Radio & Machine Workers of America, CIO union, or by neither.



Bliley High Frequency Quartz Crystal Units are designed to provide accurate dependable frequency control under the adverse operating conditions encountered with mobile and portable transmitters. Both the rugged type M02 holder and the compact M03 temperature controlled mounting are widely employed for U.H.F. services where reliability counts. Catalog G-11 contains complete information on these and other Bliley Crystal Units for frequencies from 20 kc. to 30 mc. Write for your copy.

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING ERIE, PA.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 28 TO NOVEMBER 14, INCLUSIVE

Decisions . . .

OCTOBER 31

MISCELLANEOUS — KRBM, Bozeman, Mont., granted license 1420 kc 100-250 w unl.; WKNY, Kingston, N. Y., granted mod. CP studio, trans., site, change equip., radiator; KFAR, Fairbanks, Alaska, granted license new station 610 kc 1 kw unl.; WOI, Ames, Ia., granted license move studio, trans., new equip.; WLPM, Suffolk, Va., granted mod. CP studio, trans. site, radiator.

NOVEMBER 1

NEW, Paducah Bcstg. Co., Hopkinsville, Ky.—Granted CP 1200 kc 250 w unl.

KELD, El Dorado, Ark.—Granted CP increase to 250 w unl.

WLBJ, Bowling Green, Ky.—Granted mod. CP studio, trans. sites, new equip., radiator, increase N to 250 w.

KMO, Tacoma, Wash.—Granted vol. assignment license to Carl E. Haymond.

NEW, St. Lawrence Bcstg. Corp., Ogdensburg, N. Y.—Granted amended applic. CP 1370 kc 250 w unl.

WQXR, New York—Granted amended applic. CP increase 1 to 5 kw, new equip.

KABC, San Antonio—Granted mod. license N to 250 w.

WSKB, McComb, Miss.—Granted mod. license to unl. 100 w.

WOCB, Hyannis, Mass.; WLEU, Erie, Pa.; WHBY, Appleton, Wis.; KFXJ, Grand Junction, Col.; KROC, Rochester, Minn.; WLLH, Lowell, Mass.; WAPO, Chattanooga; WTJS, Jackson, Tenn.; WMBR, Jacksonville, Fla.—Granted mod. licenses N to 250 w.

WSVS, Buffalo—Granted renewal to 1-1-40 and applic. removed from docket since applic. WBNY for WSVS facilities.

SET FOR HEARING—NEW, J. D. Falvey, Ottumwa, Ia., CP 1210 kc 100 w unl.; NEW, Chilton Radio Corp., Dallas, CP 1370 kc 250 w unl. (asks KFJZ facilities); NEW, V. O. Stamps, Dallas CP 1370 kc 250 w unl.; NEW, Harold Thomas, Bridgeport, Conn., CP 1420 kc 250 w unl.; NEW, E. E. Krebsbach, Miles City, Mont., CP 1310 kc 100-250 w unl.; NEW, Star Printing Co., Miles City, Mont., CP 1310 kc 250 w unl.

MISCELLANEOUS—NEW, Silver Crest Theatres, Yuma, Ariz., denied reconsideration and oral argument re applic. Yuma Bcstg. Co. new station, granted 8-8-39; NEW, United Theatres, San Juan, P. R., denied review of grant to Enrique Abarca Sanfeliz; WMBQ, Brooklyn, extended effective date of Provision 3 of 12-6-38 authorizing WWRL to include WMBQ time; WRTD, WRNL, Richmond, needed reconsideration WMBG applic granted 6-21-39; WTMJ, Milwaukee, NEW, Sentinel Bcstg. Corp., Salina, N. Y., denied petitions final action on applic. Sentinel Bcstg. Corp. 620 kc 1 kw unl., prior to time 5 kw applics. become available for decision; WFLA, Tampa, denied review of action denying intervention in WROL applic.; WWSW, Pittsburgh, WTMJ, Milwaukee, WHJB, Greensburg, Pa., denied petitions re WHJB applic. prior to time 5 kw applics. related thereto become available for decision; KUTA, Salt Lake City, denied KMTA petition appealing grant of KDYL motion to amend notice of hearing by adding economic issues; C. T. Sherer Co., Worcester, Mass., granted review orders 9-11-39 and 9-29-39 granting Worcester Co. Bcstg. Corp. applics.

Travelers Bcstg. Service Corp., Hartford—Denied voluntary assignment licenses WTIC and shortwave stations to Travelers Bcstg. Co.

NOVEMBER 2

NEW, Brown Co. Bcstg. Co., Brownwood, Tex.—Denied without prejudice CP 990 kc 1 kw D.

NEW, Samuel M. Emison, Vincennes, Ind.—Granted continuance hearing after 2-1-40.

NOVEMBER 3

NEW, Neb. Bcstg. Corp., Fremont, Neb.—Granted CP 1370 kc 100-250 w unl.

MISCELLANEOUS—Leave to intervene in hearing for 11-27-39 on petition Hearst Radio Inc. to assign license WINS to Metropolitan Bcstg. Corp. denied Robert L. Cotton (for 40 WINS employes) and Local 913, IBEW; NEW, Richard T. Sampson, Riverside, Cal., denied request amend applic. change 1390 250 w D to 1420 kc 250 w unl., with leave to withdraw without prejudice; NEW, Colonial Bcstrs., Savannah, granted petition dismiss applic. with prejudice; KFIO, Spokane, granted postponement hearing; NEW, Lakeland Bcstg. Co., Willmar, Minn., granted continuance hearing; KMAC, San Antonio, granted continuance hearing; KYOS, Merced, Cal., granted petition intervene Broadcasting Corp. of America, Riverside, Cal.; KPRC, Houston, granted intervention applic. KMAC.

NOVEMBER 7

KEIA, Honolulu—Mod. license to Hawaiian Bcstg. System.

KTOH, Lihue, Hawaii—Mod. CP new station move trans.

WNLC, New London, Conn.—CP increase to 250 w.

WELL, Battle Creek—Vol. assign. license to Federated Publications Inc.

NOVEMBER 8

WMFF, Plattsburg, N. Y.—Denied CP change to 1240 kc 1 kw directional N.

NEW, Thumb Bcstg. Co., Brown City, Mich.—Denied CP 880 kc 1 kw D.

NEW, Orville W. Lyerla, Herrin, Ill.—Granted CP 1310 kc 100-250 w unl.; denied without prejudice applic. of WEBQ and KFVS for mod. licenses (WEBQ to 1310 kc and KFVS to 1210 kc).

KRRV, Sherman, Tex.—Granted CP move trans., new equip., directional antenna using 880 kc 1 kw unl.

WSUI, Iowa Ctiy—Granted increase to 1-5 kw.

WNBH, New Bedford, Mass.—Granted CP move trans., radiator, increase N to 250 w.

WGBR, Goldsboro, N. C.; WGRM, Wilson, N. C.—Granted CP's increase to 250 w.

KCMO, Kansas City—Granted CP increase D to 5 kw.

WCNC, Hickory, N. C.—Granted license new station, granted mod. license to 250 w.

WFLA, Tampa—Granted auth. transfer control to Tribune Co.

WHBU, Anderson, Ind.—Granted transfer control to Roy E. Blossom and Leo M. Kenneth.

KTBC, Austin, Tex.—Granted voluntary assignment license to State Capitol Bcstg. Assn.

WIS, Columbia, S. C.—Granted voluntary assignment license to Liberty Life Insurance Co.

WCOU, Lewiston, Me.; WMGA, Moultrie, Ga.; KGLU, Safford, Ariz.; KHUB, Watsonville, Cal.—Granted mod. licenses N to 250 w.

WPID, Petersburg, Va.—Granted mod. CP N to 250 w.

MISCELLANEOUS—L. & M. Bcstg. Co., Ottumwa, Ia., denied rehearing and intervention KGLO applic. as granted 9-26-39; Silver Crest Theatres, and KUMA, Yuma, Ariz., postponed hearing to 12-1-39 at Yuma re revocation KUMA license and Theatres applic. KUMA facilities; WOL, Washington, denied petition to modify final order and amend findings re applic. Lawrence Heller to delete "without prejudice" in order of 10-18-39; WJBW, New Orleans, granted reconsideration action of 10-25-39 setting applic. for hearing and granted without hearing applic. unl. time on 1200 kc; KGB, Los Angeles, KDB, Santa Barbara, KFSD, San Diego, dismissed petitions KGB, KDB to reconsider action 7-20-39 granting applic. Worcester Bcstg. Corp. permission to apply for CP etc.; WPAY, Portsmouth, O., granted license change equip.; WCHS, Charleston, W. Va., granted license increase D to 5 kw; KFVD, Fort Dodge, Ia., granted mod. CP re studio, trans., radiator; WSAV, Savannah, granted mod. CP re equip., radiator; WDEL, Wilmington, Del., granted license increase D to 1 kw; WWSW, Pittsburgh, granted license move trans., radiator; WKST, New Castle, Pa., granted license increase D to 1 kw; KTSW, Emporia, Kan., granted license increase to 250 w; KQW, San Jose, Cal., granted license increase D to 5 kw etc.

NOVEMBER 14

WLBL, Stevens Point, Wis.—Granted voluntary assignment license to State of Wis., Dept. of Agriculture.

KARM, Fresno, Cal.—Granted CP increase to 250 w.

KVOS, Bellingham, Wash.—Granted conditional CP increase to 250 w.

KHAS, Hastings, Neb.; KMAC, San Antonio; KVRS, Rock Springs, Wyo.—Granted mod. licenses N to 250 w.

KTUL, Tulsa; WIRE, Indianapolis; KLO, Ogden, Utah—Granted mod. licenses N to 5 kw.

KMPC, Beverly Hills, Cal.—Granted amended applic. CP move locally, new equip., increase to 1-5 kw, unl. time.

KIRO, Seattle—Granted mod. license to 710 kc 1 kw unl.

SET FOR HEARING—WSAL, Salisbury, Md., order of revocation of license.

WLAW, Lawrence, Mass.—Granted dismissal without prejudice CP increase hours, dismissed petition for rehearing.

Proposed Decisions . . .

NOVEMBER 2

WNBC, New Britain, Conn.; KQV, Pittsburgh—Granted mod. license WNBC to 1 kw unl. directional, and mod. license KQV to 1 kw unl. directional N.

Applications . . .

OCTOBER 28

WLLH, Lawrence, N. H.—Extension exp. auth. satellite station in Lowell.

NEW, WBNS, Columbus—CP high-freq. station 250 w unl.

NEW, Penn. Bcstg. Co., Philadelphia—CP high-freq. 1 kw unl.

WOPI, Bristol, Tenn.—CP new trans., change 1500 kc 250 w to 1550 kc 500 w 1 kw.

NEW, R. B. Eaton, Des Moines—CP television 100 w, amended re antenna.

OCTOBER 30

NEW, CBS, New York—CP F-M 50 kw unl.

NEW, Leonard A. Versluis, Grand Rapids, Mich.—CP 1310 kc 250 w unl.

NEW, E. D. Rivers, Valdosta, Ga.—CP 1420 kc 100-250 w unl.

NEW, Dixie Bcstg. Corp., Gainesville, Ga.—1210 kc 250 w unl.

NEW, W. J. Holey, Atlanta—CP high-freq. relay station 100 w.

NEW, L & M Bcstg. Co., Ottumwa, Ia.—CP 1210 kc 250 w unl., amended to 100-250 w.

OCTOBER 31

WTNJ, Trenton, N. J.—Mod. license to 1 kw, amended to 500 w 1 kw unl., asks facilities WCAM, WCAP.

KTSM, El Paso—Mod. license to 250 w N & D.

KIQ, KMTR Radio Corp., Los Angeles—CP reinstatement of station.

NOVEMBER 1

WTOL, Toledo—CP increase 100 to 250 w.

WSLI, Jackson, Miss.—Vol. assign, license to Standard Life Bcstg. Co.

WDAH, El Paso, KTRI, Sioux City—Mod. licenses to 250 w N & D.

KPDN, Pampa, Tex.—Mod. license to 100 w unl.

NOVEMBER 2

WARD, Brooklyn—License equip. changes

WICA, Ashtabula, O.—License increase power.

WOLS, Florence, S. C.—License increase power.

KCRJ, Jerome, Ariz.—License change antenna etc.

KORE, Eugene, Ore.—License increase power.

NOVEMBER 3

NEW, Community Bcstg. Corp., Middletown, N. Y.—CP 1310 kc 250 w unl.

NEW, W. Va. Newspaper Pub Co., Morgantown, W. Va.—CP 1200 kc 250 w unl.

WJAG, Norfolk, Neb.—CP change to 770 kc, limited to WBBM, change antenna, asks KFAB facilities.

KVAN, Vancouver, Wash.—License new station.

NOVEMBER 6

WBTH, Williamson, W. Va.—License increase power, change hours.

WMFJ, Daytona Beach, Fla.—CP increase to 250 w, new trans.

KWOC, Poplar Bluff, Mo.—CP increase to 250 w, move studio, increase to unl.

NOVEMBER 9

WSOC, Charlotte, N. C.—CP new trans., directional antenna, change 1210 kc 100-250 w to 1 kw, move trans.

KFDA, Amarillo, Tex.—Auth. transfer control to J. L. Nunn; license for power increase.

KFYO, Lubbock, Tex.—CP new trans., antenna, change 1310 kc 100-250 w to 1380 kc 500 w 1 kw, amended to 1 kw N & D.

KMA, Shenandoah, Ia.—CP directional N, increase to 5 kw N & D.

KTRB, Modesto, Cal.—Mod. license D to ltd.-WSB, 250 w N & D.

NOVEMBER 14

KDKA, Pittsburgh—CP high-freq. station 1 kw unl.

WFMJ, Youngstown—CP increase to 250 w.

WFTM, Ft. Myers, Fla.—Mod. CP increase N to 250 w.

KDNT, Denton, Tex.—Mod. license to 100 w unl.

KHBG, Okmulgee, Okla.—CP increase to 250 w unl.

KFJZ, Fort Worth—License new equip.

WTMA, Charleston, S. C.—Voluntary assignment license to Atlantic Coast Bcstg. Co.

WBAA, W. Lafayette, Ind.—CP increase to 1-5 kw.

NEW, Midland Bcstg. Co., Kansas City—CP high-freq. 1 kw.

KRBM, Bozeman, Mont.—Mod. license to 250 w N & D.

WEAF, New York—Mod. CP new antenna etc., for directional antenna.

Independents Seek Permanent Setup, Paid Executive May Be Elected Later

WITH SOME 50 local independents already enrolled as members for a six-month period, National Independent Broadcasters is moving forward toward establishment of a permanent organization to look after the welfare of non-network affiliated stations, according to an announcement Nov. 6 by Harold A. Lafount, former Radio Commissioner, president of the organization.

Mr. Lafount asserted the independent organization is being incorporated, but until that is accomplished nothing will be done in the way of establishing offices with full-time help. While preliminary thought has been given to retention of a paid executive for NIB, he indicated this move probably was months away.

Because of the present status, there is little immediate likelihood of selection of a paid executive head for the Association, it was indicated. Mention previously had been made of James W. Baldwin, former managing director of the NAB, for that post. So far as could be ascertained, no commitment of any kind has been made and the field was described as "wide open".

The post of secretary-treasurer of NIB at present is being held temporarily by Lloyd Thomas, KGFW, Kearney, Neb. Edward A. Allen, WLVA, Lynchburg, former NIB president, is vice-president of the organization. A scale of dues for independent stations ranging from $3 to $15 per month was set upon reorganization of NIB at a special convention held in Chicago Sept. 15, coincident with the NAB special copyright convention.

Next to Welles

PRESENTED as a salute to Orson Welles and observing the first anniversary of his celebrated *Men From Mars* broadcast, the *Palmetto Fantasies* drama broadcast late in October by WCSC, Charleston, S. C., ran Welles program a close second in arousing the countryside. The play, built around the havoc wrought when a death ray machine got out of control in the Santee-Cooper section of South Carolina, brought immediate response from panic-stricken listeners and gave rise to all sorts of rumors of damage and death in the community, despite frequent announcements that the production was a radio drama.

etwork Accounts

time EST unless otherwise indicated.

New Business

IFT & Co., Chicago (Allsweet rgarine), on Nov. 6 started for six eks *15 Minutes with Gail Northe* on exas State Network stations, Mon.-d.-Fri., 9-9:15 a. m. Agency: J. lter Thompson Co., Chicago.

AMBERLIN LABORATORIES, Moines (hand lotion), on Nov. 19 rts *Dancin' with Anson*, Sun., 1:30-).m. (CST) on 15 CBS stations BBM KRNT KMBC KFAB KOIL OX WIBW KRLD KTRH KOMA SA KWKH KTUL WCCO CJ), with Anson Weeks and guest . Agency: L. W. Ramsey Co., Des nes.

LGATE-PALMOLIVE-PEET Co., onto (Palmolive soap) on Jan. 1, 0, starts *Happy Gang* on full CBC ional network, except Quebec where M, Montreal, will be used, and PL in London, Ont., thrice weekly, :30 p.m. Agency: Lord & Thomas anada, Toronto.

EWAY STORES Inc., Oakland, (chain grocery), on Nov. 15 starts 13 weeks, *Frost Warnings* on 10 fornia Don Lee stations (KHJ B KFXM KPMC KVOE KXO EC KDB KTKC KHSL). Sun. Sat., 8:30-8:35 p.m. (PST). ncy: Lord & Thomas, San Fran-).

NTINENTAL BAKING Co., New k, on Dec. 9 (tentative date) starts *s of Great Aviators* on 48 CBS ions, Sat., 7:30-8 p.m. Agency: ton & Bowles, N. Y.

NERAL FOODS Corp., New York an Flakes-Huskies), on Nov. 20 s *Young Dr. Malone* on 57 NBC- stations, Mon. thru Fri., 11:15-0 a. m. Agency: Benton & Bowles, .

Renewal Accounts

IN MORRELL & Co., Ottumwa, (Red Heart Dog Food), on Dec. enews *Bob Becker's Dog Chats* and 16 NBC-Red stations making a of 42 stations, Sun., 3:45-4 p.m. ncy: Henri, Hurst & McDonald, ago.

RRY FLOUR Co., San Francis- division of General Mills, has wed *Dr. Kate* on 7 Pacific NBC- stations, Mon. thru Fri., 10:45-11 . (PST). Agency: Westco Adv. cy, San Francisco.

WN & WILLIAMSON Tobacco Louisville (Bugler tobacco), on 10 renewed *Plantation Party*, 8-8:30 p. m., CST, for 52 weeks 76 NBC-Blue stations. Agency: ell M. Seeds Co., Chicago.

"THE CRYSTAL SPECIALISTS SINCE 1925"

NEW LOWER PRICES!
LOW TEMPERATURE
O-EFFICIENT CRYSTALS

Approved by FCC $30 Each

Supplied in Isolantite Air-Gap Holders in the 550-1550 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

WWSW Never Off

EXTENDING its *1500 Club* to an all-night feature, heard from midnight to dawn, WWSW, Pittsburgh, started 24-hour operation Nov. 13. As a feature of the program, conducted from WWSW main studios with Joe Tucker handling requests for recorded music, membership cards in the *1500 Club* are offered stay-up listeners.

SOUTHERN STATES FOOD, Dallas (Bluebonnet margarine) on Nov. 9 renewed five-minute spots on 10 Texas State Network stations, Tues., 10:15-10:20 a.m. Agency: Gandy Adv., Dallas.

WM. WRIGLEY JR. Co., Chicago (chewing gum), on Nov. 6 renewed *Scattergood Baines* and added 4 CBS stations making a total of 76 CBS stations, Mon. thru Fri., 5:45-6 p. m. Agency: Neisser-Myerhoff, Chicago.

WM. WRIGLEY JR. Co., Chicago (chewing gum), on Nov. 5 renewed *Gateway to Hollywood* on 62 CBS stations, Sun., 6:30-7 p.m. Agency: Frances Hooper, Chicago.

OHIO OIL Co., Columbus, on Dec. 1 renews *Marathon Melodies* for 13 weeks on 10 NBC-Blue stations, Fri., 10:30-11 p.m. Agency: Byer & Bowman, Columbus.

Network Changes

FIRESTONE TIRE & RUBBER Co., Akron, on Nov. 6 added 27 NBC-Red stations to *Voice of Firestone* making a total of 77 NBC-Red, and on Feb. 5 will drop 26 of these 27 stations, Mon. 8:30-9 p.m. Agency: Sweeney & James, Cleveland.

LUTHERAN LAYMEN'S LEAGUE, St. Louis, on Oct. 29 added WDSM, Superior, Wis., to *The Lutheran Hour*, making a total of 16 MBS stations, Sun., 1:30-2 p.m. (repeat, on 14 MBS, Don Lee and Oklahoma Network stations, 4:30-5 p.m.). Agency: Kelly, Stuhlman & Zahrndt, St. Louis.

ANDREW W. JERGENS Co., Cincinnati (soap), on Nov. 22 replaces Herbert Marshall with Gale Page and Jim Ameche on *Hollywood Playhouse* on 43 NBC-Red stations, Wed., 8-8:30 p. m. Agency: Lennen & Mitchell, N. Y.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Raleigh-Kool cigarettes), on Nov. 9 shifted the rebroadcast on 10 Midwest stations for *Paul Sullivan Reviews the News*, Sun. thru Fri., from 11:30-11:45 p. m. to 12 midnight-12:15 a. m. Program continues in East on 24 CBS stations, 11-11:15 p. m., and West, 1-1:15 a. m. Agency: BBDO, New York.

MANHATTAN SOAP Co., New York (Sweetheart soap), on Nov. 13 shifted *Jack Berch & His Boys* on 9 NBC-Blue stations, Mon., Wed., Fri., from 10:30-10:45 a. m. to 11:30-11:45 a. m. Agency: Franklin Bruck Adv. Corp., N. Y.

CHAS. H. PHILLIPS CHEMICAL Co., New York (Milk of Magnesia, toothpaste), on Nov. 13 shifted *Lorenzo Jones* on 24 NBC-Red stations, Mon. thru Fri., from 11:15-11:30 a. m. to 4:30-4:45 p. m., and *Young Widder Brown* on 23 NBC-Red stations, Mon. thru Fri., from 11:30-11:45 a. m. to 4:45-5 p. m. Agency: Blackett-Sample-Hummert, N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strikes), on Jan. 3, 1940, adds 17 NBC-Red stations to *Kay Kyser's College of Musical Knowledge* making a total of 98, Wed., 10-11 p. m. Agency: Lord & Thomas, N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strikes), on Jan. 6, 1940, adds 32 CBS stations to *Hit Parade* making a total of 98, Sat., 9-10 p. m. Agency: Lord & Thomas, N. Y.

Lucky Strike Broadcasts

AMERICAN TOBACCO Co., New York, on Jan. 4 will expand its rebroadcasts via Millerfilm of the Lucky Strike program, *Kay Kyser's College of Musical Knowledge*, with the addition of stations in New England, New York and Pennsylvania to the Thursday evening, 8-9 p. m. period, used on WOR, Newark, since last June 15. New stations carrying the rebroadcast of the program, heard live on NBC-Red Wednesday evenings, will be WSAY, Rochester; WIBX, Utica; WMBO, Auburn, all of the New York State Network; WIP, Philadelphia; WGBI, Scranton, and WAZL, Hazleton, of the Quaker State Network, and through MBS to the Colonial Network stations WAAB WLLH WSAR WNBH WHAI WBRK WNLH WSYB. Lord & Thomas, New York, is the agency in charge.

Coast Disc Fee

LOS ANGELES Chapter, American Federation of Radio Artists, has advised Southern California members they cannot make transscriptions for less than $7.50 per side. The minimum will hold until national transcription scales are established. The Los Angeles transcription committee, consisting of Hal Berger, chairman; Fred McKaye, William Days Jr., Thomas Freebairn-Smith, Beatrice Benaderet and Lou Merrill, has been delegated to work with the national group on coordinating transcription scales.

HUGH A. MITCHELL and Jackson Taylor, account executives of McCann-Erickson, New York, have been appointed vice-presidents of the agency.

QUESTION and ANSWER

"Does C.R.E.I. Training Pay?"

A survey made of residence graduates of 1934 through 1937 disclosed that 96% WERE EMPLOYED in the radio and communications industry within an average elapsed time of ONE MONTH after graduation! Surely such a record is proof that C.R.E.I. training pays —because it is PRACTICAL. We'll be pleased to send you complete details and catalog on request.

CAPITOL RADIO ENGINEERING INSTITUTE

Dept. B-11, 3224 - 16th St., N. W., Wash., D. C.

Two Serial Programs—One Adult, One Juvenile —Both Top Flight Shows—Fully Tested Ready To Work For You!—Completely Recorded!

"The Adventures of Uncle Jimmy"

Starring William Farnum—Produced by WARNER BROS.

6.5 Crossley Rating in Hartford after only 9 weeks, at 9:30 A. M.! Sponsors now include Shinola and 2-in-1 Polish—Castilian Soap—Dr. Pepper—Bamby Bread—Loose Wiles Biscuit—proud sponsors of a dramatic serial that will deliver the bulk of the feminine listening audience to YOUR clients! A program so human—so well-done—that it lacks NOTHING!

156 QUAR. HOUR EPISODES COMPLETELY RECORDED!

"DAN DUNN, Secret Operative 48"

Inspired by one of the top six comic strips in the country—now appearing in over 131 Daily and Sunday Newspapers! Plenty of merchandising tie-ups! NO P. T. A. Objections! Sponsors now include CHOCOLATE PRODUCTS COMPANY of Chicago, Hygeia Milk Products, Hires Root Beer, and others!

156 QUARTER HOUR EPISODES AVAILABLE!

Both of These New Syndicated Transcription Programs Are DISTRIBUTED EAST OF THE MISSISSIPPI EXCLUSIVELY BY

KASPER-GORDON, Incorporated
140 Boylston Street Boston, Mass.

Representatives and Affiliates in Principal Cities

Note: Audition samples will be shipped at $6.00 per set, or our representatives will be glad to call upon request. WIRE TODAY!

ASCAP Hearings Near End in West

Master Hears Arguments of Society and Broadcasters

ASCAP'S effort to break the Washington State anti-monopoly law, which forbids the copyright combine to do business in that State unless it files its repertoire with the State and places a price on each of its compositions, went into its final stages Nov. 8 in Tacoma when ASCAP submitted its brief, following testimony before a special master acting on behalf of the Federal District Court in that jurisdiction.

The hearing was before Archie Blair, special master, taking testimony for the three-judge court, from Oct. 26 to Nov. 3. Testimony centered around the issue whether a minimum of $3,000 was involved in the proceedings, which would permit the Federal court to assume jurisdiction. If ASCAP fails to prove that jurisdictional question to the satisfaction of the tribunal, it cannot entertain the case and it must revert to the State court which already has suspended the Washington State statute.

Court to Make Ruling

During the trial it was stipulated that testimony given before the master can be used in the trial on the merits before the three-judge tribunal. ASCAP filed its brief Nov. 8 with the State and the Washington Association of Broadcasters allowed ten days in which to answer. ASCAP then will have two weeks to make its reply to the counter-brief. The master then reports to the court which will make its ruling.

Chief witness for the State against ASCAP was Ed Craney, general manager of KGIR, Butte, Mont., who identified exhibits and discussed at length the manner in which ASCAP allegedly operated. Under examination by State counsel, the purport of his testimony was to show that broadcasters, under their contracts with ASCAP and with the major networks, actually are paying double tribute for this music.

Louis Wasmer, operator of KHQ and KGA, Spokane, and Birt Fisher, general manager of KOMO-KJR, Seattle, testified against the Washington State statute, generally reflecting the view that it would cost broadcasters more to investigate each composition performed on the "per piece" basis than stations of the State now pay ASCAP.

ASCAP Launches Suits

CONTINUING the campaign of infringement suits against Montana broadcasters launched by ASCAP members early last month [BROADCASTING, Oct. 15] when 45 suits were filed for publishers against the owners of KGIR, Butte, and KGVO, Missoula, about 30 additional such actions have been taken and a similar number will be filed within the next week, according to Louis Frohlich, general counsel for ASCAP. Of the second barrage of infringement actions, 10 were filed against KGIR and a like number against KGVO, with KFBB, Great Falls, and KGHL, Billings, getting five apiece, it was reported. Actions are believed to be in retaliation for the civil and criminal suits filed against ASCAP officials by the Montana broadcasters.



ON THE 19th anniversary of its founding, KDKA, Pittsburgh, received first and third places in the annual H. P. Davis Memorial Announcers' Award, originated in 1933 by Mrs. H. P. Davis, widow of the first chairman of NBC. Gold medal and $150 in cash were awarded the 1939 winner, David Garroway, KDKA special events announcer. First honorable mention went to Walter Sickles, of WWSW, and second honorable mention was awarded Bob Shield, also of KDKA. Left to right are Sickles; Victor Saudek, founder of the Pittsburgh Little Symphony, presenting awards to Garroway; and Shield. Past winners, from 1933 through 1938, were Fred Webber, KDKA; Bill Sutherland, KDKA; Tony Wakeman, WJAS; Bill Sutherland, KDKA; Ken Hildebrand, KQV; Bill Beal, KDKA.

Late Personal Notes

POWEL CROSLEY Jr., president of Crosley Corp., operating WLW and WSAI, was readmitted to the Good Samaritan Hospital, Cincinnati, Nov. 10, suffering from a "grippe infection." The illness was said to be a complication of a back injury suffered several weeks ago when he fell from a horse on his country estate in Indiana. His physician said he was removed to the hospital as a precautionary measure.

JAMES FISHBACK, formerly of WOR, Newark, has been named commercial manager of WOL, Washington, following a year as director of national sales.

BOB REICHENBACH, formerly of KNX, Los Angeles, has joined the sales promotion department of KMOX, St. Louis.

ED McCAFFREY, for four years sales manager of KPMC, Bakersfield, Cal., has been appointed head of KVOE, Santa Ana, Cal., commercial department.

LEWIS PATTERSON, Hollywood publicity director of Benton & Bowles, is at Palm Springs, Cal., recuperating from a breakdown.

JOHN F. KELSEY has joined the announcing staff of WCSH, Portland, Me., replacing John M. Cooper, who has become radio news editor of *Boston Evening Transcript*, broadcasting on WBZ-WBZA, Boston-Springfield.

AUDRE LIPSCOMB has joined the continuity staff of KFDA, Amarillo, Tex., to assist David Clark, recently named production manager of the station.

DON WILSON, Hollywood announcer, has been assigned to the General Foods NBC *Aldrich Family* serial during its emanation from the West Coast. Felix Mills has been appointed musical director.

SYDNEY MEAD, of the engineering staff of WCSH, Portland, Me., who sailed for Europe on a vacation cruise with Mrs. Mead and arrived in England just before the outbreak of war, still is awaiting return passage to America whenever sailing schedules permit.

WILLIAM CORNELL has been appointed assistant engineer for remote pickups for WOL, Washington, and MBS, assisting Richard Jevins.

EMILY HOLT, executive secretary of the American Federation of Radio Artists, went to St. Louis in mid-November to complete negotiations with KSD.

WILLIAM B. CAMPBELL, former European manager of Press Wireless, and previously of RCA, has been appointed executive vice-president of National Television Corp., New York, which expects to have its line of receiving sets in the market shortly.

RAYMOND RUBICAM, president of Young & Rubicam, New York, is chairman of the advertising group for the annual Red Cross Roll Call in New York, and Charles Merz of the *New York Times* is handling the newspaper group.

NEW GRID MARKING
Quailey Plan Aids Reporters and Spectators

A NEW system of gridiron markings designed to assist spectators, the press and radio reporters in following the exact position of the ball on the field has been adopted by nine universities. The system was developed by Les Quailey, in charge of the staff of 102 sports announcers for N. W. Ayer & Son.

Used for the first time at Syracuse, it consists of large white diamonds on the 20-yard lines, white crosses on the 40-yard stripes and a circle in the middle of the field. All symbols are placed midway between sideline stripes and stenciled with the same material used in lining the gridiron. Also to increase visibility for those in the stands, large numerals are stenciled on the ground in white at the ends of each 10 yard stripe.

Colleges that have followed Quailey's suggestion and introduced the new type of marking are Syracuse, Florida, Temple, Pitt, Colgate, Furman, Carnegie, Princeton and Duke. Other institutions have indicated that the system will be installed before the end of the present football season.

WSPD on Basic Red; WHIZ Will Join NBC; McClatchy Negotiations

WSPD, Toledo, currently an NBC supplementary outlet available with either the Red or Blue basic network, on Jan. 1, 1940, will be added to the basic Red and required of all advertisers using this network. Advertisers currently using WSPD in connection with the Blue network will be permitted to continue to the end of their contracts, but no new Blue advertisers can secure this station. Deal was set by William S. Hedges, NBC vice-president in charge of the stations department, and George B Storer, president of WSPD and the Fort Industry Co.

WALR, Zanesville, O., also operated by the Fort Industry Co. on Nov. 19 will change its call to WHIZ and on the same date will join NBC as that network's 180th affiliate. Station will be available to advertisers using WCOL, Columbus, in conjunction with either Red or Blue network, although advertisers on WCOL are not required to add WHIZ. Base network rate is $60 per evening hour. Station operates full-time with 10(watts on 1210 kc.

Simultaneously, it was reported that NBC was negotiating with McClatchy Broadcasting Co. for revision of its affiliate arrangements under which KMJ, Fresno, would become Pacific basic Red, and KOH, Reno, now CBS, would join the NBC Pacific Coast group a basic Blue and optional Red. The remaining three McClatchy stations, KFBK, Sacramento, KWG Stockton, and KERN, Bakersfield —now optional outlets for both networks, would become basic Blue and optional Red. The prospective changes were discussed by Mr Hedges with Guy C. Hamilton general manager of the McClatchy interests and Howard Lane, manager of McClatchy stations, in New York the week of Nov. 6.

Standard Program Log

A MEETING of the NAB Accounting Committee to devise a proposed standardized program log which would conform with the requirements of the new FCC rules and regulations, has been called for New York Nov. 16. C. T. Luc manager of WRVA, Richmond, chairman. Decision to call the meeting was reached after Edwin H Spence, NAB secretary-treasurer and Paul F. Peter, NAB research director, conferred with the FC Rules Committee regarding drafting of a standard type of log. Stations have reported some difficulty with field inspectors who have placed varying interpretations of log requirements. Other members of the committee are H. W. Batch elder, WFBR, Baltimore, N. Kidd, WSYR, Syracuse; Earl Gluck, WSOC, Charlotte; Harry McKeon, NBC auditor; S. R. Dea CBS assistant treasurer.

GILLETTE Safety Razor Co., Boston, will sponsor on WHN, New Yo broadcasts of the full schedule of National Hockey League games play at Madison Square Garden this wint Bert Lebhar Jr., WHN sales direct will describe the games, which st at 9:30 p.m. Agency is Maxon In New York.

★ WHY PEOPLE LISTEN!

NEWS

Fast, adequate, complete, impartial news reporting is only one reason for WLW'S immense audience influence—only one reason why today more advertisers are buying more time on WLW than ever before.

Such news commentators as Peter Grant, Michael Hinn, Harvey Miller, Paul Allison, and Gordon Shaw have built and are building outstanding reputations throughout WLW land.



WLW

THE NATION'S

most "Merchandise-Able"

STATION



"RCA 5 KWS. join the faculty"

5-kilowatt RCA transmitters installed in college and university radio stations

When professors of electrical engineering and their associates choose a 5-kilowatt transmitter for their university *IT'S GOT TO BE GOOD!*

RCA is pleased to announce the selection of its famous air-cooled 5-D and 5-DX broadcast transmitters by the following universities:

5-D . . WLB University of Minnesota, Minneapolis, Minn.
5-D . . WILL University of Illinois, Urbana, Illinois
5-D . . WTAQ St. Norbert's College, West de Pere, Wis.
5-DX. WOI Iowa State College, Ames, Iowa

When you select a 5-kilowatt transmitter, we believe you will find that a careful study of costs and performance will cause you to agree with the authorities in these colleges. You, too, will rank the 5-D and the 5-DX at the head of the class.

3 REASONS WHY YOUR REQUIREMENTS WILL BE SATISFIED, TOO

1. COMPLETELY AIR-COOLED — Use of new RCA air-cooled tubes ends need of water cooling equipment. Eliminates cumbersome tanks, pipes, machinery. Sets new standard of reliable operation.

2. POWER COSTS CUT NEARLY IN HALF — Power consumption greatly reduced by high efficiency circuit. Lower tube expenses. No critical or complicated circuits.

3. LOW AUDIO DISTORTION — Low distortion over entire audio-band result of high fidelity audio with equalized high gain feedback. Low carrier noise level. Feedback is stable. No critical settings.

Use RCA tubes in your station . . . for reliable performance

RCA *Broadcast Equipment*

RCA MANUFACTURING CO., INC., CAMDEN, N. J. · A Service of the Radio Corporation of America

New York: 1270 Sixth Ave. • Chicago: 589 E. Illinois St. • Atlanta: 530 Citizens & Southern Bank Bldg. • Dallas: Santa Fe Bldg. • San Francisco: 170 Ninth St. • Hollywood: 1016 N. Sycamore Ave.

PRINTED IN U.S.A.

BROADCASTING

Broadcast Advertising

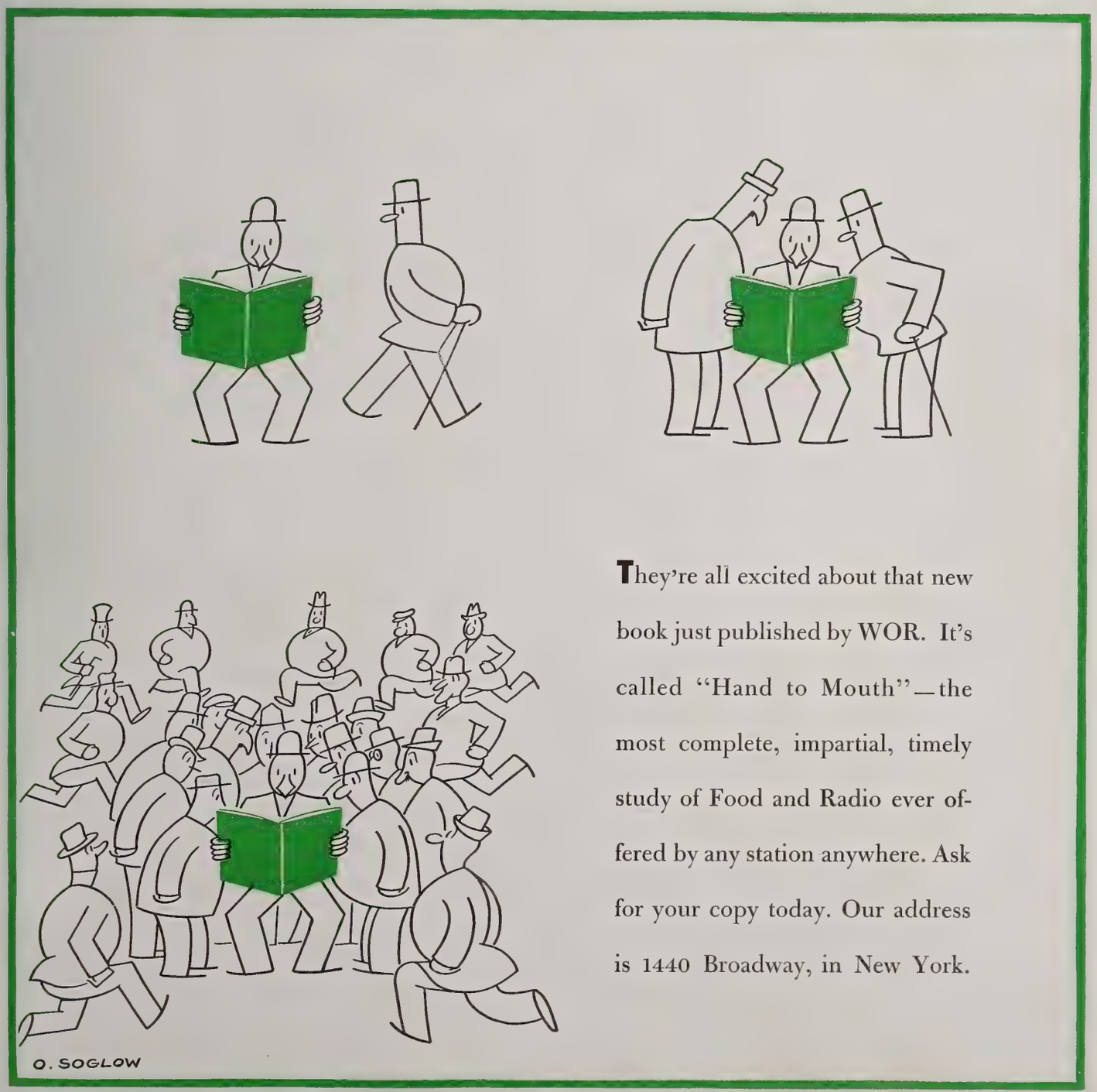
Vol. 17 • No. 11

DECEMBER 1, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



They're all excited about that new book just published by WOR. It's called "Hand to Mouth"—the most complete, impartial, timely study of Food and Radio ever offered by any station anywhere. Ask for your copy today. Our address is 1440 Broadway, in New York.

The Family Album is Ready

Each year, since 1930, WLS has published a booklet about the station — its personnel, activities, etc. Entitled the "Family Album," the booklet is made available to listeners at 50c, and an average of 43,000 copies are so distributed each year — 426,000 of them in 10 years.

This, we think, is a further indication of the consistent interest and loyalty listeners have for WLS and its people. It illustrates in part, too, an interest that is reflected in the response advertisers get from their broadcasts on WLS.

The 1940 Album is now ready for distribution. Already there is evidence listeners are waiting for it with as great enthusiasm as ever. They listen to WLS — and they act!

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* **(*Chicago*)** Glenn Snyder, *Manager*

N. B.—*To advertisers, agencies and our friends in the industry, we'll be glad to send copies of the 1940 Album, with our compliments. Just write WLS, Chicago — or ask any John Blair man.*

★JOHN BLAIR & COMPANY, *New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco* ★

COVERING NEW ENGLAND IS NOT A CHRISTMAS LEGEND



COMPLETE coverage of New England in one night is NOT a Christmas legend. Advertisers using the Yankee Network do it every night!

Your sales message can be a guest in thousands of New England homes in all of the 18 important trading areas that make up the complete six-states market—the market where total accountable income is $568 per capita, or 18.6% higher than the national average. It will be a welcome guest in these homes because of loyal listenership to the Yankee Network's 18 local stations.

It is this kind of acceptance—this kind of coverage that builds sales volume. These advantages are obtainable only thru the Yankee Network.

WNAC	Boston	WNBH	New Bedford
WTIC	Hartford	WHAI	Greenfield
WEAN	Providence	WBRK	Pittsfield
WTAG	Worcester	WLLH	Lowell, Lawrence
WICC	Bridgeport, New Haven	WLNH	Laconia
WNLC	New London	WRDO	Augusta
WCSH	Portland	WCOU	Lewiston, Auburn
WLBZ	Bangor		
WFEA	Manchester		
WSAR	Fall River	WSYB	Rutland

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

ublished semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.





WWJ *and* Austin Grant *Have Created a New*

"Spot" *in* DETROIT

HERE'S NEWS as Detroiters like it—with Austin Grant at the microphone of WWJ. It's a *new* "spot" newscast, 1:50 to 2 P. M., Monday through Friday, over the favorite station in America's Fourth City. But the voice of Austin Grant is not new to Detroiters. He has been bringing them the "late flashes" every weekday morning for months, under the sponsorship of Thom McAn shoes. Some idea of his popularity on this early morning newscast, 7:45 to 8 A. M., may be gained from the following:

In October, this year, the Hooper-Holmes Bureau made a survey of the 7:45 to 8 A. M. audience in Detroit. This survey showed *56.8% of all those listening were tuned to WWJ and Austin Grant!* THAT'S 13.6% MORE THAN WERE LISTENING TO THE OTHER FIVE LOCAL STATIONS COMBINED!

This new 1:50 to 2 P. M. Grant newscast is now available for sponsorship. With news broadcasts as well listened to as they are these days this program offers advertisers one of the most desirable "spots" available in the great Detroit market. *Wire or phone for details immediately!*

Now Available for Sponsorship

WWJ

National Representatives
George P. Hollingbery Company
New York : Chicago
San Francisco : Atlanta



RIP OFF THE MASK!

and find *triple* proof of what a low-cost radio program did for its sponsor in six months...

ON CBS

THE POWER OF RADIO... *unmasked!*



ACTUAL STORE INVENTORIES

show an 88.0% increase in sales due to Radio—and Radio alone!

EVERY obscuring detail was ripped away. The program was put through the stiffest cross-examination research could devise. The client asked for it; wanted to measure exactly the sales impact of his CBS program *apart from all his other sales efforts.* It took everything in the research book to do it: actual *store* inventories, *home* inventories, personal interviews and coincidental telephone calls. *All* these were used by Crossley, Inc. And this is how they did it:

SLEUTHING at the counter! The biggest and toughest job was an exact measurement of the impact of this program *at the dealer's counter.* The client made it possible by choosing, for Crossley, two major markets in which all his sales factors were exactly comparable *except* for radio; his program was heard in one market, not in the other. Here's how perfect a pair of marketing research scales the client picked:

MARKET A		MARKET B	
Population	149,900	Population	127,412
Retail Sales*	$15,928,000	Retail Sales*	$15,034,000
Retail Outlets*	506	Retail Outlets*	497

**In this sponsor's field.*

And remember: all sales and advertising efforts of the sponsor were identical in both markets *except* for radio. *CBS alone made the difference!* Crossley measured this difference by taking actual store inventories on the sponsor's product week after week, for a full month. In exactly the same type of stores in both cities. In enough stores to be representative of *all* the stores in both cities. And this is what Crossley found:

188 UNITS OF SALE PER WEEK IN AVERAGE STORES IN **RADIO** MARKET

100 UNITS OF SALE PER WEEK IN **NON-RADIO** MARKET

For every 100 units of sales in average stores in the *non-*radio market, Crossley found average stores in the *radio* market selling 188 units. An increase of 88.0% due to CBS!

CBS alone made the difference!



. . . AMONG LISTENERS ONLY

sales are 81.5% higher than the nearest competitor's (but only 6.5% higher among non-listeners)

DOUBLE CHECK: Moving in from total markets (where they found an 88.0% sales-increase *created by radio)* Crossley's investigators then checked the use of the product in the radio market alone; among families *known* to have heard the program, and families who *never* heard it. They found these families by coincidental telephone calls and by personal interviews: two test groups comparable in every way *except* for listening to this program. *And for their use of the sponsor's product!* When Crossley inventoried the *pantry* of each family they unmasked this striking competitive situation—due to radio alone. (See chart, right)

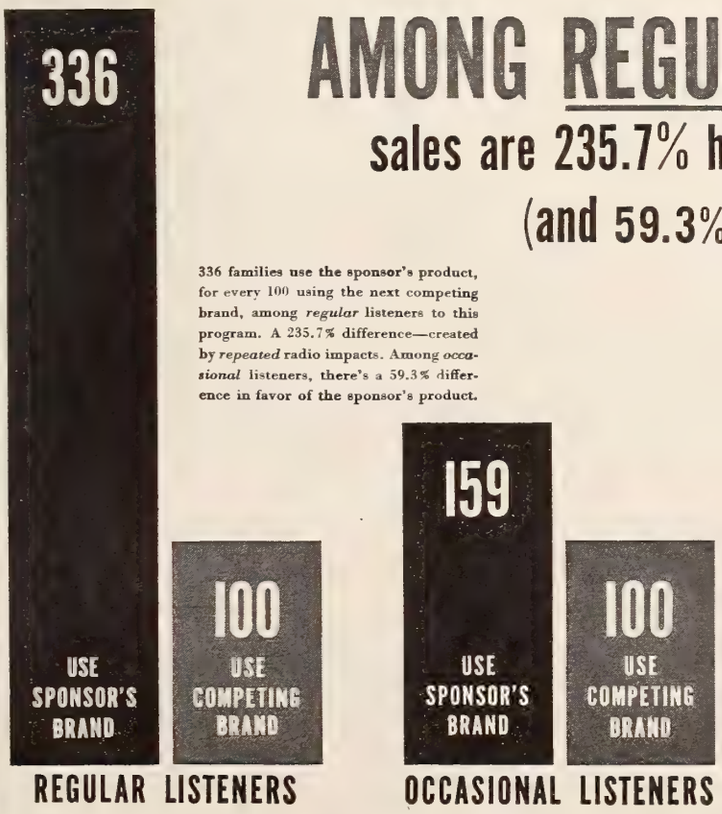
195 families use the sponsor's product, for every 100 using the next competing brand, among *known listeners* to this program. An 89.5% increase — due almost entirely to radio alone! For among *non*-listeners, for every 100 families who used the next brand, 105 used the sponsor's product — only a 6.5% increase.

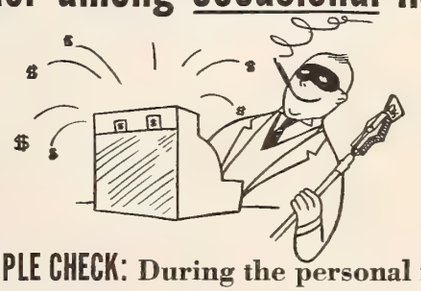


AMONG REGULAR LISTENERS ONLY

sales are 235.7% higher than the nearest competitor's (and 59.3% higher among occasional listeners)

336 families use the sponsor's product, for every 100 using the next competing brand, among *regular* listeners to this program. A 235.7% difference—created by *repeated* radio impacts. Among *occasional* listeners, there's a 59.3% difference in favor of the sponsor's product.





TRIPLE CHECK: During the personal interviews, each "listening" family told Crossley whether it heard the program *regularly* or *occasionally*. The use of the sponsor's product was then checked in these two groups of families —exactly comparable in every way *except* for listening *regularly* or *occasionally*. The chart on left shows what Crossley found.

MORE DETAILS ➡

THE MASK IS OFF...

It's seldom that an advertising medium is subject to the triple cross-examination reported on the preceding pages. Not often is every obscuring detail ripped so completely away. But radio, as you see, didn't mind at all. And now that all the facts are in, there's only this to add:

The entire ambitious study was focussed on a CBS program on the air *only six months prior to the tests.*

At no time did this program "rate" more than an *average-sized* audience for its type of show.

And its talent cost was below average.

The results of this program were average, too... *for radio.* There's nothing unique in this CBS "success-story" except for the care with which the power of a program was isolated and measured for its sponsor. *The results were there* whether "measured" or not. And the results continue, for the sponsor is still with us on the air.



Who is the sponsor? Sorry, but he asked us not to tell. You know how clients are. When they hit on as successful a sales strategy as this, they're not prone to shout about it. So, while we've cheerfully unmasked, in every detail, radio's full sales-impact we've promised not to unmask our sponsor.

The Columbia Broadcasting System

485 MADISON AVENUE • NEW YORK CITY

50,000
WATTS



820 ON
THE DIAL

POWER *plus* RECEPTIBILITY

WHAS reaches one of the largest audiences in the Middle West because it broadcasts with the maximum power (50,000 watts) on a wave-length (820 kilocycles) which insures clear reception. Within the primary area served by WHAS there are 5,039,828 people who spent, last year, a total of $1,296,831,000 in retail outlets. Sell YOUR product to the buyers of this territory through the station whose signal permeates the market with the greatest power and clarity . . .

WHAS

BASIC CBS OUTLET

REPRESENTED NATIONALLY BY EDWARD PETRY & COMPANY

Owned and Operated by The Courier-Journal and The Louisville Times

DEPENDABILITY

THE following inscription from Herodotus is carved on the New York Post Office: "NEITHER SNOW, NOR RAIN, NOR HEAT, NOR GLOOM OF NIGHT, STAYS THESE COURIERS FROM THE SWIFT COMPLETION OF THEIR APPOINTED ROUNDS."

This might well be the motto of the Hooper-Holmes full-time inspectors, for our clients have learned that regardless of conditions, this Bureau delivers its full quota of reports on the day they are promised.

On the very day we recently started a survey in Wisconsin the newspapers carried the story of an unexpected blizzard with drifts 10 to 15 feet deep. In part of the state 197 inches of snow fell—breaking all records. But, we delivered to our client his full quota of reports.

About the same time one of our men wired from Utah that about 30% of the homes in one county he was assigned were quarantined for Mumps, Chicken Pox and Whooping Cough. But again we did not disappoint our client.

And, from northern Georgia another man reported that he had to be hauled out of ditches twice in one day. Heavy rain had complicated the job.

Hooper-Holmes keeps all promises of completion of field research surveys because our men are constantly getting information as a matter of routine and are always available.

★

WHAT IS THE HOOPER-HOLMES BUREAU?

For 40 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. Most of these are made and written by trained Inspectors, all of whom are full-time men. Their work is supervised by 82 Branch Offices. They regularly cover 13,577 cities and towns in their insurance work and their efforts are supplemented by 55,000 part-time correspondents.

Address all inquiries to Market Research Division, Chester E. Haring, Director.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK

"COME ON IN, MY FRIENDS, AND TEST
THIS NEWEST SOUND THAT'S FAR THE BEST"



ORTHACOUSTIC

—gives transcribed programs that Live Talent Touch!

"I can truthfully say that I have never heard a transcription with any better quality than the new Thesaurus transcriptions"

That's the way Merle Tucker, Manager of KSAL, Salina, Kansas, described the new RCA-NBC Orthacoustic Transcriptions recently sent to NBC Thesaurus subscribers. His is just one of the many enthusiastic letters we've received.

And you'll agree with Mr. Tucker when you hear these new Orthacoustic Transcriptions compared with the ordinary type. For they give every transcribed program a new "lift." Words sparkle with life. Music takes on new warmth and color. Programs really *live!*

Orthacoustic Transcriptions literally sound like live broadcasts. Distortion is reduced—background noise eliminated.

You can give your recorded programs that Live Talent Touch by communicating with us today. We promise you—when you hear these Orthacoustics you'll think you're right in the broadcast studio!

What Other Users Think of New RCA-NBC Orthacoustic Transcriptions

"as good as local studio pickup"
"complete absence of surface noise"
"clarity exceptionally good"
"a distinct improvement in quality"
"another major improvement in NBC THESAURUS library service"
"improved quality with less surface noise"
"ORTHACOUSTIC records greatly increase the quality, brilliance and naturalness of tone"
"absolutely no distortion"
"considerably above anything we have ever heard before"
"the new type of recording is a decided improvement"
"the NBC ORTHACOUSTIC Transcriptions are everything you promised"
"the quality is so far superior . . . we are anxious to receive enough of them so we can use nothing but ORTHACOUSTIC"
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AFM Strike Threat Before Justice Dept.

IRNA Chairman Confers With U. S. Attorneys Following Collapse of Negotiations; Union Withdraws Proposal

WITH THE collapse of negotiations between Independent Radio Network Affiliates and the American Federation of Musicians, for a new contract to replace the present two-year pact expiring next Jan. 17, Samuel R. Rosenbaum, chairman of IRNA, conferred Nov. 29 with Department of Justice officials informally regarding the labor situation.

Inspired by the recent statement of Assistant Attorney General Thurman Arnold in charge of the Department's anti-trust division, regarding illegal labor practices, Mr. Rosenbaum outlined to the Department the factors involved in radio's enforced employment of musicians.

At the Conference

Following the conference, Mr. Rosenbaum said: "By reason of the many inquiries received from affiliates regarding the effect of the Arnold letter on the current AFM-IRNA situation, a conference took place Nov. 29, between Samuel R. Rosenbaum, chairman of IRNA, and members of Thurman Arnold's staff in the Department of Justice. No effort was made to bring the Department into the situation, but merely to learn what its attitude might be in the event the industry and AFM do not arrive at a satisfactory understanding. As expected, the Department declined at this time to express any views in advance of a specific case being brought before it."

It was learned Mr. Rosenbaum conferred with Fowler Hamilton, head of the Complaint Section of the Department's anti-trust division. Robert M. Cooper, Government attorney who recently joined the FCC from the Department's anti-trust division, also participated, but purely in his capacity as special assistant Attorney General in charge of radio and communications matters, and not for the FCC. The whole matter will be placed before Mr. Arnold upon his return to Washington the week of Dec. 4.

It was assumed emphasis was placed upon Mr. Arnold's observation, in connection with pending action against building trades unions, that unreasonable restraints "designed to compel the hiring of useless and unnecessary labor" are contrary to law. This has been the crux of the broadcasters' argument against hiring fixed quotas of musicians.

Negotiations between the IRNA executive committee and the international executive board of AFM, came to an abrupt end Nov. 23, following a conference at which the AFM withdrew its proposal submitted Nov. 2 [BROADCASTING, Nov. 15] and left the next move up to the broadcasters. The IRNA committee then notified all affiliates that their failure to contribute either data or finances, combined with a flood of criticism at any renewal of a national agreement even on the present terms, had caused the committee to withdraw from the scene, returning the problem to individual affiliates for solution.

Pointing out that unless some proposal is submitted to the AFM and approved by that body before Jan. 17, there will be no network musical programs after that date, the committee concluded its letter by stating that its services are still available if the affiliates wish them, but that its resources are limited, as only 80 stations have paid the dues voted at the Chicago convention.

Mr. Rosenbaum, following the futile conferences, told BROADCASTING on Nov. 27 that since many of the affiliates had said IRNA should not commit any station to any contract with the AFM, even under present terms, and since others had expressed the opinion that the networks should take over the job, the committee was stepping out "now that the stations have what they want—a withdrawal of the AFM offer." To stations who ask what to do next, he said, he is replying "Consult your favorite network."

Negotiations between the musicians' union and the networks over a new contract for key stations have also reached an impasse, although the door was left open for further talks. At a meeting on Nov. 22 between Mark Woods, NBC vice-president, Lawrence Lowman, CBS vice-president, and the AFM board, the network executives told the union they were willing to continue their present contracts if certain abuses were corrected, but that they would not assume the additional burden asked by the AFM ($60,000 additional per year for employment of musicians at each key station) and put unneeded men on their payrolls merely to help the union solve its own unemployment problem.

IRNA Asks Autonomy

The musicians refused to give way at all on this fundamental issue of increased employment, despite reminders from the broadcasters that the union had done little to force similar absorption of musicians by the motion picture industry, which through the introduction of sound pictures threw countless theatre orchestras out of work, whereas radio, a new industry, had created a new field of employment for AFM members.

Aside from this, the networks' main point of insistence was that the union make some adjustment between the autonomies of its national and local bodies. After signing the national agreement, they said, they found themselves bound not only by its provisions but also by the added restrictions of the local union in each city where key stations are located.

Breakoff of the IRNA-AFM conferences came only after two lengthy sessions (Nov. 20 and 23) had failed to disclose any common ground on which discussions could be based. On Nov. 17 the IRNA board met alone and with network representatives to discuss the answer to be given to the AFM demands (an additional $1,500,000 per year, amounting roughly to a 50% increase in present expenditures for musicians by network affiliates). Present at this meeting were: Mr. Rosenbaum; H. K. Carpenter, WHK; Ed. Craney, KGIR; Walter Damm, WTMJ; Mark Ethridge, WHAS; I. R. Lounsberry, WGR-WKBW; Paul W. Morency, WTIC; Gene O'Fallon, KFEL, and John Shepard 3d, Yankee Network, for IRNA; Lenox R. Lohr and Mark Woods, NBC; Edward Klauber, Lawrence Lowman and Joseph Ream for CBS and Theodore Streibert for MBS; with J. L. Miller, NAB, as observer.

At the Nov. 20 meeting with the AFM international board, the IRNA committee replied to the

Dozen Regional Stations Given Power Boosts to 5,000 Watts

IN A SUDDEN burst of speed, the FCC Nov. 27 granted a dozen regional stations increases in power to 5,000 watts fulltime, in accordance with the new classification of stations which became effective Aug. 1.

Five stations on 1330 kc. were increased horizontally, along with two on 630 kc., plus individual increases on other channels. Stations granted construction permits for the 5 kw, night power are:

WMAL, Washington (now operating with 500 watts day, 250 watts night); WSPD, Toledo; KLZ, Denver; WIP, Philadelphia; WPRO, Providence; WTAQ, Green Bay; KSCJ, Sioux City, Ia.; KGB, San Diego; WDRC, Hartford; WSAI, Cincinnati. Granted license modifications for 5,000 watts, fulltime were KFPY, Spokane, and KGIR, Butte.

In addition the FCC authorized KFDM, Beaumont, Tex., operating on 550 kc., to increase its night power from 500 watts to 1,000 watts. KHSL, Chico, Cal., was authorized to increase its power from 250 watts to 500 night and 1,000 day. KRKD, Los Angeles, was authorized to increase night power from 500 to 1,000 watts on 1120 kc.

At its Nov. 20 meeting the FCC authorized KPDN, Pampa, Tex., to increase from daytime to unlimited time on its present frequency of 1310 kc. with 100 watts. KGFL, Roswell, N. M., was authorized to use fulltime in lieu of specified hours on 1370 kc. with 100 watts.

Authorized Nov. 20 to increase night power to 250 watts were WHMA, Anniston, Ala.; WGIL, Galesburg, Ill.; WMEX, Boston; KTRI, Sioux City, Ia.; KDRO, Sedalia, Mo.; WCOS, Columbia, S. C.; KTSM-WDAH, El Paso, Tex. On Nov. 27 the same grants were made to KGVB, Great Bend, Kan.; WHUB, Cookeville, Tenn.; WHKY, Hickory, N. C.

AFM Strike Threat Calls for Industry Action—*An Editorial*

DOLLAR-GRABBERS, who apparently never heard of the "killing the goose" legend, are snapping at the broadcasting industry's heels. The musicians, with a grandiose gesture, have called off all bets with IRNA and threaten a strike of network musicians Jan. 17. RCA-Victor wants an average of $167 monthly from stations to perform its records, effective Dec. 1, in a move of doubtful judgment. ASCAP renewals are just around the corner, with its headmen using the "you guess" technique. And the line continues to grow.

If ever teamwork — and headwork — were needed, it is now. Instead, we find IRNA itself in a state of virtual collapse, backed only by some 80 of the 350 affiliates. Many broadcasters who apparently have forgotten the musicians' strife of two years ago, are ho-humming. Feeling about Broadcast Music Inc., which the industry only a short-time ago adopted as the solution of the ASCAP problem, appears none too enthusiastic.

All of the problems are immediate. This is no time to sit back and let George do it. The IRNA George's—Rosenbaum, Ethridge, Morency, Norton, et al—apparently are pretty well fed up, and justifiably so. The attitude that the musicians' problem is purely a network affair is foolish. Although the AFM threats, both actual and implied, may be illegal, particularly in the light of the recent labor investigations of Assistant Attorney General Thurman Arnold, it takes time to litigate. Jan. 17 isn't far off. There are such things as secondary boycotts, sympathy strikes, which have been used in other industries.

We know, along with practically all broadcasters that the current musicians' contract has been a miserable flop. We believe it was procured under duress, resembling ASCAP tactics, and that there is no justification, legal, technological or otherwise, for it. We believe it is a perfect example of what Assistant Attorney General Arnold classified as unlawful union activity—an unreasonable restraint "designed to compel the hiring of useless and unnecessary labor". We think there should be legal action.

But the remedy can't be supplied by lethargy. If the industry is willing to face a strike, then the industry should get together and decide that point. The networks and the affiliates must act cooperatively. The independents must be considered, lest they be affected by efforts against performance of transcriptions and recordings.

Two years ago, when IRNA was formed because the old NAB was innocuous, it did the best job it could on the musicians' situation. A strike was averted. Now the same issue arises, except that IRNA appears practically non-existent. The networks, rather than face such a crisis, can be expected to negotiate on their own. Unless the affiliates take a position, through an authorized group, they may find themselves on the short end. And we again will hear the plaint of having been "sold down the river".

The phonograph record plight of independents is almost equally as important at the moment. We feel RCA-Victor, despite the extenuating circumstances it claims, is unwise, to say the least, in its insistence upon collection of royalties at this stage, when its rights have not been established and litigation is still pending. Its proposal to refund fees, should the courts finally resolve against it, does not ameliorate the situation. It admits the rates proposed are "experimental", but once they are paid, the die is cast and a precedent is established. Moreover, it is futile to expect radio's ill-fed one-third, who are most dependent upon records, to pay to a single recording company such fees as proposed.

Under the circumstances, the discreet move for stations is to abstain from performing Victor and Bluebird records until the rights on all sides are finally established. RCA, we believe, is moving prematurely. The generous move would have been for it, along with other record manufacturers and the performing artists, to declare a moratorium until there is a final court adjudication.

In appraising the overall situation we find that radio history marches on—but in the same groove. The opposition is scoring runs on the industry's errors of commission, errors growing out of an unwillingness to work out their problems until they become crises.

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union's demands by pointing out the shortcomings in the present agreement and suggesting that since it would be impossible for the stations to comply with the union's new demands the drawing of new contracts be made a local rather than a national matter, with the terms of each new contract to be worked out between individual broadcasters and local unions.

Only a Sideline

Major objections to the present agreement were that it had failed either to improve the local program structure and produce more saleable programs or greatly to relieve unemployment among musicians as the union had argued before its adoption in 1937. "Only in rare and exceptional cases," IRNA stated, "have any stations succeeded in selling to local advertisers any programs produced by local staff musicians. In many cases the quality of the music was judged by the average listener to be so dull that the stations would have preferred to pay the money and not have the men play, and in some instances we are informed this is actually being done. . . . The stated object of the plan, to relieve unemployment, has in many localities been defeated by the fact that the men your locals have compelled the stations to employ were not men who were out of work, but they were engaged in other occupations simultaneously with following music as a sideline."

When the proposal to allow the contracts to be drawn locally had been unanimously rejected by the AFM board, the IRNA committee said that support of the affiliate stations to a new national plan could be gained only if the union would be willing to alter its present causes of discontent and listed 15 suggested corrections as typical.

Suggestions included a minimum length of five years for the contract, an arbitration clause, a means of relieving certain stations from expenditures far in excess of their requirements, and a number of corrections in the "arbitrary unreasonable demands" of the local unions. Only if the AFM was willing to discuss these shortcomings in the present contract, said IRNA, would it be willing to go to the stations again as it did in 1937 and attempt to effect a renewal of the national plan.

Time to Study

AFM asked for time to consider these proposals and the meeting adjourned until Nov. 23. Present were: Messrs. Rosenbaum, Ethridge, Shepard and George W. Norton Jr., WAVE, for IRNA; Wood, Lowman, Streibert and Julius Seebach, MBS, for the networks, and J. L. Miller for NAB.



Drawn for BROADCASTING by Sid Hix

"Pug Magee Plowed Through the Hornet's Right Tackle But It's Hard to Tell in This Snow How Much Ground He Gained!"

On the 23d the AFM delivered its answer: That IRNA's complaints "are not based on facts and are in reality forced misrepresentations and arguments against the agreement, all for the purpose of preventing a renewal of same under conditions to which the AFM will agree. Consequently the AFM hereby withdraws the proposal submitted on Nov. 2 to IRNA."

"If IRNA or any other organization of radio affiliates desire the services of members of AFM after the expiration of the present agreement," the AFM statement continued, "it is necessary that they make to the AFM proposals under which they will employ its members. If such proposals are satisfactory to the AFM, members will continue to render service—otherwise not. In the event that no such proposals are made by IRNA or other organization of broadcasters, the AFM will assume that they no longer desire the services of its members.

Letter to Affiliate

Following receipt of the answer of Joseph N. Weber, AFM president, at the Nov. 23 meeting, attended only by Chairman Rosenbaum and Miller, the IRNA Committee sent to affiliates the following letter:

"Nov. 1, 1939, the IRNA Executive Committee met in New York and decided as a matter of courtesy to comply with a suggestion from AFM to confer regarding the expiration on Jan. 17, 1940, of the 1937 Plan of Settlement.

"Nov. 2 the IRNA Executive Committee met with the International Executive Board of AFM. President Weber of AFM notified IRNA that

(*Continued on page 76*)

Clear Channels, Net Fate in Fly's Hands

By SOL TAISHOFF

Holds Balance of Power in Vital Industry Problems; Keeps Internal Bickerings Under the Surface

MIRACLES are being attributed to the FCC's new chairman, James Lawrence Fly, who in a few short weeks appears to have transformed the seven-man Commission from a discordant group of individualists into a veritable smug and homey litter of purring kittens. The surface indications have been all that way, but in informed quarters the quiet is seen as ominous.

While it is openly evident that the 41-year old erstwhile TVA general counsel, since he took over the helm Sept. 1, has kept his colleagues in line, still smouldering within the Commission are the makings of a couple of sensational developments striking at fundamentals in broadcasting. Being a newcomer and in the process of learning, the chairman has not yet aligned himself on these policy considerations and it appears he will hold the balance of power when the issues break.

Two Main Issues

These cardinal issues are:

1. The fate of clear channels.

2. Network regulation and control.

Counting Chairman Fly out for the present as an unknown quantity, it is safe to report that the balance of the FCC is divided 3 to 3 on both issues. The conservative group, inclined to support maintenance of clear channels as essential if rural reception is to be provided, comprises Commissioners T. A. M. Craven, Thad H. Brown and Norman S. Case. They likewise appear to support the fundamental network principle and would be inclined toward a minimum upsetting of the status quo. They could be regarded in fact, as protagonists of industry cooperation.

What might be called the "radical" element comprises Commissioners Paul A. Walker, who since the FCC's creation in 1934 has devoted his primary attention to non-broadcast matters; Frederick I. Thompson, who has served only since last April but who quickly became pointed in his views, and George H. Payne, who has maintained an almost sphinx-like attitude during the last year.

Both Walker and Thompson are members of the so-called Chain-Monopoly Committee which for six months conducted a searching inquiry into industry affairs from all angles. Mr. Thompson actually sat only a few hours, having been appointed to succeed Commissioner E. O. Sykes a few days before the hearings ended. Col. Brown is the third member and the acting chairman of the group. Chairman Fly who succeeded Frank R. McNinch after the hearings concluded, is not participating in the committee deliberations.

Now engrossed in drafting its report, the committee's majority (Walker and Thompson), it is obvious, will favor rather startling recommendations, both for new legislation authorizing the FCC more stringently to regulate networks and affiliates and for stiffening of regulations construed as permissible under existing law. A speculative story published in the Oct. 1 issue of BROADCASTING on the then existing trend has not been discounted in responsible quarters, though it is expected that when the final report reaches the full FCC the conclusions will be more temperate than appears at this writing.

How They Stand

Among other things, it is still thought these members would favor legislation against ownership of stations by the networks; against the operation of more than one network by a single company; for the actual licensing and regulation of networks per se, rather than their individually owned stations; against ownership of more than one single clear channel station by the same interests; against ownership of more than one station in the same community by the same interests; against the lease of stations by licensees; for divorcement of networks from transcription companies and artists bureaus; and for the discouragement of long-term or exclusive network-affiliate contracts.

The clear channel question has bobbed up repeatedly in FCC sessions. The so-called "radical group" would like to have them broken down, with a multiplicity of regional and local stations placed on them. The same group is unalterably opposed to superpower, but on that score probably has the support of one or more of the conservative members, with Chairman Fly still not bracketed.

Re Clear Channels

Under the Havana Treaty, awaiting ratification by Mexico's Senate, this country acquires 32 channels on an exclusive basis. Of these, 25 are earmarked as "clear", which cannot be duplicated within the continental limits. All these have been allocated under the treaty to existing clear channel stations and unquestionably will be known as Class I-A assignments, despite a dispute over nomenclature. These 25 channels are being salvaged from a total of 40 clear channels allotted under the 1928 allocations of the Federal Radio Commission. A dozen were broken down by duplication under special authorizations and other subterfuges during the ensuing years, and under the projected new allocations, contingent upon the treaty, the number would be further reduced to the specified 25.

A number of members of Congress, not the least among them the formidable Senator Wheeler (D-Mont.), have fostered elimination of the clear channel as uneconomic use of the ether. It is an open secret that these past expressions have helped crystallize the views on their maintenance in the case of several FCC members. Yet the so-called conservative group clings to the belief that rural and remote listeners will be deprived of service to which they are entitled by statute if the clear channel is relegated to limbo. They claim the only purpose is to allot the choice frequencies to urban areas, supplying additional services to already adequately programmed cities which are seeking them.

Effects of Treaty Delay

While the question of further clear channel duplication has been broached repeatedly, not only in FCC meetings but in private huddles of commissioners, the fact that Mexico has not yet ratified the treaty has tended to thwart efforts of the anti-clear channel group to force active consideration. Once the treaty is ratified the story may be different.

The regulations, which became

(*Continued on Page 75*)

Investigation Division Sought By the FCC if Funds Permit

CREATION of a new Investigation Division within the FCC, which would report on the qualification of new station applicants as well as inquire into operations of existing stations, is contemplated by the FCC if it procures increased appropriations for the 1940-1941 fiscal year.

Projected in budgetary estimates given the Budget Bureau, it is understood the new division would operate initially from Washington headquarters but perhaps eventually decentralize with trained investigators assigned to each of the 26 field offices of the Commission. An appropriation in the neighborhood of $50,000, believed sufficient to retain a dozen or 15 expert investigators, is said to be contemplated.

Seeks Trained Men

Now forced to rely upon sworn statements of applicants and licensees, the FCC feels it should procure first-hand information from the field. Except for a branch accounting office in New York, all of the FCC field offices are manned by engineers, who are relied upon for reports on all phases of station operations. Because their functions are primarily technical, such as ship radio inspections, monitoring of station operations and handling of operators' examinations, it is felt that men trained in legal and accounting matters should be assigned for the general field investigations.

Presumably the FCC has in mind retention of trained investigators possibly ex-operatives of the Federal Bureau of Investigation.

Necessity for increased appropriations for the FCC over the $1,830,000 fund now available is understood to keynote the FCC annual report to Congress which has just been submitted to the Government Printing Office. It will be transmitted to Congress when it convenes in early January. An appropriation of some $3,000,000 is being sought, but the President's economy drive is expected to frustrate the effort.

Modernization of technical monitoring equipment and expansion of its regulatory activities both in broadcasting and in the telephone field are reported as the primary matters. Improvement of monitoring equipment is stressed, particularly in the light of national defense and neutrality requirements. The FCC is pressing for appropriations to provide it with a number of modern mobile monitoring units, capable of checking shortwave operations in this regard.

Since the outbreak of the war and the efforts exerted for strict maintenance of neutrality, functions of the FCC have been materially increased, particularly those of a national defense character.

The FCC also has proposed establishment of additional field offices in Atlanta, St. Louis, and San Francisco to include accountants and lawyers, primarily for telephone activity.

The proposed Investigation Division, which presumably would report to the FCC rather than to any existing departments, would operate on behalf of all FCC functions, including broadcasting, telephone and telegraph, though its primary duties would be in the broadcast field. The innovation, it is felt, would work hand in hand with the recently instituted intervention policy, differing from past practices in that the Commission itself would seek to develop adverse matter rather than depend upon intervenor testimony to produce it.

Patt's Plan to Replace Serials Given Wide Industry Support

Worried by Steady Increase in Strips, WGAR Head Fosters Trend Toward Musical Programs

A PLEA to stations to encourage a change in the daytime commercial trend from the continued serial strip to musical programs, variety and comedy, initiated by John F. Patt, vice-president and general manager of WGAR, Cleveland, has won spontaneous approval of leading broadcasters.



Mr. Patt

Noting the steady increase in network script commercials, usually contiguous, Mr. Patt on Nov. 20 addressed a number of CBS affiliates asking their cooperation in the effort to encourage greater program diversification during the daytime, lest the reaction become serious. He declared that this year both CBS and NBC have more than 15 daytime hours per week of continued stories.

Pointing out that in recent weeks two daytime accounts have seen fit to put on musical programs (Lanny Ross for Franco-American Spaghetti and Smilin' Ed McConnell for Purity Bakeries), Mr. Patt said he believed it would be to the interest of the industry if a larger percentage of daytime advertisers shifted from the serials. He pointed out such programs need not be expensive.

Receives Approval

At WGAR Mr. Patt has adopted the practice of calling attention to daytime musical programs with more than the usual number of announcements and getting behind them with limited local merchandising and publicity efforts. Broadcasters who promptly replied to his suggestion indicated they would follow a similar course.

Dr. Leon Levy, president of WCAU, Philadelphia, in responding to Mr. Patt's suggestion, gave it his unqualified support. Even prior to receipt of the letter, he said he had decided to make announcements on the Franco-American Spaghetti program for the same reason. He pointed out that the Lanny Ross program has a high rating compared with most of the daytime strips and said that anything stations can do to increase such ratings will act as a "further stimulus to the placing of more of this type of business."

L. B. Wilson, president and general manager of WCKY, Cincinnati, advised Mr. Patt he thought the point was well taken and that he was adopting it at once.

I. R. Lounsberry, executive vice-president of WKBW-WGR, Buffalo, expressed overall approval, asserting that the constant stream of serial stories tends to exclude a percentage of the audience even though listeners who follow such serials do it in rather large numbers and very faithfully. He predicted a swing from this type of programming in the near future.

George W. Smith, managing director of WWVA, Wheeling, pointed out that while advertisers using script shows are among the select class, he was definitely of the opinion that the domination of choice daytime hours by script programs is affecting listener interest. While such programs have a definite place in the schedules of every well-operated station, he said that by the same premise their almost complete domination of the network daytime commercial schedule is bound to be damaging.

Mr. Smith suggested networks set maximum limits for handling of script programs which would regulate their frequency in a day's broadcasting. Such a policy, he predicted, in the long run would not only benefit broadcasting as a whole but the advertising as well.

Merle S. Jones, general manager of KMOX, St. Louis, asserted he was happy to see several advertisers take advantage of the lack of musical programs during daytime hours and that he was exerting his best efforts locally "to correct this situation".

Richard A. Borel, general manager of WBNS, Columbus, advised Mr. Patt his suggestion "echoes our sentiments perfectly and we have started to do something about it."

Many Laud Idea

W. Lee Coulson, executive manager of WHAS, Louisville, commented that the preponderance of script shows has tended to throw the schedule out of balance and that many complaints have been received, particularly from men. He said WHAS is doing all it can in the intervening time left to change the character of its daytime schedule.

H. E. Fellows, general manager of WEEI, CBS-operated Boston outlet, advised Mr. Patt he thought his plan was a worthy one and that WEEI is continually attempting to sell musical programs to partially balance the daily structure. "When a musical feature is sold during the daytime," he added, "we give it everything we have."

C. T. Lucy, general manager of WRVA, Richmond, asserted that a few years ago his station had advised CBS it would not accept more than two of the serials in a row, insisting that the third quarter-hour should be devoted to music or another type of entertainment other than serials. The policy eventually was rescinded, he declared, but he expressed the view that the present trend is all wrong from the program balance standpoint. He said WRVA will consider carefully the suggestion advanced and attempt to build up "such musical programs as we have between the serials."

Edgar L. Bill, president of WMBD, Peoria, and chairman of the NAB Code Committee, gave Mr. Patt's plan wholehearted endorsement, declaring that he believed almost every station operator is now aware that there are too many script shows. He pointed out that at the last meeting of the Code Committee the subject came up and that all station men agreed the situation was bad while network representatives put the blame on advertising agencies. Agencies, he reported, contend that the serials are the best pullers and the consensus was that as long as they do the best job of selling, that type of program would be continued.

"I agree with you that radio should do something to maintain a better program balance," Mr. Bill said. "Only station owners are interested in protecting listeners. All others will take advantage of radio in any way they can."

A. D. Willard Jr., general manager of WJSV, Washington CBS-owned outlet, said he felt almost everyone associated with programming has expressed concern over the number of daytime serials. He said that at WJSV the situation is relieved somewhat by putting the staff orchestra to work every afternoon. He commended Mr. Patt's suggestion as "an excellent one".

KEX, KOB on Fulltime

KEX, Portland, Ore., and KOB, Albuquerque, Nov. 27 were granted fulltime assignments by the FCC on 1160 and 1180 kc., respectively. Heretofore regularly assigned to time-sharing operation on 1180 kc., the action was taken pursuant to FCC rules as amended last August and in accord with Havana Treaty terms. KEX's regular application called for operation on 1180 kc. simultaneously with KOB, during daytime and sharing at night, as did the KOB application. The 1180 kc. channel in effect becomes a clear channel temporarily for KOB, since no other station is assigned to it at night. Under the Havana Treaty, however, it will be assigned to another nation.

Peoria Court Holds Mu$ico Not Violative of Lottery Laws

WMBD Is Ordered to Carry Out Kroger Contract; 'Pot of Gold' Passes Post Office Scrutiny

A DECREE holding that *MU$ICO*, radio prize contest program sponsored over WGN, Chicago, and WMBD, Peoria, does not violate any statutes or laws dealing with lottery, was handed down Nov. 22 by Federal Judge Joseph E. Daily, of Peoria, in a test case brought by Clef Inc., owner of the program, against WMBD.

Regarded as a ruling which gives a green light to prize contest programs of this character, the opinion also carried with it a mandate against WMBD for specific performance of its contract with H. W. Kastor & Sons, agency placing the account, to carry the program for Kroger Grocery & Baking Co. The Chicago program over WGN, sponsored by National Tea Co., was not directly involved.

The decree was made even stronger by the court on Nov. 28, when it added a provision that *MU$ICO* does not involve any consideration, directly or indirectly, from any participant and that the game is one of "skill and not a game of chance." Counsel for Clef Inc. had petitioned the court for this elucidation.

Postal Ruling

Meanwhile, it was learned that while numerous complaints have been received in Washington on the Tums-sponsored *Pot of Gold* program on NBC, informal ruling already has been made that it does not violate the lottery statutes. The Post Office Department advised the postmaster in St. Louis recently, it was learned, that newspapers carrying advertising on this program could be accepted under second class rules, which was regarded as tantamount to a clean bill of health. Complaints received at the FCC and the Department of Justice on the Tums program have not been pursued, apparently on the theory that no law violation is involved.

May Bring Reactions

While the Peoria court's ruling appears to clear the way for the *MU$ICO* program, in other areas (Clef Inc. revealed its intention of promoting the program nationally), the opinion nevertheless was one that might bring repercussions in another way. The court in its ruling, instructed WMBD to specifically perform its contract with Clef Inc., its agency, and with the particular advertiser, Kroger Grocery, "in the manner as provided by contract between said parties." This was viewed in legal circles as a possible dangerous precedent in that other advertisers whose programs might be cancelled by stations as not being in the public interest could procure similar legal redress.

At the Post Office Department it was ascertained that the prize contest idea is developing many imitators, based on inquiries it has

(*Continued on page 79*)

Magazine Spots

HOUSEHOLD MAGAZINE, Topeka, Kan., is using a varying schedule of spot announcements and daily 15-minute programs on KHJ KLZ KID WLS WDZ WOWO WHO WMT KFNF KMA WKZO WDGY KFRU KITE KWTO KFEQ KGHL KMMJ KFAB WHAM WPTF WDAY WLW KOMA KVOO WNAX WDBJ KSOO KGKO WQDM WRVA WWVA WTAQ WKBH WHBL XEAW. Presba, Fellers & Preba, Chicago, handles the account.

Bristol-Myers News

BRISTOL-MYERS Co., New York, on Jan. 2, 1940, starts a thrice-weekly news period in the interests of Sal Hepatica on WLW, Cincinnati, Tuesdays, Thursdays and Saturdays, 11-11:15 p.m. More news periods on other stations may be added later in January, according to Young & Rubicam, New York.

New Net Claims All Major Markets

WMCA New York Key; 35 Hours a Week Already Sold

WHILE executives of the newly organized Transcontinental Broadcasting System continued to confer with station owners to complete a lineup of stations which it has announced will include "an outlet in every major city and regional market" when it makes its scheduled debut Jan. 1, 1940, preparations are under way for actual operation of the project.

Contracts have been signed, it was announced, with WMCA, which will be the New York outlet, for the use of several of its studios and also for other studios in the city. Three floors of the General Electric Bldg. have been rented for offices. General manager, program director and traffic manager have been designated, and a contract has been signed with AT&T for lines to connect the TBS stations.

While the network has not announced its list of sponsors, it claims approximately 35 hours a week already have been sold, primarily to accounts of Blackett-Sample-Hummert.

MBS Negotiations

Meanwhile, it was reported that Mutual Broadcasting System is negotiating with Blackett-Sample-Hummert for a bulk block of time over its entire network. The agency has confirmed conversations with both MBS and TBS. Ed Wood, sales manager of WGN, MBS Chicago key, is handling the negotiations along with Fred Weber, MBS general manager.

Contrary to the report published in the last issue of BROADCASTING that MBS was seeking to invoke exclusive contract provisions in connection with Texas State Network, headed by Elliott Roosevelt, who is also president of Transcontinental, it was learned that the controversy dealt with a "most favored nation" clause in the MBS-TSN affiliation contract. Under its terms, said to remain in effect until September, 1941, it was declared Texas State Network cannot give any other national network a better contract than that which it has with MBS.

Mr. Roosevelt, second son of the President, active in radio both as head of TSN and as a commentator, was elected president of TBS at a directors' meeting Nov. 16, succeeding John T. Adams, who became chairman of the board. Mr. Roosevelt on Nov. 28 was understood to have entered Cook Memorial Hospital in Fort Worth for a brief rest.

Although Mr. Roosevelt had played a major role in the formation of the new network he at first had remained outside of its executive setup and, although he has assumed the title of president, it is understood Mr. Adams will continue as active head, in charge of operations. Other officers are William A. Porter, Washington attorney, vice-president, and H. V. Brennen, owner of KQV and WJAS, Pittsburgh, treasurer.

While the full list of stations affiliated with TBS will not be made public until all arrangements have been completed, official announcement has been made of these major outlets: WMCA, New York; WJJD and WIND, Chicago; KFWB, Hollywood; KYA, San Francisco; KQV, Pittsburgh; KXOK, St. Louis; KCMO, Kansas City; WMEX, Boston, WDGY, Minneapolis, and North Central Broadcasting Network, comprising stations in Northern Michigan, Wisconsin, Minnesota, North and South Dakota, and the 23-station Texas State Network. It was also reported that KSCJ, Sioux City, WCBM, Baltimore, and KSAL, Salina, Kan., had practically completed negotiations.

Organization Setup

George Podeyn, New York manager for the Texas State Network, has been appointed general manager of TBS. As Mr. Adams is still general manager of TSN, and Mr. Roosevelt president of that regional chain, it is believed likely that its operations may be merged with those of TBS, although no information regarding such action could be obtained.

Mr. Podeyn's radio career began before the days of networks as a salesman for WEAF. Joining NBC together with that station when the first network was formed, he aided in the organization of its Pacific network and organized a regional department in Chicago. Returning to New York, he headed the radio department of the George Batten Co. and went with that company in the merger that created BBDO. Before joining TSN, he was for several years with World Broadcasting System.

M. P. Wombold, for five years a member of NBC's Chicago program department, has been named as head of the TBS program unit. Roy H. Holmes, traffic manager for NBC for 11 years and recently in the same position for the WBS Gold Group, will manage traffic.

William Joyce, former head of the Chicago office of TSN, has been transferred to New York to join TBS. While his position has not been announced, it is understood he will be in a liaison position in sales.

Orders Wires 16 Hours

Network's contract with the telephone company provides for 16 hours a day of network connections, from 9 a. m. to 1 a. m., during which hours TBS proposes to render full program service, both commercial and sustaining, to its affiliates. Stations are asked to guarantee seven hours a day to the network: From 10 a. m. to noon, from 2 to 4 p. m., and from 7 to 10 p. m. The afternoon period is already contracted for by Blackett-Sample-Hummert for its clients' programs and two hours of the evening time has likewise been secured by this agency, according to TBS executives. A report that the script shows making up the evening two hours would be spread over the three-hour period, with musical programs interspersed between the serial dramas in the interests of good programming, could not be confirmed.

A total of ten studios will be available for TBS programs, it was announced, several of them theatre studios accommodating audiences. All studio equipment was made by RCA from specifications drawn up by WMCA's engineering department. The network's offices, now being prepared, will occupy the 35th, 36th and 37th floors of the General Electric Bldg., at 570 Lexington Ave., New York.





INTERESTING was the interview carried by WTAG, Worcester, Mass., between its Ray Saunders and Del Camp (left and center) and Dr. Thomas Poulter, commander and pilot of Admiral Byrd's Antarctic snow cruiser, Penguin I, when the monster vehicle passed through Worcester on its way to Boston. But unexpected was the result of a rebroadcast of the interview later in the day, via transcription, when local citizens began calling the station for directions so they could drive out and view the behemoth. Despite the furor caused during most of the day when Penguin I caused a 100,000-car traffic jam along the Worcester turnpike, and despite careful "transcribed rebroadcast" announcements, about 3,000 drivers, acting on the interest stirred up by the engine-room interview, scurried to the spot under the mistaken impression they could still take a look. Earlier in the cross-country journey from Chicago, Dr. Poulter and the Penguin stopped at the doorstep of WGY, Schenectady, and was interviewed (at right) by Al Zink, of the WGY special events department. Here are (l to r) Bernard Cruger, with pack set, Zink, and Dr. Poulter, in the doorway of the cruiser.

Three Grants Put Year Total at 54

New Locals in Ashland, Wis., Denver, Vincennes, Ind.

THE TOTAL of new stations authorized for construction by the FCC during the 11 months since Jan. 1, 1939, reached 54 with the issuance of construction permits for three more during the last fortnight. On Nov. 15 the Commission authorized a new local in Denver, and on Nov. 21 it granted new locals in Vincennes, Ind. and Ashland, Wis.

On Nov. 30 the Commission announced proposed findings approving the granting of still another local station in Phoenix, Ariz., to be licensed to M. C. Reece, insurance man, and to operate with 100 watts night and 250 day on 1200 kc. Unless protested within 20 days, the proposed findings usually are adopted as a matter of routine.

The Denver station will be licensed to Fred W. Meyer, who is manager of KLZ in the same city. It will operate with 100 watts night and 250 day on 1310 kc. Call letters will be KMYR, and Mr. Meyer is reported to be planning to leave KLZ to operate it.

The new station in Vincennes was granted to Vincennes Newspapers Inc., publisher of the *Vincennes Sun-Commercial*, one of a chain of newspapers published by Eugene C. Pulliam, also owner of WIRE, Indianapolis. It will be operated with 100 watts on 1420 kc. Howard N. Greenlee will be manager and J. P. Mason program director. Call letters will be WAOV.

The new station in Ashland was granted to WJMS Inc., operator of WJMS, Ironwood, Mich., which is controlled by William L. Johnson, of Escanaba, Mich., Michigan Liquor Control Commission manager, and N. C. Russell, manager of WJMS. Also a member of the WJMS Inc. board is Rep. Frank E. Hook. The new station will operate with 100 watts on 1370 kc. Mr. Ruddell will be manager and R. L. Johnson will be chief engineer. Call letters will be WATW.

On Nov. 29 the Commission adopted an order denying the application of Gateway Broadcasting Co., Louisville, seeking a new 500-watt outlet in that city on 800 kc. On Nov. 21 it denied the request of Yuba-Sutter Broadcasters, Maryville, Cal., for reopening of proceedings and adopted a final order denying its application for a new 250-watt station there on 1320 kc. On Nov. 16 it dismissed as in default an application of Seaboard Broadcasting Corp., seeking 100 watts night and 250 day on 1310 kc. for a new station in Savannah.

Probes Race Programs

FIRST direct move against radio in the Justice Department's drive to destroy racing news tipster services [see Page 82] was revealed Nov. 29 when William J. Campbell, U. S. district attorney, announced in Chicago he has assigned three assistants to find if Chicago area stations have increased racing broadcasts since dissolution of Nationwide News Service. Mr. Campbell also has asked William J. Dempsey, FCC general counsel, whether the FCC feels race information is "in the best public interest".

RCA Asks Station Recording Licenses

Goes Ahead With Plans Despite Pendency of Court Appeals

By BRUCE ROBERTSON

ALTHOUGH appeals to the lower court decision in the RCA-Whiteman case have been taken by Whiteman, RCA and WNEW [BROADCASTING, Nov. 1] and are yet to be heard by the Federal Circuit Court of Appeals, RCA insists it is going ahead with its plan of licensing broadcasters to use its records on the air and on Nov. 24 notified all stations this plan will be put into effect on Dec. 1.

Stations using RCA records after this date without permission will be subject to damages, the letter states, adding that if the courts find that RCA has no right to stop the unauthorized use of these records it will refund to broadcasters taking out licenses all fees paid by them under the licenses.

NAB President Neville Miller, who had procured the initial postponement from RCA, made another eleventh hour attempt for a further postponement, in conferences with RCA Mfg. Co. officials Nov. 24. His plea, however, was rejected. Afterward, he announced that every effort would be made to protect the rights of broadcasters in the situation. The NAB, however, found itself in a quandary in seeking to answer requests from members for information as to whether they should continue to broadcast RCA records.

Rates Are Experimental

Licenses call for payment to RCA of from $100 to $300 per month, varying according to the station's highest half-hour rate [license was published in full in the Aug. 15 issue of BROADCASTING]. Stations whose half-hour charges are $19 or less would pay $100 a month for the privileges of broadcasting Victor and Bluebird records, while the $300 rate would apply to stations charging $200 and over per half-hour. Asked about these rates, which many broadcasters have held to be exhorbitant, Frank B. Walker, RCA vice-president in charge of recordings, said they were frankly experimental.

"We don't expect to make money out of these licenses," he said, "but are issuing them in an attempt to meet the complaints of the music publishers, recording artists and musicians about the uncontrolled use of these records on the air. The success of Victor records was built entirely on their manufacture and sale for use in the home, and all other uses have been for the purpose of economizing on talent costs, causing the publishers, musicians and artists all to ask for more money from the record manufacturer." At the time the licenses were prepared, RCA stated that any fees collected from broadcasters would be divided among themselves, the recording artists and the music copyright holders.

RCA'S LETTER TO BROADCASTERS

Full text of RCA's letter to all broadcasters, which was signed by W. W. Early, manager of recording and record sales, follows:

Since presenting our phonograph record licensing plan to radio broadcast stations by our letters of August 5 and August 11. 1939, an appeal has been taken by each of the parties to the so-called "Whiteman Case" (RCA Manufacturing Co. Inc. vs. WBO Broadcasting Corp., Elin Inc. and Paul Whiteman, in the United States District Court for the Southern District of New York).

In view of the above situation, and in order to clarify our position, this is to advise all radio stations that phonograph records produced by us may not be used by them for radio broadcast purposes on and after Dec. 1, 1939, except by stations having our written consent. Such consent is available on the terms and conditions set forth in the form of license agreement which was sent to all stations under date of Aug. 11, 1939. Additional copies are available on request addressed to the RCA Manufacturing Co. Inc., Camden, N. J.

Stations using our records on and after Dec. 1, 1939, without our consent do so against our wishes, at their own risk, and in violation of our rights as determined by the Court in the above case. You appreciate, of course, that those stations who continue to use our records without our consent subject themselves to damages, and an accounting for the profits, resulting from such unauthorized use.

This is to advise that in the event it shall finally be held by the Courts that we do not have the right to stop the unauthorized use for radio broadcast purposes of phonograph records produced by us, we will promptly refund to such stations as have taken our license, all license fees paid by them to us under such licenses.

RCA has filed a motion in the appellate court to have the WNEW appeal dismissed on the grounds that by its acceptance of an RCA license [BROADCASTING, Sept. 15] the station recognized RCA's right to issue such a license and that the question of these rights is now moot, or purely academic, as far as WNEW is concerned and therefore outside the province of the court. Stuart Sprague of the firm of Crawford & Sprague, New York attorneys appointed by the NAB to handle WNEW's appeal, will contest this motion when it is heard by the court on Dec. 4.

While RCA contends that the elimination of the station (and the NAB) from the case will simplify the issues to be reviewed, it has been pointed out that even if RCA's motion is successful it will rule out the station only insofar as its appeal is concerned with those parts of the decision of the lower court affecting the relationship of WNEW to RCA, but that it will still leave in force those parts of WNEW's appeal affecting its relations to Whiteman, which are not included in the license issued to WNEW by RCA.

Publishers May Intervene

Possibility that the music publishers—who dispute the right of a record manufacturer to license the use of his records on the air, stating that whatever rights he has derived from the permission to record a number which he obtained from the copyright holder does not include this licensing right—may intervene either as individuals or through their association, the Music Publishers Protective Assn., remained unsettled as BROADCASTING went to press. Julian T. Abeles, counsel for the Metro-Robbins group of publishers, copyright holders on the musical selections played by Whiteman for RCA on the records identified as having been broadcast by WNEW in the trial suit, said this group has not yet decided whether it will seek to intervene.

Harry Fox, general manager of MPPA, stated Nov. 27 that the Association was taking no action at this time, pending the decision of the Metro-Robbins group.

Action of the American Federation of Musicians, which instructed its members not to assign any rights in any records to any record manufacturer under threat of losing their AFM membership [BROADCASTING, Oct. 1], as yet has had no effect on RCA's manufacture of phonograph records, this company states, as most of its contracts with recording artists are long-term and have not expired since the issuance of the union order. At AFM headquarters it was said that no questions or complaints had been received as a result of the order and that union executives assumed it was being complied with by all AFM members.

Pinch-hitter Liked

WHEN an audition was held recently at WSAI, Cincinnati, for officials of Leo's Stores, an announcer was not immediately available and Dick Ruppert, sales promotion manager of the station, was drafted in the pinch. So well did Ruppert do the job that not only was the show, *Cinnamon Bear*, sold to the client, but Leo's requested Ruppert's services as the announcer and commented upon his ability.

Continental Test

CONTINENTAL BAKING Co., New York, during the week of Nov. 20 ran a special test campaign for the new jelly cake product, Rollettes, using a varying number of spot announcements on WHAM and WHEC, Rochester, and on WBEN, WGR, WKBW and WEBR, Buffalo. Benton & Bowles, New York, is agency.

Grimwood Acquires KCLN

FRED O. GRIMWOOD, former consulting radio engineer of Evansville, Ind., was authorized by the FCC Nov. 27 to purchase KLCN, Blytheville, Ark., from Charles Leo Lintzenich. Station is a daytime 100-watt outlet on 1290 kc.

Smeby and Place Join NAB's Staff

Engineering and Legal Posts Are Assigned by Miller

COMPLETION of the executive staff of the NAB was announced Nov. 24 by President Neville Miller with the appointment of Lynne C. Smeby, former chief engineer of WXYZ, as engineering director, and Russell P. Place, Boston attorney, as counsel. Both appointments were effective Dec. 1.

Mr. Place, who is 42, succeeds Andrew W. Bennett, who for more than a year has served as NAB counsel. Mr. Bennett, however, is on retainer in connection with state litigation and other specialized matters, and will continue to maintain law offices in Washington, though not at NAB headquarters. A 1922 graduate of Harvard Law School, Mr. Place has practiced in Boston since that time. He has been associated with the firms of Elder, Whitman, Weyburn & Crocker and with Shattuck & Gray. He has served as assistant trust officer of Lee, Higginson Trust Co. and as general agent for Aetna Life Insurance Co. for Eastern Massachusetts. During the World War he was an ensign and a pilot in the Naval Reserve Flying Corps, having served overseas. He is married and has three children.



Mr. Smeby



Mr. Place

Engineering Post

Mr. Smeby fills a place not actively occupied since the reorganization of the NAB and President Miller's assumption of office in July, 1938. Engineering matters have been handled by John V. L. Hogan, New York consulting engineer, and his associate, R. M. Willmotte.

A graduate of the University of Minnesota in 1928, Mr. Smeby is a former radio amateur and is widely known in mid-western engineering circles. He is former chief engineer of WDGY, WRHM (now WTCN) and KSTP, all in Minneapolis-St. Paul. In 1935 he left KSTP to become technical supervisor for King-Trendle Broadcasting Co. in technical charge of WXYZ, Detroit, WOOD-WASH, Grand Rapids, and the Michigan network. In May, 1939, Mr. Smeby joined International Telephone & Telegraph Co., and was assigned to Puerto Rico to renovate its station WKAQ at San Juan, install a coastal-harbor radiotelephone system and develop a police radio system for the Island. He leaves this post to join NAB.

Xmas Tree Lights

RAYLITE TRADING Co., New York (Christmas tree lights), has started daily one-minute announcements on WSB WMAQ WCKY WTAM KRLD WJR KMBC WTMJ KSTP KMOX WTAQ. The campaign closes Dec. 23. Cramer-Krasselt Co., Milwaukee, handles the account.

America Meets the Champion Via Discs

Studebaker Sets Record for Decade as Stations Aid By Merchandising

By PAUL BRINES

WHEN the sponsor and the agency and 77 stations are happy all at the same time, the phenomenon demands trade recognition. That's what happened when Studebaker, recalling successes of past years, staged a five-month radio drive. The campaign culminated in November with a 10-year record, with much of the credit going to the cooperative tactics of the 77 stations that carried the transcribed series. During the campaign many million listeners learned about Studebaker cars and many Studebaker dealers learned about radio and its methods. All in all it was a profitable campaign for Studebaker, for the dealers, for the stations, as well as for the public on the listening end.

WHEN the Studebaker Corp., South Bend, Ind., concluded its five-month campaign Nov. 10 of thrice-weekly quarter-hour WBS transcriptions on 77 stations, 10 years of Studebaker radio advertising were celebrated at 14 sectional meetings of dealers and distributors. High was the praise for radio advertising when it was announced that during the last 10 days of October the Studebaker dealers had sold 4,000 units, the biggest similar sales period since 1929.

The transcribed program reached a national Crossley rating of 11.4, according to N. J. (Bert) Cavanagh, radio director of Roche, Williams & Cunnyngham, Chicago agency placing the account. "No small part of that high rating is due to the bang-up merchandising cooperation given by the 77 stations during the campaign," Mr. Cavanagh told BROADCASTING.

"Before the campaign went on the air I dropped a letter to each station in which I offered five suggestions for merchandising our radio program. We asked the station managers to call on their local Studebaker dealers and invite them to the studios for an audition of the new transcriptions. We suggested that some of the dealers' friends and business associates be invited.

Station Cooperation

"One difficulty is that dealers and distributors don't know much about the tie-ins and merchandising promotion made available to them by the stations. It's a strange business to them. We've learned that thousands of radio listeners ask our dealers all sorts of questions about our radio programs, and we made this suggestion to help the dealers get first hand knowledge of how a radio station operates," he explained.

"Then we suggested that station managers cooperate with our dealers in getting publicity in the automobile columns and radio columns of the local papers. We asked that our program be included in programs-to-come announcements on the air. Another suggestion concerned cooperation with radio editors of newspapers and the regular listing of our program. I'm glad to put on the record that every one of the 77 stations we used came through with extraordinary merchandising cooperation."

When asked which stations did outstanding merchandising jobs, the jovial Mr. Cavanagh covered his desk with stacks of evidence sent him by the stations. In addition to a big volume of publicity through the usual channels of newspaper radio columns, free plugs on the air and promotion through paid advertising space run by the stations, the *Studebaker Champion* program resulted in a greater variety of local dealer tie-ins. Novel merchandising stunts resulted from the campaign.

WQAM, Miami, sent its public events announcer on a tour of the business district in a new Studebaker Champion and broadcast the "play-by-play" enthusiasm for the car. Announcement strips were put on the bumpers of Miami taxicabs by WQAM as a part of the program promotion. A parade of Champions through the streets of Utica, N. Y., with police escort, banners and music was arranged by WIBX and aired shortwave, picked up and rebroadcast. In Richmond, Va., WMBG staged a man-on-the-street program from strategic points where Champions were parked and aired recorded interviews with Studebaker purchasers. WKY, Oklahoma City, broadcast a Studebaker test run as their mobile unit kept pace.

Learned About Radio

WBNS, Columbus, O., arranged for Studebaker cars to be used exclusively in the opening baseball parade. At KMBC, Kansas City, the Studebaker distributor was interviewed during a quarter-hour program. Movie trailers in 10 neighborhood theatres were used by WFBR, Baltimore, to plug the Champion program. WOW, Omaha, held a luncheon and program at which the new Champion transcriptions were auditioned for Studebaker dealers. In Phoenix, Ariz., where softball games draw large crowds, KOY announced the program on a big electric sign back of the score board in the ball park. Among other stations that did outstanding merchandising jobs were WSYR, Syracuse; WMC, Memphis; WCAE, Pittsburgh; WHO, Des Moines; WMAQ, Chicago; WTAG, Worcester; KFSD, San Diego; WCCO, Minneapolis, according to Mr. Cavanagh.

"Beyond the show's high rating that resulted in part from this promotion the merchandising cooperation of the stations did a great deal in helping our dealers and distributors understand radio advertising," Mr. Cavanagh said. When our dealers first heard about our campaign some of them wanted to know why we didn't get a show like Charlie McCarthy. They didn't understand the operation of radio, talent costs, time and production costs.

"At our recent sectional meetings the dealers were eager to know more about radio advertising. Many of them were so impressed by the Champion transcriptions that they may sponsor them locally on a number of stations," he added. "The thing that seemed to impress the dealers most of all was the large number of radio listeners that spoke well of our program when they came to look at and buy new Studebaker Champions," he concluded.

A feature of the quarter-hour nighttime transcriptions that created much interest among radio men and radio listeners was the series of employe interviews. The interviews flowed into the commercials and were dramatic because of their sincerity. The "actors" used for the interviews were bona fide workers from the Studebaker factory in South Bend and not professional radio actors. Because the craftsmen were simply telling how they felt about their associations with Studebaker, the interviews were convincing. They made listeners believe in the Champions.

But radio advertising by the Studebaker Corp. did not begin with its recent transcription series featuring the music of Richard Himber. It began on Feb. 3, 1929. At that time Atwater-Kent aired a Sunday evening show of classical and semi-classical music. And Studebaker, working through the president of its agency, J. P. Roche, decided to do a very revolutionary and daring thing. They decided to put a Sunday night program of popular music on 35 NBC-Red stations just following the *Atwater-Kent Hour*. It was the first commercial musical show to originate in Chicago and NBC officials were skeptical of listener-reaction to popular music on Sunday night. Aired from the old NBC studios at 180 N. Michigan Ave., the program clicked from the start.

Under the baton of Harold Stokes, now musical director of WGN, Chicago, the 30-piece orchestra of Jean Goldkette opened with a "Charleston" that February night. Sen Kaney announced the show and production was handled by Don Bernard, present producer of Benny Goodman's program for Camel cigarettes. The show was quickly established because of a trick devised by Mr. Roche. His idea was to take a good dance number and use it as a theme song for each show, plus a five-minute semi-symphonic arrangement and a fairly robust plug. Within a short time, band leaders all over the country were tuning in the Champions program to find out what number was the hit of the week. Selections which owe a great deal of their popularity to plugs given on the Studebaker show include "Stardust", "I'll See You Again" and "Body and Soul".

The Himber Regime

As the show progressed, additions were made. Quin Ryan, now manager of WGN, did a staccato ringside scene from the race track where Studebakers were whirling to new records. (An agency man stuck a piece of paper in an electric fan to obtain the speedway effects, so young was the noise department.) And by November, 1929, the Champion program ranked fourth in popularity among half-hour evening shows. (The ratings were decided by NBC through questionnaire of 30,000 motorists.)

In November, 1933, when Studebaker was ready to project a new line of cars, the agency devised a new program format. A quarter-hour nighttime show featuring a different star each night for five evenings of the week, then putting all the stars thus featured into a full hour show, took the air. Talent used in this coast-to-coast series included such names as Jacques Renard, William Daly's orchestra, Vincent Lopez, Kate Smith, Bing Crosby, George Gershwin, Ruth Etting, Harry Richman, Helen Morgan, Ethel Barrymore.

The Richard Himber era with Studebaker started in 1934. Known as *Richard Himber & His Studebaker Champions*, the half-hour program was announced by Ted Pearson, with David Ross handling the commercials. Stuart Allen was a featured singer. The series won

(Continued on Page 57)

ALL WERE delighted when Studebaker Corp. held its fall dealer meetings in mid-November and checked results of its big disc campaign. George D. Keller, sales vice-president of Studebaker, rose from the Chicago banquet to congratulate N. J. Cavanaugh, time buyer of Roche, Williams & Cunnyngham, agency handling the account.



Copyright Clearance by the Networks

Craney Sees Misleading Impression From Headline

Editor's Note: We publish herewith a detailed letter from Ed Craney, owner of KGIR, Butte, and manager of the Z-Bar Network in Montana, a vigorous advocate of revision of current ASCAP contracts with the industry for music performance. Recognized as spokesman for a substantial group of broadcasters, Mr. Craney's observations are published in accordance with BROADCASTING's *policy of presenting all sides of controversial issues:*

EDITOR BROADCASTING:

I have a copy of BROADCASTING for Nov. 15 and am rather surprised at the first article, which you titled "Networks Endorse Clearance at Source". When I read the headline, I naturally, as any broadcaster would be, was very much interested. When I read the article I was as disappointed as any broadcaster who has followed the copyright development could possibly be.

I believe you should correct the impression your headline may have left with any broadcaster who read only that headline and not the entire article. The so-called "Network's Copyright Clearance Commitment" is nothing more or less than what they have said in committee meetings in the past. It is like a fellow getting out on the street corner in Butte and saying, "Come on folks, step right up, I'll take all of you to Washington, D. C., with me (providing I can continue to fool the railroad by making them think I am under 12 and can continue to go for half fare, and they only demand the same single half-fare ticket for the bunch of us)." Your heading should have been: "Networks Again Ask Affiliate and Independent Non-Network Stations to Continue to Bear Industry Copyright Burden."

Now in Operation?

About clearance and payment of copyrights at the source—I wonder if we do not already have such a system in operation? We here in Montana are certain of it. Without going into a discussion of our situation in Montana I would like to call your attention to a letter that ASCAP addressed to both NBC and Columbia and the answers from these networks to ASCAP. ASCAP's letter stated:

This is to formally advise you that the American Society has found it necessary to cancel the licenses of the Montana radio broadcasting stations.

The performance of music from the repertoire of the Society over these stations will therefore be an infringement of copyright.

We hereby advise you that you may no longer supply programs containing our music to these stations.

I do not have NBC's answer to ASCAP, but they informed me as follows:

I am enclosing herewith copy of a letter dated June 23d from ASCAP which was received by us on the 26th. For your information, we have written ASCAP advising them that we cannot recognize the validity of the position which they took in the last sentence of their letter in light of the terms of the agreements between ASCAP and NBC.

In the case of Columbia, their answer to ASCAP follows:

We acknowledge receipt of your letter of June 23, 1939, stating that you have found it necessary to cancel the licenses of the Montana radio broadcasting stations and purporting to advise us that we may no longer supply programs containing music licensed by your organization to Montana radio broadcasting stations.

We hereby call your attention to paragraph 4 of the agreement between yourselves and Atlantic Broadcasting Corp., dated Aug. 31, 1932, as modified, renewed and assigned to Columbia Broadcasting System Inc. This paragraph provides among other things "that so long as licensee hereunder shall fully perform each and all of its obligations hereunder Columbia Broadcasting System Inc. may continue to carry on its business of maintaining and operating a radio broadcasting chain or network and may do and cause to be done any and all things necessary or proper in the conduct of such business . . ."

In view of this provision of our contract we do not recognize the validity of the advice contained in the last paragraph of your letter.

Contract Provisions

These contracts between ASCAP and the networks are something the average broadcaster knows nothing about. Read the quotation from the contract between ASCAP & Columbia again, read the NBC letter. Without a doubt the contract permits the networks to supply programs to their affiliates and absolves them of any liability to ASCAP—this *is* clearance at the source. In regards to the above I would like to quote from the Defendant's Brief in Resistance of Jurisdiction in Equity No. 606—District Court of the United States for the Western District of Washington Southern Division:

We cannot draw any other conclusion from the evidence than that the NBC and Columbia networks hold licenses with ASCAP which cover all network programs going out from the affiliated stations. If NBC and Columbia hold such licenses, then it is not necessary for the affiliated station to hold a license for those programs. And any sums specified in the license contracts of the affiliated stations cannot be taken into consideration in figuring the $3,000, for already they have been paid at the source.

Paragraphs three and four of the network license contracts (Ex. AA 6-7-8, St. pp. 633-636) must be read together. They read:

3. Nothing herein contained shall be construed as authorizing Licensee to grant to others any right to reproduce or perform publicly for profit by any means, method or process whatsoever, any of the musical compositions coming within the purview of the within license performed pursuant hereto, or as authorizing any receiver of any such broadcast rendition of any of the said compositions to publicly perform or reproduce the same for profit by any means, method or process whatsoever.

4. Society acknowledges its understanding that the radio station known as WABC is part of the radio chain or network of the Columbia Broadcasting System Inc., and that while many of the programs broadcast for such chain or network originate at said station, many other of the network programs are originated at other stations. Society agrees, and it is a condition of this Memorandum of Agreement, that so long as Licensee hereunder shall fully perform each and all of its obligations hereunder, Columbia Broadcasting System Inc., may continue to carry on its business of maintaining and operating a radio broadcasting chain or network and may do and cause to be done any and all things necessary or proper in the conduct of such business without the payment of any license or other fee to Society.

Chain Programs

Both parties to the contracts knew when they entered into them that NBC and Columbia were putting out chain broadcasts. There can be no escape from that, even if the contracts were silent on the subject. The contracts would be meaningless if a network program

(Continued on Page 64)



J. P. SPANG, president of Gillette Safety Razor Co. (pen in hand), signs a contract with Bert Lebhar Jr., sales director of WHN, New York, to sponsor Lebhar's broadcasts of all 48 home games of the National Hockey League at Madison Square Garden this winter. Watching the signing, which was preceded by a special broadcast on WHN, are Lester Patrick, manager of the New York Americans; Dick Fishell, WHN sportcaster, and Red Dutton, manager of the New York Americans.

Copyright Boost Asked in Canada

Society Would Raise Rate to Nearly Double Present Fee

By JAMES MONTAGNES

A FEE of 14 cents per set for the 1,223,502 receiving sets licensed in Canada on March 31, 1939, nearly double the present figure, is asked by the Canadian Performing Rights Society (Canadian ASCAP), in its annual schedule now up for consideration by the Department of the Secretary of State at Ottawa. CPRS asks that this amount, $171,290.28, be paid by the broadcasters for the use of its repertoire in 1940, according to a schedule set up in the official *Canada Gazette* issued in November. In addition CPRS asks broadcasters to pay $7 for each of 2,400 receivers used commercially, as in hotels, restaurants, etc. which means another $16,800, or a total from the industry of $188,090.28.

In 1935 the Copyright Appeal Board of the Department of the Secretary of State decided the 8 cent figure was a fair fee. Last year CPRS endeavored to increase it to 14 cents per set, but was unsuccessful. In 1939 broadcasters paid $88,336.43 to CPRS for music on the 8 cents per licensed receiver fee. If CPRS is successful this year, broadcasters will pay almost $100,000 more.

Appeal Likely

Canadian broadcasters had until Nov. 30 to appeal from the proposed 1940 schedule. They do not feel the new fee will be approved by the Copyright Appeal Board, basing their contention on the understanding last year that the basic rate of 8 cents would apply this year also, but be definitely revised for the year 1941. Broadcasters will be represented at the Board meeting at Ottawa early in December by the Canadian Broadcasting Corp. and the Canadian Assn. of Broadcasters, which work closely together on the copyright situation.

Last year CPRS asked for $36,370, or $10 for each commercially used receiver. This amount was reduced to $17,000 by the CPRS during the Board hearing, and was brought down by the Board to $1,000. The broadcasters feel that if they are to pay a fee for commercially used receivers, they should also have the right to tell the user what stations to tune in.

This year the rate is set at $7, "which is based upon the fee of $10 fixed by the Board for such user in the years 1937 and 1938, less $3, being the saveable cost to the Society of selling such licenses individually," the CPRS says in its statement in the *Canada Gazette*. Based on last year's Board ruling, it is not likely that broadcasters will have to pay the entire $16,800 asked by CPRS for commercially used receivers. The CPRS, however, contends in its brief, that the Board reconsider last year's decision.

Broadcasters hope the Board will not increase fees this year because most of the money collected is understood to go out of Canada, and the Canadian Government has set up a foreign exchange control. They will also point out that there is less music used by broadcasters now than some years ago, the percentage having come down from 63% in 1935 to 58% today.



"Yes—he's our line and back-field, both!"

● Eons ago when the world was young and beautiful, alack—*i.e.* when we were in High School —we had a player on our football team who was six feet seven inches tall and who weighed full nineteen stone (266 pounds to you!). . . . True, there were also ten other men on the team. But as you can easily imagine, we really didn't need them!

As a result, we've always retained the conviction, since then, that *nothing* can take the place of *size and power.*

Today, we have ample proof that nothing can take the place of size and power in radio, too. Here in Iowa, WHO has eleven commercial-station competitors. . . . WHO, operating on 50,000 watts, has nearly *eight times* the nighttime power of all these other eleven stations combined. And WHO *regularly* pulls mail during winter months from every one of the 48 States in the Union—from Canada, Mexico and Cuba — from millions of families who would never have heard of us, except for our size and power!

Wouldn't you like to have WHO on *your* team? The cost is little more than one-fourth the price of the eleven other stations in Iowa. We'd be very pleased to send you the rest of the facts.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives

Bulova to Start New Network On East Coast Early in 1940

Legal Obstacles Out of Way, Work Begins on Installation of Fulltime WOV, New York

INAUGURATION of American Broadcasting Co., a regional network stretching from Philadelphia to Boston and keyed by a new fulltime 5,000-watt outlet in New York, is planned early next year under the banner of Arde Bulova, millionnaire watch manufacturer and broadcaster.

With all legal hurdles cleared, the Bulova organization already has begun installation of the new WOV, in New York, through consolidation of WPG, Atlantic City, and WBIL, time-sharing stations on the 1100 kc. channel. Already the principal owner of the other five stations, the network will be the first wholly-owned chain, even of a regional nature, to function in this country. In addition to the fulltime WOV, stations in the network will be WPEN, Philadelphia, WNBC, New Britain, WELI, New Haven, and WCOP, Boston. All but the Boston station are fulltime outlets.

Realizing the ambition of Mr. Bulova to have his own network, it was stated by his radio executive, Harold A. Lafount, former member of the Radio Commission, that the project does not encompass a nationwide chain. It will be a "center of population" operation along the Eastern Seaboard, he pointed out.

Lafount to Be Head

American Broadcasting Co., which already has been incorporated and is expected to be the permanent name of the network, originally was launched by Mr. Bulova and George B. Storer, prominent Detroit industrialist and broadcaster, about five years ago as a new network venture. It was terminated, however, with the turning back of a lease for WMCA held by these industrialists.

While details have not been worked out, it is expected Mr. Lafount will be the directing head of ABC. The starting date, under present plans, will be not later than Feb. 1. Whereas Mr. Bulova's acquisition of WPG, municipally-owned Atlantic City station, for $275,000 had been vigorously fought by stations in New York, no petitions for rehearing were filed with the FCC and the 20-day protest period for appellate action expired Nov. 22 without interventions of any character, and the FCC's action authorizing the new fulltime station in New York became final as of that date.

Mr. Bulova, it is estimated, has spent approximately $1,000,000 during the last three years in acquiring the fulltime New York station. His petition to the FCC for retention of the call letters WOV was granted Nov. 27.

In addition to paying $275,000 for the Atlantic City station, operating five-sevenths time on the 1100 kc. channel, he had previously spent a like amount for the former WLWL (now WBIL) which he purchased in 1937 from the Paulist Fathers. Another $300,000 was expended for WOV in 1937, purchased from the late John Iraci. This station, operating limited time on the 1130 kc. clear channel, will be deleted entirely when the new station begins operation, since it is only 30 kilocycles removed from the full-time frequency and under technical requirements a 50 kilocycle clearance is necessary in the same geographical area.

All told, it is estimated Mr. Bulova has invested upwards of $2,000,000 in radio in the last half-dozen years. In addition to his ownership interest in the stations to form the ABC chain, he also has a 50% financial interest in WNEW, New York, and WORL, Boston.

On Duplicated Clear

The present transmitter site of WBIL, in the New Jersey flats near Kearney, will be used for the new 5,000-watt station. To be in the Class I-B, or duplicated clear channel category, the station will operate simultaneously with KWKH, 50,000-watt outlet at Shreveport. It is anticipated that additional power may be sought later. WPG is expected to discontinue operation at the end of the year to make way for the new outlet in New York.

The Greater New York Broadcasting Co., Bulova corporation, which holds the construction permit for the new station, has been capitalized at $900,000, resulting from the merger of WPG, WBIL and WOV. To make up this capitalization, Mr. Bulova supplies the $275,000 for purchase of WPG, his entire interest in WBIL and WOV, representing purchase prices of $275,000, and $300,000 respectively, and $50,000 in cash.



POPULAR Peggy Stone, of International Radio Sales, making a vacation tour of the South, is here seen with W. E. Bray, manager of WAIM, Anderson, S. C., on the campus of Anderson College, directly facing the station. From Anderson Miss Stone went to St. Petersburg, Fla., to visit WSUN, which her firm represents.

WLW STUDY COVERS ADDITIONAL CITIES

A SURVEY for WLW, Cincinnati, covering five additional trade centers has been completed by Ross Federal Research Corp. Cities covered are Terre Haute, Richmond and Bloomington, Indiana; Mansfield and Lancaster, Ohio. During the survey week, Oct. 22-28, 12,092 calls were made by the surveyors. Tabulations cover six stations in Terre Haute, four in Richmond, six in Mansfield, four in Lancaster and six in Bloomington.

The new data supplement an original survey of 13 metropolitan areas and a second survey of seven markets, with 259,299 calls being made in the two studies.

Factual analyses of listening audiences in the 20 markets covered by the first two coincidental surveys have just been published by WLW. Both studies covered only city limits of the cities, without taking into account the rural areas, where WLW claims dominant coverage. In its data the station shows detailed cost and comparisons along with information on listening audiences, as computed from the survey results.

RADIO SELLS LUXURY ITEMS

Oriental Rugs Moved on Morning Program by Department Store in Syracuse

RADIO'S ability to sell luxury items—such as Oriental rugs at prices ranging from $175 upward—is attested by Col. Charles W. Jacobson, head of the Oriental rug department of Dey Bros. Dept. Store, Syracuse, who for the last year has plugged his wares on a morning program on WFBL, Syracuse. Relating how a year ago he had chosen radio to do his selling job, against the advice of conservative counselors, Col. Jacobson declared:

"Thanks to radio, our Oriental rug sales today are 60% higher than they were before we went on WFBL a year ago. Equally impressive to me is the 200% gain in business in our rug-cleaning division in the same period. We went on WFBL with the firm conviction that if we could tell people the many advantages in owning high grade Orientals, selling would be simplified. That has been the case. Each day we endeavor to spend 95% of our time telling folks about what Oriental rugs are, their historical background, their artistic merits—and 5% we devote to what might be considered 'sales talk'.

"From the very first the results have been phenomenal. Because of their high educational factor, the talks are welcomed by people who can buy quality merchandise. The rest has been easy. With their interest in Oriental rugs crystallized by the daily chats, listeners quite naturally come to us when they reach the point of buying."

SEP Local Spots

WHENEVER an article or story with local interest for a particular city in the United States appears in the *Saturday Evening Post*, the magazine has recently been sponsoring 100-word announcements on the local radio station in the city invoved. BBDO, New York, is agency.

New Net Listed In AFRA's Ruling

Code Compliance Is Ordered For Transcontinental

TRANSCONTINENTAL Broadcasting System, projected new Elliott Roosevelt network, will have to comply with the Code of Fair Practice of the American Federation of Radio Artists before it can engage any AFRA members to appear on its programs, under a new ruling of the AFRA board which forbids any member from accepting a contract "from any network system until such system has been classified by the National Board or permission to accept such engagement and make such contract has been granted by the National Board." Ruling also states that the code applies to any new network as well as to NBC, CBS and MBS.

Admittedly designed to end the inroads of the American Guild of Radio Announcers & Producers, independent union, and the American Communications Assn., CIO affiliate, into AFRA's field of jurisdiction, is the ruling ordering AFRA members to report immediately membership in any infringing union and to drop such other membership should the board "be of the opinion that dual membership of any member in AFRA and any other union is detrimental to the best interests of AFRA."

Other recent board rulings include: A rule prohibiting members from waiving their rights in national or state social security benefits and classifying themselves as "independent contractors" so their employers are freed of the necessity of making social security payments; a rule that all written contracts must contain the unrestricted proviso that they are subject to all terms of the Code of Fair Practice, and a ruling that network commercial programs originating in New York, Chicago, San Francisco or Los Angeles, but which pick up performers from other cities, must pay the minimum national network fees for such performances, even though lower rates are usual in the cities from which the pickup is made.

Electric Shaver Spots

KNAPP-MONARCH Co., St. Louis (electric shavers), has started daily minute announcements on WOR WMAQ WCAU KFI WNAC WTAM KSD KCMO WCCO KOIN WSB WFBM KLZ WFAA WWL. The firm is also using a series of 15-minute programs on WOR, Newark, and KCMO, Kansas City. The campaign closes Dec. 21. Cramer-Krasselt Co., Milwaukee, is agency.

Florida Orange Spots

FLORIDA CITRUS EXCHANGE, Tampa, on Dec. 4 will start participating sponsorship of Alfred McCann's *Pure Food Hour* on WOR, Newark, four times weekly 10-10:30 a.m. in the interests of Tree Ripened Florigold Oranges. Erwin, Wasey & Co., New York, is the agency.

ADVERTISING Federation of America has selected Chicago for the headquarters of its 1940 convention, which is scheduled to start June 23. Chairman of the convention and program details will be announced early in December.



*No Increase In Price!

Big changes in your radio map of Detroit and Michigan . . . WXYZ daylight power now upped from 1,000 to 5,000 watts. . . . New RCA transmitter and Blaw-Knox antenna . . . New and greatly improved location . . . Far wider and more intensive day and night coverage . . . Bigger audiences . . . Bigger Market. To nationally famous program excellence WXYZ now adds the knockout wallop of POWER . . . What a station . . . What a market . . . What a BUY.

KING-TRENDLE
BROADCASTING CORPORATION

WXYZ • DETROIT

**Current rates will apply on all orders for station time up to January 15, 1940.*

Freedom of Radio Praised by Shouse

Says FCC Is Eminently Fair In Regulating Industry

DESPITE WLW's knockdown and dragout battle with the FCC over superpower, James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting, Nov. 21 praised the regulatory body for its fairness and sincerity. He addressed some 500 members of the Cincinnati Electrical Assn., coincident with its launching of Radio Demonstration Week.

Also addressing the session, which adopted as its slogan "A Radio in Every Room", was Thomas Joyce, vice-president and advertising director of RCA Mfg. Co., who outlined the methods of increasing sales and depicted development of radio in the American scene. He predicted television and facsimile would take their proper places in the American system just as have radio, the telephone and the automobile.

More Than Its Share

Mr. Shouse observed, to the amusement of his audience, that WLW has had "in some respects more than our share of contact" with the FCC but said, that while the station's adherence to the policy of high power as the best means of improving service to small town and rural people seemed currently to be at variance with the philosophy of the present Commission, "we regard this divergence of views as an honest difference of opinion." He said WLW had found the Commission "to be eminently fair and sincerely attempting to keep American broadcasting progressive and honest in its assumption of the obligation it incurs while operating on facilities supplied to it by the people of this country for the use and enjoyment of all Americans."

Challenging accusations by "disgruntled critics" that radio is subservient to pressure from Washington or Wall Street or any other group, Mr. Shouse said nothing could be farther from the truth. He said: "Broadcasters have made mistakes, they make mistakes now, and I have no doubt but that in the future they will make mistakes, but I think it is extremely unlikely that these mistakes will include at any time on the part of any thinking broadcaster any foundation for the charge that broadcasting as we have it in the United States is the tool of any group, or is influenced by any power other than the best judgment and the conscientious thought of the broadcasters themselves.

"The fundamental principal of the American System of broadcasting is freedom of the air. Nobody controls radio programs, and nobody censors them except to conform with good taste and public interest. The result is that in the entertainment and educational end of radio there is a free and untrammeled expression of opinion and unlimited scope for ideas."

WROK, Rockford, Ill., on Dec. 1 joins MBS, bringing the network's total affiliates to 123 stations. WROK operates on 1410 kc. with 100 watts day power and 500 watts night power.

PRESS AND RADIO JOIN HANDS

For San Francisco Election as NBC's Al Nelson Breaks Down Long Antagonism of Newspapers

WHAT augurs a permanent reconciliation between press and radio in the San Francisco Bay region, completely divorced for 18 months, reached the nucleus stage last month with at least three of the metropolitan dailies collaborating with the stations on a give-and-take basis.



Mr. Nelson

NBC's Al Nelson, new general manager of KPO-KGO, started the radio-press cooperative ball rolling when he staged jointly with the *San Francisco Chronicle* a newspaper-broadcasting promotion stunt in conjunction with broadcasting of election returns on the "Ham and Eggs" pension plan. The party proved a forerunner to other newspaper-radio promotion stunts.

The *Oakland Post-Enquirer*, Hearst evening daily, made a deal with practically every station in the Bay area in which it obtained an average of five spot announcements daily for a week on each station, in return for generous publicity notices, program notes and personality stories and pictures of artists in its pre-Christmas special radio section of Nov. 24.

Coup by Nelson

The section was heavy with advertising placed by set manufacturers and distributors and contained many pages of radio news.

Mr. Nelson, who amazed the San Francisco radio fraternity by administering soothing syrup to the embittered press, after negotiating the deal, said: "If we want the newspapers to do something for us, we've got to do something for them." And that's just what KPO-KGO did.

The new San Francisco manager of the network told BROADCASTING Nov. 23 that he had made definite cooperative tie-ups with the *Chronicle* and the *News*, an evening paper. The papers and radio stations will work hand in hand in promoting each other's big features.

Although it was understood the *Call-Bulletin* and *Examiner*, two Hearst papers in San Francisco, were endeavoring to get a similar radio tieup, nothing definite had been set at press time.

When KPO-KGO and the *Chronicle* announced their election returns tieup, it was the first time in more than a year-and-a-half that the papers had given radio even as much as a nod. For nine consecutive days the KPO-KGO election broadcast was page one material in the *Chronicle*. The Sunday following the election there was a double page spread in the roto section, depicting scenes at the election broadcast and in the news section was a two-column photo of Nelson and a column story.

Mr. Nelson, who made the deal with Paul C. Smith, general manager of the *Chronicle*, saw that the paper received its share of cooperation from radio. He arranged an outstanding music and variety show, which interspersed the election returns. Five orchestras and nearly a score of stellar NBC song and patter artists appeared in person right in the editorial rooms of the *Chronicle*, scene of the election night broadcast. Both KPO and KGO released the affair for five solid hours.



PARKED on downtown street corners in San Francisco, several of these trucks were used to spread public reception of the joint KPO-KGO-*San Francisco Chronicle* broadcasts of California election news early in November.

Manager Smith was introduced to the air audience and the managing editor, city editor, columnists and political writers paraded before the NBC mikes during the evening. When the returns were all in many of the candidates, winners and losers alike, spoke over the mike.

Trucks and Newsreels

Loudspeaker trucks were stationed in front of the *Chronicle* Bldg. and in the heart of the downtown section in order that the pedestrians might hear the broadcast. KPO-KGO called attention to the broadcast with a series of approximately 10 spot announcements daily on each station for five days preceding the affair. A sound truck was driven throughout the city announcing the braodcast the day before election.

The radio stations arranged for newsreel cameramen to be on the job and for one week the whole broadcast party was featured on the screen at the Telenews Theater. Scores of hotels were notified of the broadcast and picked it up in the lobbies. A number of motion picture houses in San Francisco carried the entire election program for their audiences.

Chronicle Manager Smith said during his broadcast:

"I firmly believe that hereafter in this fashion will an intelligent American press, in combination with an intelligent American radio, cooperate effectively in the service of an intelligent, well-informed American public."

Two days after the election broadcast the *Chronicle* carried a story which asked the readers reaction to the affair. The article said in part: "Letters of suggestions and comment on the precedent making broadcast are requested by this newspaper. The results will be analyzed for future use by these two organizations but newspaper and radio men said that the final report undoubtedly will influence radio-press relations throughout the country."

On Nov. 10 members of the *Chronicle* staff attended a luncheon at KPO-KGO with Al Nelson as host. They listened to a playback of the election broadcast.

In June 1938 the San Francisco Bay Area Newspaper Publishers Assn. decided to abolish all radio columns and news from the six leading metropolitan papers. There had been no mention of radio in any form in the press since then until the *Chronicle*-KPO-KGO deal. Whether this is the opening wedge in the eventual return of the radio columns in the San Francisco press is a matter of conjecture.

SERVICE FOR WOR IS STOPPED BY AP

ASSOCIATED PRESS has discontinued its sustaining news service to WOR, Newark, because of that station's unwillingness to comply with an AP stipulation that its sustaining news periods be confined to the twice-daily five-minute news resumes supplied by AP. The service, for which no charge is made except "out-of-pocket" costs of the ticker service, was made available to broadcasters in the New York area by AP early this year, the news association offering these daily summaries plus special bulletins on a public service basis to succeed the service previously afforded by the Press Radio Bureau.

In offering this service, it was explained, AP did not want to compete with any other news agency selling news to radio stations and so included in the contract a clause limiting the station's sustaining news broadcasts to AP news. WOR uses Transradio Press for both commercial and sustaining programs.

Current users of AP's news summaries and bulletins on this "public service" basis include NBC's key stations in New York, WEAF and WJZ, and also WQXR, WNYC and WNEW. Service was supplied to CBS during the pre-war crisis period, but was discontinued when CBS, like WOR, objected to the restrictive stipulation.

General Mills Serials

GENERAL MILLS, Minneapolis, has bought two transcribed serial programs from Transamerican Broadcasting & Television to be broadcast five times weekly on a quarter-hour basis for two of its products, as yet undecided. The programs, titled *The Light of the World* and *Driftwood*, will be spotted in major markets until network time can be cleared. Blackett-Sample-Hummert, Chicago, is the agency.

Dutch Boy on Coast

NATIONAL LEAD Co., San Francisco (Dutch Boy paints), new to radio, starts Feb. 10 for 39 weeks, a half-hour quiz program, *Answer Auction*, on 12 CBS West Coast stations, Saturdays, 8-8:30 p. m. (PST). Program will originate from KNX, Hollywood, with Tom Breneman conducting. Agency is Erwin, Wasey & Co., San Francisco.

LENOX R. LOHR, president of NBC, on Nov. 29 spoke on the past and future of radio engineering before the Radio Club of America at the Engineers Club of New York.

Television Rules Given FCC Study

Changes Foreseen in Several Aspects of Group Report

MODIFICATION of recommendations of its Television Committee, proposing limited commercial operation of television, is foreseen by the FCC during its consideration of new rules designed to nurture development of the visual art.

With the voluminous report of its three-man Television Committee before it [BROADCASTING Nov. 15], the FCC at its meeting Nov. 17 began preliminary discussions on the far-reaching recommendations, with likelihood of action in the near future. The committee, headed by Commissioner T.A.M. Craven, has recommended two classes of stations — one class to pursue experimental research, but not required to render a service directly to the public, and the second to pursue program experimentation with definite public service requirements. The latter class would be permitted to broadcast sponsored programs provided the funds contributed would be used primarily for experimental development of program service.

Conflict Noted

Because of an apparent conflict in the proposed regulations on sponsorship, it appeared evident that clarification would be necessary. A blanket rule, applying to both classes of stations, proposes that there shall be no charge directly or indirectly for transmission of programs, while the proposed rules dealing with Class II stations would permit the limited sponsorship outlined.

Because of the limitations of the law, it was thought the Commission might evolve a series of regulations permitting such limited sponsorship, under which Class II stations would be allowed to broadcast what amounts to commercial programs but not receive any direct return from them. In other words, film offerings containing advertising copy might be transmitted with the sponsor footing the bill for the production costs. However, he could not compensate the station directly for the television time" used. A second provision might authorize televising of regular studio programs broadcast orally with the accompanying commercial credits on the sound channel. Still a third procedure might include visual programs of a live nature especially developed for television, with the sponsor paying only the production and talent costs.

A combination of this nature, it was pointed out, might readily comply with the proposition the FCC has in mind without, however, permitting full commercial operation. Television experimenters, on the other hand, have expressed dissatisfaction with the proposed limitations and would prefer to see an outright lifting of the experimental ban with full range commercial operation allowed, with the licensees assuming whatever risk may be entailed.

On this score, it is pointed out that only by offering acceptable programs will the public be encouraged to purchase sets. Until manufacturers are in a position to engage in mass production of visual receivers, the costs are destined to remain high. This, it was pointed out, follows the evolutionary development of other industries engaged in development and manufacture of home products.

FEUHRER'S DECREE
Provides Prison Sentence for Foreign Listening

IT IS FORBIDDEN to listen to foreign broadcasts in Germany since Aug. 30, and this is the text of the Feuhrer's Ordinance contained in his order "for the formation of a Council of Ministers for the defense of the Reich":

1. Listening to foreign transmissions is forbidden. Those contravening this rule will be punished by hard labour or, in cases less grave, by prison. The receiving sets used will be confiscated.

2. Those who spread the news received from foreign transmitters will be punished by hard labour, and in grave cases, by death.

3. There also will be punished by hard labour or by imprisonment any one who infringes any prescription which may be promulgated in conformity with § 6 of the present ordinance.

4. The dispositions of the present ordinance are not applicable to actions committed in the performance of national duties.

5. The special tribunals are competent to examine, and give decision concerning infractions of the present ordinance.

6. The Reich Ministry for Education & Propaganda will publish the legislative and administrative prescriptions necessary for the execution and accomplishment of the present ordinance. Notably can it publish prescriptions concerning the confiscation of wireless sets.

7. The present ordinance will enter in force immediately .

War News Levies Cut

DEARTH of war news has caused United Press to cancel the special war assessment levied against its newspaper and radio subscribers, while International News Service has reduced its assessment by 50%. Early in October both of these news gathering organizations invoked emergency clauses in their contracts to raise their rates, UP by 12½% and INS by 15% [BROADCASTING, Oct. 15]. No such increases were levied by Associated Press or Transradio Press Service, although both of these organizations admitted that the topic had been considered and might be brought up again at any time the increased cost of news collection abroad made it necessary.

New Idaho Station

CLARENCE BERGER, for 15 years identified with Pacific Coast radio, will be manager and commercial manager of the new KWAL, Wallace, Idaho, 100 watts night and 250 day, which begins operation Dec. 1. The station was authorized for construction in November, 1938. Partner with Mr. Berger in its ownership is James F. Howarth, Wallace broker. RCA equipment has been installed, together with a locally made 165-foot tower.



TELEVISION came to Oklahoma City Nov. 13-18 when WKY displayed an RCA-NBC traveling unit before some 51,000 persons. J. I. Meyerson (upper left), Oklahoma Publishing Co. promotion manager, was one of the speakers. Gayle V. Grubb, WKY manager (upper right), interviews a little lady. Edgar T. Bell, Oklahoma Publishing Co. secretary-treasurer, seems almost lost among the lights and gadgets as he addresses the crowded Municipal Auditorium. The affair broke all attendance records at the auditorium. On Thursday Nov. 16, a special demonstration was given for colored people. WKY's staff performed in costume at each of the air shows.

Six Viewpoints

AS A SPECIAL forum discussion of contemporary European affairs, WBT, Charlotte, N. C., recently broadcast the man-to-man opinions of a group of six local persons, all natives of different European countries. The group, whose nationalities represented Greece, France, Italy, Hungary, Germany and Scotland, but all of whom were naturalized American citizens, participated in the program with William Winter, educational director of the station, as part of the *Carolina Radio Forum* series.

WENY, Elmira, N. Y., Is Formally Dedicated

WENY, new 250-watt fulltime station on 1200 kc. in Elmira, N. Y., was formally dedicated with a special program Nov. 26. The new station will be a companion outlet to the already established WESG, operating limited time with 1,000 watts on 850 kc. WESG is operated under lease from Cornell U by the Elmira Star-Gazette Inc., licensee of WENY and a Gannett newspaper subsidiary.

Dale Taylor, manager of the Elmira studios of WESG since 1932 has been named manager of both stations. New department heads include Joseph Cleary, former assistant manager of WHDL, Olean, N. Y., as commercial manager; George Reid Clapp, formerly of WFBL, Syracuse, program manager, and Perry Esten, formerly of WDAN, Danville, Ill., chief engineer of WENY. The station will be affiliated with MBS and also will use NBC Thesaurus. Both stations are now operating from their new studios in the Mark Twain Hotel. An entirely new set of studios, offices, client and audition rooms were completed recently.

Television Show Offered by WKY

Six-Day Showing Introduces Visual Art to Southwest

WKY, Oklahoma City, introduced television to the Southwest Nov. 13-18 with a six-day demonstration at the new Oklahoma City Municipal Auditorium. Using an RCA-NBC traveling television unit, the station displayed the new art to some 51,000 persons.

With the cooperation of Oklahoma Publishing Co., parent firm, WKY exploited the demonstration by using 11,200 agate lines of paid space in the *Daily Oklahoman-Times* and received a large amount of publicity throughout the Southwest.

At the first showing Nov. 13, civic leaders, radio and technical guests were entertained. After that it was a "free show". A special demonstration for colored people was staged the night of Thursday, Nov. 16, a gesture that attracted wide publicity in the South.

Regular WKY performers took part in all shows, augmented by artists from other sections, including Nancy Callahan, Chicago's "most telegenic girl". Don McNeil, Nancy Martin and Jack Baker, of the NBC *Breakfast Club*, arrived the final day although their plane was grounded several hours on the flight from Chicago.

In charge of arrangements for WKY and the Oklahoma Publishing Co. were Edgar T. Bell, secretary-treasurer of the company; Gayle V. Grubb, WKY manager, and J. I. Meyerson, promotion manager of the parent firm. Richard H. Hooper was in charge of the traveling television unit.

WGNC, New Albany, Ind., across the Ohio River from Louisville, has asked the FCC to authorize it to move its main studios into Louisville.

SPOT RADIO

lets you decide it



Choose the best available hour for your program to go into each city. Have it there when the listening habits are best suited to your localized sales appeal.



1 Candid camera study of Advertiser explaining that his new product must creep before it can walk—or run.



4 "That's what SPOT RADIO means," he continues. "You buy any length program on as few or as many stations as you like.



5 'And you SPOT each program into each city at the best time for each particular market."





One station or a hundred—spotted to fit your distribution. Flexible in establishing a new product or adding pressure in areas where you want extra oomph.

Station break or a full hour—25 words locally read or a fifteen-minute strip—any length of program, live or transcribed, individually spotted for each market in each territory.



2 "I want to get my distribution territory by territory," he murmurs plaintively. "How can RADIO help me on that?"



3 "Easiest thing in the world," replies his Agency Man. "We'll SPOT our programs by buying stations individually.



6 "Hallelujah!" mutters the Advertiser, "let's SPOT our RADIO and our distribution, SPOT by SPOT. Now SPOT me a program!"

For any advertiser or agency executive who wants to see how SPOT RADIO can meet his individual situation, we shall be very glad to suggest a specially prepared outline.

EDWARD PETRY & COMPANY
INCORPORATED

Representing leading Radio Stations throughout the United States—individually

Offices in: NEW YORK · CHICAGO · SAN FRANCISCO
DETROIT · ST. LOUIS · LOS ANGELES

This campaign in the interests of SPOT RADIO is appearing in Time, Printers' Ink Weekly, Advertising Age and Broadcasting.

Specialty Division Is Formed by WE

F. R. Lack Heads New Branch, Including Radio Equipment

FORMATION of a new branch of Western Electric Co., Specialty Products Division, to handle broadcast equipment and related sound devices, was announced Nov. 20 by Western Electric Co. Because of the unique requirements of stations, airlines, Government services, and similar users of communication equipment outside the Bell System, the new division was created.

To begin formal operation this month, the new division will be headquartered at Kearny, N. J. F. R. Lack has been designated manager and will supervise all operations. The unit will be responsible for such by-products of telephone research as broadcasting equipment, sound systems, hearing aids, aviation, marine and police radio and equipment made to specification for the Government.

Speedier Production

"By bringing together at one location the personnel involved in development, manufacturing and commercial engineering, we expect to facilitate the fabrication and delivery of those products which normally lie beyond the scope of mass production operations," Mr. Lack said.

Mr. Lack has been associated with Bell since 1911, except for a period of active duty with the Signal Corp during the World War. As a member of the Bell Laboratories research staff he figured prominently in early development of radio communication, particularly in control of radio frequencies by piezoelectric crystals. More recently he has been in charge of vacuum tube development and since last year has been general commercial engineer of Western Electric.

The organization reporting to Mr. Lack will include F. J. Feely, in charge of manufacturing; H. N. Willets, assistant sales manager; E. W. Thurston, sales promotion manager; C. R. Hommowun, service manager, and J. W. Sprague, division comptroller.

Met. Opera on NBC

OPENING broadcast by NBC of the ninth consecutive season of Saturday matinee operas from the Metropolitan Opera House, New York, will be heard Dec. 2 with the performance of "Die Meistersinger", which was broadcast in its entirety only once before by NBC in February, 1936. Instead of simultaneous shortwave broadcasting, this year's performances will be transcribed and broadcast in full on NBC's shortwave stations WNBI and WRCA on the South American beam, with Spanish commentary, Fridays at 11 p. m. (EST), and on WNBI and WPIT, Saturdays at 10 a. m., on the European beam. The NBC staff will be the same as in previous seasons, with Milton Cross as announcer and Herbert E. Liversidge in charge of production.

THE call letters of WBEO, Marquette, Mich., have been changed by the FCC to WDMJ.



SMILES beam among the top men in Western Electric's recently formed Specialty Products Division as they are welcomed to their new headquarters at Kearny, N. J., by a giant telegram signed by Jack Poppele, chief engineer of WOR, Newark. This group, which will henceforth guide the production of aviation, marine, police and broadcast transmitting and receiving equipment, includes (l to r) Henry N. Willets, Elbert W. Thurston, Manager Frederick R. Lack, Frank J. Feely, John W. Sprague and Clarence R. Hommowun.

More Judges, Clarity in Appeals Urged By Justice Miller to Speed Up Courts

CONTEMPORARY problems of the country's appellate courts in their review of actions of the various administrative agencies of the Government, including the FCC, were discussed Nov. 17 at the American Bar Assn. Institute on Administrative law by Justin Miller, associate justice of the U. S. Court of Appeals for the District of Columbia.



Justice Miller

Pointing to the quantitative growth of appellate litigation and the consequent increasing complication of judicial duties, Justice Miller indicated that "the quantity product of our appellate courts can be increased only by adding judges". He also emphasized the importance of counsel hewing to the line in presenting administrative appeals, eliminating extraneous matters so the clear cut contentions may "clash head on".

In Chambers

"When you consider the time spent on oral argument; reading the records and briefs; conferring after argument; writing the draft opinions; studying the draft opinions in chambers and ironing out differences; revising the drafts; perhaps holding additional conferences; preparing the opinions for printing; reading proof two or three times—all in addition to the other work of the court on motions, petitions, etc.—it should be obvious that the quantity product of our appellate courts can be increased only by adding judges," Justice Miller commented.

"In view of the fact that the Federal judiciary costs less than 1% of the total cost of the Federal Government; and that our courts are apparently in a condition of permanent arrears; it is apparent that like Mark Twain's comment on the weather, while there is much talk about maintaining the judiciary as one of the three great coordinate branches of Government, comparatively speaking — and in spite of a few recent additions—no one seems to be doing much about it."

Lauding as an aid to the appellate court the provision of the Federal Communications Act, Sec. 402 (c), requiring that an appellant shall set down in writing his reasons for appealing from the determination of the Commission, Justice Miller called attention to Rule 33, recently adopted by his Court requiring similar written statements of the bases of appeal and relief sought for cases brought before that court.

Cautioning against counsel's briefs that force the court "to wade through a morass unanalyzed law and scramble through a jungle of undigested facts", Justice Miller continued:

"What has been said of the brief should be said with greater emphasis of the oral argument. An oral argument should be even more direct and to the point. This is an opportunity to give to the court in a nutshell what the dispute is between the contesting parties. To select an example, consider a hypothetical case from the Communications Commission, the most frequent litigant in the U. S. Court of Appeals.

A Terse Plea

"If counsel for appellant says to us: 'My client operates a radio broadcasting station under a license granted by the Commission; now the Commission has granted a license to another broadcaster to operate in the same city on the same frequency; the result will be to create disastrous electrical interference and destructive economic competition as a consequence of which my client will be unable to operate its station in the public interest; the Commission contends that, in spite of this situation, we have no appealable interest under the appeal section of the statute; we contend that we have; the issue for the court to decide is whether my client is an "aggrieved or interested person" within the meaning of Section 402 (b) (2) of the Communications Act'—upon such an introductory statement the court has the vital question before it within two minutes and can move on quickly with counsel to an analysis of the law and an application of the facts as they appear in the record.

"If, on the other hand, counsel begins by swamping us with a long detailed statement of facts and figures as to when, where and under what conditions its license was granted; what territory it serves; what a fine advertising medium it is; what its 1 millivolt per meter contour is; when the intervenor in the present appeal filed his application before the FCC; how the FCC behaved at the hearing; when it entered its order; when the order became effective; how uncooperative the Commission was in designating the record for printing; how arbitrary and capricious all administrative agencies are, and how far we have departed from the good old days when this was a government of law and not of men—about that time he will be interrupted by some impatient judge who will want to find out what the case is all about. Under such circumstances counsel will be lucky if he ever gets back to the outline of his argument as he planned it."

WIS to Offer WOLS, Florence, S. C., Station, As Bonus to Sponsors

EXTENSION of NBC program service, both sustaining and commercial, whereby NBC-Red and Blue programs and national spot features heard on WIS, Columbia, S. C., will be simultaneously broadcast on WOLS, Florence, S. C., was announced Nov. 21 by G. Richard Shafto, general manager of WIS. The affiliation plan, to become effective the morning of Dec. 25, will make WOLS available without extra charge to national spot and NBC accounts of WIS.

In addition to commercial programs, WIS plans to feed sustaining network and local features to the Florence station, which also will originate certain programs for transmission by WIS. A reversible program circuit between the two stations is being installed by WIS. WOLS operates on 1220 kc. with 250 watts unlimited time; WIS, 5,000 watts day and 1,000 night on 560 kc. WIS will supply program service to the Florence station from 8 a.m. to midnight, according to announced plans.

Previously WIS had endeavored to extend its nighttime service through operation of a 100 watt satellite station at Sumter, S. C., 40 miles distant, but the application was denied by the FCC in July.

B & W Using 48

BROWN & WILLIAMSON TOBACCO Co., Louisville (Avalon cigarettes and Big Ben tobacco), is using twice-weekly 15-minute transcriptions titled *Twilight Trails* on 48 stations. The firm is presently recording a new series of *Twilight Trails* for 26 15-minute programs. The orchestra of Bob Strong is featured with the singing of Dick Todd, singer of *Avalon Time*. Clark Phonograph Record Co., Chicago, is cutting the discs. Russell M. Seeds Co., Chicago, handles the account.

THE Nov. 15 BROADCASTING, page 56, in reporting elections of officers of Institute of Radio Engineers, erroneously listed L. P. Wheeler of the FCC as a newly elected director. The actual recipient of the honor was H. A. Wheeler, of the Hazeltine Service Corp.


50,000 WATTS
NBC BASIC RED NETWORK
Plus a Most Brilliant Record for Local Showmanship
With the Shows That Have Won The Nation
KSTP
Minneapolis-Saint Paul, Minnesota • Edw. Petry & Co., National Representatives

Show Cause Rule In Louisville Case

Kendrick Firm Named by FCC In Unprecedented Order

IN ANOTHER unusual action establishing precedent, the FCC Nov. 20 ordered the Kentucky Broadcasting Corp. to show cause by Dec. 5 why its construction permit for a new local station to be known as WINN in Louisville should not be recalled on the ground that it is not financially qualified to operate the proposed station.

The action grew out of the contention by the company, headed by D. E. (Plug) Kendrick, general manager of KITE, Kansas City, that the FCC in granting full time operation to WGRC, New Albany, Ind., across the river from Louisville, had set up a competitive situation which "would result in such severe loss of operating revenue to petitioner's proposed station as to impair the service which it could render."

The FCC Oct. 10 granted WGRC fulltime operation in lieu of daytime on 1370 kc. and the Kendrick company filed a petition for rehearing in which it made the economic allegation. In addition, the Kendrick petition stated that the fulltime grant to WGRC would "destroy the ability of Kentucky Broadcasing Corp. to render proper service in the public interest."

In its show cause order, the Commission said the allegations in the Kendrick petition "appear to constitute a voluntary admission that, by reason of the Commission's grant of the WGRC application, the new station would not be financially qualified to construct and operate the station in the public interest." It ordered the Louisville company to show cause on or before Dec. 5 why the construction permit issued to it last February "should not be recalled and said order granting the application of Kentucky Broadcasting Corp. for construction permit set aside, on the grounds that Kentucky Broadcasting Corp. is not financially qualified to construct and operate the proposed station in Louisville."

The FCC had granted the Kendrick application on Feb. 8 for 1210 kc. with 250 watts day and 100 night, unlimited time. On Oct. 10, without hearing, it had authorized WGRC to increase its operation from daytime only with 250 watts to unlimited time.

In its order, the FCC pointed out that it had previously found, in granting the Kendrick application, that his company had assets of $12,000 in cash on deposit in a bank and two demand notes of $6,500 each on which Mr. Kendrick was the payor. Moreover, it stated an agreement had been entered into between the corporation and Mr. Kendrick whereby he would loan to it up to $25,000 in cash in the event additional money is needed for the construction and operation of the station. It was on the basis of this testimony, together with an appraisal of the available business in the Louisville area, that the FCC originally had concluded that the applicant was financially qualified, the order said.

At the same time, the FCC denied the application of Gateway Broadcasting Co. of Louisville, for a hearing or rehearing on the WGRC application.



A PLEASING year of information dispensing via *Information Please* on NBC-Blue brought congratulations to Clifton Fadiman (center), m.c. of the program, from J. M. Mathes (left), head of the agency bearing his name, and Roy W. Moore, president of Canada Dry Ginger Ale. First Anniversary was celebrated in New York Nov. 14 with a party at the Waldorf-Astoria hotel for the program's participants and friends.

Grant of New Local Station in Denver Based on Purely Local Service Angle

FCC PRACTITIONERS are in a quandary over the grant by the Commission Nov. 16 of a new local station in Denver, the ruling having been premised largely on the conclusion that since all other stations in Denver were network outlets adequate facilities were not available for purely local service.

In a split decision, with a bare majority voting in favor of the application, the Commission concluded that it was desirable to have a purely local outlet in Denver unattached to any network. It pointed out that all stations operating fulltime in Denver are affiliated with national chains and that the hours during which these stations may reach the greatest number of listeners "are not available for local broadcasting". It was then concluded that local governmental, educational, civic, charitable, and community organizations "thus lack an effective means of reaching the radio public in the vicinity."

Signal Strength

Considerable discussion developed over the split decision because the network aspect appeared to be raised for the first time in a new station grant. Moreover, it was pointed out that in recent decisions the FCC had concluded that purely local facilities should not be granted to metropolitan areas of substantial size in which such a station could not provide an adequate signal.

In its opinion, however, the Commission took cognizance of its previous decisions involving this allocation principle and concluded that the proposed facility (250 watts local sunset, 100 watts night on 1310 kc. unlimited time) is capable of rendering service to substantially all of the city of Denver proper.

Commissioners Case and Craven dissented from the decision while Commissioner Brown did not participate. Voting in favor were Chairman Fly and Commissioners Walker, Thompson and Payne. The application originally had been denied May 18 but subsequently the applicant, F. W. Meyer, general manager of KLZ, petitioned for rehearing, which was granted and the case was reargued last Nov. 9.

Likelihood of petitions for reconsideration of the ruling—probably on behalf of KFEL and KVOD, regionals recently authorized to operate fulltime—are foreseen. It was thought these stations, as well as the networks, would not be disposed to let the allegation of network domination of programs during desirable hours go unchallenged. KFEL and KVOD, MBS and NBC outlets respectively, have claimed they devote ample time to programs of local character during desirable hours.

In its ruling the FCC pointed out that Mr. Meyer formerly had owned a one-third interest in KLZ but had disposed of it several years ago. It was stated he intended to resign his KLZ position if his new station application were granted.

After finding that the proposed station could operate profitably, that Mr. Meyer was financially qualified, and that there was need for a local coverage and a cheaper advertising medium than existing stations afforded, the Commission concluded that granting of the application, all things considered, would serve public interest.

Allocation Phase

On the allocation plan, the Commission said it had pointed out many times that under its rules and regulations, metropolitan areas like Denver and vicinity are designated as appropriate locations for regional stations. The Commission held that existing stations affiliated with the "national chains do not devote the most effective hours to programs of a local character." It added that the proposed station would offer to a considerable local listener group consisting principally of Denver residents a more definitely delineated type of community service.

"Care must be taken," the decision said, "lest by a too liberal assignment of frequencies to metropolitan areas, one district may, to the prejudice of other districts where there is a demand for facilities, have the benefit of an unduly large proportion of the limited broadcast channels available. But no such demand is shown here. Moreover, in view of the relatively large population in the immediate vicinity of Denver, it does not appear that there is an overconcentration of stations in that city. It may be noted also that in the instant case the additional assignment in view of its limited range is unlikely to exclude a projected station at another point."

The Commission also stated there is nothing in the Communications Act or its rules and/or policies which require a finding of a "definite need to support the grant of an application." The words "public necessity", it said, are not to be construed narrowly, but rather as calling for the most widespread and effective broadcast service possible.

HEARING ORDERED ON WBHP RENEWAL

FOLLOWING its course of demanding strict observance of technical regulations, the FCC Nov. 20 designated for hearing on license renewal WBHP, Huntsville, Ala., for alleged violation of its technical regulations. The hearing is designed to determine whether the station licensee, Wilton Harvey Pollard "is capable of or willing to operate the station in accordance with the rules of the Commission."

The Commission at the same meeting assigned Ralph L. Walker, principal attorney, to preside at a hearing in Los Angeles Dec. 7 on the renewal application of KIEV, Glendale, Cal. The station was cited for alleged program violations and failure to provide the type of service it had pledged in its previous renewal. Complaints surrounded purported excessive use of phonograph records. The hearing is scheduled to be held in the office of the Federal Radio Inspector in Los Angeles on Dec. 7.

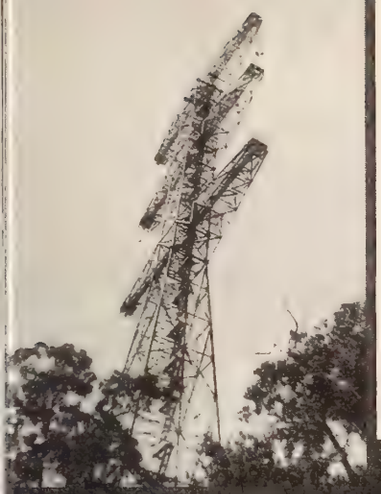
Commissioner Norman S. Case was authorized Nov. 20 under a special order to preside at the hearing involving the application of WHDH, Boston, for fulltime operation on the 830 kc. clear channel occupied by KOA, Denver, scheduled for Dec. 11 in Washington, as well as to hear, consider and act upon all petitions, motions and other preliminary matters in connection with the proposed hearing. The application, for an increase in power from 1,000 watts to 5,000 watts on the clear channel, together with full-time operation, involves a proposed "breakdown" of an established clear channel and raises a fundamental allocation issue.

Lewis-Howe Test

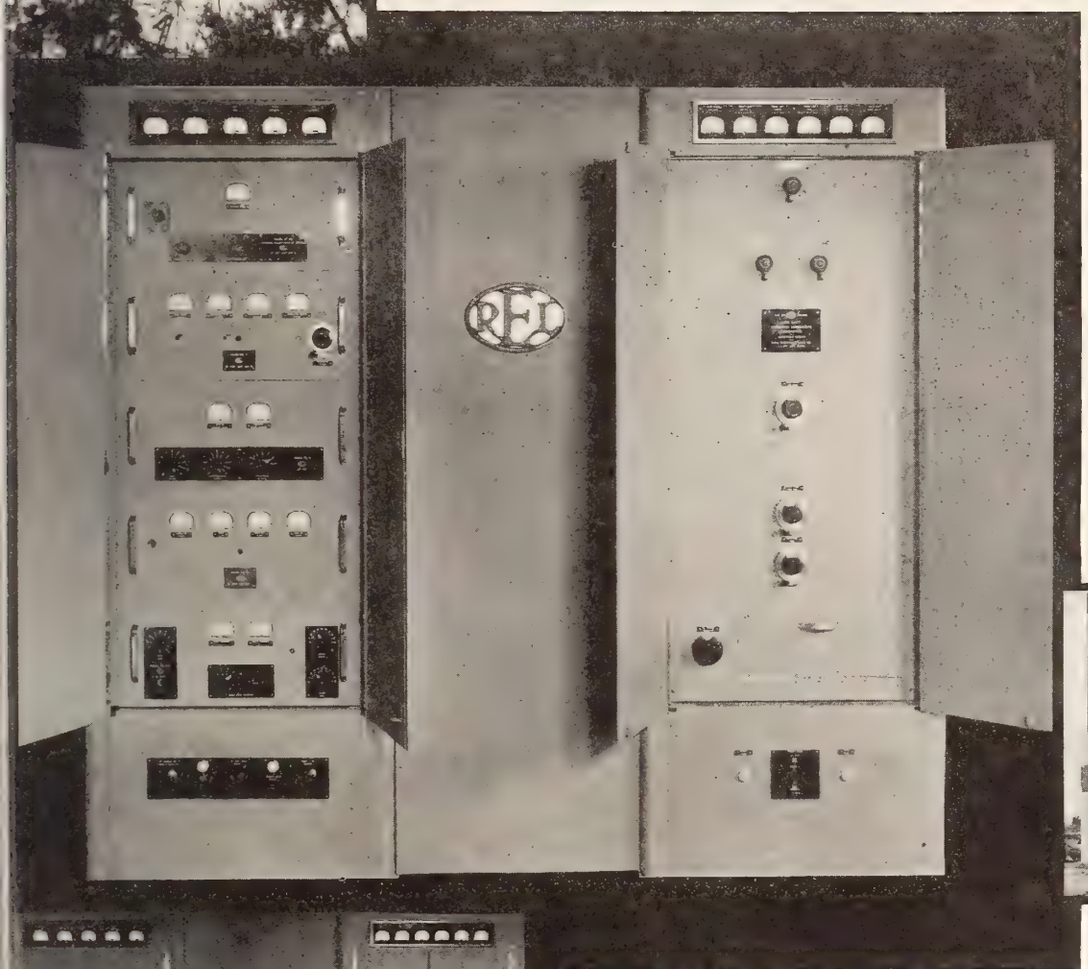
LEWIS-HOWE Co., St. Louis (Nature's Remedy), has started a test campaign of daily spot announcements on six stations. H. W. Kastor & Sons Adv. Co., Chicago, handles the account.

FREQUENCY MODULATION

(ARMSTRONG SYSTEM)



W2XMN, Alpine, N. J., Major E. H. Armstrong's original 40-Kw, Frequency Modulation Transmitter Tower . . . Metropolitan New York's newest landmark.



REL 1-2-5 Kw models Frequency Modulation Transmitters, showing attractive arrangement of control, panels, etc.



Same REL Frequency Modulation Transmitter as above, with doors closed.

REL

1-2-5-50 Kw
FREQUENCY
MODULATION
TRANSMITTERS



W1XOJ, Yankee Network's 2,000 Watt mountain-top Frequency Modulation Station at Paxton, Mass. REL now installing 50,000 Watts.

Radio Engineering Laboratories, Inc. are the builders of Frequency Modulation Transmitters (Armstrong System). As pioneers in the field of "high-signal-to-noise-ratio" radio transmission, we have already equipped the following stations with REL Frequency Modulation Transmitters, where they are now in regular use:

STATION	LOCATION	OWNED BY
W2XMN	Alpine, N.J.	Major E. H. Armstrong
W2XCR	Yonkers, N.Y.	C. R. Runyon, Jr.
W1XOJ	Paxton, Mass.	Yankee Network
WEOD	Boston, Mass.	Yankee Network
W3XO	Washington, D. C.	Jansky & Bailey
W8XVB	Rochester, N.Y.	Stromberg-Carlson Telephone Mfg. Co.
W2XQR	New York, N.Y.	J. V. L. Hogan

In addition, we are at present building REL Frequency Modulation Transmitters for the following well-known stations:

WTMJ	Milwaukee, Wisc.	The Journal
WHEC	Rochester, N.Y.	WHEC, Inc.
WGAN	Portland, Me.	Portland Broadcasting System, Inc.

Within the next 6 months, pending final approval by the F.C.C., approximately a dozen other of the nation's leading broadcasters are also planning to use REL Frequency Modulation Transmitters (Armstrong System), ranging up to 50 Kw.

REL

RADIO ENGINEERING LABORATORIES, INC.

35-54 36th STREET — Phone RAvenswood 8-2340 — Cable "RADENGLABS" — LONG ISLAND CITY, N. Y.

NBC Blue

"Information Please" has



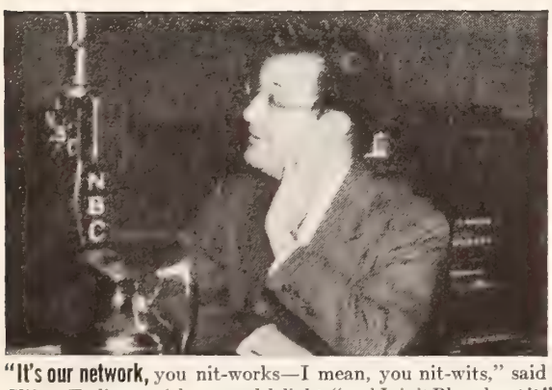
"What's the Blue Network?" queried John Kieran over a glass of Canada Dry. And we always thought John knew all the answers!



"A clothes-line, maybe," suggested F. P. A., taking his eyes off the microphone in a determined effort to spear a very elusive "pin point" ginger ale bubble.



"No! No!" no'd Oscar Levant, rubbing a tell-tale circle from the piano top. "You're wrong, Mr. Adams. Now let *me* think. I *have* heard of it!"



"It's our network, you nit-works—I mean, you nit-wits," said Clifton Fadiman with unusual delight, "and *I* ain't Blue about it!"



MEET THE "INFORMATION PLEASERS"

In the swanky Grand Ballroom of the Waldorf-Astoria, the NBC Blue Network, on November 14th, went to a First Anniversary Party for "Information Please."

Here are shown some of the pictures taken during the festivities. Note one thing in particular: Everybody's happy.

The principals of the "Information Please" program . . . the Canada Dry executives and the agency men from the Mathes Company ...are all happy because they turned down the advice of opinionated radio "experts" who told them "Information Please" would never pay on the Blue Network—and now have increased Canada Dry sales mightily, with a far smaller expenditure than would be required for any other network.

The NBC'ers pictured are happy because "Information Please" is another in the long list of Blue successes—one more outstanding proof that you can reach the important two-thirds of the country—the "Money Markets"—on the Blue at lowest cost nationally!

The facts we can show you will make *you* a happy Blue booster! They're yours for a phone call!



On the air from the Waldorf-Astoria went "Information Please" the night of November 14th. With Jim Farley as guest "expert" the Board (John Kieran, Franklin P. Adams and Oscar Levant) is shown in background concentrating on Clifton Fadiman's (at small table, foreground) queries. After broadcast came First Anniversary Party. During its year on the air for Canada Dry, "Information Please" has been radio's outstanding quiz show.

NBC BLUE NETWORK

Better Buy Blue

National Broadcasting Company · A Radio Corporation of America Service

Goes to a Party

first radio anniversary



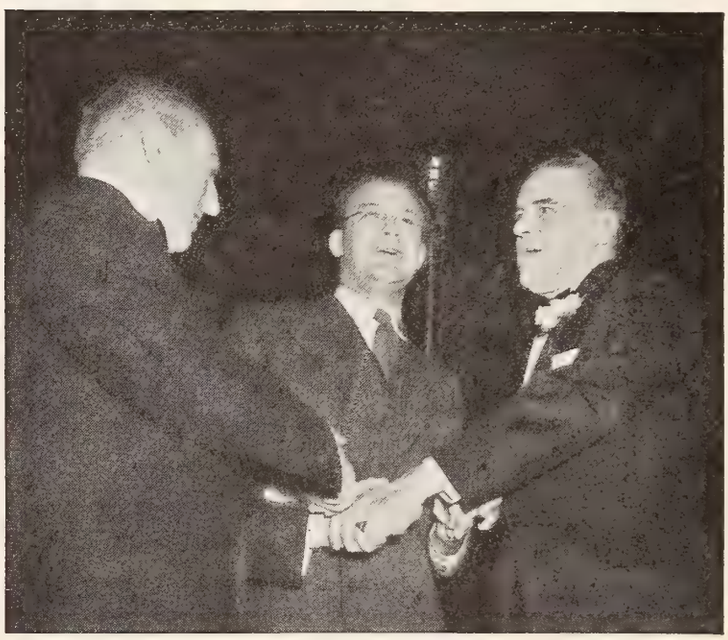
Mounted on a chair, President Roy W. Moore of Canada Dry rears back to let the First Birthday candle on huge cake "have it." P.S. He blew it out! Congratulations, Mr. M!



The happy smiles belong to J. M. Mathes, head of the Canada Dry Ad Agency; Milton Cross, NBC Announcer; Major Lenox Lohr, NBC President, and Roy W. Moore, Canada Dry President. The laughter, which came just before the birthday cake was cut, is the result of a sly remark made by Mr. Cross about sweets. Later, Mr. Moore said to Major Lohr: "Speaking of sweets, Lenox, the Blue is the sweetest buy we ever made!"



Said John Kieran to Major Lohr: "Roy Moore just told me that our program on the Blue has upped Canada Dry sales far beyond his expectations." "Yes," agreed the Major. "At a national advertising cost far lower than any other network's, Canada Dry reaches the markets with the spending money on the Blue." In case you're curious, we understand the gentleman on the right—Jim Farley, works for the U. S. Post Office Dept.



We expect that the Messrs. Mathes, Fadiman and Moore, shown here, are congratulating themselves on the showing of the Blue. We don't pretend to be Sherlocks but the enthusiasm evident on their faces leads us to this deduction.



Caught here in a chin-fest are Adirector W. S. Brown of Canada Dry; Fred M. Thrower, NBC Sales Rep. and Radio Director W. S. King of Mathes. While Mr. King's gaze followed the rustle of an evening gown, Messrs. Brown and Thrower were discussing recent Blue Network technical changes that have greatly increased the network's coverage. Said Mr. Thrower: "Yes, Bill—and the coverage has been increased *without* increasing advertising rates. Wanna buy some *more* time?"

'If I Gave Up All But One Medium'

Radio Would Stay, Says Morris Plan Official, as Result of Success

By RALPH W. PITMAN

President, Morris Plan Bank of Philadelphia



RALPH W. PITMAN

WHEN Mr. Pitman's bank made its radio debut in 1938, it set a high goal and trusted that, with good business, the goal might be attained Jan. 20, 1940. But radio was full of surprises, pleasant surprises, as Mr. Pitman soon discovered. He found that the 1940 goal was reached Aug. 31, 1939. He found that savings increased 150%; loans 51.7%. He found that radio was directly responsible for nearly half the new customers. Mr. Pitman is a former president of the National Morris Plan Bankers Assn., and is an official of a number of local Morris Plan banks.

PERHAPS, of all the questions that have come to my ears since we've started a radio campaign, the most frequent is—"Why has our program been so outstandingly successful?"

There are several reasons.

When we first planned our campaign, we knew we could not afford a show that would compete with the Jack Bennys, the Charlie McCarthys, the Andre Kostalenetzs. We wanted a program that would reach as many people as possible and, after much deliberation, we chose news. We knew that news was the one staple, day-in and day-out product in radio fare that was dialed for, listened to . . . especially these days, with the world in such a chaotic state. We therefore bought Transradio News.

Then, we wanted to make sure that our program would reach a maximum audience of adult listeners, and so we bought the nightly 10:45-11 strip on WIP.

Control of Continuity

When we had the time and program all set, we were particularly anxious to have a voice that would be authoritative, personal, and friendly, just as we have built the Morris Plan Bank to be. We wanted more than just a radio newscaster; we were after a voice that would be suitable for the program itself, and at the same time would reflect the stability of our organization. After extensive auditioning, we chose WIP newscaster John Facenda, whose voice blended ideally with our scheme. I hope he won't add another size to his Stetson when he reads this, but I can say that a great deal of the success of this campaign has been due to his unstinting efforts.

The next question that arose in our minds was that of commercial continuity. We, as radio listeners ourselves, resented too much sponsor's copy in many other programs, and we were resolved to keep our copy down to a minimum, make it brief and solid; yet always amiable and listenable. We have stuck to this code and it has more than proved its worth. The assistance and guidance of the John Faulkner Arndt Co., our advertising counsel, were valuable from the very beginning in this effort.

Since our broadcasts started, we've had inquiries from listeners within a 75-mile radius of Philadelphia; in New Jersey; Delaware and, of course, through Pennsylvania.

We were told before our broadcasts started that radio would reach a lower income group mass audience. However, we found that many of our new customers came from a higher income grouping than our advertising had previously attracted. Supporting this fact, we found that in the first eight months of our campaign the size of the average loan increased 21%.

Furthermore, we discovered that our business increases from radio were due to dealings with listeners in all walks of life; with cabdrivers, accountants, housewives, lawyers, grocers, laborers, clerks, executives, mechanics, white-collar workers, yes, even bank presidents. This proved to me that our broadcasting did not reach only the low-income group mass audience, but rather a perfect cross-section of American folk in every income group, from low to high.

One of the unusual features of our broadcasting campaign was the fact that results not only kept apace of the time, but that each succeeding month produced greater results than the previous one. We started on WIP on Labor Day, 1938, and each succeeding month from September of that year forward saw healthy increases percentage-wise. During our initial year on the air, our loan volume increased 51.7% over the same period the previous year.

During this same period, our savings increased by the unbelievable total of 152.9%. Again I would like to make mention of the fact that since November, 1939, each month has seen not only an increase in results, but larger increases than the previous months. In June, 1939, after we had been on the air eight months, we enjoyed the biggest increase-month in both the loans and savings business in our history.

All of this is the more remarkable when one considers our somewhat out-of-the-way location. Although not far from the central Philadelphia shopping area, we are, nevertheless, quite a few squares off the beaten path. In other words, our bank is not ordinarily just passed by and seen; it must be sought out and looked for.

Ahead of Schedule

When we first started our radio campaign in September, 1938, we set a high goal that we expected, with good business, to reach Jan. 20, 1940. *That goal was reached Aug. 31, 1939!*

Since the start of our WIP series we have kept a complete, careful check and record on all new customers. On a certified breakdown of all new customers, both loan and savings, from the period between October, 1938, and November, 1939, we found that radio was directly responsible for 46.7% of the total.

"Does radio advertising bring in sustained business, or does it come spasmodically?" Well, suppose I answer it this way. If we were forced to give up every advertising medium except one, we'd keep broadcast advertising based on its present proved results.

"How does radio, specifically our present WIP campaign, compare with newspapers, billboards, magazines, car cards, and other ad media, dollar for dollar?" Well, there's simply no comparison based on our own results, except with the medium of direct-by-mail.

I consider newspaper advertising one of the finest mediums available, and I still think highly of it. However, for our purpose, we found it was far out-ranked by our radio campaign for results.

It should be borne in mind that

(Continued on Page 36)

PRACTICAL BANK ADVERTISING

Requires Changing of Programs, Times and Stations, Says Morris Plan Official

PRACTICAL treatment of a bank's radio advertising as a selling rather than a continuing entertainment medium is advocated in an article in the *Financial Advertisers Assn. Bulletin* for November, written by R. M. Meisel, advertising manager of the Industrial Morris Plan Bank of Detroit. Citing the success of his bank's use of radio time [BROADCASTING, June 15], Mr. Meisel stressed the importance of changing programs, times and stations in order to reach and sell a greater number of listeners on the bank's services.

"Our radio advertising job, as we see it, is based on the building of good will and informing the public about the various services our bank has to offer and *selling* them," commented Mr. Meisel. "We are not in the entertainment or the educational field, although we make use of both in our programs."

Two Years Enough

"For example: For two years we aired a program entitled *Proper Pronunciation* which, according to the listening public, was not as pedantic as it sounds," he continued. "We were amazed at the interest the public took in the program as was evidenced by the thousands of postcards and letters received by our bank. We were urged to continue the show. We felt, however, that in two years we had saturated the number of listeners that this program could gain. Therefore our job was not to continue to bring our message to the same people but to that group who did not know about our bank.

"For our next show we chose to do a piece of research work on the national song hit which had been written by Detroiters. After several weeks of gathering material from all over the United States we started *Song Hits by Detroiters.* We changed the station but still kept to the 5 o'clock Sunday hour. We won many of our old *Pronunciation* listeners plus a host of others who had a primary interest in the musical field.

"After 13 weeks of that show we made a complete change of program idea, station, day and hour of broadcast. The sudden and dramatic change in the European situation created an unusual demand for news. Therefore we sponsored *Morning News Flashes* every morning at 7:30 a.m.

"Concerning our programs we believe: That each radio station has its own particular and peculiar following; that varied program themes will win a varied type of audience; that every hour in the day has its own listening group. Our advertising job then, as we see it, is to keep shifting programs to new focal points of interest through the use of new stations, varied programs, ideas and different time periods."


FOR
CHRISTMAS
BROADCASTING
Broadcast
Advertising
1940 Yearbook
Number Included

Special Christmas Gift

SUBSCRIPTION RATES

✶

10 Gift Subscriptions	$15
5 Gift Subscriptions	10
3 Gift Subscriptions	7
2 Gift Subscriptions	5
1 Gift Subscription	3

1940 YEARBOOK Number Included



MOVE MERCHANDISE IN MASS

● In early 1936 WKY advised Kerr's, a leading Oklahoma City dry goods store, "Follow the news and listeners will follow your announcements." Kerr's took the advice . . . bought a series of after-the-news announcements. Today, Kerr's is completing its fourth consecutive year of following WKY's newscasts . . . and preceding them, too, advertising specific items from their great stock, snug in the knowledge that "this service has paid us well for the advertising dollar invested" . . . positive in the conviction that "it is largely responsible for the substantal increases Kerr's is showing in sales."

It makes little difference whether the job at hand is the production of a variety show with a cast of twenty-five or the coupling of a single announcer to a WKY microphone, WKY goes about the task with an eye to producing sales for the sponsor who uses its facilities.

Its record of accomplishment in this direction is written in the long list of local merchants who have tested WKY's sales-making power . . . extended the trial over a period of years . . . proved by direct response to WKY-advertised merchandise that WKY has the listeners and that WKY's listeners have the buying power.

WKY *Oklahoma City*

NBC AFFILIATE ★ 900 KILOCYCLES

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY ★ THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES ★ THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS ★ KVOR, COLORADO SPRINGS KLZ, DENVER (*Under Affiliated Management*) ★ REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

WKRC's Transfer Approved by FCC

Cincinnati Station Sold to Newspaper for $320,000

SALE of WKRC, Cincinnati, by CBS to the *Cincinnati Times-Star* for $320,000, was approved Nov. 27 by the FCC. The station has been an MBS outlet since Sept. 24, at which time CBS, despite its ownership of WKRC, switched to WCKY, Cincinnati.

With approval of the transfer, Hulbert Taft Jr., son of the publisher of the newspaper, becomes general manager, succeeding William A. Schudt Jr., CBS executive who is expected to return to New York headquarters of the network. Commercial manager of the station is H. E. Fast, with Ruth Lyons as program director, Harold Coulter as promotion and merchandising director, and J. F. Tiffany as chief engineer. Weed & Co. succeeds Radio Sales as national representative.

General Manager Taft, a Yale graduate who also studied at Cambridge in England, has been an editorial writer for the newspaper for the last eight years. Commenting on the acquition, Mr. Taft said:

Previous Attempts

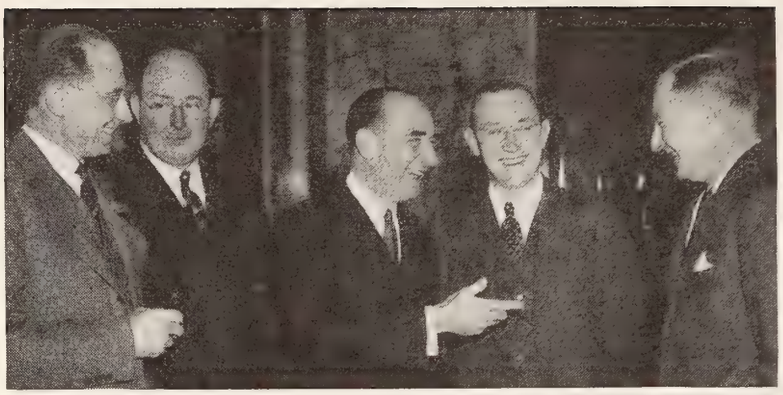
"The *Cincinnati Times-Star* has been interested in radio for years. We have made several attempts to purchase a radio station and this transfer is the culmination of those hopes and attempts. As a newspaper station, one of our primary interests will be to broaden and improve the news coverage wherever possible. To this end we have set up a studio and control room in the Times-Star Bldg. in downtown Cincinnati where the full service of the Associated Press and the local news-gathering facilities of the *Times-Star* will be available. We are adding several news periods to our daily schedule and have employed an additional news announcer and editor.

"It has been the policy of the *Times-Star* particularly during the war crisis of the past several months, to do its readers the compliment of giving them uncolored facts and letting them draw their own conclusions. In the operation of WKRC, we shall attempt to extend this policy to radio. Our general programming will place more emphasis on special events of local interest and educational programs.

"As far as business policies are concerned, we shall continue to enforce, in the main, those of CBS. Several vacancies on the staff have been filled in the past weeks by CBS and the same staff now employed at the station will be continued."

WHB Asks 50 Kw.

WHB, Kansas City, now operating daytime only on the 860 kc. clear channel on which WABC, CBS key in New York, is the dominant outlet, Nov. 22 filed with the FCC an application for an increase in power from 1,000 watts to 50,000 watts on that channel. No request was made for fulltime operation. Simultaneously, the station withdrew an application, pending since June, 1938, seeking fulltime on 860 kc. with 10,000 watts.



THE SMILE FLUSH recorded here may not win the chips, but it appears NBC President Lenox R. Lohr (center) was spinning a tall yarn when this group was caught in Pittsburgh recently—(l to r) Allen Billingsley, president of Fuller & Smith & Ross, and president of the American Association of Advertising Agencies; William S. Hedges, NBC stations vice-president; Major Lohr; Marvin W. Smith, vice-president of Westinghouse, and Walter C. Evans, vice-president of Westinghouse Radio Stations Inc., and manager of its radio division.

Morris Plan Bank Likes Radio

(Continued from Page 34)

in Philadelphia the cost of adequate display newspaper advertisements appearing daily is prohibitive, except in a very large advertising budget. On account of this high cost, (justified by large circulation), the newspapers have not made a favorable showing in our survey based on comparative dollar costs.

"Have we found that radio brings in business that other media do not ordinarily reach?" That's a rather difficult query to answer in detail, but from my observation, I would say there's no doubt about it.

Please remember this salient point. Up to the time we went on the air in Philadelphia, no bank had used radio regularly. This meant that we were sailing in uncharted seas, with no rudder at our command other than our judgment. There was no precedent to go by; we traveled our own lanes.

Word-of-Mouth Bonus

Interesting, too, is the fact that with our radio-brought increases, our personal recommendation business has also increased. We attribute a great deal of the latter to our broadcasting series and a concurrent carefully designed direct-by-mail program; a general word-of-mouth build-up, although not directly traceable to radio entirely, is, however, another factor not to be lightly dealt with in any summary of the success of our campaign.

Thanks mainly to our radio series, The Morris Plan Bank of Philadelphia is showing its heels to many similar institutions in the country in percentage of increased business. Already, we have received any number of inquiries from other banks requesting full information on our radio campaign.

There are several points about radio broadcasting that have especially appealed to us. Previously with our newspaper, billboard, and car-card advertising we had to go through an entire routine with artists, lay-out men, copy men; then proofs, corrections, more proofs, perhaps further corrections before the ads could hit print. With radio, I've been amazed at the ease and dispatch with which we could get just what we want, on a few hour's notice. Yes, and in several cases of emergency, in 15 minutes. The extreme elasticity of radio broadcasting is one of its outstanding features as an advertising medium.

A Code of Action

We laid a solid foundation for our radio campaign. We prepared a code of planned action which we felt would be equitable, completely in the listeners' interest, and at the same time successful for us. We have adhered to this standard from the first evening our program sailed through the ether. It clicked, I believe, because of the superb machine-like cooperation from all concerned. However, in the first and final analysis, I believe the reason for its main success was that we gave listeners something they wanted to hear, the way they wanted to hear it.

In the months to come, we shall carry on serving King Public. We trust, in so doing, we shall merit its continued approbation and trust.

Cigar Series Extended

CONSOLIDATED CIGAR Corp., New York, on Nov. 21 started Fort Pearson's news program *Ten Headlines at Ten* on WMAQ, Chicago, Tuesdays, Wednesdays and Thursdays, 10-10:15 p.m., as an addition to its campaign for Harvester cigars of news programs on stations throughout the country. Erwin, Wasey & Co., New York, is agency.

Pillsbury Serial

PILLSBURY FLOUR MILLS Co., Minneapolis, on Nov 13 started a quarter-hour Italian dramatic serial *Nurse Maria Milano* on WOV, New York, starring Alba Luongo, Mondays, Wednesdays and Fridays at 11 a.m. Arthur Ashley Adv., New York, places the account.

Europe Adhering To Usual Waves

Few Deviations Are Shown; Montreux Plan in Doubt

DESPITE war hysteria in Europe, practically all nations, both belligerent and neutral, are observing their wavelength assignments, and there has been a minimum of upsetting of normal broadcast operations, according to a communication received in Washington Nov. 27 by Louis G. Caldwell, attorney, from Raymond Braillard, director of the Control Center of the International Broadcasting Union in Brussels.

Dated Nov. 10, the letter from Mr. Braillard stated that his organization has been able to maintain activity "in a reasonable manner and we continue, as in the past, to control European emissions on medium and long waves and emissions of a world-wide character on shortwaves."

With a minimum of exceptions, he added, all of the European nations continue to observe wavelength assignments. In case of accidental deviation, they take immediate note of the Control Center's observations, which are telegraphed.

Montreux Plan a Problem

Mr. Braillard said difficulty is arising in connection with placing in effect the Montreux Plan for realignment of European assignments next March 4 as scheduled. Divergent opinions have developed regarding effectuation of the plan at the scheduled date or its postponement. He said it might be possible to place it in effect with a delay of a few months so it will coincide with the summer period.

"As for the domain of shortwaves," Mr. Braillard observed, "it is, as you know, being increasingly invaded by new stations, not to mention the large increase in the power of existing stations. In the absence of a world-wide plan, which it would be useless to attempt to establish now, we are making our best efforts, through a series of individual arrangements, to bring about an assignment of the different stations on channels with a 10 kc. separation in order that at least the emissions of the principal stations may be protected.

"We do not know what the future holds for us but we continue our work as well as we can."

Express Spots

RAILWAY EXPRESS AGENCY, New York, on Nov. 27 started its annual Christmas campaign for its express services using spot announcements three to five times weekly on 50 stations throughout the country. Final spots in the campaign on Dec. 24 will feature L. O. Head, president of the company, expressing Christmas greetings to his employes, and will contain no commercials. Caples Co., New York, handles the account.

New Wheatena Series

WHEATENA Corp., Rahway, N. J. (cereal), on Nov. 20 started *The Wheatena Radio Playhouse*, a Jewish dramatic program, on WBNX, New York, Mondays, Wednesdays and Fridays, 5:30-5:45 p.m., and on WEVD, New York, Tuesdays, Thursdays and Saturdays, 2:15-2:30 p.m. Compton Adv., New York, is the agency in charge.

ANTENNAS

TO SUIT YOUR PREFERENCES



Like the photograph on the left, Blaw-Knox Vertical Radiators are unique in not being limited to any one type of design and construction. The following types can be fabricated to suit your needs or preferences:—

SELF SUPPORTING CONSTRUCTION

Bolted, galvanized
Bolted, painted

GUYED CONSTRUCTION, UNIFORM CROSS SECTION

Bolted, galvanized
Bolted, painted
Welded, galvanized
Welded, painted

Any of the above can be supplied with base insulators for series excitation or without insulators for shunt excitation.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building
PITTSBURGH, PA.

BLAW-KNOX VERTICAL RADIATORS

CALIFORNIA Fruit Growers Exchange, Los Angeles (Sunkist oranges and lemons), is offering more than 150 cash awards as well as a grand prize in a contest being conducted on its thrice-weekly quarter-hour program, *Hedda Hopper's Hollywood*, on 31 CBS stations. Contestants are asked to finish the statement, "I like to have Sunkist lemons always on hand because _____" and also supply evidence of purchase in the form of six tissue wrappers from Sunkist lemons.

First prize is an all-expense paid trip to Hollywood from any part of the United States, for two persons. Contest which started Nov. 20 continues through Dec. 9, with prize winners announced on the Dec. 22 broadcast. Dealer display tie-ins have been distributed and the contest is also being promoted through 72 newspapers in 31 cities. Other contests as well as premium offers are also planned for the radio program during 1940, according to Russell Z. Eller, advertising manager of the Exchange.

* * *

Badger Hobbies

MORE than 1,600 grocers were invited to attend the Wisconsin Hobby Show, which opened for four days Nov. 30 at the Milwaukee Auditorium, as guests of the show management, Fels & Co., sponsors of Dave Elman's *Hobby Lobby* on CBS, and WISN, Milwaukee CBS outlet. Elman was to attend the show in person, conducting a special local *Hobby Lobby* show on WISN on Nov. 30, and then taking back with him to New York an outstanding Wisconsin hobbyist for a guest appearance on his regular network show Dec. 3. Promoting Elman's appearance, 500 posters have been distributed to independent and chain grocers handling Fels soap. Plans for the *Hobby Lobby* tie-in were made by Norbert Beerend, exposition manager, Cyril Fox, Fels advertising manager, Philadelphia, and Richard Haislet, Chicago manager for the soap company.

* * *

Maps for Survey

CANADIAN Broadcasting Corp., is making a coverage survey of its nine owned and leased stations throughout Canada with a multicolored war map of Europe. The map has two numbered linen ribbon place finders at the top corners, which when crossed to meet at numbers corresponding to those alongside a list of European cities on the side of the map, immediately locate the place sought. The CBC is sending these maps, in either French or English, to all listeners writing for them and enclosing 15 cents to cover actual cost of map and handling.

* * *

Wedding Invitations

ENGRAVED invitations to the marriage on Nov. 29 of Joan Field and Harry Davis, stars of the CBS serial program *When a Girl Marries*, were mailed to radio editors by the sponsor, Prudential Insurance Co. of America, New York, as a promotion stunt, through Benton & Bowles, New York, the agency handling the account. The program, which started last May, has been featuring the troubles the young couple have had in arranging the marriage date.

Merchandising & Promotion

Wisconsin Show—Sugar Coated—More Copper—Plane Prizes—Strip Salesmen

KYA Open House

KYA, San Francisco, held open house at its studios Nov. 27. The evening was called "Jean Fay's Open House" and admittance was by ticket distributed to those who wrote for them via Miss Fay's commentary program. A variety show was staged. Guests were taken on personally conducted tours of the various departments. A sound motion picture, "The American Way", was shown. Manager Reiland Quinn acted as m.c.

* * *

Mikes of Sugar

LOLLYPOPS, wrapped in cellophane and decorated as a microphone, cushioned in tissue and individually boxed, have been sent to a list of 300 local clients, agents, prospects and their children by WCCO, Minneapolis. With compilation of the list left to the discretion of the WCCO sales staff, the promotion is reported as so successful that an additional 200 lollypops are being distributed.

* * *

KMPC Trailers

WHEN Fred Henry and Clete Roberts, Hollywood news commentators, switched their nightly *Let's Talk Over the News* feature to KMPC, Beverly Hills, the sponsoring Downtown Newsreel Theater announced the station change with screen trailers and is continuing promotion of the feature with trailers at every hourly show change.

* * *

Clock Stuffer

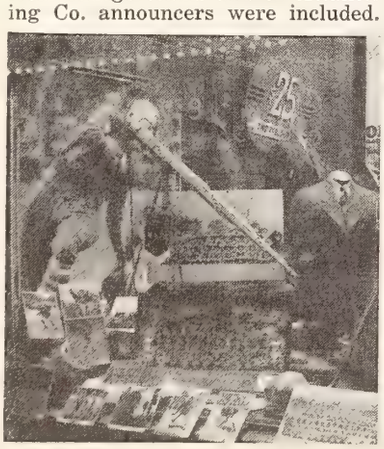
FIFTY thousand red-striped stuffers promoting RCA Victor records and the *Musical Clock* recorded program on KYW, Philadelphia, are being slipped into all record shipments by Raymond Rosen & Co., RCA Victor distributor for the Philadelphia metropolitan area.

* * *

Copper Cash

URGING advertisers to "cash in on the copper market", KGIR, Butte, Mont., has sent out a promotion letter printed on sheet copper, along with a solid copper watch charm, bearing no radio advertising but boosting Montana as a vacation land.

A FOOTBALL window in Pittsburgh's Bond's Clothing Store, sponsoring an early-morning program on WCAE, proved a sidewalk magnet. Photos of the three local college teams and of Atlantic ing Co. announcers were included.



Little Planes From Big

TAKING advantage of Armistice Day and the flying ability of Fred Clarke, chief engineer, KROC, Rochester, Minn., worked out an unusual stunt to publicize two Minnesota Radio Network shows, *Captain Midnight* and *Jack Armstrong*. Inviting all children in the community to Soldiers' Field at Rochester for a special Armistice Day party, the station sent Clarke aloft in his plane, where he released 5,000 small cardboard planes bearing printed plugs for the Shell Petroleum and Wheaties shows. To make the search for planes more interesting, some were keyed so finders would win 500 special prizes, including cash awards, autographed photos of Bernie Bierman, Minnesota U football coach, large aluminum planes and a hundred theater tickets.

* * *

Printing Awards

SERIES of seven mailing pieces and a humorous calendar, used as a Christmas greeting, issued by NBC and three promotional releases of the MBS sales promotion department were given awards of special merit in the Fifth Annual Exhibition of Printing held in November by the New York Employing Printers Assn., New York. The Mutual pieces selected were: "Some Think Them Sacred," "The Guinea Pig Goes to Town" and "How Big is a Rubber Band?" Prize selections, chosen among 1000 pieces submitted, have been on display since Nov. 20 at the Association's offices at 461 Eighth Avenue.

* * *

How to Merchandise

COMBINING success stories and a description of the various steps the merchandising department takes in promoting a particular enterprise or product, WHK-WCLE, Cleveland, has published a loose-leaf brochure, complete with line-drawings and halftones and using a blue-and-white motif. Extra copies of the booklet, which has been distributed to all NBC-Blue stations by the network, are available to advertising agencies and others.

* * *

Kate's Own Team

ALL-COLLEGIATE football team, as selected by the nation's football coaches, will be announced Dec. 8 on the *Kate Smith Hour*, an annual feature of the CBS program, which is sponsored by General Foods Corp. Six of the nation's outstanding coaches comprise Kate Smith's committee, which checks the ballots and determines the winners, each of whom receives a specially designed and engraved gold watch.

* * *

Local Wires

WJBK, Detroit, early in November dispatched 1,500 telegrams over a period of 13 consecutive days to 98 advertising agency account executives and key men in local department stores, combining a description of the high points of available features and general sales talk.

One Cent Sale

AFTER successful inauguration last year, KFRO, Longview, Texas, is offering an interesting proposition to timebuyers in its second annual One Cent Sale, to be held in January, 1940. Advertisers may buy one unit of KFRO broadcast service and for one cent additional may receive a duplicate unit, both to be broadcast the same day. No contract will be accepted for longer than 13 weeks under this special sale, and contracts must start next January.

Selling by Serials

SALES executives and actors of NBC-Chicago addressed the Women's Advertising Club of Chicago Nov. 21 on the sales potentials of radio script shows. Using *Girl Alone*, five-weekly strip show sponsored by Quaker Oats Co., as an illustration a complete sales presentation was made by S. N. Strotz, general manager of NBC-Chicago; H. C. Kopf, network sales manager; Emmons Carlson, sales promotion manager; Paul McClure, assistant network sales manager; Fayette Krum, author of *Girl Alone*; Betty Winkler and Pat Murphy, stars of the daily program.

* * *

Texas Blow-ups

KFRO, Longview, Tex., is mailing a blow-up of its ads currently appearing in trade journals to about 500 advertising agencies and clients, in addition to other regular monthly mailings the station gets out. KFRO is planning a new direct mail series to call attention to its power increase, to come in February.

* * *

BROCHURES

NBC-Red: Ad-reprint brochure, ". . . and gravy, too, for Red Network users", emphasizing the "contented customer" theme.

UNITED PRESS: Large folder with headline montage promoting UP's claim to a two-hour beat on the German "beer cellar bombing".

KFBK, Sacramento: Direct mail folder built around baseball broadcasts on the station and naming by Pacific League of Tony Koester, of KFBK, as "most popular and effective baseball announcer in Pacific Coast area."

NBC-Blue: Blue-highlighted folder, "Dialogue Over Pittsburgh", based on Blue-bonus resulting from new transmitter of KDKA, Pittsburgh.

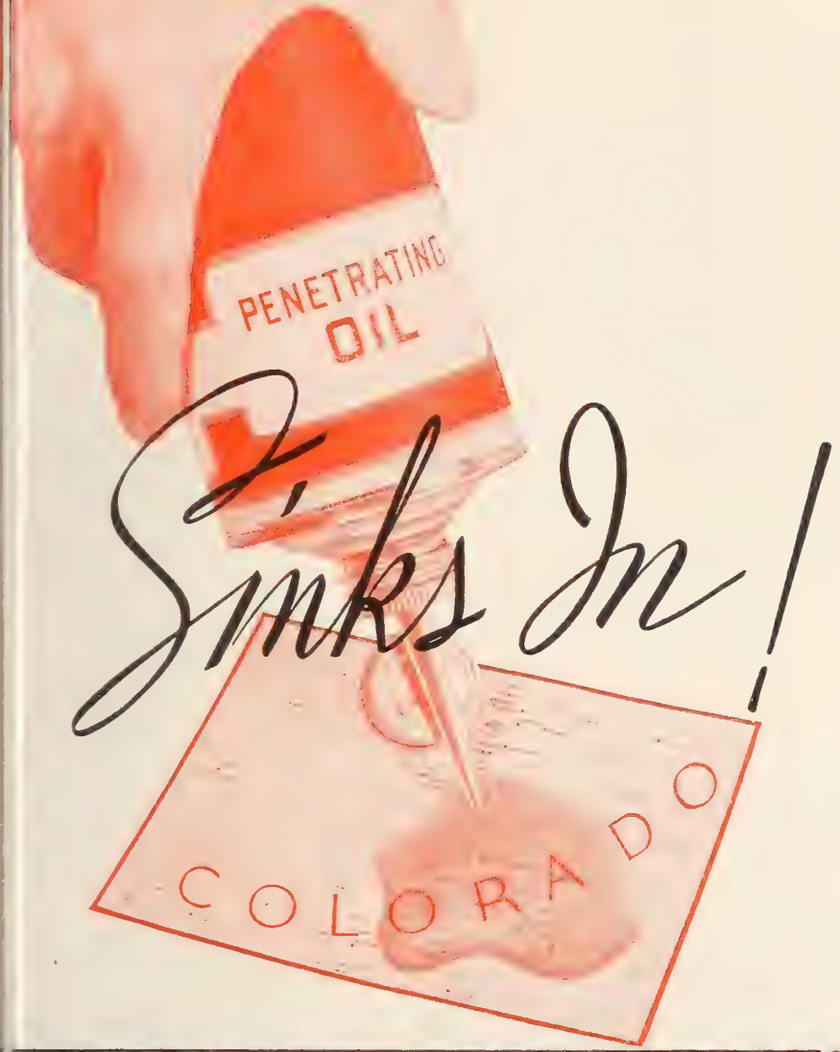
CBS Pacific Network: Two-color geographic-commercial coverage brochure.

KFDA, Amarillo, Tex.: Illustrated magazine-size offset-printed brochure covering station personalities and facilities, with simulated *Time* cover.

WBT, Charlotte: Twenty-page brochure, "They sell these . . .," telling how a program featuring Carolina children on WBT boosted sales of Norge refrigerators and appliances to record-breaking proportions.

KGKO, Fort Worth: Brochure based on theme, "The Blue Ribbon Station of the Blue Ribbon State".

OKLAHOMA NETWORK: Two-color direct mail piece, "OK for Oklahoma", containing station statistics, etc.



KVOR does MORE than "cover"

...it PENETRATES its market!

● Coverage, says Webster, is the portion of a group or of a community reached by a particular advertising medium. KVOR offers more than coverage for KVOR does more than *reach* or extend out *to* the cities in its listening area. A better word is penetration, for surely KVOR enjoys the faculty for *entering* or *piercing* its market area.

Reduced to people and dollars, KVOR's market is 219,007 people who spend nearly $54,000,000 a year in its retail stores. People in Castle Rock, in Canon City, in Walsenburg, in Pueblo enjoy KVOR's entertainment, respond to KVOR's product exploitation with an enthusiasm equal to that in KVOR's home town, Colorado Springs.

Giddings, Inc., Colorado Springs department store, for instance, after three years on KVOR, writes: "It is not uncommon for us to complete many orders from Cripple Creek, Canon City, Pueblo and many other cities as a direct result of our KVOR advertising." And Waymire Clothing Company testifies: "We have used daily advertisements over KVOR the past two and a half years and have been advised of its far-reaching effects by customers who come from outlying territories and nearby towns as well as from customers in our own city who have heard our advertisements."

Evidence is abundant on all sides that KVOR is the home station of Southern Colorado. The way into the homes of this Pikes Peak region is through its home station.



I am depending on KVOR as one of the most effective mediums of reaching the public. It is gratifying to see our machinery working full time and KVOR is due much credit as it had the responsibility of most of our advertising program.—Johnie Foust, Dr. Pepper Bottling Company.



We bought KVOR program to convince the public of our superior service —and it has worked. In the face of price cuts, which we did not meet, nothing has fortified us so well; nothing has carried the letter and spirit of our message so completely as KVOR.—Orvil Potts, Ideal Cleaners.

KVOR *Colorado Springs*

CBS Affiliate
1000 Watts
Full Time

THE OKLAHOMA PUBLISHING CO.: THE OKLAHOMAN & TIMES ★ THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS

WKY, OKLAHOMA CITY ★ KLZ, DENVER *(Affiliated Management)* ★ REPRESENTED BY THE KATZ AGENCY, INC.

Radio Set Production, 9 Million, Breaks Record

WITH a production of over 9 million radio sets, 1939 will break all records for the number of radios manufactured, according to Dr. O. H. Caldwell, former Federal Radio Commissioner who is now editor of *Radio Today*. So far, factory reports show an increase of 25 to 30% over 1938, when production exceeded 7 million radios, according to Dr. Caldwell. Unit values are up, and console sales in some cases are double last year's.

With radio dealers' reports indicating that only half of the 1939 radios will replace existing sets, this means that nearly five million new "listening posts" for broadcasting will have been added in American homes, offices, automobiles, etc. This will bring the U. S. total to 46,000,000 radios.

WNEW, New York, on Nov. 27 signed a new five-year contract with Martin Block to continue his *Make Believe Ballroom* program as an exclusive feature of the WNEW artists bureau. The contract is retroactive of Nov. 1 when Block's six-year contract ended.

Continued Temporary Time Extensions No Longer to Be Granted by the FCC

COINCIDENT with termination of special temporary authorizations to operate additional hours held by a half-dozen stations, the FCC announced Nov. 21 that it will strictly enforce its rules governing such temporary authorizations and that continued extensions will not be granted.

Not Recurrent

Formal notice to all stations was given Nov. 21, following individual notification to the stations holding such authorizations, that the practice would be condoned no longer. At its meeting Nov. 14, after a full discussion, the FCC decided to enforce its rules in this connection [BROADCASTING, Nov. 15]. It did this with the full realization that past grants of that character usually resulted from pressure from various quarters.

In letters to the stations previously holding such authority, dated Nov. 17, the FCC pointed out that requests for additional time must be limited to temporary periods for transmission of programs which are not recurrent. It specifically mentioned that requests for network or similar programs which extend over a long period of time cannot be granted under this provision of the regulations.

Stations which were notified of the new policy in considering future extensions include WDGY, Minneapolis; WMAZ, Macon, Ga.; KEX, Portland, Ore.; KOB, Albuquerque, N.M.; WMPC, Lapeer, Mich., and WSPR, Springfield, Mass. The stations have been operating under special temporary authority for additional hours for varying periods ranging from 1937 through this year.

In its notice Nov. 21, the FCC pointed out that two provisions are particularly called to the attention of licensees on special temporary authorizations. These specify that requests must be made ten days prior to the time of desired operation or in special cases where the request cannot be made on time, a full explanation must be made in the request as the basis for acceptance. The second section provides that requests must be limited to temporary periods for the transmission of programs or events "which are not recurrent". The FCC stated that all requests will be considered strictly under all other provisions of the rules and that those which are not in accordance with the rules "will not be granted".

It was pointed out that a program concerning a community chest drive, the dedication of a public building, an address by a prominent citizen, or a sports event may be considered under the regulations providing that only the actual time required for such operation is involved.

Formal Applications

"Additional time for holding the audience or for the convenience of the licensee is not in order", the notice stated. "Requests to carry programs which are recurrent and extend over considerable time, particularly beyond a definite 30-day interval, cannot be considered as proper basis for a request for temporary operation. Requests for such operation should be made by formal application in accordance with the rules governing the same."

Last June, when Commissioner George H. Payne granted WDGY authority to operate full time in lieu of its limited hours on the air, controversy developed in connection with this practice. A possible new breakdown of allocations fundamentals was seen at that time. Following this grant, a number of other stations were accorded similar authority and the issue came to a head at the Nov. 14 meeting of the Commission, at which time the rigid enforcement policy was agreed upon.

Suichide

DOUG ARTHUR, program director of WIBG, Glenside, Pa., argues with himself on the air in a new form of double-talk commercials. His live voice takes a bawling out from his recorded one, to demonstrate the quality of recordings made on the Wilcox-Gay Recordio, sold by the sponsors of a portion of his daily *Danceland* program.

WHO Gives 10% Bonus

DIRECTORS of Central Broadcasting Co., owners and operators of WHO, Des Moines, have authorized for the third successive year a bonus based on the following scale: Employes with five or more years service will receive 10% of annual salary; four years, 9%; three years, 8%; two years, 7%, and one year, 5%. Checks are to be distributed Dec. 22.

WOR to Pay Bonus

CHRISTMAS bonuses will be paid Dec. 5 to all employes of WOR, Newark, who have been with the station six months or more, it has been announced. Those on WOR's payroll for a year or more will receive two week's extra salary if they make $50 a week or less and one week's extra pay if they earn more than $50 weekly. Those employed between Jan. 1 and July 1 of this year will receive half bonuses.

THE EARS OF KANSAS
— mean profits for you!



Just one more example of WIBW's audience-building services . . . the only COMPLETE broadcast of National Cornhusking Contest Finals.

When one single station can reach the listening ear of the entire state of Kansas and well over half of all adjoining states, it's *bound* to be a productive buy.

But when that station is so firmly entrenched in the daily life of these people that it is a dominant factor in guiding their purchasing habits . . . it belongs on the "must" list of every advertiser who wants immediate action . . . results.

Such a station is WIBW . . . friendly, neighborly and homey in speech and programs. A new, ultra-modern transmitter operating on the choice, productive frequency of "580" assures peak reception.

Let us show you how we can produce the same profitable results for you as we have for hundreds of other enthusiastic advertisers.

WIBW "The Voice of Kansas"
COLUMBIA'S OUTLET *for* KANSAS

BEN LUDY, *General Manager*
Represented by
CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago—Kansas City, Mo.—San Francisco

Retailers Reveal Radio Preference

WOR Survey Indicates Their Choice of Air Selling

RADIO is the best means of advertising grocery-store products, in the opinion of retail grocers and middlemen, according to an intensive survey of the New York metropolitan area conducted last spring by the Grocery Laboratory for WOR, which has published the results of the study in a handsome book, "Hand to Mouth". Survey also showed WOR considered as the "best buy for a food advertiser" among New York stations by middlemen and supermarket managers and the second choice of independent retail grocers.

Questionnaire, prepared by WOR, was submitted by interviewers of Grocery Laboratory, a research organization continuously checking the movement of branded grocery products in New York City, to 322 independent grocers, 28 supermarket managers and 28 middlemen in the city and suburbs. Interviews were made on March 6 and 7, 1939, in the city and from March 27 to 30 in the outer trading area, days chosen to avoid week-end customer rush.

They Prefer Radio

Asked what type of advertising they believed most effective for a well-established food product, 60% of the middlemen, food brokers and distributors, chose radio, 14% newspapers and 26% other media. For a new food product, 61% recommended radio, 25% newspapers and 14% other media. Of the independent grocers, 77% said radio, 20% newspapers and 3% other media for well-established products; for new products the vote was: Radio, 85%; newspapers, 14%; other media, 1%. Supermarkets choice for an old product broke down into 72% for radio, 21% for newspapers and 7% for other media; for a new product 86% favored radio and 14% newspapers with no votes for other media.

Seventy-three per cent of the grocers and 79% of the supermarket managers said they stocked products because of customer demand traceable to advertising, with 80% of the grocers and 73% of the supermarket managers naming radio as particularly effective in building such demand. In each group, 9% chose newspapers. Asked what form of advertising customers mentioned most, 80% of the grocers and 68% of the supermarkets reported radio.

Half of the stores were found to contain radios of which 95% were in working order and 22% were tuned to WOR, according to "Hand to Mouth", which also contains brief success stories for a number of food advertisers who have used WOR, a score of amusing illustrations having no particular connection with the subject, and a text prepared in typically sparkling fashion by Joseph Creamer, promotion director of WOR.

RED BARBER, sportscaster of WOR, Newark, is narrator for the National Baseball League's new film, "Play Ball, America," now being shown in schools, colleges and men's clubs. He also will be heard in the National Professional Football League's film, which is to be made shortly for a similar audience.

From Detroit

WITH expansion of the dramatic productions of WXYZ, Detroit has become a major production point for regular nationwide programs. The latest WXYZ-produced coast-to-coast show, *Ned Jordan, Secret Agent*, started on MBS and Don Lee Nov. 14 after a successful year on WXYZ and Michigan Radio Network stations. In addition WXYZ is producing for nationwide reception *The Green Hornet*, recently switched from MBS to NBC-Blue, and the famous *Lone Ranger*, heard on MBS and Don Lee and via transcription.

WALTER PONTIUS, singer of WGN, Chicago, and father of Don Pontius, traffic manager of MBS, Chicago, died Nov. 14. Mr. Pontius was well-known in Chicago as a voice teacher and radio singer. He was starred on the MBS program titled *The Northerners*.

Lottridge Manages WOC

APPOINTMENT of J. Buryl Lottridge as manager of WOC, Davenport, as of Dec. 1, was announced Nov. 16 by Col. B. J. Palmer, president of Tri-City Broadcasting Co. and of WHO, Des Moines. He has been with WHO since last February as a member of its commercial department. Formerly a station representative in Chicago and Kansas City, Mr. Lottridge several years ago was sales manager of Central States Broadcasting Co. with headquarters in Omaha. Afterward he joined KOMA, Oklahoma City, as sales manager, and KTUL, Tulsa.



Mr. Lottridge

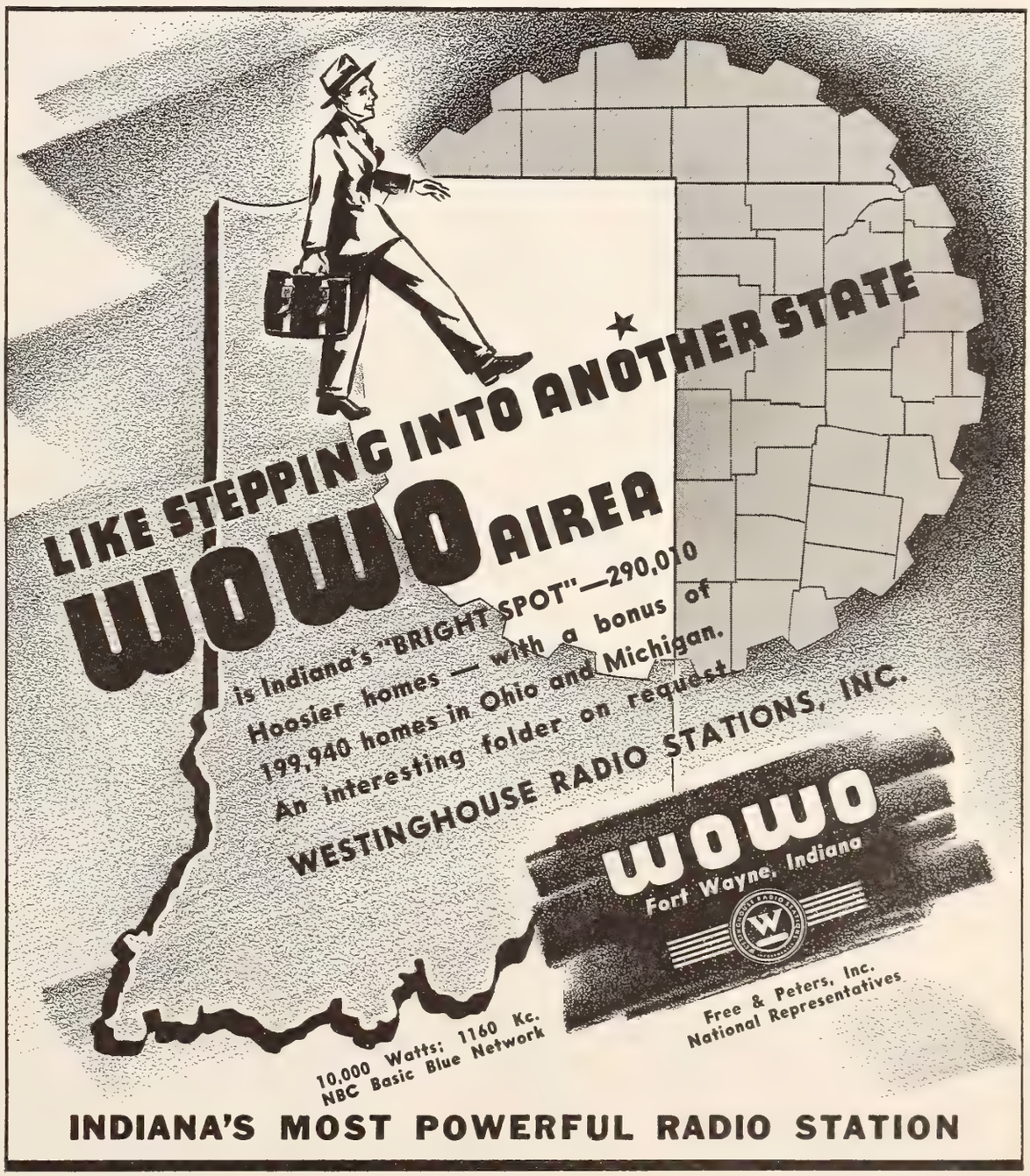
CECIL B. DE MILLE, Hollywood producer of the CBS *Lux Radio Theatre*, sponsored by Lever Bros., has had his contract renewed effective Jan. 1. He is now in his fourth year as producer-director of the weekly program.

Mrs. Swabey Appointed As CBC American Rep

CANADIAN Broadcasting Corp. has appointed Mrs. Helen Swabey as its first representative in the United States, with the title of New York liason officer. Although she will assist in arranging the exchange of programs between the CBC and the major United States networks, her main duty, she explained, will be the interpretation of CBC policies to American broadcasters and newspapers and the reporting of American policies to CBC officials.

Mrs. Swabey's first connection with CBC was in its program department. Last year she was sent to England to the BBC staff training school, following which she spent several months with Radio Normandie studying European commercial broadcasting.

CLAYLAND T. MORGAN, assistant to NBC's president for institutional promotion, appeared as master of ceremonies on a television program on W2XBS, New York, Nov. 29, which also featured McClelland Barclay, noted artist, and a fashion prevue of the Television Ball.



"Lady,



"There's a funny little popping noise right next to Raymond Gram Swing"

Illustration, courtesy the New Yorker Magazine.



things are forever popping on this network!"



POP For *18* Consecutive Months, Mutual billings have outstripped every corresponding month in Mutual history.



POP *88%* of all Mutual 1938 coast-to-coast campaigns are back in 1939. This is the highest percentage of coast-to-coast renewals on any network.



POP *75%* of all current Mutual coast-to-coast programs started as sectional accounts and grew because of *results*.



POP *Twice* as many new network accounts have been, and are being, developed by Mutual than by all other networks *combined*.



POP The net return to the stations on Mutual commercial programs is the *largest* in network broadcasting.

Yes, indeed, Dear Lady, while it is quite true that Mutual maintains permanent organizations in the war capitals (not to mention two front-line correspondents!) what you hear is *not* the stutter of machine gun fire but the astonishing facts and figures that are forever popping up on Mutual's peace-time progress.

THE MUTUAL BROADCASTING SYSTEM

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Radio's Platform

AS A NEW YEAR approaches, it behooves all in radio to take inventory, reviewing the past and contemplating the days ahead. In American radio, happily, there are two basic components—the public and the broadcaster. In between are such essential factors as the client, the advertising agency and the Federal regulatory authority. But as long as the broadcaster satisfies the listener, he meets his service obligation.

American radio, in its 19 years of stewardship, has more than met all challenges. It was born here, nurtured and developed under democratic precepts, and it has outstripped its contemporaries in this troubled world. Temporary obstacles have been thrown in its path, bred by perhaps well-intentioned but misguided people in some cases; by crackpots and blue-nosed reformers in others; by political zealots with dictator-complexes in yet other instances; and by those who feared its competition for the advertiser's dollar.

The path is not yet clear, which may be all to the good. If all were milk and honey, the broadcasters might become smug, satisfied and decadent, rather than the virile, aggressive group they are. It is true that broadcasters, because of their overall success and the allegiance of the public, are harrassed by more plain and fancy problems than have confronted any other art or industry. Yet they have solved all of them in the past through good programming and intelligent and resourceful management. There isn't any reason it can't be done in the future.

Radio's platform of service has moulded itself over the years. We think it advisable, however, to set down in type the immediate objectives of the industry, as a sort of creed in which it dedicates itself not only to the public service but to a vigorous defense of those principles for which it must stand to perpetuate that service.

It was President Roosevelt himself who remarked last May in his first transcribed address on radio that, except for policing of the air to prevent allocation confusion, "radio is as free as the press". In any radio platform, that tenet must take the No. 1 niche. It is all-inclusive. Radio could ask no more than that which its colleagues of the Fourth Estate have established as a cherished principle and kept inviolate since the days of the founding fathers.

So with that introduction we outline our platform for American radio—a platform which henceforth we will publish in our masthead on this page, to be modified as conditions change:

American radio as free as the press.

Maintenance of a free, competitive system of broadcasting.

Programs providing greatest good for the greatest number.

The right to render public service without undue restraint.

Maintenance of highest moral, social and economic standards.

Stand aloof from political partisanship on the air.

Build radio circulation to saturation in 30,000,000 American homes, with radios in every classroom, office and automobile.

Keep abreast of modern technical developments.

Foster sound and progressive development of commercial television and facsimile.

Daytime Rut

DAYTIME radio is in a rut. There is almost an unbroken monotony of network serial strips —washboard dramas, they have been called. All told, there are some 15 daytime hours on the major networks alone, most of them contiguous.

Last April we essayed to point out editorially that the situation was becoming serious; that the daytime drift was to follow the leader. The situation today is such that broadcasters are becoming fearful of losing audience because of the sameness of the radio fare. Greater diversification of daytime programs has become necessary.

Sensing this situation, John F. Patt, aggressive young head of WGAR, Cleveland, is doing something about it. A new daytime musical for Franco Spaghetti, featuring Lanny Ross, has been sold by CBS. He is pushing it with extraordinary merchandising, in the hope of attracting other sponsors. Stations contacted by him have given his plan enthusiastic endorsement.

Advertisers will switch to new program themes—music, comedy, and even mystery stories—if they are shown results comparable to or better than those now accorded the washboard dramas. For radio's sake, the networks should discourage overloading of their schedules with so much daytime sameness. The formula is made to order.

Hodgepodge Economics

SKELETON-rattling and looking under beds is a pet pastime of industries subjected to increasingly stringent Government regulation. It has been so in radio practically since the first law affecting it was enacted in 1927. And as broadcasters get a bit grey about the temples, it hasn't abated appreciably.

We are not given to spreading of alarmist views. Yet we see in recent developments in radio litigation, and in policy pronouncements of the FCC, harbingers of real danger to the freedom of movement guaranteed to radio by law. Serious undermining of commercial radio is in the offing unless the trend is checked.

In recent weeks there have developed a hodgepodge of regulatory ideas and actions which seem to be inconsistent and at variance with the intent of the law. The U. S. Court of Appeals, which sits over the FCC on matters of law, unfortunately hasn't clarified conditions in its recent rulings.

The crux of the present situation goes to station competition. The FCC, through its aggressive young general counsel, steadfastly espouses the view that the broadcaster is not different from the butcher, baker or candlestick maker, and is not to be protected against any degree of competition through licensing of new stations. It's the survival-of-the-fittest theory. The court, in a recent ruling, did not subscribe to that view all the way, but it said that unless existing stations could show they would be utterly destroyed by the new competition, and proved it, they could not have a day in court. The Commission's grant then would become final.

Beyond that, the FCC recently adopted what appears to be an utterly arbitrary and indefensible policy by closing the door to interventions by existing stations in proceedings before it unless it feels so disposed. In quick succession it denied dozens of petitions to intervene. Then, evidently feeling the action too drastic, it let up for a spell.

There have been other instances of radical departures from orthodox procedure. In a case granting a new local station, the FCC held that network affiliates are, in effect, precluded from rendering a local service. In the same case, it deviated from what appeared to be established allocation policy by granting a local station to a community which, under its rules, required regional power for effective coverage.

We do not oppose the competition theory if it is consistently applied and kept within reasonable bounds, and if the natural concomitants of such a policy likewise are observed. If radio is to be recognized as a private business subject to all the hazards of competition, then the Government's regulatory jurisdiction should be confined to that of a licensing authority and a "traffic cop" of the air. Indeed, the President himself observed that only such controls necessary to prevent complete confusion on the air have been set up.

But it is difficult to reconcile the FCC's present policy pronunciamentos — that new competition just short of actual death of existing stations is permissible—with the mandate of Congress that all stations be required to serve the public interest, convenience and necessity. Unrestricted competition breeds cutthroat tactics. History is replete with examples of what happens in such cases.

We Pay Our Respects To —



FRANKLIN MALCOLM DOOLITTLE

PUNTS, laterals and blocked kicks are the order of radio business during fall and winter Saturday afternoons, with the broadcast spectrum transformed into a thousand gridirons. But Franklin Malcolm Doolittle can tell you a different story.

It was on Nov. 13, 1921, when Yale and Princeton were fighting their annual gridiron battle. Franklin Doolittle, an instructor in communications engineering at Yale, operated an amateur station, 1AGI. Believing fellow amateurs might be interested in the epochal event, he put on a "play-by-play" account—perhaps the first football broadcast in history. Seated at his home-made microphone — a reformed stand-up telephone—he repeated the plays as read to him over a telephone line by a reporter of a local newspaper. He received many enthusiastic letters of appreciation.

Franklin Malcolm Doolittle today is president and manager of the successful and civic-minded WDRC, Hartford, the pioneer offspring of amateur station 1AGI. As a matter of fact it was only 13 months after that epoch-making football broadcast — on Dec. 10, 1922—that WDRC became a regularly licensed commercial outlet. This month WDRC observes its 17th anniversary.

Dr. Doolittle, while a practical broadcaster, nevertheless is first and foremost a radio engineer. He built his first station in 1906, and he is still building them. His newest offspring is the experimental frequency modulation station W1XSL, on Meriden Mountain in central Connecticut, utilizing advanced engineering methods which Dr. Doolittle is convinced will become the transmitting system of the future. The station began regular operation Oct. 1, and is the first frequency-modulated outlet to be built by an independently-owned commercial broadcasting station. About three years ago the possibilities of frequency modulation, as opposed to the conventional amplitude method, were demonstrated to Dr. Doolittle by Maj. E. H. Armstrong, its inventor. Now called "staticless radio", F-M so fascinated him that he immediately set out to test its merits. He is one of the leading experimenters in the field today.

Franklin M. Doolittle has spent nearly all of his 46 years in his native Nutmeg State. He was born in New Haven, June 16, 1893, the son of a wholesale druggist. While still a grammar school youth of 13, he built his first "wireless". It consisted of a Ford spark coil for transmission and a coherer for reception. Over several years the station was improved and rebuilt several times, and was finally used by the United States Telegraph Co. for communicating with ships plying the waters of Long Island Sound.

After elementary school work in New Haven, young Frank Doolittle at 18 entered Sheffield Scientific School at Yale University, but continued his radio work as a commercial wireless operator, pounding brass on merchant ships during vacation periods. At the same time, despite his youth, he was teaching "wireless" at evening classes at the New Haven Boys' Club. During this period, a quarter-century back, he constructed an arc transmitter which was used for actual broadcasts of music that were heard around New Haven and by ships on Long Island Sound.

Graduated from Yale in 1915 with a degree of Bachelor of Philosophy in Electrical Engineering, the youthful radio scientist joined Bell Telephone Laboratories in New York City and for two years applied his training and experience to the embryonic radio field. With the entry of the United States in the World War he became an ensign in the Naval Reserve, and later transferred to the regular line with the same rank following completion of a training course at Annapolis. During his naval tenure, he acted as radio officer of the 4th Squadron, Atlantic Fleet under Admiral Hoogewerf.

The war ended, Ensign Doolittle was mustered out of service and returned to his native New Haven. In 1919 he began to teach communications engineering at Yale on a part-time basis—probably another radio first, though he does not claim it. For six years he taught at Yale, at the same time starting in the radio business, first manufacturing loudspeakers and amateur equipment. With the advent of broadcasting in 1920 he opened a retail store for the sale of sets and parts.

Like many another pioneer who started "commercial" broadcasting as an adjunct of the set business, only to find the tail wagging the dog, Professor-Merchant-Engineer Doolittle filed an application for a broadcast license and on Dec. 10, 1922 began the operation of WPAG, at New Haven, which subsequently became WDRC in Hartford. In 1926 the radio store was dropped in favor of the station and in 1930 the station moved to Hartford, becoming a basic outlet for CBS. Dec. 5 marks another anniversary for WDRC—its ninth year of affiliation with CBS.

While Dr. Doolittle has developed numerous radio devices, perhaps the outstanding was a patented system of binaural broadcasting, which gives the effect of acoustic perspective in the transmission of a program. A station for such transmission was actually constructed in New Haven and was operated for several months.

Mrs. Doolittle is the former Frances Cooper of New Haven. They were married Nov. 30, 1933. Their children are Lydia, 4, and John, 2. Dr. Doolittle is a member of the Institute of Radio Engineers and of the Radio Manufacturers Assn. Committee on Frequency Modulation. His fraternity is Sigma Psi. Aside from radio, Dr. Doolittle's hobby is boating and he operates a ship-to-shore radio telephone aboard his Fairform Flyer *Decibel*.

Personal NOTES

SHELDON F. SACKETT, owner of KOOS, Marshfield, Ore., has sold his interest in the *Salem Oregon Statesman*, and is concentrating his efforts on KOOS and the *Coos Bay Times*, his Marshfield newspaper. He has also sold his interest in the new KVAN, Vancouver, Wash., which will be owned 80% by Walter L. Read, manager; 20% by D. Elwood Caples, city attorney of Vancouver and Democratic state chairman, with Chief Engineer Paul W. Spargo holding a qualifying share.

HERMAN E. FAST, for the last five years on the sales staff of WKRC, Cincinnati, has been named sales manager of the station, succeeding William J. Williamson.

SENOR JOSE A. HIGUERA, owner and manager of YV1RK and YV1RL, Maracaibo, Venezuela, is now in the United States visiting advertising agencies and advertisers in the interest of his stations. He is headquartering at the Conquest Alliance Co. New York offices.

JAMES F. HOPKINS, president and general manager of WJBK, Detroit, recently bagged a buck during a one-day deer hunting trip in Northern Michigan.

HAYDN R. EVANS, formerly commercial manager of WNAX, Yankton, S. D., has been named general manager of WTAQ and WHBY, Green Bay, Wis., the latter scheduled for removal next year to Appleton, Wis.

HENRY MAAS, NBC Hollywood sales traffic manager, is the father of a 4½-pound boy born Nov. 11.

EVAN ROBERTS, formerly head of radio activities of the Federal Theatre Project, has joined the program department of WMCA, New York, where he will specialize in creating programs of a public service nature.

ELLIS CHANEY, vice-president of Southland Industries, licensee of WOAI, San Antonio, has resumed active duty at the station. Mr. Chaney for six years has represented Norge products in the San Antonio area, and prior to that was general manager of WOAI. James W. Chapman, formerly associated with Chicago U and Texas A & M College, has joined the WOAI sales staff.

TAMS BIXBY Jr., vice-president and manager of KBIX, Muskogee, Okla., is slowly recovering from injuries received when a car which he was driving overturned. He suffered a broken collarbone and other injuries, and will be absent from his office for several weeks. This is his second accident of the year, having been seriously burned in a motorboat explosion in Minnesota last August.

ROBERT ST. CLAIR, well known in Pacific Northwest radio, has joined the commercial department of KMO, Tacoma, Wash., as account executive.

LORRIN THURSTON, operator of KGU, Honolulu, was in Hollywood during late November, enroute home after a four-month tour of the States.

FRANK WEBB recently was appointed manager of KTMS, Santa Barbara, Cal.

JEROME B. HARRISON, formerly advertising manager of the New York edition of *Parents Magazine*, and previously with General Electric Co., has been appointed to the sales staff of WABC, New York.

JOHN T. VORPE, advertising and publicity director of WHK-WCLE, Cleveland, has resigned. He has announced no plans.

JAMES CONWAY has joined the sales staff of WJIM, Lansing, Mich.

WAYNE WELCH, promotion manager of KSO-KRNT, Des Moines, is the father of a girl born early in November.

ARNOLD BACON, formerly of Iowa Network, has joined WNAX, Yankton, S. D., as head accountant.

WILLARD EGOLF, commercial manager of KVOO, Tulsa, Okla., was elected to the board of directors of the 10th District of the Federation of Advertising of America at the recent convention in Houston.

G. E. ZIMMERMAN, general manager of KARK, Little Rock, Ark., is vacationing with friends on a fishing and hunting trip in Mexico.

RAY RINGSON, manager of WRDW, Augusta, Ga., is the father of a girl born early in November.

PAUL SIMS and Eugene Baker have joined the sales staff of WDGY, Minneapolis.

CHARLES COFFIN, formerely of the Chicago office of Transamerican Broadcasting & Television Corp., has joined the sales staff of WGN, Chicago.

MONTE MEYER, formerly of KPAB, Laredo, Tex., has joined the commercial department of KTOK, Oklahoma City.

HERBERT I. ROSENTHAL, general manager of Columbia Artists, New York, has been appointed executive vice-president of the organization, and I. S. Becker, business manager, has been made vice-president, retaining his former activities. Two new positions have been created for Columbia Management of California, with Murry Brophy, former managing director, promoted to executive vice-president, and Rudolph Polk becoming vice-president.

TOM WOLF, formerly of *Time* and *Life* magazines and the *New York Post* and contact man for WOR's *Welcome Neighbor* program broadcast in connection with the New York World's Fair, has joined the press department of WOR, Newark, as night representative.

BURRIDGE D. BUTLER, president of WLS, Chicago, and chairman of the board of KOY, Phoenix, Ariz., has gone to his Phoenix home to spend the winter. He was accompanied by George Cook, WLS treasurer, who plans to return to Chicago in early December.

HARRY F. WALSTRUM, manager of Associated Transcriptions of Hollywood, and Eleanore Bosworth, radio actress known professionally as Eleanore Argo, were married in Los Angeles Oct. 28, it has just been revealed.

Shaw WMCA V-P

APPOINTMENT of Donald S. Shaw as executive vice-president of WMCA, New York, in charge of personnel and station operations in addition to his former duties as the station's sales manager, was announced Nov. 24 by Donald Flamm, president of WMCA. In making the announcement Mr. Flamm stated that "Mr. Shaw's reputation in broadcasting, first as eastern sales director of NBC and later as the executive in charge of radio at the McCann-Erickson advertising agency, together with the splendid record he has made at WMCA during 1939, eminently fit him for the added responsibilities." Appointment was effective immediately. Mr. Shaw joined WMCA last February as vice-president in charge of sales, leaving his post as assistant to the President of McCann-Erickson. He also had served as account executive with J. Walker Thompson Co., and as radio director of Lennen & Mitchell.



Mr. Shaw

Rogers in Crash

J. ELLSWORTH ROGERS, president of CFRB, Toronto, narrowly escaped death Nov. 12 near Madoc, Ont., when the seaplane he was flying capsized during a lake landing. After the pontoons hit the water they sank and the plane turned upside down, with the wings resting on the lake bottom. Rogers managed to loosen his safety belt and escape through a window, then swam around to try and rescue his companion, Col. R. J. E. Graham, in the cabin. When Rogers felt he could stay under water no longer, he came up to the surface and clung to the pontoons, which were still showing above water. His companion on the hunting trip drowned. Other members of the party on shore rescued Rogers from the icy water. The accident was caused by ice forming on the rudder controls.

BEHIND the MIKE

LAWRENCE TREXLER on Nov. 16 was appointed program director of WMPS, Memphis, by Manager James C. Hanrahan. He is also news editor of the station, having been with Scripps-Howard Radio for several years and formerly having served with WNOX, Knoxville, and WCPO, Cincinnati.

NORTHRUP DAWSON, formerly a member of the radio department of Benton & Bowles, New York, has joined WCCO, Minneapolis, as program producer. Randy Bean, also previously with Benton & Bowles in the radio publicity department, on Nov. 20 became program director of WHIP, Hammond, Ind.

ALLEN BELL, formerly of WLS, Chicago, and WDZ, Tuscola, has joined WSOY (formerly WJBL) Decatur, Ill., as rural program director. Eddie Wilson, formerly of WTAD, Quincy, has returned to the WSOY announcing staff, and Berne Enterline has been promoted to chief announcer. Johnny Bernard also has joined the WSOY announcing staff.

ROBERT HIESTAND, KFI-KECA, Los Angeles, producer, is the father of an 8½-pound boy, born Nov. 15.

TIM RYAN, formerly of the radio comedy team of Tim & Irene, is now in Hollywood devoting his time to gag writing for the CBS *Texaco Star Theatre*, sponsored by Texas Co. His wife, Irene Noblette, has a spot on that program as heckler-foil for Ken Murray, and Ryan contributes the comedy material.

HERMAN MANKIEWICZ, Hollywood writer, has been signed by Orson Welles, director, to handle radio adaptations for his CBS *Campbell Playhouse* programs, sponsored by Campbell Soup Co.

DOROTHY GILLESPIE has joined the office staff of KTSM, El Paso, Tex., as switchboard operator, replacing Christina Dorris, now in the bookkeeping department of the station.

LARRY CHATTERTON, CBS Hollywood announcer, is the father of a 9-pound girl, born in Glendale, Cal., Nov. 12.

ROLF KALTENBORN, production man at WABC, New York, was elected president of the WABC Local of the American Guild of Radio Announcers and Producers at its annual election, held recently. John Reed King was elected vice-president and Guy Della Cioppa, secretary-treasurer.

RALPH W. LANGLEY, formerly program director of KGLU, Safford, Ariz., has joined the continuity staff of KTSA, San Antonio.

NED LEFEVRE, announcer of WFBM, Indianapolis, and winner of a local audition has gone to Hollywood for four weeks, during which he is to appear on the *Gateway to Hollywood* programs.

SANDY MEEK, program director of WOOD-WASH, Grand Rapids, Mich., wrote the words for the new song, "In Our Wonderful Garden of Love", introduced on an NBC-Red program recently by *Gene & Glenn*. Music is by Walter Miles. The song also is to be played on Abe Lyman's *Waltz Time*.

OWEN BABBE, formerly of KOIL, Omaha, and KFAB, Lincoln, has joined KMTR, Hollywood, as news writer and commentator. He succeeds Don McNamara who resigned to join KFI, Los Angeles. Howard Culver, after a year's absence, has returned to the announcing staff of KMTR.

A Busy Day

LOU KROECK, Arizona Network sportscaster, headquartered in Phoenix, claims a record. Piloted by Hal Lines, KOY transmitter operator, in the latter's airplane, Kroeck left Phoenix recently in the morning and flew to Tucson where he broadcast the Phoenix-Tucson high schools football game in the afternoon. From there he flew to Tempe, Ariz. and broadcast the State Teachers' College game in the evening. Then he hopped to Phoenix to handle the broadcast of Gus Arnheim's orchestra from a local hotel.

IRVING REIS, CBS writer-producer, brought to Hollywood from New York two years ago by Paramount Pictures Corp. for film assignments, is being groomed to direct. The former *Columbia Workshop* producer is taking a 10-week leave from film writing assignments to permit concentrated study of picture production methods.

Meet the LADIES



GAIL NORTHE

BACK in 1932 Gail Northe was telling fairy tales on KNOW, Austin, Tex. En route to New York one spring, she stopped over in Dallas to do a guest appearance on WFAA. A station executive heard the program, gambled on her ability to sell merchandise as well as she told fairy tales, and hired her. After five years with WFAA and the Texas Quality Network, Gail joined Texas State Network as director of women's activities—the third person Elliott Roosevelt hired while his net still was in the throes of organization. In this capacity she does a thrice-weekly fashions and personalities program that is one of the most popular in Texas. A sister of C. R. Smith, president of American Airlines, Miss Northe (she was christened Mildred Smith) has a decided flying complex. She "specializes", says Miss Northe, on dropping orchids from airplanes—1,000 to publicize the 1937 Pan-American Exposition in Dallas, more armloads to publicize the opening of TSN in 1938. Early this year Miss Northe married Charles Muskavitch, a Russian prince now conservator of art for the Dallas Museum of Fine Arts and Crocker Galleries of Sacramento, Cal.

RUBEY COWAN, who left NBC two years ago to join Paramount Pictures in Hollywood, returns to New York Dec. 1 to rejoin the NBC artists service division in charge of vaudeville, motion picture and television bookings, George Engles, vice-president and managing director of the artists service has announced. On the same day A. Frank Jones, of the division, becomes assistant to Mr. Engles, and Alexander Haas is appointed manager of the San Francisco office of the artists bureau, to handle bookings on the Pacific Coast and in the Southwest.

RHEA DIAMOND, secretary to Leon Goldstein, publicity director of WMCA, New York, was married recently to Arthur Director.

BERTHA CURRAN, of the educational department of NBC-Chicago, has announced her engagement to O. J. Neuwerth, production director of Chicago Radio Council. The wedding date is Dec. 28.

GEORGE FAULKNER, CBS script writer of the Sunday afternoon program *Pursuit of Happiness*, has been forced to give up the assignment temporarily due to illness.

JOHN GRAHAM, former trade news editor of NBC, has joined *Tide* Magazine as an associate editor.

JAMES P. BEGLEY, program manager of KYW, Philadelphia, was taken to Graduate Hospital, Philadelphia, Nov. 14 for two blood transfusions. Kerby Cushing, KYW sportscaster, is the father of a girl born Nov. 19, his own birthday.

DON MORRIS, former announcer of WMBC, Detroit, and Lucy Benson, script writer, have joined WWJ, Detroit.

JOHN CORCORAN, radio commentator and newspaper writer, has joined the announcing staff of WPEN, Philadelphia, handling a thrice-weekly quarter-hour series.

LUCILLE CUMMINGS, several years ago receptionist at KPO-KGO, San Francisco, returned after a lengthy absence and is now a contralto on the network's artist staff.

HENRY W. LUNDQUIST has joined the production staff of WEEI, Boston, as script writer.

PAT KELLY has returned from a six-month leave of absence to handle publicity and production at KFRC, San Francisco.

RICHARD WEAVER, formerly advertising manager of Big Ben Self-Service chain food stores, has joined WARD, Brooklyn, to handle special promotion and publicity for the station, which specializes in foreign language programs.

FLORIDA STEVENS, actress at KPO-KGO, San Francisco, has been signed by a Hollywood motion picture studio.

EVELYN WILSON has joined the continuity department of WOL, Washington, assisting Mary Louise Moy and Dorothy O'Donnell. Mrs. Edna Aitchison has been named WOL receptionist.

TOM DAILEY, sportscaster of KVOO, Tulsa, Okla., is handling high school football and amateur hockey game broadcasts on KOME, Tulsa, on loan from KVOO when the games do not conflict with his KVOO broadcast schedule.

ROY MASON, sports announcer of KGNF, North Platte, Neb., is to marry Peggy Chase during the Christmas holidays.

BUDDY BOSTICK, formerly program director of WACO, Waco, Tex., has joined the announcing staff of KARK, Little Rock, Ark.

HUGH ASPINWALL, in Midwestern radio during the last 15 years and most recently of WCCO, Minneapolis, has joined the program department of KMOX, St. Louis.

HAROLD TURNER, staff pianist of WGN, Chicago, since 1934, has returned to his duties at WGN following a year's study in Europe.

VOICI QUELQUE CHOSE DE BON!



By tradition the people all through WTIC's New England have a reputation for being pretty practical, down-to-earth folks. The sort who can take their French lessons—or leave them.

Yet, within one week after the first announcement we received requests for *10,000 lesson sheets*—offered in conjunction with a new series of French Pronunciation Lessons over WTIC.

Such a handsome response to an *educational feature shows* that our 50,000 Watts reaches a big audience of consistent listeners. The experience of scores of advertisers shows that it pays to reach this audience of ours—because it's *friendly* as well as big.

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

- IN LISTENER POPULARITY BY 2 TO 1 IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT ADVERTISERS

WTIC

50,000 WATTS · HARTFORD, CONN.

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation
Member NBC Red Network and Yankee Network
Representatives: Weed & Company
New York Chicago Detroit San Francisco

DON WILSON, Hollywood announcer of the NBC *Jack Benny Show*, sponsored by General Foods Corp. has been added to the cast of the film, "Buck Benny Rides Again," which features the comedian and is being produced by Paramount. Other members of the weekly radio show in the film are Phil Harris, Eddie (Rochester) Anderson, Andy Devine and Dennis Day. Bill Morrow and Ed Beloin, gag writers for Benny, are also writing the screen script.

JOHN S. HAYES, production manager of WOR, Newark, is the father of a boy born Nov. 16.

HUGH ASPINWALL, formerly of WCCO, Minneapolis, has joined KMOX, St. Louis, as announcer. Don Ownbey, KMOX news editor, is the father of a boy born early in November.

CALDWELL CLINE, of the program department of WBT, Charlotte, N. C., returned from the hospital Nov. 17 following a tonsilectomy.

WILLIAM R. TEDRICK, chief of the continuity staff of KWOC, Poplar Bluff, Mo., is the father of a girl born early in November.

JANE WESTON, home economist of WOWO-WGL, Fort Wayne, Ind., has returned to work following recovery from injuries received in a bus accident.

TONY JACKSON, of the CBS San Francisco production department, has been transferred to KSFO, San Francisco.

ETHEL BERMAN, formerly of WTOL, Toledo, O., has joined WJBK, Detroit, as continuity writer and publicity director.

MRS. FRANCES FARMER WILDER, CBS Pacific Coast director of education, Hollywood, discussed Radio and Education for Democracy Nov. 25 at the convention of Western Association of Teachers of Speech in San Francisco.

LOU HENKLE, former vaudeville performer and free-lance artists booking agent, has joined WAAT, Jersey City, as manager of the station's artists bureau.

DENNIS BRATHWAITE, formerly of the Canadian Broadcasting Corp. program staff, has joined CKGB, Timmins, Ont., as continuity writer.

TOMMY THOMAS, program director of KIRO, Seattle, recently married Helen Flaten, formerly his secretary.

PETER GRANT, chief announcer of WLW, Cincinnati, recently sustained a minor scalp injury when a horse he was riding stumbled and threw him to the pavement.

JOSEPH GRANT, announcer of WMEX, Boston, was to marry Carmer Trudeau on Nov. 30.

GEORGE T. CASE, formerly program director of WING, Dayton, O., has resigned to join WTMV, East St. Louis, Ill., in that capacity.

JOHN S. HAYES, production manager of WOR, Newark, on Nov. 16 became the father of a seven-pound son.

GENE TABOR, formerly of KYA, San Francisco, recently was named manager of a San Francisco night club.

HOWARD HARDING, tenor and commentator at KFRC, San Francisco, is the father of a boy born recently.

CORWIN RIDDELL, news chief of WOAI, San Antonio, represented the station and Texas Quality Network at the dedicatory services of the new Radio Hall on the campus of Texas U at Austin during a half-hour broadcast originating on WOAI and heard on TQN.

JEWEL FOSTER has been added to the office staff of KOMA, Oklahoma City, as receptionist, and Betty Nelle Garrett has joined the accounting department.



PROUD was L. B. Wilson, president and general manager of WCKY, Cincinnati, as he delivered a one-minute talk during a special informal musical program Nov. 18 dedicating the station's new studios and offices in the Hotel Gibson. The three new Hotel Gibson studios have been named for the three states in WCKY's primary area—Ohio, Indiana and Kentucky—and each has been appropriately labeled with bronze plates on the studio doors. One studio will be retained in Covington, Ky., from where the main studios were moved Nov. 11, for pickups of Kentucky programs. Opening of the new Hotel Gibson quarters was announced by formal engraved cards.

On His Record

BOB PROVAN, announcer of WDRC, Hartford, Conn., has been elected Republican alderman from the 10th Hartford ward—and without having made a single personal speech. Shortly after his nomination, Provan went to the hospital for an appendectomy. He recorded a speech at the WDRC studios a day or so before the operation, and the platter was played at a ward workers' meeting. Brovan went back to work the night of the election, and was assigned to introduce Mayor Thomas J. Spellacy, Democrat reelected for a third term. Amid mutual congratulations, the Mayor's comment: "We both won on our *records!*"

ROBERT PATT, promotion manager of WHN, New York, has been placed in charge of the WHN transcription service in addition to his other duties, replacing George DePue, who has resigned to become assistant manager of WSAN, Allentown, Pa.

EDGAR L. TIDWELL, production manager of KGB, San Diego, Cal., has announced his engagement to Frances Shimp.

FRANCES MINTON has replaced Janet Baird, KGO, San Francisco commentator on *Through a Woman's Eyes* due to illness of Miss Baird's mother.

WAYNE BOWLER has been named news editor of KGVO, Missoula, Mont., editing UP news reports and gathering material for KGVO's twice-daily local newscasts.

HENRY GUERRA, of St. Mary's U, San Antonio, has joined the announcing staff of WOAI, San Antonio.

NELSON McININCH and Tom Cafferty have joined the announcing staff, and Mildred Baker the continuity staff of KDYL, Salt Lake City.

ESTHER LUDWIG, of the continuity department of NBC-Chicago, has announced her engagement to Robert McDonald, golf professional. They plan to marry soon after Jan. 1.

AP NEWS SELECTED FOR LATIN SERIES

UNITED FRUIT Co., New York, first advertiser to sponsor a series of shortwave broadcasts from the United States directed at listeners in a foreign country [BROADCASTING, Nov. 15], starts this series Dec. 1 on NBC's international stations WNBI and WRCA. Programs will be broadcast seven nights a week for 52 weeks, 9-9:15 p. m., program content being news in Spanish. There will be no product selling on the broadcasts, according to E. S. Whitman, advertising manager of United Fruit Co., who said the series "is being sponsored strictly in the interests of good will." All announcements, he added, will be directed solely toward creating a better understanding between the United States and the countries of Latin America where the company does business and has extensive investments.

Associated Press will supply the news for the broadcasts, Mr. Whitman stated, with NBC's international division staff handling the preparation and translation into Spanish, subject to the sponsor's editorial supervision. AP executives declined to discuss the arrangement, but it is understood that United Fruit is purchasing the news through its subsidiary, Tropical Radio Telegraph Co., to which AP supplies news for dissemination in Latin America. Series is placed through Wendell P. Colton Co., New York.

NBC Assigns L. P. Yandell To Shortwave Programs

L. P. YANDELL, assistant treasurer of RCA, has been temporarily assigned to NBC to handle commercial activities in connection with the network's shortwave broadcasting. Mr. Yandell, who handled the sale of a daily quarter-hour in Spanish to United Fruit Corp., first advertiser to make use of this medium, said that in making this service available to American advertisers the company believes it is also making a contribution towards building a lasting trade relationship between the Americas.

The aims of companies with Latin American interests, he said, are first to build goodwill, then better trade relations and only finally increased sales, and it is in the first two phases that international broadcasting can be especially helpful. RCA, he stated, will make shortwave broadcasts an important part of its export advertising campaign.

Freeman Settles

SETTLEMENT of court costs was made recently in the two suits filed in New York Federal Court against Charles Henry Freeman Jr. by Cecil, Warwick & Legler and NBC. Freeman alleged in published advertisements that the *Metropolitan Auditions of the Air* programs were his idea, for which he claimed Sherwin-Williams & Co. agreed to pay $116,719 to NBC, the agency and the Metropolitan Opera Co. in May, 1935. NBC had filed suit against him for $62,308 damages, and the agency had sued him for $16,583.

READ WIGHT, manager of the Chicago office of World Broadcasting System, is the father of a baby boy, Anthony.

in the CONTROL ROOM

GERALD CASSENS, formerly of WDZ, Tuscola, and Paul Wnorowski, of WTAD, Quincy, have joined the engineering staff of WSOY (formerly WJBL), Decatur, Ill. Milburn Stuckwish, chief engineer of WSOY for the last year, has been named technical supervisor of the station.

ORVILLE JONES, formerly of the engineering staff of KRIC, Beaumont, Tex., has resigned to join the Department of Commerce air communications service, and he is stationed near Grant, N. M.

CHARLES PHILLIPS, formerly on the staff of Eccles Disc Recording Co., Hollywood, has joined KMTR, that city, as technician.

A. A. SOVEREIGN, formerly of KFAB, Lincoln, Neb., has joined the engineering department of WNAX, Yankton, S. D.

CHARLES W. MASON, formerly of WGR and WKBW, Buffalo, N. Y., has joined WJIM, Lansing, Mich., as chief engineer.

VERN MILTON, engineer of KGB, San Diego, Cal., is the father of a girl born in early November.

EUSTACE H. TAYLOR, formerly in charge of the centralized sound system in the U. S. Capitol in Washington, later manager of Radio Sound Service Engineering Co., Washington, has been appointed manager of the research products department of the Graybar Co., Chicago.

OWEN J. FORD has joined KEUB, Price, Utah, as chief engineer, replacing Gilbert S. Andrews.

B. F. FREDENDALL, NBC New York audio-facilities engineer, is in Hollywood to install RCA Orthacoustic recording equipment.

CARL ADAMS, graduate of Midland Television, has joined the engineering staff of KFPW, Fort Smith, Ark., and Wesley Nodine, also a Midland graduate, has joined the technical department of WGNC, Gastonia, N. C.

JOE CHAMBERS, Washington consulting engineer of the firm of McNary and Chambers, and Mrs. Chambers are parents of a 7½ pound daughter, Patricia Sue, born early in November. She is their second daughter.

RALPH E. CANNON Jr., chief engineer of KFDA, Amarillo, Tex., is the father of a boy born Nov. 4.

BRUCE VAUGHN, formerly of WSAZ, Huntington, W. Va., has joined WRAL, Raleigh, N. C., as transmitter operator.

J. P. VEATCH, chief engineer of KFEL, Denver, is the father of a boy born Nov. 22.

RICHARD H. GUMB has left WLAW, Lawrence, Mass., to join WJNO, West Palm Beach, Fla.

REUBEN ISBERG, KOA, Denver, staff engineer, has been transferred to the NBC, New York television division. Isberg is a student of television and has written numerous articles on the subject for various publications.

Gene Hargrave

GENE HARGRAVE, 27, recording engineer of the Hollywood House of Music, died Nov. 27 at his home in that city. Born in Brownwood, Mo., he had resided in Hollywood since 1928. Mr. Hargrave started his radio career approximately 10 years ago, designing and building automobile radios. Surviving are his mother and a sister.



IOWA ingenuity is responsible for this contraption, the newest wrinkle in football broadcast signal equipment — used in spotting plays and players — shown here with its progenitors: Bill Brown (left), sportscaster of WHO, Des Moines, who had the idea, and John T. Beeston, of the WHO research staff, who designed and built the unit.

SPOTTER FOR FOOTBALL GAMES

Electrical Indicator Used by WHO, With Flashing Lights Showing the Names of Players

NEW electrical spotting device for football broadcasters has been developed by WHO, Des Moines, through the efforts of Bill Brown, WHO sports editor, and John Beeston, of the station's research department. The apparatus is designed to eliminate constant reference to the customary written lists of players names and numbers, presenting this information through a system of light signals.

The apparatus is contained in a wooden case 14 x 10 x 6 inches, built with a sloping top, which becomes the indicator board. Set into the sloping top are 22 lights—11 green and 11 red—each color set four in line to represent the backfield and seven in a row for the line. The board also contains an extra green light in the upper left hand corner and a white light in the upper right hand corner.

In each end of the cabinet is a small drawer with 11 pushbuttons in positions corresponding to the lights on the panel, along with another button for the corner green light. The drawers are removable, and the pushbuttons are connected to the panel by two-foot cables so each drawer may be pulled in front of a spotter on either side of the announcer, who sits before the signal panel.

Under each light is a black cylinder about the size of a thread spool, mounted on an independent shaft. Before the game the name of every man eligible to play in each position is written with an aluminum pencil on the spool under the light representing his position. Then the spools are turned so the names of the members of the starting teams are uppermost. In case of substitutions, the spool is turned to bring up the name of the substitute player.

In operation, Brown sits in front of the cabinet with his spotters on either side of him. The spotters push appropriate push buttons as plays are executed, and lights flash over the names of players involved. If a spotter makes an error, he presses the button flashing the extra green light and then pushes the correct button. The white light is operated by an engineer who keeps track of intervals at which Brown is to take a station break.

WJBO, WAPO Favored

PROPOSED findings, under which WJBO, Baton Rouge, La., and WAPO, Chattanooga, Tenn., would acquire increased facilities, were recommended Nov. 21 by the FCC. WJBO's tentative grant is for 1120 kc. with 1,000 watts unlimited time instead of 500 watts. WAPI seeks a shift in frequency from 1420 kc. with 100 watts night and 250 watts day to unlimited time on 1120 kc. with 500 watts and 1,000 watts day, employing a directional antenna. Parties in interest have 20 days in which to file exceptions and request oral arguments.

Armstrong Honored

MAJ. EDWIN H. ARMSTRONG, professor of electrical engineering at Columbia U and inventor of the superheterodyne circuit and pioneer in frequency modulation, was awarded a medal for "distinguished engineering achievement" by the University's School of Engineering. Twelve outstanding graduates of the school were named as first winners of medals, established this year in memory of Prof. Thomas Egleston, founder of the school. A medal also was awarded to Irving Langmuir, associate director of the General Electric Research Laboratory, Schenectady. Dr. Nicholas Murray Butler, University president, presented the medals Nov. 21.

AFRA Post to Arnold

EDWARD ARNOLD, Hollywood film and radio actor, was elected president of Los Angeles Chapter of AFRA Nov. 21 by the local board to fill the unexpired term of Frederick Shields, resigned. Arnold is also an AFRA national board member and serves as third vice-president of Screen Actors Guild. Five new board members were added to Los Angeles Chapter: Howard McNear, Eric Nowdon, Elizabeth Wilbur, actors; Ken Carpenter, announcer, and Allan Watson, singer. Agreement has been reached on provisions of a contract between NBC and Radio Producers Guild of America, representing the network's nine Hollywood producers. Although details were not revealed, producers will share in salary increases and improved working conditions, it was said.

New Canadian Local

A NEW 100-watt station has been authorized by the Department of Transport for Campbellton, N. B. The station will operate on 1210 kc. with call letters CKNB. The licensee is Dr. Charles Houde, owner of CHNC, New Carlisle, Que. License has not yet been issued, pending approval of the station site and technical equipment by the Controller of Radio, Walter A. Rush, at Ottawa. The station, it is understood, will be ready to go on the air early in January 1940.

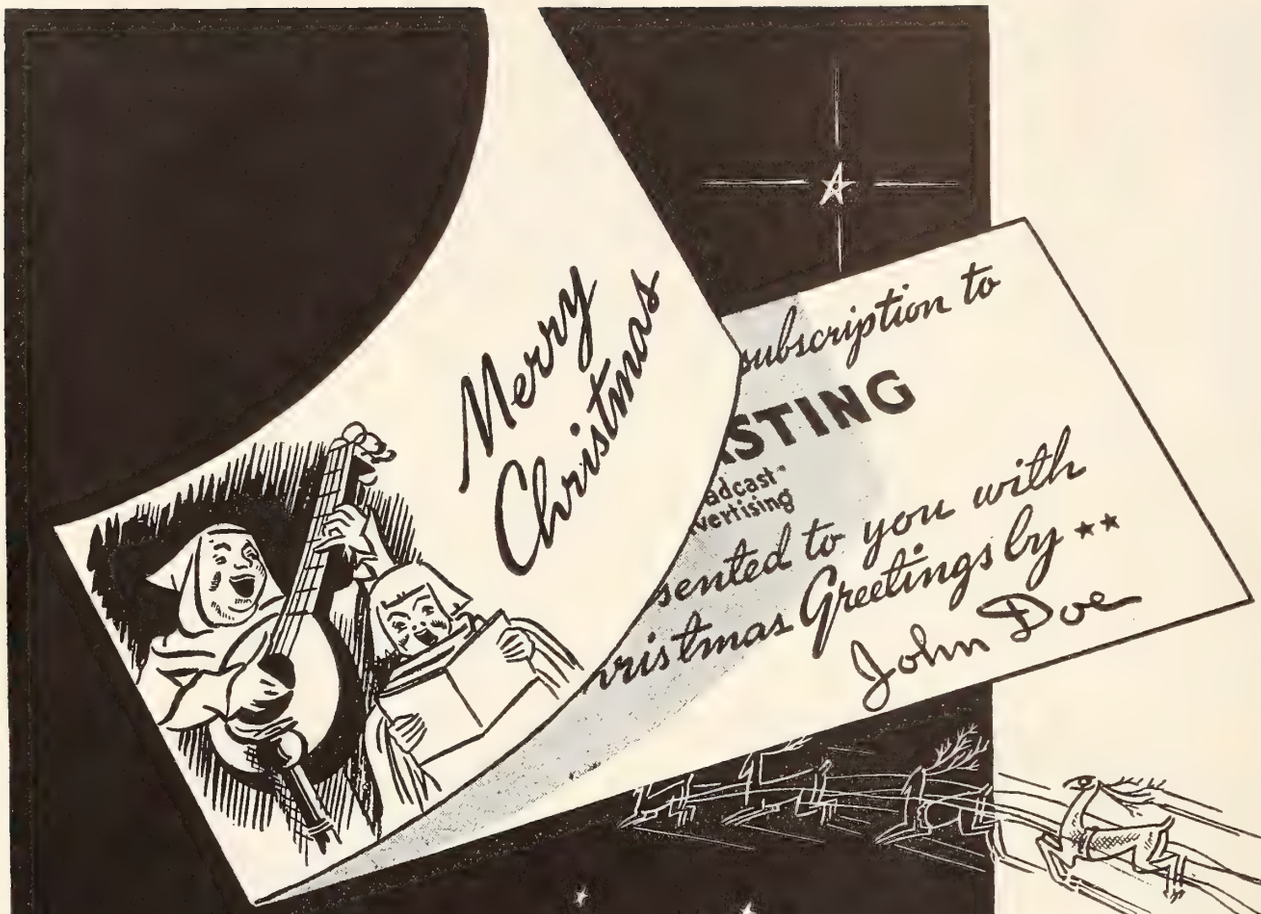
KSD daytime coverage
IN ST. LOUIS
NBC RED NETWORK



A Powerful Sales Stimulant
AMONG WOMEN IN THE BILLIONAREA

KSD has a greater Daytime Population Coverage Area than any other St. Louis Broadcasting Station.

The Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES





Santa COMES 25 TIMES A YEAR ★ ★ ★

SPECIAL GIFT RATES

$ 3.00	ONE annual subscription
$ 5.00	TWO annual subscriptions
$ 7.00	THREE annual subscriptions
$10.00	FIVE annual subscriptions
$ 1.50	each for TEN or more subscriptions

The 1940 YEARBOOK Number, a distinguished gift in itself, is included with each subscription.

PLEASE USE ORDER CARD ATTACHED

when your gift is a subscription to

BROADCASTING

Broadcast Advertising

Christmas Gift Order Form

Please send BROADCASTING for One Year as my Christmas Gift to:

Name .....

Address .....

City ..... State .....

Name .....

Address .....

City ..... State .....

Name .....

Address .....

City ..... State .....

Send bill to .....

.....

.....

Name .....

Address .....

City ..... State .....

Name .....

Address .....

City ..... State .....

Name .....

Address .....

City ..... State .....

BROADCASTING
Broadcast Advertising

1940 YEARBOOK Number Included

FIRST CLASS
Permit No. 1208-R
(Sec. 510 P. L. & R.)
Washington, D. C.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in The United States

4c POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,
NATIONAL PRESS BLDG.,
WASHINGTON, D. C.



G

sing

Independents Ask Set Manufacturers To Discontinue Inefficient Receivers

INDEPENDENT stations swung into action Nov. 20 against the four push-button sets and inferior quality receivers which do not pick up low-power transmitters faithfully, with the dispatching of identical letters by National Independent Broadcasters Inc., to leading set manufacturers, asking cooperation in the solution of the problem.



Mr. Lafount

Harold A. Lafount, executive of the Bulova radio stations and president of NIB, wrote the manufacturers and the Radio Manufacturers Assn., that the plight of independent stations was such that many of them in the larger cities may be "forced out of business". To supplant the four push-button receivers, which are usually adjusted to network or high-powered stations, Mr. Lafount asked that manufacturers get together in an effort to produce at least ten push-button sets for larger cities, and that the sale of the other units be discontinued. He offered the cooperation of the local stations, possibly through sales aids for the manufacturers.

Favors 10 Buttons

"It is my sincere belief," Mr. Lafount stated, "that if many of these four and five push-button receiving sets are sold in cities that have 10 or more broadcasting stations, many of the smaller local independent stations will soon be forced out of business. I therefore, respectfully urge that you build receiving sets with at least ten push-buttons and that you discontinue the sale of sets with less push-buttons in the larger cities.

"I am sure that if you will place on the market in these larger cities receiving sets capable of reproducing the programs broadcast by the smaller local stations—in other words, sets that will without discrimination provide equality of reception and tuning convenience, the local stations will cooperate with you in their distribution and sale."

The immediate reaction of larger set manufacturers, while sympathetic with the problem, was that progress cannot be stopped. It was pointed out any customer can have push buttons pre-set to the stations they select but that usually the listener selects the larger stations.

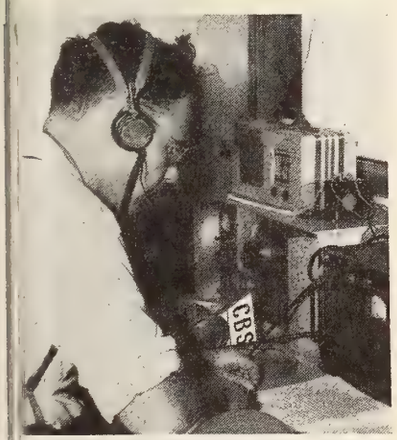
Mr. Lafount suggested that the question be considered by the executive committee of the RMA set division, offering to appoint an NIB committee to meet with the group. He pointed out that the FCC is authorizing new local stations throughout the country, indicating it believes they serve public interest. He said he made his plea in behalf of 400 such stations.

For competitive reasons, the NIB president stated, many set manufacturers are offering small inexpensive sets capable of receiving and reproducing programs broadcast by high-power chain or clear channel stations. Frequently, he said, the first stage of amplification is omitted, along with other refinements "which render these sets incapable of receiving and reproducing" low-powered stations without static or other interference. The sale of hundreds of thousands of these sets, he declared, has been very detrimental to the local broadcaster and in many large cities where noise level is high "is directly responsible for the partial loss of his listening audience." Thus, he asserted, the listener desiring to hear the local station without interference "must purchase a high-priced receiving set".

Citing the push-button set as adding to the locals' problem, Mr. Lafount declared that in a city like New York, the sets usually are adjusted or tuned to chain or high-powered stations. "The other 15 or 20 broadcasting stations must depend upon the listener to use the manual control," he declared.

One solution to the problem is that worked out by WMCA, New York, in cooperation with Bushwick - McPhilben, New York distributors of Sparton radios, and the League of Metropolitan Appliance Dealers, organization of some 500 retailers in the metropolitan area. The station puts on a half-hour musical broadcast each Saturday evening, with the commercials devoted to the League's code of ethics and to urging listeners to patronize their local League member. The distributing company sponsors 20 spot announcements weekly advertising the League in addition to its own weekly broadcasts of the commentaries of Leonard Lyons on WMCA. The dealers see that each pushbutton set sold has one tab reserved for WMCA and the League has given Sparton radios its official endorsement.

A decalcomania window insignia, designed by Al Rose, WMCA promotion director, identifies each member with the League and, in a box, also lists Sparton radios.



FIRST delivery of water from the Colorado River to the Southern California coastal plain was broadcast Nov. 19 by CBS. Arranged by Fox Case, CBS Pacific Coast public relations director, the broadcast was picked up from three points, with Frank Graham, announcer, describing the scene from a plane, Larry Chatterton, commentator, in a speed boat and Chet Huntley, commentator, stationed at Cajalco Reservoir inlet. Here is Alden Packard, CBS Hollywood engineer, with his master control setup, at Cajalco Reservoir. All technical installation for the special event was under his direction.

50000 WATTS POWER

To Reach One of America's Most Receptive Markets

MORE PEOPLE

Live within 150 miles of

» SHREVEPORT «

than in the Entire State of Louisiana

With 50,000 watts power KWKH gives you clear, powerful reception for your advertising message, reaching more people within 150-mile radius of Shreveport than in the entire state of Louisiana.

Put KWKH to work for you in Shreveport and this rich trading area . . . in one of America's most receptive markets.

KWKH

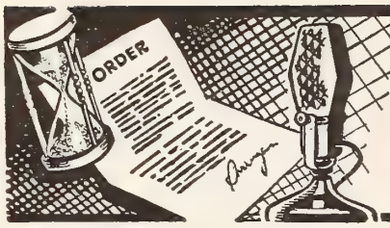
SHREVEPORT LOUISIANA

50,000 WATTS

A SHREVEPORT TIMES STATION

. . . . in the heart of the world's greatest oil and gas area . . . . . CBS

Represented by THE BRANHAM CO.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFAA-WBAP, Dallas-Fort Worth

Pinex Co., Fort Wayne, Ind. (cough syrup), 5 *sa* weekly, thru Russel M. Seeds Co., Chicago.
J. A. Folger & Co., San Francisco (coffee), 5 *t* weekly, thru Lord & Thomas, N. Y.
Mantle Lamp Co., Chicago (Aladdin Lamps), 2 *t* weekly, thru Presba-Fellers & Presba, Chicago.
Custodian Toiletries, Chicago (cosmetics), 14 *ta* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.
Pacquin Inc., New York (cosmetics), 10 *sa* weekly, thru William Esty & Co., N. Y.
Gillette Rubber Co., Eau Claire, Wis. (Gillette tires), 26 *sp*, thru Cramer-Krasselt Co., Milwaukee.
Mrs. Baird's Bakery, Ft. Worth (Mrs. Baird's Bread & Cakes), 3 *sa* weekly, thru Tracy-Locke-Dawson, Dallas.
Golden Peacock Inc., Chicago (Golden Peacock bleach cream), 5 *ta* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.
Beaumont Labs., St. Louis (4-Way Cold Tablets), 8 *ta* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.
Skinner Mfg. Co., Omaha (Skinner's Macaroni & Raisin Bran), 9 *ta* weekly, thru Ferry-Hanly Co., Kansas City.
American Cranberry Exchange, New York (Eatmor Cranberries), 4 weekly *sa*, thru BBDO, N. Y.

KMOX, St. Louis

E. I. DuPont de Nemours & Co., Wilmington (Cello Glass), 2 *sa* weekly, thru BBDO, N. Y.
Hartz Mountain Products, New York (bird supplies), weekly *sp*, thru Geo. H. Hartman Co., Chicago.
Consolidated Drug Trade Products, Chicago, *t* series, thru Benson & Dall, Chicago.
Flex-O-Glass Mfg. Co., Chicago, 6 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Mantle Lamp Co. of America, Chicago, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Pinex Co., Fort Wayne (cough syrup), 6 *sp* weekly, 6 *sa* weekly, thru Russell M. Seeds Co., Chicago.

KDKA, Pittsburgh

Commercial Solvents Corp., New York (Norway anti-freeze), 6 *sa* weekly, thru Maxon Inc., N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), daily *sa*, thru Joseph Katz Co., N. Y.
Pittsburgh Sun-Telegraph, Pittsburgh (newspaper), 5 *sa* weekly, direct.

WDRC, Hartford

Corn Products Refining Co., New York (Kremel), weekly *sa*, thru Hellwig-Miller, N. Y.
Personal Finance Corp., Newark, cut-in series, thru Blackett-Sample-Hummert, N. Y.
Southern New England Telephone Co., Hartford, 5 *sa* weekly, direct.

WISN, Milwaukee

General Foods, New York, 5 *t* weekly, thru Young & Rubicam, N. Y.
General Mills, Minneapolis (Gold Medal, Korn Kix), 10 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
Procter & Gamble, Cincinnati (Duz soap), *sa* series, thru Compton Adv., N. Y.

WHO, Des Moines

Carey Salt Co., Hutchinson, Kan., 104 *sp*, thru Ferry-Hanley Co., Kansas City.
Mid-Continent Petroleum Corp., Tulsa, 365 *sp*, thru R. J. Potts & Co., Kansas City.
Smith Bros. Mfg. Co., St. Joseph, Mo. (overalls), 234 *sa*, thru R. J. Potts & Co., Kansas City.
Geppert Studios, Des Moines (photos), 26 *sp*, thru Coolidge Adv. Co., Des Moines.
Dean Studios, Des Moines (photos), 26 *sp*, thru Lessing Adv. Co., Des Moines.
Christian Science Committee, Des Moines, 52 *sp*, thru Fairall & Co., Des Moines.

KSRO, Santa Rosa, Calif.

Gilmore Oil Co., Los Angeles, 3 *sa* weekly, thru Walter Biddick Co., Los Angeles.
Folger Coffee Co., Los Angeles (coffee), 3 *sp* weekly, thru Raymond R. Morgan Co., Hollywood.
Retirement Life Payment Assn., Los Angeles (pension plan) 10 *sa* weekly, thru Cinema Adv. Agency, Los Angeles.
Par Soap Co., Oakland, 6 *sa* weekly, thru Gordon-Allen, Oakland.
Blue Bird Potato Chip Co., Los Angeles, 5 *sa* weekly, thru Emil Brisacher & Staff, Los Angeles.

KDYL, Salt Lake City

Swift & Co., Chicago, 26 *sa*, thru J. Walter Thompson Co., Chicago.
Westfield Watches, New York, 2 *sa* daily, thru Biow Co., N. Y.
Skinner Mfg. Co., Omaha (macaroni), 52 *sa*, thru Ferry-Hanley Co., Kansas City.
Barbasol Co., Indianapolis (shaving cream), 78 *ta*, thru Erwin Wasey & Co., N. Y.
Utilities Engineering Institute, Chicago, 3 *sp* weekly, thru First United Broadcasters, Chicago.
Procter & Gamble, Cincinnati (Dash), 260 *t*, thru Pedlar & Ryan, N. Y.

WJIM, Lansing, Mich.

Ford Dealer Fund (autos), weekly *sp*, thru N. W. Ayer & Son, N. Y.
Quaker Oats Co., Chicago (macaroni), 3 *sa* weekly, thru Mitchell-Faust Adv. Co., Chicago.
Dr. Hess & Clark, Ashland, O. (animal remedies), weekly *t*, thru N. W. Ayer & Son, Philadelphia.
Gamble Stores, Minneapolis, 5 *sa* weekly, thru BBDO, Minneapolis.

KYA, San Francisco

Rosicrucians, San Jose, Calif. (religious) *sa* series, thru Richard Jorgensen Adv., San Jose.
Cambria Pines, Los Angeles (real estate) 3 *sp* weekly, thru Allied Adv. Agencies, San Francisco.

KHJ, Los Angeles

Firestone Auto & Supply Co., Akron (tires & tubes), 4 *sa* weekly, thru Sweeney & James Co., Cleveland.
St. Germaine Press, Chicago (religious), 2 *t* weekly, thru Ted Dahl Adv. Agency, Los Angeles.
Union Pacific Railroad, Omaha (transportation), 13 *sa*, thru Caples Co., Los Angeles.
Potter Drug & Chemical Co., Malden, Mass., (soap & ointment), 6 *sa* and 6 *ta* weekly, thru Atherton & Currier, N. Y.
Dr. Hiss Foot Clinic, Los Angeles (chain shoe store), 2 *sp* weekly, thru Ruth Hamilton & Associates, Los Angeles.
Dryden & Palmer, New York (Gravy-Master), 5 *sp* weekly, thru Samuel C. Croot Co., N. Y.
Pacific Brewing & Malting Co., San Francisco (beer), 5 *ta* weekly, thru Brewer-Weeks Co., San Francisco.
Stayner Corp., Berkeley, Cal. (Minra), 2 *sa* weekly, thru Erwin, Wasey & Co., San Francisco.
Smith Bros. Poughkeepsie, N. Y. (cough drops), 5 *sa* weekly, thru J. D. Tarcher & Co., N. Y.
Thomas Leeming & Co., New York (Baume Bengue), 5 *sa* weekly, thru Wm. Esty & Co., N. Y.
Los Angeles & Suburban Gas Companies, Los Angeles (gas ranges), 93 *sa*, thru McCann-Erickson, San Francisco.

KPO, San Francisco

United Packing Co., South San Francisco (meats), weekly *sp*, thru Erwin, Wasey & Co., San Francisco.
Beaumont Labs, St. Louis (4-Way Cold Tablets), *ta* series, thru N. W. Kastor & Sons, Chicago.
Pacquin Labs, New York (hand cream), *ta* series, thru Wm. Esty & Co., New York.
Charles B. Knox Gelatine Co., New York (gelatine) 2 weekly *sp*, thru Kenyon & Eckhardt, N. Y.

KGO, San Francisco

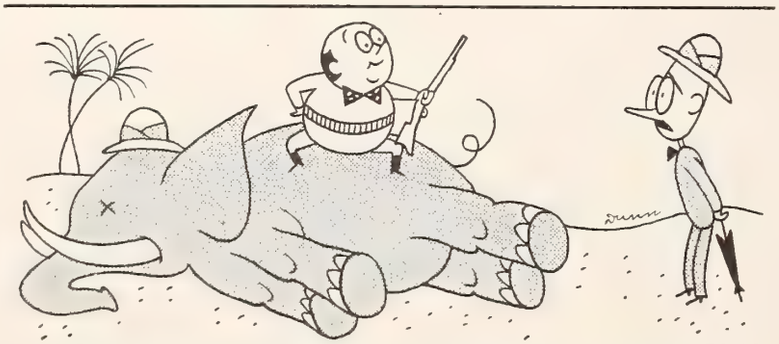
Pinex Co., Fort Wayne (cough syrup), *sa* series, thru Russell M. Seeds Co., Chicago.
Standard Beverages, Oakland (Par-T-Pak), weekly *sa*, thru Emil Reinhardt Adv., Oakland.

WOL, Washington

L. N. Renault & Sons, Egg Harbor, N. J. (wine), 39 *sa*, thru White-Lowell, N. Y.
Curtis Pub. Co., Philadelphia, *sa* series, thru BBDO, N. Y.

WHN, New York

Local Loan Co., Chicago, 12 *sp* weekly, 53 weeks, thru Geo. H. Hartman Co., Chicago.
P. J. LeRoy, New York (piano lessons), 12 *sp* weekly, 52 weeks, direct.



Pd. Adv.

"Big game is old stuff with me—I'm on WRC in Washington".

WOAI, San Antonio

Geo. Muehlebach Brewing Co., Kansas City, weekly *t*, thru Bozell & Jacobs, Omaha.
General Foods, New York (Post's bran flakes), 5 *t* weekly, thru Benton & Bowles, N. Y.
BC Remedy Co., Durham, N. C., 7 *t* weekly, thru Harvey-Massengale Co., Atlanta.
Ex-Lax Mfg. Co., Brooklyn, 5 *t* weekly, thru Joseph Katz Co., N. Y.
Chr. Hansen Labs., Little Falls, N. Y. (Junket), *ta* series, thru Mitchell-Faust Adv. Co., Chicago.
Ludens Inc., Reading, Pa. (cough drops), 3 *sa* weekly, thru J. M. Mathes, N. Y.
Stanco Inc., New York (Mistol, Nujol), 5 *t* weekly, thru McCann-Erickson, N. Y.
Mentholatum Co., Wilmington, Del. (proprietary), 6 *sa* weekly, thru Dillard Jacobs, Atlanta.
Plough Inc., Memphis (proprietary), 24 *sa* or *ta* weekly, thru Lake-Spiro-Cohn, Memphis.

KNX, Hollywood

Cook Products Corp., San Francisco (Girard's french dressing), 6 *sp* weekly, thru Rufus Rhoades & Co., San Francisco.
Olson Rug Co., Chicago (rugs), 6 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Pioneer Canneries, Seattle (minced clams), 6 *sp* weekly, thru J. Walter Thompson Co., San Francisco.
Swift & Co., Los Angeles (margerine), 6 *sa* weekly, thru Glasser Adv. Agency, Los Angeles.
Campbell Soup Co., Camden (soups), 12 *sa* weekly, thru Ward Wheelock Co., Philadelphia.
Swift & Co., Chicago (Brookfield sausage), 3 *sa* weekly, thru J. Walter Thompson Co., Chicago.
Marney Food Co., Huntington Park, Cal. (Marco dog food), 5 *t* weekly, thru I. F. Wallin & Staff, Los Angeles.
Swift & Co., Los Angeles (turkeys), 6 *sp* weekly, direct.

KFRU, Columbia, Mo.

Consolidated Drug Trade Products, Chicago (Peruna, Kolar-Bak), 12 *sp* weekly, thru Benson & Dall, Chicago.
Dr. W. B. Caldwell Inc., Monticello, Ill. (cough syrup), daily *ta*, thru Benton & Bowles, Chicago.
White Labs, New York (Feenamint), daily *ta*, thru Wm. Esty & Co., N. Y.
National Refund Co., Chicago (insurance), daily *sp*, thru First United Broadcasters, Chicago.
Safeway Stores, Oakland, daily *sa*, thru J. Walter Thompson Co., San Francisco.

WOR, Newark

John Morrell & Co., Ottumwa, Ia. (E-Z Cut Ham, Red Heart Dog Food), 6 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.
Gambarelli & Davitto, New York (wines), weekly *sp*, thru De Biasi Adv. Agency, N. Y.
Nell Vinick, New York (cosmetics), 2 *sp* weekly, direct.
Bell & Co., Orangeburg, N. Y. (Bell-Ans), 2 *sp* weekly, thru Anderson, Davis & Platte, N. Y.

WAPI, Birmingham

M. L. Clein & Co., Atlanta (Mentho Mulsion), 6 *sa* weekly, thru Charles A. Rawson & Assoc., Atlanta.
Beaumont Labs., St. Louis (4-Way tablets), 5 *ta* weekly, thru H. W. Kastor & Sons, Chicago.
Quaker Oats Co., Chicago (macaroni), 3 *sa* weekly, thru Mitchell-Faust Adv. Co., Chicago.

KECA, Los Angeles

Chrysler Corp., Detroit (autos), 26 *sa*, thru J. Stirling Getchell, Detroit.
Hammond Organ Studios, Los Angeles (organs), 3 *sp*, thru George H. Hartman Co., Chicago.

KOMA, Oklahoma City

Miller Cereal Mills, Omaha, 39 *sa*, thru Driver & Co., Omaha.
Nutrena Mills, Kansas City (feed), 260 *sp*, thru Simonds & Simonds, Chicago.

Radio Advertisers

GEORGE C. SPITZMILLER, vice-president and Eastern division sales manager of Best Foods Inc., New York, has been appointed to the newly-created position of vice-president and general manager of the company's central division, with headquarters in Chicago. C. B. McCord continues as vice-president and central division sales manager, while William O. Dillingham, formerly assistant to Mr. Spitzmiller, becomes Eastern division sales manager in New York.

L. M. VAN RIPER has been appointed advertising manager of McKesson & Robbins, Bridgeport, Conn., having been with the company since 1929, and previously advertising manager of Conde Nast Publications, vice-president and general sales manager of Ajax Rubber Co., and Chicago manager of U. S. Tire & Rubber Co.

KENNETH GRAHAM, national advertising manager of the *Los Angeles Downtown Shopping News*, recently resigned to join the advertising department of Kellogg Co., Battle Creek, Mich.

A. L. MARTIN, formerly promotion manager of the *Woman's Home Companion*, has been promoted to advertising manager, following two months as assistant advertising manager.

COOK PRODUCTS Corp., San Francisco (Girard's french dressing) has signed for participation on home economics programs on two California stations, starting Jan. 1. It will use *Housewives Protective League* on KNX, Hollywood and the *Gladys Cronkhite* program on KPO, San Francisco. Agency is Rufus Rhoades & Co., San Francisco.

SEARS ROEBUCK stores in Wilmington, Lancaster, Harrisburg, York, and Hazleton are sponsoring over Mason-Dixon stations in those cities the Kasper-Gordon feature *Adventures in Christmas Tree Grove*, with special holiday sales promotion. Other sponsors include Boggs & Buhl, Pittsburgh, over KQV; Strouss-Hirshberg, Youngstown, WFMJ; Sears Roebuck, Toledo, WSPD; J. B. Sperry Co., Port Huron, Mich., WHLS; Boston Store, Wilkes-Barre, Pa., WBRE; J. A. Kirven Co., Columbus, WRBL. Kasper-Gordon also reports sponsors of the *Wade Lane's Home Folks* serial by Thornton Laundry, WFMJ, Youngstown; Wickham's Mayonnaise, WBGI, Scranton, Pa.; Commonwealth Baking Co., WTAG, Worcester. In Detroit Crowley-Miller Co., big department store, is sponsoring *Around the World With Santa Claus* over WJBK.

NATIONAL DRUG Co., Montreal (Gin Pills), is sponsoring a daily British United Press newscast, 11:10-11:15 p.m., on CKAC, Montreal. A. McKim Ltd., Montreal, is agency. Salada Tea Co. of Canada also is sponsoring nightly quarter-hour BUP newscasts by Jean Nolin, 10:30-10:45 p.m., on CKAC.

KASPER-GORDON Inc., Boston producers and transcribers, reports it is producing *Minut-Dramas*, one-minute spots on transcriptions, for Father John's Medicines, Squires Fresh Dressed Pork, H-B Cough Drops, Molineaux Brand Wines, Handy's Pork and Sausages, Forty Fathom Fish, Hood's Milk and Sperry & Barnes Pork and Sausages.

HAMLIN RED CROSS DRUG Stores of Binghamton and Johnson City, New York, on Nov. 20 started the five times weekly news analysis program by Fulton Lewis Jr., MBS Washington commentator, on WNBF, Binghamton. Mr. Lewis is sponsored over 11 MBS stations by Detrola Radio Corp., Detroit (radios) but is available on other MBS outlets for local sponsorship.



WHEN Dr. Miller McClintock (right), head of the Traffic Audit Bureau of New York City visited Kansas City in mid-November as a speaker at the annual convention of the Outdoor Advertising Associations of Missouri, Kansas, Nebraska and Colorado, he also made a guest appearance on KMBC arranged by Arthur Church, KMBC president (left), shown chatting with the outdoor advertising expert just before he went on the air in a quarter-hour interview with Neal Keehn, KMBC's special events director.

SPONSORSHIP of the home basketball games of Long Island University, St. John University and Fordham is now being sought by the teams for broadcast in the New York area through National Radio Sports Service, New York, an agency acting as a "clearing house" for amateur and professional baseball, basketball and football games in the metropolitan district.

RELIABLE TOY Co. Ltd., Toronto, (dolls) started on Nov. 10 on CFRB, Toronto, and on Dec. 1, on CFCF, Montreal, a weekly half-hour all-child talent theatre show and quiz contest, tickets for which were made available in the toy departments of department stores. Account was placed by Ronalds Adv. Agency Ltd., Toronto.

PUREX Corp., Southgate, Cal., (bleaching solution), thru Lord & Thomas, Los Angeles, in a ten-week campaign which started Nov. 13 is using from 6 to 12 spot announcements weekly on three San Francisco stations, KPO KFRC KSFO and in addition participation twice a week in home economics programs.

PILLSBURY FLOUR MILLS, Minneapolis (flour), is using a series of 78 daily quarter-hour live talent dramatic programs in Polish on WJBK, Detroit, to reach the Detroit Polish market. Window streamers in 844 local groceries promote the show. Agency is Hutchinson Adv. Co., Minneapolis.

LAURA SECORD Candy Shops, Toronto (chain stores) on Nov. 17 started *In a Drawing Room* musical network program Mon. and Fri., 10:45-11 p. m., on CBL, Toronto; CBO, Ottawa; CBM and CBF, Montreal. Agency is Cockfield Brown & Co., Toronto.



OMAHA'S BASIC STATION FOR ALL COLUMBIA NETWORK STARS
DON SEARLE—GENERAL MGR.
KATZ AGENCY—NAT'L REPR.

REGAL BAND INSTRUMENT Co., Chicago, has started thrice-weekly quarter-hour programs on WDZ, Tuscola, to promote its guitars. Newby-Perron-Flitcraft, Chicago, is agency.

CANADA PACKERS, Toronto (Maple Leaf Soap) is testing a 10-minute two-piano team five mornings weekly on CBL, Toronto. Account was placed by Cockfield Brown & Co., Toronto.

GILLETTE RUBBER Co., Eau Claire, Wis., is using quarter-hour Sunday morning programs for 26 weeks on the following stations: WLS WFAA WHO WDAY WDAF KFAB WCCO WSB WEAU WFBM WRVA. Cramer-Krasselt Co., Milwaukee, handles the account.

DOUGLAS WHEELOCK has been appointed advertising manager of Langendorf United Bakeries, San Francisco, succeeding J. G. Campbell, resigned. Wheelock has been in the advertising department of the firm for some time.

CONNORS BROS. Ltd., Black's Harbour, N. B., (fish packers) started a weekly test campaign in November on CFRC, Kingston, Ont., and CHML, Hamilton, Ont., using a quarter-hour show *True Stories of the Sea* produced and transcribed in the studios of CHSJ, St. John, N. B. The campaign will be expanded, according to the Walsh Advertising Co. Ltd., Toronto, which placed the account.

FRED DAVIS FURNITURE Co., Denver, is sponsoring the MBS co-operative *Show of the Week* on KFEL, that city, Sundays, 6:30-7 p.m. Account is handled direct.

LIEBMANN BREWERIES, Brooklyn (Rheingold Beer), through Lord & Thomas, New York, on Nov. 10 renewed for 13 weeks the weekly half-hour transcribed series, *Calling All Cars*, on WCHV WLVA WTAR WMBG WDBJ. Transcribed show was produced by Fields Bros., Hollywood.



"DEAR KING GEORGE:— SURE, WE'LL FEED ENGLAND FOR YOU!"

If you've noticed what's happened in the wheat market this past couple of months, you automatically know that our Red River Valley farmers are now more "in the money" than ever .... The most prosperous great agricultural group between the Lakes and the Rockies, these million-plus people listen almost exclusively to WDAY, the only chain station in the territory. If you're not reaching them, you're missing the best bet in America. Write for the whole story!

WDAY, INC.

N. B. C.

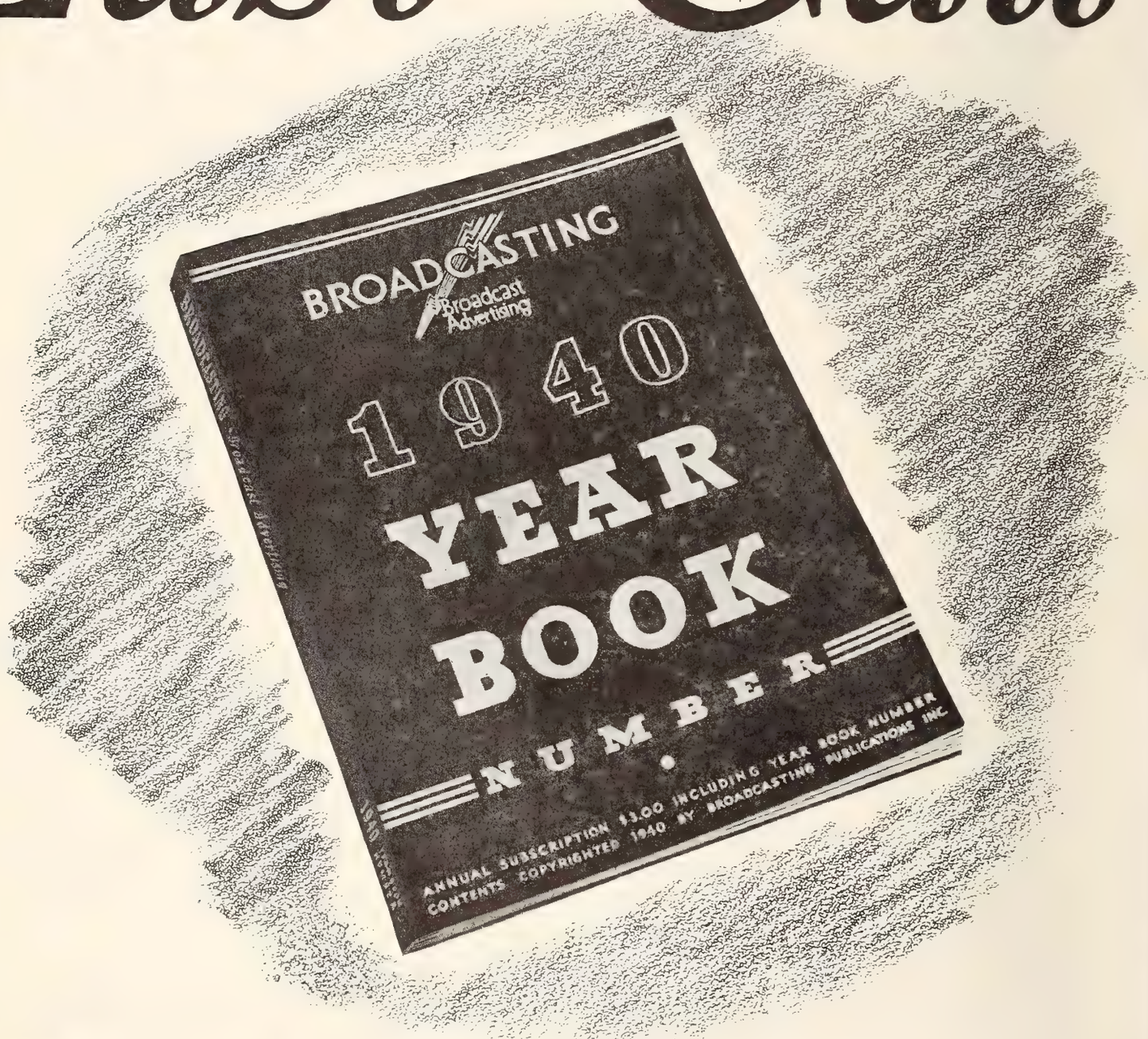
Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Last Call



Advertise in the Year-round BUYERS' GUIDE

Advertising Forms

for Copy

for the

Best Buy

of the Year!

Close December 15th

CFCF

MONTREAL



first IN CANADA'S RICHEST MARKET

A regular programme on CFCF will boost your sales and give your product wide publicity. Consult us for rates and available time. You'll be agreeably surprised to find how inexpensive it is to advertise through CFCF—the Voice of Canada's Metropolis!

CFCF and Short Wave CFCX
owned and operated by
CANADIAN MARCONI COMPANY

Representatives:
CANADA
All Canada Radio Facilities
U. S. A.
Weed & Company

NBC affiliate

N. PORTER SADDLE & HARNESS Co., Phoenix, is sponsoring the weekly quarter-hour *Junior Broadcasters* on Arizona Network. Program is conducted by Roberta Bragdon, KOY pianist.

LOS ANGELES & Suburban Gas Companies, Los Angeles (gas ranges), in a Christmas campaign which terminates Dec. 21 is using an average of three spot announcements daily on KNX KFI KHJ KECA KFXM KTMS KTKC, McCann-Erickson, Los Angeles, has the account.

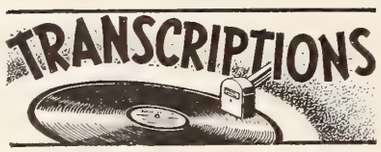
F. J. AIREY Co., Los Angeles, distributors of Ko-Nox cold tablets, new to radio, in a 30-day campaign ending Dec. 7 is using five spot announcements daily on KRKD, KFVD and three a day on KMPC. Agency is W. C. Jeffries Co., Los Angeles.

J. W. RUBIN has been named advertising manager of Allied Radio Corp., Chicago.

TUCKETT'S Ltd., Hamilton, Ont. (Wings cigarettes) broadcast eastern Canadian football finals on 12 stations, Nov. 18 and 25; and will sponsor Dominion championship games on 22 stations, Dec. 2 and 9. Agency is Vickers & Benson, Toronto.

Raleigh on Blue

BROWN & WILLIAMSON TOBACCO Co., Louisville (Raleigh cigarettes), on Nov. 26 started *Home Town Unincorporated*, Sunday 10:30-11 p.m., on 19 NBC Blue network stations. Originated in Chicago, the program is a variety show with a small town locale. Fort Pearson, of NBC-Chicago, will announce the series, Virginia Verrill, movie actress, will be featured. Agency is Russell M. Seeds Co., Chicago.



TO PROMOTE the thrice-weekly transcribed series *"The Adventures of Pinocchio,* produced by Radio Attractions, New York, local "Pinocchio Clubs" are being organized by the companies sponsoring the program in various cities. Sponsors now using the Clubs include: Lit Brothers, Philadelphia (WFIL); Maison Blanche, New Orleans (WSMB); Bernard Kofsky's, Hartford (WTIC); Condon's Dept. Store, Charleston, S. C. (WCSC); Loose-Wiles Biscuit Co., Detroit (WWJ), Bay City (WBCM), and Grand Rapids (WOOD); Ideal Pure Milk Co., Evansville, Ind. (WGBF). New sponsors of the *Pinocchio* program have been announced by Radio Attractions, as follows: Globe Dept. Store, Los Angeles (KECA), through Milton Weinberg Adv. Co., and Sterchi Brothers, Asheville, N. C. (WWNC). The company's first production *The Shadow of Fu Manchu* was recently bought by Moore & Quinn Brewing Co., Syracuse, for broadcast on WFBL.

RADIO PRODUCTIONS & Recordings Inc. has closed its office in Fort Collins, Colo., and has taken larger quarters in the C. A. Johnson Bldg., Denver. Incorporated under the laws of Colorado, the recording and production firm has Charles William Lang as director of radio and sales promotion, L. Alan Pugh in charge of recordings, sales and manufacture, and Fred Graham in charge of the Denver School of Radio Technique. Mr. Graham formerly was with KVOD, Denver.

DAVIS & SCHWEGLER, Los Angeles music publishing firm and tax free transcription library service, is building its own recording and pressing plant in that city. The firm has taken over and is remodeling the plant formerly occupied by Cinecolor Inc. at Occidental and Council streets. Representing an investment of $50,000, it will be in operation by Jan. 1, according to Paul Schwegler, executive of the firm. The concern will produce 10, 12 and 16-inch records as well as make its own transcriptions.

PHOTO & SOUND Inc., newly organized California corporation headquartering in San Francisco, has purchased Kennedy-Kut Recordings, electrical transcription firm, and expanded into the industrial motion picture and slide film field by affiliation with Colortone Productions. All Kennedy-Kut personnel, including David W. Kennedy, engineer, John Wolfe and Michael L. Wilson Jr. will continue with the new firm, which has leased quarters in the Monadnock Bldg., where it maintains projection and recording studios and a film laboratory. Firm has on its advisory board Harry F. Anderson, former sales manager of NBC Pacific division; Douglas G. McPhee, president of Oakland Advertising Club, and Lindsey Spight, Pacific Coast manager of John Blair & Co.

News of Business

THE quarter-hour weekly program *The Business Magazine of the Air,* covering domestic and foreign news and comments, is currently heard on KDYL, Salt Lake City; WFIL, Philadelphia, and WTNJ, Trenton, with negotiations pending with other stations, according to Thomas G. Sabin, 5 E. 57th St., New York, who is in charge of the program's distribution. It has erroneously been reported that *Business Week* magazine is sponsoring the program. Mr. Sabin states that he has contracted with McGraw-Hill Publishing Co. and *Business Week* for use of their editorial and research facilities as sources for news material, which is then rewritten by radio writers for the weekly program.

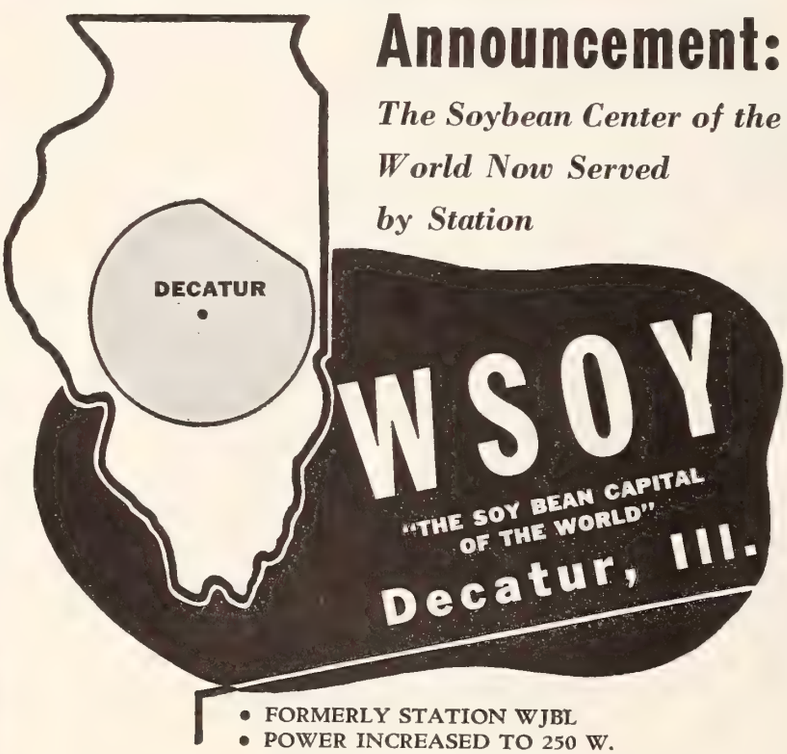
Remington on WOR

REMINGTON RAND, New York, on Nov. 20 started a five week pre-Christmas campaign for electric shavers and typewriters using participations on *Uncle Don's* Monday-through-Saturday program on WOR, Newark, with Wednesday as the "predominant" night. Commercials urge children to buy one of the two products for "Dad's Christmas present". Leeford Adv. Agency, New York, places the account.

CFCF *dominates a* BI-LINGUAL AUDIENCE *of over* 1,000,000

Announcement:

The Soybean Center of the World Now Served by Station



• FORMERLY STATION WJBL
• POWER INCREASED TO 250 W.

QUICK MARKET FACTS: Cash crop of soybeans brings us $32,000,000. Total market amounts to $140,845,000. Population of area served by WSOY—750,000 people—95% native white. Retail business up 15%. Farm business excellent. State of mind—very good.

QUICK STATION FACTS: A local station with regional average because of ideal ground conditions—a good channel—and excellent equipment. One of oldest radio stations in America (among first 12) formerly WJBL. 250 watt. 1310 on your dial. On air 18 hours daily.

For A Big Chunk of Illinois . . . WSOY, Decatur, Ill.

HALIFAX, NOVA SCOTIA

Where more radio sets are located than any other centre of the Maritimes.

Halifax is served by the key station of the Maritimes

CHNS

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

WE MAKE NO MIRACLE (Ky.) BROADCASTS!

Although it wouldn't exactly be a *miracle* if we reached Miracle (Ky.), it would be free coverage for our advertisers. WAVE simply doesn't reach the far-reaches of Kentucky. We stick to the Louisville Trading Area—and this *million*-buyer field is the largest and richest group of purchasers in the State! We are the *only* N. B. C. station within 100 miles of Louisville, the hub of this Area! Doesn't that *suggest* something to you?

LOUISVILLE'S WAVE
INCORPORATED
1000 WATTS . . . 940 K.C. . . . N.B.C.
FREE & PETERS, INC., REPRESENTATIVES

IN SALT LAKE CITY

buying trends are up 16% over last year, making this area one of the brightest spots in the nation.

Tell your story to this responsive, able-to-buy market over the station that carries more local advertisers because it gets results.

5,000 WATTS daytime 1,000 WATTS night

KDYL

The Popular Station
SALT LAKE CITY
NBC RED NETWORK

Representative: John Blair & Co.

Tip on Tremor

IT TAKES more than an earthquake to shake the aplomb of Al Botzer, announcer of KIRO, Seattle, as he demonstrated early in November when the city felt a passing tremor. Immediately after the quake in Seattle, which occurred at 11:47 p. m., KIRO was deluged with telephone calls, all directed to the control booth with Botzer on the receiving end. Between flipping discs on the midnight *Concert Hour*, Botzer completed a telephone call to Prof. Howard Coombs, assistant professor of geology and in charge of the seismograph at the University of Washington and assured listeners, on the professor's authority, that a recurrence of the quake was unlikely.

Ayers - Prescott Starts Disc Newsreel Program

INTERVIEWS with "name" personalities, recorded on the spot, comprise the *American Radio Newsreel*, twice-weekly quarter-hour news program produced by Ayers-Prescott, New York. Idea, as explained at a demonstration for the press given Nov. 17 at the Lexington Hotel, New York, is to make available to the small, non-network station names not otherwise obtainable. Programs are produced on Thursday and Tuesday and shipped out to the stations for broadcasting the following Wednesday and Saturday, it was explained, with the toughest problem the selection of names prominent in the news three days following the production of each program.

Approximately 150 stations have already subscribed to the series, produced by Erich Don Pam, vice-president and general manager of the company. Joseph Johnston, script editor for Pathe News, serves Ayers-Prescott in the same capacity for the production of this series. Charges for the programs are based on station rates.

Programs played at the demonstration were made up of about equal parts of news interviews—an eyewitness description of the rescue of passengers and crew of a torpedoed vessel, interviews with Government officials on neutrality, a statement of British policy by a visiting member of Parliament, interviews with celebrities of stage, screen and sports. Recorded on the scene by reporters with portable equipment, the various interviews are edited and combined into a continuous program at the company's headquarters and are then pressed and sent to the subscribing stations.

U. S. Communications History

ORIGIN and development of various branches of United States communications system from establishment of the first postal route in Massachusetts in 1639 to the present postal and telecommunications system is reviewed in *Communications*, prepared by G. Stanley Shoup and published by the Department of Commerce. The publication contains basic facts pertaining to the postal service, telegraph, cable, telephone and radio. Copies may be had at five cents each from the Bureau of Foreign & Domestic Commerce, Department of Commerce, Washington, D. C.

Roberts Rejoins NBC As Head of Production; Rainey to Transamerican

WILFRED S. ROBERTS, who recently rejoined NBC after a six-month leave of absence to work as an actor with Paramount Pictures, has been appointed manager of the NBC production division, replacing William S. Rainey, who has resigned to become executive in charge of programs of Transamerican Broadcasting & Television Corp., New York.



Mr. Roberts

Mr. Roberts, a graduate of Wisconsin U, began his career in the theatre as actor and director, and later joined the Aluminum Goods Mfg. Co. in an executive capacity. Joining NBC in February, 1936, as a member of the production division, Mr. Roberts produced sustaining and commercial programs, including the *March of Time*. He was transferred to the commercial program division in September, 1938, where he was associated with Bertha Brainard, manager of the division, until he went to Hollywood in April of this year.



Mr. Rainey

Mr. Rainey, who has been with NBC since 1927, organized the network's production and sound effects division, and recruited the present staff of 32 NBC producers and directors. An actor, singer, director and theatre manager at various times in his career, Mr. Rainey has played in Shakespearean and modern dramas, and has sung in grand opera.

Studebaker Champion

(Continued from Page 19)

high honors in radio polls, popularity contests and commercial surveys. Many of today's radio stars appeared as guests on this program. In May of 1934, the half-hour evening program was aired on 55 NBC-Red stations on Sunday and the same program was repeated on 55 CBS stations on Tuesday evening. Both networks were used until the spring of 1936.

The thrice-weekly transcriptions which ran on a national group of stations April, May, June, October and November of this year followed the format of this network show using the symphonic, modern music of Richard Himber.

Of Studebaker's success in radio advertising through the years, George D. Keller, vice-president in charge of sales, says, "With a good program, radio is an effective and dramatic advertising medium. But there's more to radio advertising than just programs. Our 1939 campaign is turning out so well because our *Champion* programs were carefully and widely promoted through dealer and station merchandising activity."

NBC SELECTS WSPD TOLEDO AS A BASIC RED OUTLET JANUARY 1st

For over 18 years, WSPD has served the northwestern Ohio and southern Michigan market — and with the added value of NBC Basic Red, National Clients are assured of an even greater listening audience.

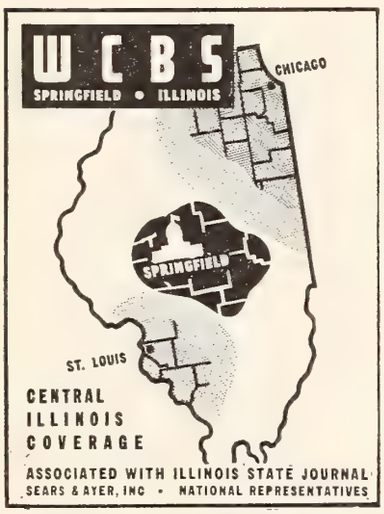
5000 WATTS DAY
1000 WATTS NIGHT

REPRESENTED NATIONALLY BY
THE KATZ AGENCY

WSPD
TOLEDO, OHIO

Tells Agency Problems

CHARLES M. ROBERTSON Jr., radio director of the Ralph H. Jones agency, unfolded the problems encountered by advertising agencies in handling radio accounts for officials, department heads and commercial staff members of WLW, Cincinnati, at a meeting held recently in the WLW studios. Pointing to the necessity for handling auditions just as actual broadcasts, Mr. Robertson declared, "When an agency asks for an audition, it means we have already done a lot of work for it, and a station should understand that the audition should be as nearly perfect as possible, without making apologies or excuses."



Agencies

H. K. McCANN, president of McCann-Erickson, New York, on Nov. 17 married Dorothy Barstow, radio executive of the agency, who has been handling the *Dr. Christian* series, sponsored by Chesebrough Mfg. Co., since 1937 from the agency's Hollywood office. Married in New Mexico, the couple are at present on their honeymoon.

JACK VOTION has resigned as associate of the M. C. Levee Agency, Hollywood talent service, and is enroute to New York on personal business. He will announce his new affiliation upon his return to Hollywood.

CHESTER WICKSTROM, formerly an executive of the Goldberg Adv. Agency, Sydney, Australia, has been appointed production manager of Lee Ringer Adv., Los Angeles.

RICHARD T. CLARKE has discontinued his Beverly Hills, Cal. agency to join J. M. Mathes Inc., New York, in an official capacity. Kenneth M. Miles, formerly an account executive of Richard T. Clarke Co. has joined Philip J. Meany Co., Los Angeles, in a similar capacity.

DON DOUGLAS, formerly of KOIN, Portland, Ore., has joined Raymond R. Morgan Co., Hollywood, as a producer. He succeeds Cyril Armbrister, who resigned to join Benton & Bowles, New York.

JOSEPH SILL Jr., formerly account executive and copy chief of Botsford, Constantine & Gardner, San Francisco, has joined the Los Angeles staff of Emil Brisacher & Staff.

MARCE SMITH, formerly an account executive of R. H. Alber Co., Los Angeles, is now associated with L. Raymond Co., that city, in a similar capacity.

Agency Re-Formed

ATHERTON PETTINGELL and Fleur Fenton have resigned as executive vice-presidents and directors of Hartman & Pettingell, New York, effective Dec. 1, to re-form their agency of Pettingell & Fenton, which was discontinued in December, 1937. New agency will be located at 673 Fifth Ave., with telephone number Plaza 5-1880, and will handle the same accounts as in 1937, including Phillips Jones (Van Heusen shirts and collars), Cutler Shoe Stores, Kleinert Rugger Co. (girdle division), and Propper-McCallum hosiery. L. H. Hartman continues as president of L. H. Hartman Co., former name of the agency, at 50 Rockefeller Plaza, handling the following accounts: Haig & Haig, Somerset Importers, Houbigant, and Fleischmann Distilling Corp. (Black & White Scotch Whiskey).

BOARD of directors of N. W. Ayer & Son, Philadelphia, recently announced the election of three vice-presidents —Harris D. Bootman, manager of the media department, named vice-president in charge of media; William B. Clark, vice-president in charge of service in the Chicago office; and Douglas G. Meldrum, vice-president in charge of new business in the Chicago office.

W. H. SCHAEFER, former field manager of Radio Transcription Co. of America out of Hollywood, has organized Radio Features Adv. Agency in the Carew Tower, Cincinnati, and is also carrying a library of transcribed shows.

MAXON Inc. on Nov. 15 announced the opening of a branch office at 1260 Boston Ave., Bridgeport, Conn., to supplement the New York office in servicing the General Electric Co. account, all radio for which will continue to be handled out of New York. Personnel of the new office includes W. Ray Baker, vice-president; Paul Foley, R. C. Richardson and Karl Firth.

BYRON H. BROWN has been made Los Angeles manager of Gerth-Knollin Adv. Agency, having been transferred from the San Francisco office where he was account executive. He succeeds Mortimer W. Mears, who left the agency to form his own advertising firm in Los Angeles.

MARKS & NEESE Advertising Inc. has been formed as a new agency in Jackson, Miss., with offices in the Medical Bldg., supplanting the former Neese Adv. Agency. Gordon W. Marks is president; T. Lloyd Neese, secretary. Other personnel includes Larston D. Farrar and A. Kenneth Watkins, commercial artist.

W. I. TRACY, New York agency, will move its offices to 515 Madison Ave. shortly after Jan. 1, 1940.

CECIL & PRESBREY, New York, has appointed Russell Birdwell & Associates, Beverly Hills, Cal., public relations firm as its west coast representative. Firm is headquartered at 200 S. Beverly Drive, that city.

JACK WHITE, Lord & Thomas, Hollywood producer of the NBC *Bob Hope Show*, sponsored by Pepsodent Co., and Virginia Clopton, of West Point, Va., were married Nov. 23 in Washington.

GILBERT RALSTON, formerly of NBC electrical transcription department, has joined the radio department of Compton Adv., New York, as a program manager.

ALEX RUBIN, formerly promotion manager of KFWB, Hollywood, has joined Milton Weinberg Adv. Co., Los Angeles.

RICHARD STANTON, former vice-president of Charles W. Hoyt & Co., New York, and previously with Lord & Thomas and N. W. Ayer & Son, New York, has joined Sherman K. Ellis & Co., New York, in an executive capacity.

ROBERT TEMPLE, formerly sales manager of the Cosray Products Division of Los Angeles Soap Co., has joined Raymond R. Morgan Co., Hollywood, as account executive.

HERBERT E. STATS, formerly manager of the Lowry and Commodore Hotels, St. Paul, has been named vice-president of Greve Adv. Agency, St. Paul.

UNITED BROADCASTING Co., Chicago agency, has moved to larger quarters at 201 N. Wells St.

LISLE SHELDON ADV., Los Angeles, has moved to new offices at 4310 Beverly Blvd., that city.

ROBERT L. NOURSE Co., Los Angeles, has moved to new offices at 844 Wall St., that city.



"So help me, it's twins! You can play both vertical and lateral recordings with Western Electric's 9A 2-in-1 pickup!"

LOOKING FOR A
PARTICIPATION PROGRAM IN BALTIMORE?
Here are four "ACES":

EARLY MORNING:

"MORNING IN MARYLAND"

Conducted by RALPH POWERS —6:30 to 9 A. M. Full of pep and personalities — commercials delivered with real "oomph." Class D rates apply. On non-cancellable contracts as low as $5 per 75 word spot.

DAYTIME:

"EVERYWOMAN'S HOUR"

Conducted by Martha Ross Temple —spotlighting "beauty, food and family." Three 15 minute morning broadcasts. Rates as low as $12.50 per participation—subject to frequency discount. 30 minute afternoon "Studio Party" permitting display of products—$25 per participation.

EVENING:

"DINNER RHYTHMS"

Conducted by George Van Dorn and his 14-piece NBC network orchestra. (The only Baltimore orchestra performing regularly on network.) At the peak listening period of 6:30 to 7 P. M. 50 word participation $25; 6 times weekly $100.

"THE NIGHT WATCHMAN"

Saturday night only. 11:30 P. M. to 1 A. M. Class D rates prevail for announcements or spot programs.

WFBR
BALTIMORE
National Representatives
EDWARD PETRY & COMPANY

★ ON THE NBC RED NETWORK ★



WHEN McMurtry Mfg. Co., Denver (paints), for the fifth consecutive year renewed Nov. 8 its weekly half-hour *Golden Melodies* on KOA, the event was celebrated with a special birthday party. Among those attending were (l to r) John G. McMurtry, executive of the firm; Robert H. Owen, KOA assistant manager; Lloyd E. Yoder, KOA general manager; W. R. McFarland, president, McMurtry Mfg. Co., and A. W. Crapsey, KOA sales manager. "The salesmen 'on the firing line' have brought back enthusiastic approval from dealers each time the program has been renewed," Mr. McFarland said. "Dealers throughout the Rocky Mountain region trace direct sales to this weekly broadcast. This approval is all the more meaningful when the product is an infrequent repeater such as paints." The sponsor stresses "fine music", using old-time popular melodies with music which is tuneful and melodious.

Reps

PETERSEN KURTZER, with Blackett-Sample-Hummert in Chicago and New York during 1930-38 and more recently of H. W. Kastor & Sons Adv. Co., has joined the Chicago staff of International Radio Sales, according to Ralph Weil, manager of the IRS Chicago office.

KENT GODFREY has been named national sales manager of Forjoe & Co., New York station representative firm.

VOLNEY F. RIGHTER, formerly of the contact department of Young & Rubicam and the sales staff of WOR, Newark, on Nov. 20 joined the sales staff of Edward Petry & Co., New York.

WTMA, Charleston, S. C., has appointed George P. Hollingbery Co. its national representatives, effective immediately.

CONQUEST ALLIANCE Co., New York, announces its appointment as representative in the United States, Canada and British Isles for OAX1A, Chicalayo, Peru, and CB140, San Antonio, Chile. Conquest now represents 35 South American stations.

CARLETON COVENY, Los Angeles manager of John Blair & Co., is the father of an 8-pound boy born Nov. 13.

SQUARE dancing is taught each week at WLS, Chicago, when 16 staff members hold Friday night dances in the WLS recreation rooms. Guy Coley, caller of the *WLS National Barn Dance*, is in charge.

Prolific Newsman

WALTER COMPTON, MBS presidential announcer and newscaster of WOL, Washington, claims the commercial newscaster championship of the world with his 35 sponsored newscasts per week. Broadcasting six times daily —from 7:30 a.m. to 6:30 p.m. —Compton's sponsors range from an optical company to a fish dealers association.

WKZO Awarded 1 kw., Ending Long Litigation

COINCIDENT with authorization to WOW, Omaha, to operate with 5,000 watts full time on the 590 kc. channel, the FCC Nov. 20 granted WKZO, Kalamazoo, a construction permit to increase its night power from 250 to 1,000 watts on the same channel, terminating a half-dozen years of litigation involving the stations.

Under the decisions, WKZO, heretofore a part-time station, will use a directional antenna system for night-time operation, to protect other stations. WOW was granted a modification of license to operate full-time with 5,000 watts as a Class III-A regional, pursuant to the FCC's new classification rules.

WKZO was granted modification of its construction permit to make changes in its directional antenna system to accommodate the full-time power increase. It hopes to begin operation with its new equipment within three months, according to John E. Fetzer, president and general manager.

Third Boxing Contest Is Arranged by WHO

THIRD annual WHO Golden Gloves amateur boxing tournament is to be held in the Des Moines Coliseum Jan. 24-26 and Feb. 12, according to announcement by Bill Brown, sports editor of WHO, Des Moines, the only radio station sanctioned by the *Chicago Tribune* and Amateur Athletic Union to conduct a Golden Gloves contest. Benny Leonard, retired lightweight champion, is to be in Des Moines for seven weeks to assist in preparations for the bouts and train the WHO team for Chicago competition.

Emphasis this year will be placed on team entries, and sectional tournaments are being held throughout Iowa. A change in entrance requirements for the WHO tournament makes it necessary for an entrant to compete in his sectional contest before filing for entry in the Des Moines bouts, although defeat in a sectional match does not disqualify boxers for the WHO contest. Preliminaries will be held Jan. 24-26, and the finals on Feb. 12, after a two-week interval to allow additional training periods for finalists.

Norge Starts Drive

NORGE DIVISION, Borg-Warner Corp., Detroit, on Nov. 19 started a 26-week campaign for Norge refrigerators on WMCA, New York, using six times weekly participations on *World's Fairest Music* program and 15 quarter-hour news periods weekly. Sternfield-Godley, New York, is agency.

Cooperation

WHEN the Michigan State College football team went to the West Coast to play Santa Clara U early in November, WJIM, Lansing, Mich., arranged with KSFO, San Francisco, for KSFO Announcers Doug Mantell and Jack Gregnon to interview Coach Charley Bachman and his gridders via transcription. The recording was flown immediately to Lansing, and the interview put on the air 15 minutes before Michigan Radio Network broadcast the actual game the following day.

WSIX
"The Voice of Nashville" Tennessee
Offers full coverage of the highly prosperous Nashville area. Listener survey data on request.
Mutual Broadcasting System
HEADLEY-REED CO., NATIONAL REPRESENTATIVE

WRNX
5000 WATTS DAYS
Coming events cast their shadows..
No change in programming or policy. Better service to Metropolitan New York including its 6,982,635 foreign citizens.
Now operating 1000 WATTS DAY AND NIGHT WBNX NEW YORK
The Station that Speaks Your Language

The Northwest's Best Broadcasting Buy
WTCN
AN NBC STATION
MINNEAPOLIS ST. PAUL
Owned and Operated by MINNEAPOLIS TRIBUNE AND ST. PAUL DISPATCH-PIONEER PRESS
FREE & PETERS, INC. — Natl. Rep.

• Another WFBL Help to Advertisers •

16-page Grocer's Manual showing Food Products Advertised in Syracuse

First in food advertising in Syracuse—WFBL constantly reminds the leading grocery stores of the products it is advertising on the air with a special mailing piece sent to them every month.

Now—WFBL has just published a beautifully illustrated 16 page brochure called "45 Hours—45 Minutes" that explains in detail how 56 grocery products are merchandised over WFBL. Every product is included together with photographs of announcers and candid shots of all the radio stars participating.

This outstanding piece of merchandising service has been enthusiastically received by advertisers—and, even more important, by their wholesalers and retailers. It has enlisted their support behind the products advertised. Another typical example of the effective merchandising service rendered by WFBL.

WRITE today for your copy of "45 Hours—45 Minutes". Also ask about rates and time available.

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.

WAAT

JERSEY CITY

The Station with
U. P. NEWS
of the hour;
on the hour;
every hour.

At the centre
of N. Y.
Metropolitan area.

N. Y. Sales office:
RKO Bldg.,
Radio City



National Representatives
BURN - SMITH COMPANY, INC.
NEW YORK CHICAGO DETROIT
ATLANTA

Equipment

STROMBERG-CARLSON Telephone Mfg. Co., Rochester, operator of WHAM, placed its W8XVB frequency modulation station in operation last month in time for the Rochester meeting of the I.R.E. and R.M.A. and is now conducting field surveys. Transmitter is a Radio Engineering Laboratories Model 519 and operates with 1 kw. on 43.2 mc.

KFPW, Fort Smith, Ark., has purchased an RCA 250-K 250 watt broadcast transmitter. Same equipment has also been ordered for the new WHKY, Hickory, N. C., and KSOO, Sault Ste. Marie, Mich.

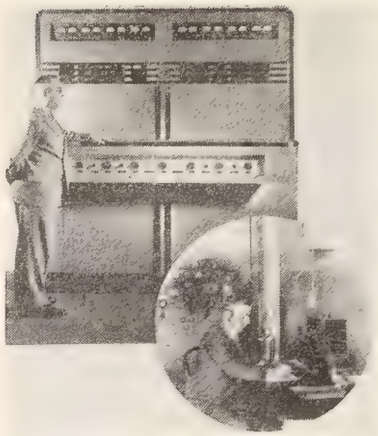
KVFD, newly-authorized 1370 kc. 250-watt station at Fort Dodge, Iowa, has ordered an Andrew Type 50 antenna coupling unit, together with coaxial cable, a new RCA transmitter and 300-foot Wincharger tower.

CHNC, New Carlisle, Que., has installed a new 404-foot vertical radiator and has built a new transmitter house at a total cost of about $20,000.

CKGB, Timmins, Ont., began operation of its new 1 kw. RCA transmitter on Nov. 15.

WARD, Brooklyn, on Nov. 18 formally dedicated its new $10,000 Western Electric transmitter operating on 500 watts at Greenpoint, Brooklyn. Erected under the direction of Abraham Haas, chief engineer of WARD, the new transmitter consists of a modern 196-foot tower with underground transmission lines.

WRAL, Raleigh, N. C., is erecting a new Type 150 Wincharger vertical radiator, manufactured by Wincharger Corp., Sioux City, Ia.



EIGHTEEN years of radio progress show in these two photographs of George W. Hayes, general manager of RCA Victor Argentina, South American RCA Mfg. Co. subsidiary. In inset is Mr. Hayes at controls of the first RCA broadcast transmitter as he gave it final tests prior to the broadcast of the Dempsey-Carpentier fight in July, 1921. At left he examines the latest type of RCA television transmitter during a recent visit to Camden headquarters.

A COLLINS transmitter and Lehigh tower have been ordered for the new KTOH, Lihue, Hawaii, authorized in October 1938 for construction by the *Garden Island Republican*, and construction awaits FCC approval of site. C. J. Fern, publisher of the newspaper, will be manager, with William Parsons of San Francisco and Raymond Sasaki of Lihue, operators, the only staff members yet engaged.

RCA equipment has been ordered for the new WFIG, Sumter, S. C., according to J. Samuel Brody, who will be licensee. Staff has not yet been selected, but Mr. Brody states he expects to have the station in operation about March 1, 1940.

W2XQR, New York, new frequency modulated station operated by John V. L. Hogan, president of WQXR, New York, began operating on a regular schedule Nov. 26, rebroadcasting WQXR's programs from 4 to 10 p. m. daily. Station operates on 43.2 megacycles under the Armstrong system of frequency modulation. Some of WQXR's programs are also rebroadcast on Maj. Armstrong's own FM station, W2XMN, Alpine, N. J.

FIFTH annual convention of the American Communications Assn., CIO union with jurisdiction over radio, will be held in Chicago, April 8, 1940, according to Mervyn Rathborne, ACA president.

AGENCY Appointments

LEVER BROS. Co., Cambridge, Mass. to Wm. Esty & Co., New York, for Lifebuoy soap. Ruthrauff & Ryan, New York, will continue to handle the Rinso and Spry accounts for the company.

SPARKLETTS DRINKING WATER Corp., Los Angeles (bottled water), to Ruthrauff & Ryan, Hollywood.

A. S. BECK SHOE Corp., New York (chain shoe stores), to Pettingell & Fenton, N. Y., effective Dec. 1.

R. B. DAVIS Co., Hoboken, N. J. (Davis Baking Powder), to Sherman K. Ellis & Co., N. Y.

McKESSON & ROBBINS Inc., Bridgeport, Conn. (Calox tooth powder), to Sherman K. Ellis & Co., N. Y.

AMMON LABORATORIES, St. Paul (mouth wash), to Harold S. Chamberlin & Associates, St. Paul. Test campaign, using radio and other media, planned for Twin Cities in near future.

JACOB RUPPERT BREWERY, New York (Ruppert's beer and ale), to Ruthrauff & Ryan, New York, for Atlantic Coast and Gulf States and to Cook & Harms, San Francisco, for Pacific Coast. Using news periods on WMBG, Richmond, and weekly spots on WDBJ, Roanoke.

ANDREW JERGENS Co., Cincinnati, to Lennen & Mitchell, New York, for new line of Jergens cosmetics and beauty preparations, as yet un-named.

STEWART & ROSS Corp., Long Island City, N. Y., to H. B. LeQuatte, New York, for Corvet Vitamin Capsules. Radio probably will be used next spring.

H. GOODMAN & SONS, Jersey City (hair curlers), to Reiss Adv., New York. Spring advertising may include radio.

FRANK H. FLEER Corp., Philadelphia (gum), to Blackett-Sample-Hummert Inc., N. Y.

KLEIN SOUP Co., Los Angeles (Klein's soups), to Lawrence Co., Los Angeles.

LEWIS RECORDING STUDIOS, San Francisco, to Will Russell & Co., that city.

HILLS BROTHERS Co., New York (Dromedary food products), to Sherman K. Ellis & Co., New York. No advertising plans made as yet.

RUTHERFORD FOOD Corp., Kansas City, to Ferry-Hanley Co., Kansas City. Radio will be used.

Net Held Interstate

A RULING that networks are engaged in interstate commerce and therefore can be sued in States in which they have affiliates was handed down Nov. 18 by the Supreme Court of Washington State at Olympia. In a case involving CBS, the court denied a writ of prohibition by which the network sought release from a King County Superior Court ruling on the question of jurisdiction. The case grew out of a suit filed by the Waldo Hospital Assn. for damages for an allegedly defamatory broadcast originating at KMOX, St. Louis, and broadcast at Seattle over the CBS outlet KIRO.

BLAW-KNOX 200-foot radiators have been ordered for the new WMLG, Saginaw, Mich., and KSOO, Sault Ste. Marie, Mich., local outlets recently authorized for construction by the FCC.



Officials of Cincinnati Retail Grocers Assn. compete on WSAI's "Merchants Quizz Bizz"

To make Radio—and WSAI—as personal to Retailers as their own voices, and to cause them to *experience* the selling impact of WSAI's sponsored shows, "Cincinnati's Own Station" instituted "Merchants Quizz Bizz."

This program of fact, fun, and fancy is aired every Tuesday, 9:30 to 10:00 P. M. Every week a different sponsor's program and product are emphasized to the all-dealer contestants. And to the million consumers in WSAI territory . . . Then, during the next day, next week, next month, since some of the conversation which their show stimulated is directed toward themselves, 12 more Retailers learn how people listen—And Buy. Because of WSAI.

By thus convincing dealers, by thus enthusing them, WSAI has built for its programs "dealer backing."

THE NEW **WSAI** - Cincinnati's Own Station

Represented by International Radio Sales • New York • Chicago • San Francisco • Los Angeles

WJW

HAVE YOU
TAPPED THIS MARKET?

$198,539,000
retail sales in 1938
within
WJW's **PRIMARY** AREA!

Blanket coverage
at local station rates

HEADLEY-REED Co.
Representatives

WFBG

ALTOONA PENN.

providing the ONLY full coverage of the Altoona trading area

Now

NBC-RED

and

FULL TIME OPERATION

AFRA, WMCA Sign Contract for Two Years

TWO-YEAR contract covering announcers, actors and singers employed at WMCA, New York, has been signed between the station management and the American Federation of Radio Artists, following lengthy negotiations which at several points appeared on the verge of being abruptly concluded by a strike or lock-out. In addition to the usual clauses calling for an AFRA shop, a 40-hour, five-day week, vacations with pay, this contract stipulates a base pay of $45 for announcers, with a $5 increase, plus the provision that announcers are to be paid extra for all commercials. Contract, which runs until Nov. 15, 1941, was signed by Donald Flamm, president of WMCA, and George Heller, associate executive secretary of AFRA.

Another long series of negotiations has been concluded between AFRA and KSD, St. Louis, with the signing of a standard AFRA contract between George Burbach, manager of the station, and Emily Holt, executive secretary of AFRA, in St. Louis. Contract includes a special clause stipulating that AFRA does not represent writers employed by KSD.

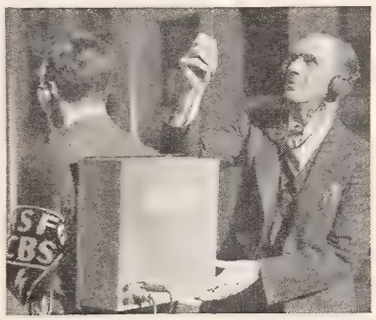
WPEN and ACA Renew Labor Contract for Year

ONE-YEAR contract renewal between WPEN, Philadelphia, and its employes who are members of American Communications Assn., affiliated with CIO, was signed Nov. 20, under which all employes were retained, with a general increase going to all departments. Under the agreement increases are to be given every six months until stipulated maximums are reached.

A statement issued jointly by Arthur Simon, WPEN manager, and Saul Waldbaum, attorney for the union, declared, "Although relations between the ACA and WPEN have been strained and unpleasant during a considerable period, after but two afternoons of discussion and negotiation both parties have succeeded in ironing out all misunderstandings and difficulties. We have reached a most amiable and mutually satisfactory agreement."

WTAM, Cleveland, is the first NBC affiliate to install the new RCA-NBC Orthacoustic system of transcriptions in its studios under the direction of J. E. Leonard, chief engineer.

A MIGHTY MIDGET
Is KSFO's New Pack Outfit For Remotes



KSFO Engineer and Assembly

CLIMAXING a year's research for the KSFO engineering department on a unified high-frequency relay broadcast transmission assembly for KSFO, San Francisco, Chief Engineer Royal V. Howard prepares the "mighty midget" for an airing.

The transmission assembly, designed for maximum utility with minimum weight, is made of three units. The pack-back transmitter and cue receiver has a power output of 2 watts, and operates on 33,380 kilocycles. Total weight of the transmitter unit is only 27 pounds. Operation is entirely automatic.

The second unit is the specially designed all-wave battery operated receiver which only weighs 14 pounds.

The third unit, sitting on top of the receiver in the picture, is the direct reading frequency monitor, designed to meet the requirements of FCC Rule 981. This unit has provision for three frequencies, is battery operated and has an accuracy much greater than the allowed FCC tolerance. The completed frequency measuring unit weighs 16 pounds, according to Engineer Howard.

New Oregon Outlet

THE NEW KBKR, Baker, Ore., authorized for construction in June, 1938, will start operating Dec. 3, according to Louis P. Thornton, licensee, who announced that Ellwood W. Lippincott has been appointed manager, Fred Pelger, sales manager, and Robert B. Sutton, chief engineer. The station will operate with 100 watts night and 250 day on 1500 kc. It will employ a composite transmitter and a 164-foot tower.

Inspired Plug

FIN HOLLINGER, production chief of CJLS, Yarmouth, N. S., takes a regular turn on one of the station's newscasts, a nightly session for a local furniture concern. Preceding it on the schedule is a studio game in which listeners contact the announcer by ringing a special studio telephone. One night recently the phone switch accidentally was left connected. On came the newscast. In the middle of the commercial the telephone rang. Hollinger's first gasp of amazement gave way to the inspired plug, "Yes, Simpson's furniture values ring the bell every time"!

Would Replace Deleted KWTN

WITH the deletion of KWTN, Watertown, S. D., which formerly operated with 100 watts on 1210 kc., the FCC on Nov. 17 received an application from Midland National Life Insurance Co., of Watertown, asking for a new 250 watter on the same frequency. KWTN was eliminated for violations of regulations, the court upholding the Commission's order of May 27 [BROADCASTING, Nov. 1].

BOB ELSON, sportscaster of WGN, Chicago, who recently aired the World Series on MBS, claims a record for his sportscasts of Nov. 30. That afternoon he broadcast the Tennessee-Kentucky football game in Louisville and the same night aired the Chicago Black Hawks-New York Rangers hockey match from Chicago's Stadium.

Cummer on Blue

CUMMER PRODUCTS Co., Bedford, O., on Jan. 26 will start a new audience participation program titled *What Would You Have Done?* for Energine on 41 NBC-Blue stations, Friday, 9:30-10 p.m. The program, written by Edith Meiser, dramatizes four perplexing situations, sent in by listeners for cash prizes, after which three members of the studio audience are asked to compete for prizes by offering the best solutions. The program *Paul Wing's Spelling Bee*, sponsored by the company for the past year on NBC-Red, will not be renewed Jan. 14 when the contract ends because of financial disagreements, it is said. Stack-Goble Adv. Agency, Chicago, is agency.

PICK A PULLER!

Only pullers pay! You know that. But did you know that WAIR is unquestionably one of the most powerful pullers in the entire radio field? It's a fact!

WAIR

Winston-Salem, North Carolina
National Representatives
Sears & Ayer



Covers a continuous market of more than 300,000 population.
25th City of the U. S.
1000 watts 680 Kilocycles

HIGHLIGHTS
on the Map of Canadian Radio

- CKCK REGINA, SASK.
- CHAB MOOSE JAW, SASK.
- CJOC LETHBRIDGE, ALTA.
- CFAC CALGARY, ALTA.
- CJCA EDMONTON, ALTA.
- CJAT TRAIL, B. C.

All basic C.B.C. stations which means the cream of the network commercials.

Representatives
U. S. A.—WEED & CO.
Canada: ALL CANADA RADIO FACILITIES, LTD.

Purely PROGRAMS

WHAT modern Canadian youth, the boys and girls in their last year at high school, think about under present war-time conditions, will be the subject of a series of discussions by the boys and girls themselves over a nationwide network of Canadian Broadcasting Corp., starting Dec. 2. Talks in the series will be quite extemporaneous, without script, but the producers have found by experience that the young people cannot start "cold". A half-hour of argument before broadcast time is necessary to get the boys and girls warmed up.

* * *

Sports Stumpers

LISTENERS and sports fans try to stump the experts on the weekly *Sportswriters Quiz*, heard on WAAB, Boston, and the Colonial Network. Boston sports scribes, including Victor Jones, of the *Globe*; Arthur Sampson, of the *Herald*, and Arthur Siegel, of the *Traveler*, are regular members of the quiz board, with an outstanding sports figure as guest member each week. George Carens, *Boston Transcript* sports columnist, is m.c. of the program, feeding sports queries to the board.

$ $ $

PAYROLL?

TAKE WORCESTER!

Worcester, the center of a market twice as big as Rhode Island, has a payroll index of 99.0%, based on 1928 figures taken as 100%.

WTAG

WORCESTER, MASS.

NBC BASIC RED NETWORK

YANKEE NETWORK

EDWARD PETRY & CO., Inc.

National Representative

Plane News

EACH morning and evening KFAR, Fairbanks, Alaska, broadcasts the latest schedules of airplane departures and arrivals for various points throughout the territory on the new *Airplane Movements*, under participating sponsorship of the airplane companies serving Alaska. With Fairbanks classed as the aviation center of Alaska — more planes per capita, one plane for 300 persons, than any other city in the United States or territories — the program is a unique public service feature, and many mining communities, trappers and prospectors within a radius of 300 to 400 miles depend entirely upon aviation for transportation and supplies.

* * *

Prompt Prizes

WHISTLING tea kettles and 4-in-1 cookers are given listeners submitting home economics questions used on the twice-weekly quarter-hour *Homemakers' Quiz*, sponsored by Michigan Consolidated Gas Co. on WWJ, Detroit. Senders of questions are surprised by delivery of their prizes only a few seconds after the close of the program—gas company salesmen, notified of winners in advance, wait near each residence until the program is completed and then immediately make delivery.

* * *

Wage-Earners Dilemma

NEW educational series, *The Pay Envelope*, produced in cooperation with the U. S. Department of Labor, is to start Dec. 4 on MBS. The program dramatizes the problems of a modern American wage-earner family in living within its pay envelope income. All facts and figures used in the program are checked by the Bureau of Labor Statistics. The series, to be heard Mondays, 11-11:15 a.m., will originate in Washington on WOL.

From Service Clubs

REMOTED from the Book Cadillac Hotel by WMBC, Detroit, the Ludington News Co., local distributors of Canada Dry beverage products, is sponsoring a daily half-hour on which are presented whatever special events may arise as well as the regular weekly programs of various service clubs. In addition to the regular programs of the Detroit Economic Club on Mondays, Exchange Club on Tuesdays, Optimist Club on Wednesdays, and the Detroit Variety Club, such special events as Navy Day and speeches by prominent visitors are carried on the program. Hoyt Evans Morris, Detroit, is the agency.

* * *

Mike and Ice

TO QUESTION skaters at the new Fairgrounds Coliseum ice rink, Dick Noble, sports commentator of WIBC, Indianapolis, dons ice skates each Sunday afternoon to conduct the new *Man on Ice* program heard on that station. Responding to growing interest in ice hockey in the community, Noble mingles with the skaters posing questions about hockey rules, with a pair of ducats for the next hockey game awarded each skater answering the questions correctly. The feature is sponsored by Johnson Chevrolet Co.

* * *

Hotel Interviews

CONTRASTED to the twice-weekly *Miss Nicollet* program on WDGY, Minneapolis, during which Marian Jung, Nicollet Hotel publicity director, interviews celebrities from the hotel's Minnesota Terrace, Greg Donovan has started *Lobbying in the Nicollet*, heard on WDGY Tuesdays and Fridays, on which he carries on intimate chats with people chosen at random in the Nicollet lobby—most of whom turn out to be "average man" types rather than celebrities.

News in Schools

WRAL, Raleigh, N. C., carries regular five-minute newscasts each hour on the hour of its broadcast day. Adapting the newscasts to a unique educational purpose, Raleigh schools have been tuning in the programs for classroom reception. After each newscast pupils pick out the localities, on maps or globes, where the news event originated.

From the File

NEW 11-midnight daily show, *The Sun Dodgers*, on WFAA, Dallas features popular and classical selections from the four services subscribed to by the station—NBC Thesaurus, Lang-Worth, AMP and Davis & Schwegler. With Dan Riss as m.c., listeners are invited to submit requests by telegram, telephone letter or card, and if the record requested is in the station's file, the listener hears it sooner or later.

* * *

From the Locker Room

UNIQUE sportscast is the one recently started on WJJD, Chicago which broadcasts professional football games each Sunday afternoon. Just before the players take the field, WJJD picks up the coach's final instructions from the locker rooms.

* * *

Spanish Lessons

SATURDAY morning series designed to teach Spanish to radio listeners has started on WCBD, Chicago. On the first program a booklet of Spanish grammar was offered and 54 Chicago listeners wrote for it together with 11 out-of-state listeners, according to Dick Kross, program director of WCBD.

* * *

For the Handicapped

COLLECTING and distributing to needy persons such items as wheel chairs, crutches and braces is the purpose of the five-minute *Human Needs Clinic*, heard five days weekly on KGKO, Fort Worth. Names of persons making donations are not identified.

* * *

Smiths Coralled

WHEN the movie, "Mr. Smith Goes to Washington", played in Raleigh, N. C., all the Smiths of the ctiy were invited to the WRAL studios for a *Smith Quiz* program. Each Mr. Smith participating was given a pass to the picture.

words of WISdom

WISDOM IS THE PRINCIPAL THING; *therefore get wisdom.*

-proverbs 4,7

The "principal thing" in South Carolina, so far as radio advertising is concerned, is WIS. Add the advertising value of the most favorable frequency in the state (560 kilocycles), the most favorable programming (NBC Red *and* Blue), the most inclusive coverage (WIS serves more of the state than all other stations combined) and you'll see the wisdom of specifying WIS for southern sales.

FREE and PETERS *Representatives*

WIS

Columbia, South Carolina

5000 Watts Day • 1000 Watts Night

Men of WISdom use WIS for Southern Sales

SPORTS

CJOR broadcasts all major sports, with Canada's ace commentator, Leo Nicholson, at the mike.

CJOR

Vancouver, B. C.

National Representatives:

Joseph Hershey McGillvra

Sunday Variety

UNREHEARSED and with commercials ad libbed throughout, the *Edna Mae Variety Hour*, sponsored by WMRO, Aurora, Ill., by the manufacturers of Edna Mae Potato Chips, provides a full hour of Sunday afternoon music and variety entertainment. Originated in a suburban night club, the program starts with 15 minutes of dance music, continues with 30 minutes of variety, and concludes with a quarter-hour of music, after which the audience is invited to continue dancing for several hours to the band's music. Russ Salter, of WMRO, is producer and m.c. of the program, heard Sundays, 3:30-4:30 p.m.

* * *

Missoula Santa

SANTA CLAUS will be on the air daily from Thanksgiving until Christmas in a quarter-hour program of KGVO, Missoula, Mont., with news from his headquarters and reading mail written to him. Opening each program, an operator calls St. Nick at the North Pole, and the ensuing broadcast is by imaginary telephone. Popinjay, Santa's chief of staff, appears on the program, using a voice created by running a 33 rpm transcription at 78 rpm, with Santa translating the jabber. Sponsor Missoula Mercantile Co. also has Santa in person at the store each day.

* * *

Music Scholarships

SCHOLARSHIPS in Indianapolis talent schools are offered the three juvenile winners of the *Kiddie Carnival* talent competition on WIBC, Indianapolis, starting Dec. 3 and running through May 25. Cooperating with WIBC in the Saturday morning half-hour are the Indiana School of Music, which offers the winner a free course in any musical instrument, Joe Broderick studios, dancing instruction, and Edith Jane Fish, voice training. Dick Noble will conduct the show, with Allene Stidham handling musical direction.

* * *

Books for the Kiddies

FAVORITE childhood books of famous Americans are dramatized in a new series, *Yesterday's Children*, broadcast Friday evenings on NBC-Blue. Idea was conceived by Dorothy Gordon, NBC advisory consultant on children's programs. Gordon Nugent, of NBC's script division, is making the adaptations.

* * *

Wolverine Roundup

NEWS of Detroit and Michigan is furnished former residents on the new *Letter From Home* feature of WJR, Detroit. The program, conducted by Duncan Moore, is spotted at midnight Sundays so the WJR signal can reach a greater number of former Wolverines all over the country.

INSURED RECEPTION

McCLATCHY STATIONS

COVER INNER CALIFORNIA

PAUL H. RAYMER COMPANY
NEW YORK
CHICAGO SAN FRANCISCO



AS CAPTAIN of the Arctic Ice Co. team, winner among teams representing 30 Louisville business and industrial firms in the *Batter-Up* quiz series on WHAS, Louisville, Jake Schmidt receives the winner's trophy from George Walsh, WHAS sportscaster. The program, a sustaining feature heard during the last seven months, pitted team against team in eliminations, with competition revolving around sports questions posed by Walsh. Scores were counted in baseball fashion, with base hits given for correct answers and runs resulting from a series of base hits. Each team's "pitcher" selected the questions for the opposing team. Such interest was shown in the program that Jeweler Mitchell T. Roth donated eight Gruen watches and a trophy to members of the winning team.

* * *

Sinkers Free

PUTTING new life into the man-on-street program sponsored by the local Toelliner Bakery on KWOC, Poplar Bluff, Mo., the *Bamby Reporter* hands out fresh hot doughnuts and other of the sponsor's baked goodies to interviewees from the Bamby Reporter Truck parked on a downtown street. Answerer of the "main question" wins a large layer cake, as does listener supplying the question, and interviewees are given a sales letter good for a loaf of bread at their grocer's.

* * *

Alimentary Tips

DEFINING food and fodder, *Eat-Itorially Speaking*, sponsored by the local restaurant association on WIBC, Indianapolis, thrice-weekly presents Dick Stone, well-known food authority, in quarter-hour advices on how, what, why and where to eat.

We "Can" What We Can't

St. Louis KWK listeners hear every major network cultural, educational and religious feature available to us.

Toscanini, America's Town Meeting, Music Appreciation Hour, Radio City Music Hall, National Vespers and Great Plays are a few of the standout "service" programs on KWK's current schedule. Yes, we have to "can" and play back some of them, but St. Louisans get to hear them.

Incidentally, St. Louis KWK now* carries 48.3% of all local and national spot advertising on the three St. Louis network stations.

***A typical week in November.**

Pd. Adv.

Strictly Hot

FREE membership in the Hot Coffee Club is offered listeners to the early morning *Hot Coffee* request program on WCKY, Cincinnati. Membership cards, mailed to joiners, carry the crest of the club—a steaming coffee pot—and signature of Chief Dunker Joe Graham, who conducts the feature, with by-laws of the organization on the reverse side forbidding dunking above elbows or with both fists, and drinking lukewarm coffee.

* * *

Teller of Tales

STRAIGHT narrative program, with Ronald Dawson playing an old man chock full of adventure stories as well as other characters in the tales, is *The Yarnspinner* heard weekly on WFVA, Fredericksburg, Va. As a mail-pulling feature of the program, a local store offers a bedspread to the listener sending in his name and address and whose card bears the earliest postmark.

* * *

Of Virginia's Art

DRAMATIC sketches based on the lives of Virginia artists are heard as a Sunday feature on WRTD, Richmond. Scripts are prepared by the Virginia Writers Project, under supervision of Eudora Ramsey Richardson, with the Richmond Theatre Guild furnishing talent and Janet Billet, Guild radio chairman, in charge of production, assisted by Ken Allyn, of WRTD.

* * *

For Metropolitanites

LITTLE things city dwellers want to know and never find out for themselves are the subject matter of *What Can I Do?*, a Saturday morning series on WBBM, Chicago. A recent program was titled "A Garden in Your Home", told city folk the best plants and flowers for apartment decorations. The series is aired under auspices of the Chicago Park District.

Hollywood's Past

A WEEKLY half-hour program, *Little Ol' Hollywood*, has been inaugurated on the NBC-Pacific Blue network, with Ben Alexander commentator, conducting the series. Programs recreate the history of Hollywood in interviews with famous personalities who helped make Vine Street world famous. They contrast the past with the present. A comedy serial, *Two Happy People*, written by Robert L. Redd, fills the dramatic spot on the show. Gordon Jenkins' orchestra, with Kay St. Germain, vocalist, round out the program.

* * *

Voice of the Law

EMINENT jurists discuss legal matters in layman's language during the weekly quarter-hour program, *Laws & Lawyers*, presented under the auspices of the Hollywood Bar Assn., on KHJ, Los Angeles.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

17th Anniversary

WDRC is now celebrating its 17th anniversary as Connecticut's Pioneer Broadcaster, and its 9th anniversary as the Columbia Basic Station for the rich Hartford market.

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives
PAUL H. RAYMER COMPANY



First half: Signals on; signals off. It matters not what the signal be! For every play—whether it be in ITALIAN-JEWISH-POLISH, or all three—is a "Sales Play!" The sales *increase* in your second half report will convince you of that!

WPEN PHILADELPHIA 1000 WATTS

WM. PENN BROADCASTING COMPANY, PHILADELPHIA

Paramount on MBS

PARAMOUNT PICTURES, New York, on Nov. 25 sponsored a special premiere broadcast of the new picture "Geronimo" from Phoenix, Ariz., on 65 MBS stations. Stars of the picture, to be released for the Christmas holidays, and Gov. Robert Jones of Arizona participated in the broadcast, heard 10:30-10:45 p.m. Buchanan & Co., New York, handles the account.

ROY S. FROTHINGHAM. San Francisco research specialist, has acquired the research business known as Facts Consolidated, established in 1933 by the late Anne Elizabeth Nowell. Facts Consolidated publishes monthly reports on radio program preferences as revealed by personal interviews with families in major Pacific Coast cities.



Copyright Clearance by Networks

(Continued on Page 20)

were limited to the one originating station. They wouldn't be chain programs.

As we understand the evidence the situation is this: The originating station broadcasts a program; at the same time and as a part of the same performance the telephone wire picks up and carries the same performance and delivers it to the affiliated stations, where as a part of the original performance it is sent out simultaneously with the program of the originating station. It is all one performance.

The telephone wire is leased for the performance to the originating station. The telephone company must keep its wire and many complicated and intricate pieces of machinery electrically charged and its staff of operators in attendance. *But for the purpose of the broadcast the wire is the property of the originating station. The receiving station is in exactly the same position as the telephone wire. It has been leased to the network company for the program; like the wire, it is tuned up and ready for action.* That is, it is charged with electricity, kept in working order by the station's staff of employes. But for the program and period of time contracted for it is the property of the network. The rebroadcast, if it may properly be called a rebroadcast, is the rebroadcast of the network company. As a matter of fact, it is not a rebroadcast, *it is a broadcast* as much so as the broadcast of the originating station.

Every Saturday we listen to the broadcasts of football games. The announcer, employed by the station putting on the broadcast, is talking to those in the booth with him; he also is talking into a microphone; one wire may lead to the loudspeaker telling those in the stadium the facts of the game; one wire leads to the sponsoring station and another wire leads to the affiliated station or stations, whether there be one or 20. Usually the sponsoring station is in the same vicinity as the game, but not always. The broadcasts of the Stanford games, we understand, are generally sponsored by a San Francisco station 30 miles away. It picks up the announcer's utterances by leased wire, and the sponsoring station may have sold the game also to a Palo Alto station. *But for the broadcast the announcements of the Palo Alto station are the announcements of the San Francisco station, the San Francisco station has leased the Palo Alto station for the period of the game,* fully manned and steamed up, so to speak.

Merely a Lease

Can we say the announcer is giving four or 20 separate broadcasts? Hardly. It is all one performance, as much so as though the announcer were speaking into 20 megaphones at the same time. As a matter of fact, that is what he is doing, talking over several megaphones. Suppose we forget radio for the moment, and limit the announcement merely to the public address system at the stadium where there are a number of loudspeakers located in various parts of the grounds. Now suppose, also, that each separate megaphone is owned by a different party. Does that fact make each a separate performance? The question answers itself.

In a network program each station, affiliated and the sponsoring station, are each loudspeakers. All have been leased for the period of the game to the Associated Gasoline Co. or some other sponsor. It is all one broadcast, and belongs to the network. *By no stretch of the imagination can it be considered to be the broadcast of the telephone company.*

We have been speaking of situations where the sponsor of the network program is the same for all the stations, the originating station and the affiliated stations. It matters not whether it be the American Tobacco Co. or the National Broadcasting Co. *In such cases the operator of the affiliated station had no more to do with the program than does the telephone company.* He is not in the same position as the hotel operator in the *Buck* v. *LaSalle* case (283 U. S. 191), where Justice Brandeis, at the bottom of page 198, said, in referring to the hotel operator:

> Similarly, when he tunes in on a broadcasting station, for his own commercial purposes, he necessarily assumes the risk, etc. * * * But the local station doesn't tune in on the network program. It has been leased, for the purpose of the broadcast, to the originating station. In referring to the "tuning in," the opinion says: "For his own commercial purposes." But the network program is not the affiliated station's "commercial purposes", any more than it is the "commercial purposes" of the telephone company. The operator of the local station has merely leased his station equipment and operating staff,



DURING the recent "Apple Week", KFPY, Spokane, cooperated with the Washington State Apple Commission in a publicity campaign climaxed with a half-hour broadcast dramatizing the story of the apple, carried by KIRO, Seattle, as well as by KFPY. The apple program was part of the KFPY series, *Wealth Producers of the Inland Empire,* boosting Washington industries. Before the program went on the air KFPY staff announcers invaded a nearby Washington orchard and gathered a box of apples and a lot of atmosphere—(to r) Bob Hurd, Joan Schafer and Ed Butherus.

DON'T ASK US WHAT

BACKWOODS

FOLKS ARE LIKE— WE DON'T KNOW!



Our folks down here came out of the backwoods long ago. They keep up with what's new in the papers, on the screen and on the AIR!

They are the folks who, through their sales reaction, provide the reason why KARK is carrying more hours of network commercial and non-network commercial programs than any other station in the state. There are more listeners in the state under the influence of KARK's broadcasts than any other station in Arkansas!



KARK ★ LITTLE ROCK ARKANSAS

1,000 Watts—Day and Night—890 Kc.
N.B.C. AND TRI-STATE NETWORK:
WMC - KARK - KWKH - KTBS
Ed. Petry & Co. Inc., National Rep.

WBAL means business in Baltimore

ck, stock and barrel, to the network. hat has all been done by contract in dvance. (Ex. AA-6-7-8.)

* * *

We are not now speaking about ograms the local station purchases traight from the network, or from me other source, and sells to some onsor. There are many such proams. But there is no evidence bere the special master for him to ly upon in determining how many ere are. Suppose that KMO purases a program from the Winthrop otel. The program is broadcast by MO as its own. Or possibly KMO lls the program to Rhodes Department Store. In such case KMO is eating the programs as its own and selling it to Rhodes.

The profits or losses in the transacon are those of KMO. But, if Don ee network leases KMO and pays a ntal fee, say of $100.00 for the hour, nd Don Lee sells the program to ory Soap for $100,000 and makes a et profit of $50,000, that is Don ee's profit. KMO get its $100 as r contract, no more. Or if Don Lee ils to collect the $100,000 from Ivory oap that is Don Lee's loss. KMO ill gets its $100, no more, no less. MO is merely a landlord. It did not ne in on Don Lee's program.

As we understand the testimony, r the purposes of the network proams, the affiliated stations are leased traight for the period of the program the network for a stipulated fee. o if the emanations of the affiliated ations can be termed rebroadcasts, ach rebroadcasts are those of the etwork, not of the owners of the ffiliated stations.

In view of the above I believe ou will do the industry a service make a survey to determine the tatus of present network-station ontracts.

My understanding is that—alough the networks admit clearg and paying at the source for he works of such minor societies s SESAC and other small groups -they still continue to make the ffiliates (who will stand for it) gn contracts to either "have SCAP licenses" or to "have all ecessary licenses" and then verbly tell the station that, that eans ASCAP. This places the netorks in a preferential trading poition with ASCAP for their own opyright clearances, because of he networks' ability to deliver the ndustry to ASCAP.

ED CRANEY
KGIR Inc., Butte, Mont.

ov. 22

Discusses Television

LLSWORTH C. DENT, educationl director of RCA, addressed the closg session of the recent third anual Southern Conference of Audiisual Education, on the relationship etween television and other types of udio-visual instruction aids such as udio, motion pictures and recordings. Ir. Dent used for illustration a new lotion picture on television produced y RCA.

What Station—

is the predominant station in a city whose population has increased 10.6% in only three years . . . from 153,799 to 170,153 . . . and is still growing.

Why It's **WNOX** 1010 KC CBS

5000 W Day 1000 W Night
KNOXVILLE, TENNESSEE
Scripps-Howard Radio, Inc.
Representative
THE BRANHAM CO.

Television News Notes

Rotarians to See

ROTARY'S first television meeting will be held Dec. 8 from the television studio of the new General Electric video station, W2XO, when three ranking executives of Rotary International will make a televised broadcast to Rotarians at dinner meetings in Albany, Troy and Schenectady. At each meeting GE engineers and dealers will set up receivers, and following the addresses of the three officials—Paul Harris, Rotary founder; Walter Head, International president, and Chessley Perry, international secretary — GE representatives at each meeting will briefly explain the art of television and answer questions. The program, scheduled for an hour, is believed to be the first meeting of its kind, where a speaker from a single platform has addressed and has been seen at meetings in more than one city.

* * *

Crosley Plans

LATEST broadcast operators to apply for new television stations are the Crosley Corp., operating WLW and WSAI, Cincinnati, amending a previous application to ask for 50-56 mc. with 1,000 watts, and WDRC, Hartford, Conn., asking for 66-72 mc. with 1,000 watts. The former proposes to establish the station in Cincinnati's Carew Tower, the latter on the summit of West Peak, Meriden, Conn.

* * *

Historical Effect

TO SWITCH emphasis in NBC's televised version of the Broadway success, "The Farmer Takes a Wife", from the characters to the Erie Canal itself, Thomas L. Riley, NBC television producer, used a narrator, whose poetic script was accompanied by still pictures of the old canal and movies of the newfangled railroad that, at the time of the play, was beginning to displace the canal as a main artery of commerce. Success of the innovation indicates its future use on other historical television dramas.

Two Seek Stations

BALABAN & KATZ Corp., Chicago, big motion picture theater chain, has applied to the FCC for authority to erect a new television station in that city to be located at the northeast corner of Washington Blvd. and Crawford Ave. It asks for 1,000 watts on the 66-72 mc. band. The Commission has also been asked by Henry Joseph Walczak, Springfield, Mass. to authorize a new television station there. He asked for 250 watts on 1550 kc., though that frequency is not allocated for television.

* * *

Macy Parade Televised

FANTASTIC floats and figures making up the annual Thanksgiving parade staged by R. H. Macy & Co., New York department store, were televised by NBC from noon to 1 p.m., Nov. 23, with Tony Sarg and Russell Patterson, creators of many of the financial beings in the parade, on hand to explain their works.

* * *

Television and Labor

RAPID progress toward establishing standards for wages and conditions of employment of actors engaged for television appearances is reported by the joint committee set up for this task by the Associated Actors & Artistes of America. Made up of five members from Actors Equity Assn., American Federation of Radio Artists and the Screen Actors Guild, the 15-man committee expects to be able to report back to the AAAA with definite proposals for submission to the television broadcasters within a few weeks. Question of jurisdiction over this new entertainment field, subject of a bitter controversy a few months ago, is being held in abeyance temporarily, it was stated, with any AAAA member being permitted to work in this field, regardless of to which branch union he belongs.



ANNOUNCER of the future is typified by Bill Allen, with the electric eyes of television over his shoulder, shown here during an outdoor audio-video pickup on NBC's W2XBS, New York. A former Golden Gloves champion and captain of New York U's 1934 football team, Allen is well qualified for the assignment of television's first regular sports expert. In spare time he coaches crew at Manhattan College and teaches public speaking.

Baird's American Plans

BAIRD TELEVISION, subsidiary of Gaumont British Picture Corp. of America, plans to start manufacturing operations for its American model television sets shortly after Jan. 1, 1940, according to Arthur Lee, American vice-president. Indefinite plans call for concentration on theatre television with use of its 15 x 20 foot screen.

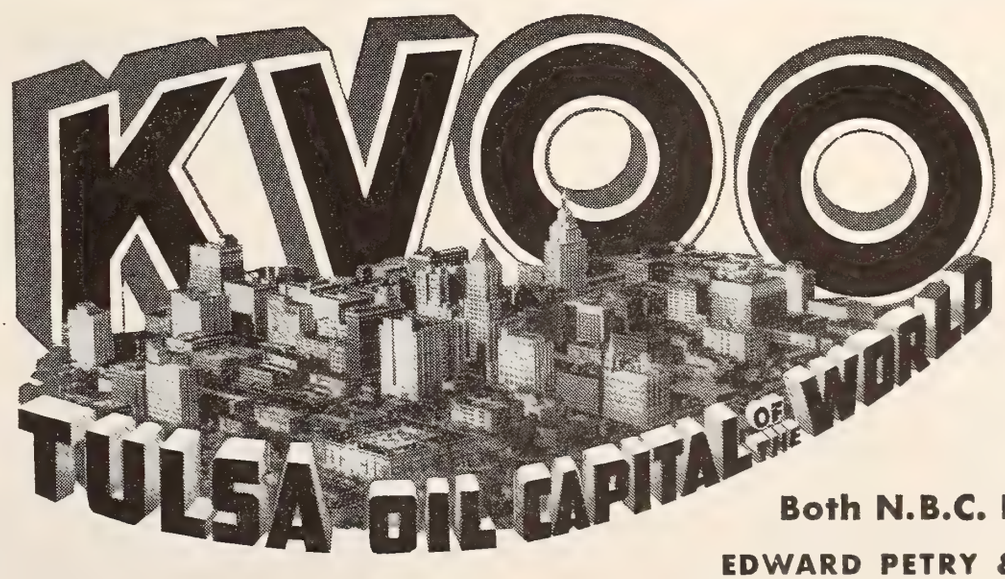
* * *

Helps Sell Seals

TO AID the sale of Christmas seals for the National Tuberculosis Assn., the Don Lee Broadcasting System, Los Angeles, is telecasting over its television station W6XAO, that city, the educational sound film, *Let My People Live.* The film was produced by the NTA in cooperation with Tuskeegee Institute and government agencies.

BETTYGOODWIN and Bessie Feagan, formerly of NBC, are currently doing special work for the "Television Ball", to be held Dec. 15 at the Waldorf-Astoria Hotel, New York, by the Goddard Neighborhood Center, which has arranged with NBC to televise the event.

"Synonymous!"



★
25,000 WATTS
Both N.B.C. Networks
EDWARD PETRY & CO., Inc.
National Representatives

Studio Notes

WIBC, Indianapolis, recently conducted its second listener survey contest, offering cash prizes to listeners for 100-word letters on "Why I Like WIBC". The contest ran for three weeks, ending Thanksgiving Day, with spot announcements urging competition. In a previous survey, conducted soon after the station went on the air, music, newscasts and special events were listed as favorite programs, and incomplete results of the new survey indicate a similar lineup for favorite listening. The first survey pulled more than 6,000 letters, and the new contest exceeded that figure.



PROMOTED solely by WOL, Washington, the WOL Cooking School, held Nov. 14-16 in a Washington theatre, drew an estimated attendance of 8,000 housewives. Conducted by Frances Troy Northcross, chief of the station's home economics division, each of the three Cooking School sessions drew capacity audiences, members of which won prizes ranging from a $200 electric refrigerator to a basket of groceries. Participating with Mrs. Northcross in the event were Art Brown, of the WOL announcing staff, and Walter Compton, MBS presidential announcer.

VAL CLARE, news editor of CKLW, Detroit-Windsor, was indirectly responsible for the donation of an ambulance truck to the Canadian Red Cross by James R. Clegg of Toledo. The ambulance was given by Mr. and Mrs. Clegg in recognition of the public services rendered by CKLW, and a special government order was issued at Ottawa to allow the entry of the ambulance duty-free into the Dominion on Armistice Day.

ELEVEN Illinois stations aired a special Thanksgiving program which featured a talk by Gov. Horner. George Menard, of WLS, Chicago, announced the program and the WLS concert orchestra was used. Stations carrying the quarter-hour program included WLS WJJD WTAX WCBS WTAD WHBF WROK WCBC WTMV WDWS WDAN KMOX.

KPAC, Port Arthur, Tex., has made a reciprocal arrangement with the *Port Arthur News* for a noon newscast from the editorial offices of the paper and daily program listings in the editorial columns.

MUSICAL interludes, tagged as such, no longer exist on the program schedules of WTAR, Norfolk, Va. Short musical periods now bear titles such as *Melodic Sampler, Thematic Pause* and *Rhythmic Moments.*



ENGRAVED stopwatch, the gift of WLW-WSAI co-workers upon his departure for New York to join Knox Reeves advertising agency, is received by Rikel Kent (left), for eight years casting director of WLW, Cincinnati, from E. P. Bauer (right), business manager of WLW-WSAI, as Eldon Park of the advertising service department, looks on.

Radio Family

WHEN Ernest Winstanley of WXYZ, Detroit, married Ada Card Nov. 18, he married into a radio family. Her father is Fred Sullivan, of NBC's *Career Wife*, and her mother is Kathryn Card of NBC's *Story of Mary Marlin.*

JOSEPH RIES, education director of WLW-WSAI, Cincinnati, has been named chairman of the Adult Education Work Group of the Chicago Radio Council, which meets in Chicago Dec. 6-8. On Dec. 5 education directors of NBC stations are to meet with Dr. Rowland Angell, education counselor of NBC.

TRADITIONAL pre-Christmas program, *Billie the Brownie*, promoting the toy department of Shuster's department stores, has returned to WTMJ, Milwaukee, for its eighth consecutive year. The program, which has drawn approximately 50,000 letters from children annually, continues daily for six weeks and is climaxed by a mammoth parade, with floats on electric flat cars, through Milwaukee's downtown streets.

WRITTEN by Bernard S. Dryer, student of the drama department of Yale University, "Flight Number Two" was broadcast Nov. 24, the first drama in the new *Listeners'* series presented on Colonial Network from WICC's New Haven studios.

WMCA, New York, on Dec. 1 starts testing a 3¼-hour program of news and music on Friday nights from 10 p. m. to 1:15 a. m. with plans to schedule the program other days in the week if the test proves successful. Program is actually a group of eight different programs including recorded classical and dance music with late news flashes and news analyses by Eugene Lyons, editor of the *American Mercury.*

TRANSCRIPTIONS of the broadcast observing the first anniversary of the Will Rogers Memorial in Claremore, Okla., have been presented to the Memorial by KVOO, Tulsa, to be kept on permanent display under glass in the structure. The station also gave copies to Bacone Indian U, which furnished much of the music for the program, and of which Will Rogers was an honorary alumnus.

WGBF and WEOA, Evansville, Ind., entertained at a studio luncheon Nov. 24 for publishers of country newspapers around Evansville and the 48 Junior Mayors and First Ladies of the tri-States who were guests of the city at the local Santa Claus Christmas parade.

PATTERNED after the newspaper comic strip, *Li'l Abner* has started in a five weekly quarter-hour late afternoon strip on NBC-Red originating in Chicago. Drawn by Al Capp, the comic strip is written for radio by Charles Gussman, of NBC-Chicago.

HEADLINERS of the *WLS National Barn Dance* will stage four shows at Gary, Ind., Dec. 3 under auspices of the local Odd Fellows Lodge. Proceeds of the entertainment will go to the lodges' charitable enterprises. Talent will include the Hoosier Hotshots, Prairie Ramblers, DeZurik Sisters, Mac & Bob and Pat Buttram.

FOR THE second consecutive year, Gov. Culbert L. Olson of California, on Nov. 12 inaugurated a series of weekly quarter-hour fireside chats, *March of California*, on five CBS stations (KROY KSFO KROW KARM KNX). Broadcasts originate from KROY, Sacramento, under supervision of Fox Case, CBS Pacific Coast director of public events.

COOPERATING with the board of the Connecticut Federation of Music Clubs, WICC, Bridgeport, a Federation member, will present a special award to member clubs for the best report of club activity during National Music Week in May, 1940. The prize is a Music Week cup and a signed statement of award from the judges, to be presented over WICC. WICC is one of the few stations in the country actively engaged in Federation interests through its broadcast activities, and has been a registered member since 1931.

45 Million tons of Iron Ore!

One of the heaviest seasons in the shipment of Iron Ore, in recent years, has meant

Peak Payrolls

for the Head of the Lakes and Mesaba Iron Range regions that are given blanket coverage, day and night, by the

ARROWHEAD
BROADCASTING SYSTEM

General Offices
WEBC Building — Duluth, Minnesota

WMFG Hibbing, Minn. | WEBC Duluth-Superior | WHLB Virginia, Minn.

RADIO TELEPHONE GAME

BIGGEST—HOTTEST—MOST SENSATIONAL SHOW ON THE AIR
•
BREAKS AUDIENCE RECORDS EVERYWHERE
•
A LIVE SHOW—EVERY LISTENER PARTICIPATES
•
MEETS ALL LEGAL REQUIREMENTS
•
AS USUAL—BECAUSE IT'S UNUSUAL

IT'S PRODUCED BY

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY

ACK BURNETT, commercial manger, and Marion Dixon, merchandising manager of KGVO, Missouri, ont., are planning a display of their rplane and battleship models in the GVO studios preparatory to starting e new *Model Makers' Club* feature the station. The models were built tirely by their own hands.

XYZ, Detroit, and Michigan Radio etwork stations on Nov. 16 started series of weekly broadcasts, origiting from Michigan State Police adquarters in East Lansing, exaining the work and organization of e state police. Originated through JIM, Lansing, the program is conicted by Howard Finch, of WJIM, d Lieut. Harold Mulbar, of the state lice, with various department heads d technical experts explaining their rk.

NYC, New York's Municipal staon, for the second consecutive seain is presenting a series of weekly lf-hour concert programs, devoted the work of contemporary Ameriin composers and played by the NYC Concert Orchestra under the spices of the National Assn. of merican Composers and Conductors.

EXAS State Network on Nov. 27 arted a new series of pickups of full ncerts by Texas symphony orchesas with a broadcast of the opening ncert of the season of the Dallas mphony, which also was its first rformance on the air. Concerts by her symphonies in the State are follow periodically during the inter season.

EW Sunday afternoon program, :15-5:30, on NBC-Blue, *Along the ews Front*, features Baukhage comenting on international affairs and raham McNamee reporting domestic ws and sports. Series, starting Nov.), replaces the *Four Star News* proam formerly heard at that time onsored by Palmer Bros., which, in ldition to Baukhage and McNamee cluded women's news by Nola Luxrd and sports news by Bill Stern.

OLLOWING a successful test on e Don Lee Network, the weekly vaety program *Laff 'n' Swing Club* arted on MBS Nov. 26, Sundays, 9:30 p.m. The program features the usical team of Mabel Todd and Tony omano, with Morey Amsterdam as c.

O CELEBRATE the end of the harst season, WDZ, Tuscola, Ill., held all-day celebration, *Corn Bread ubilee*, at which 5,800 farmers and eir families ate free corn bread, beans d coffee and competed in an amaur auctioneer contest and a woman's rnhusking competition. Listeners ere invited to bring anything they anted auctioned, and the amateurs arted selling with all stops open to in prizes paid for out of a small pertntage charged by WDZ for the auon. The station also awarded a cup the champion woman cornpicker.

Out of Control

LISTENERS of WENR, Chicago, found themselves laughing and wondering the other night at the close of *Ten O'clock Final*, a daily full hour evening variety program sponsored by Walgreen Drug Co., that city. No closing commercial was given and the last two minutes of the program were composed of giggles, wise cracks, and wild laughter. Answer was one of those unaccountable hysterical moments that seize crowds and can't be stopped. Garry Morfit, m.c. of the show, got doubled over with laughter, the studio audience caught the mood, and Lynn Brandt, one of NBC's most reliable announcers, burst into uncontrollable laughter when he started to give the commercial.

PHIL NAPOLEON, orchestra leader and composer, has been appointed director by the National Youth Administration of New York of the *NYA Varieties* program heard weekly on WNYC, New York's Municipal station, and the radio orchestras of the NYA. With NBC for eight years, Mr. Napoleon has made many recordings for RCA-Victor and has conducted orchestras at leading hotels. He succeeds Art Landry who recently resigned as the NYA radio director.

CHRISTMAS book drive, which last year brought contributions of 25,000 books to patients in New York hospitals, is being repeated this year from Nov. 27 through Dec. 23 by Phil Cook on his *Morning Almanac* program, sponsored five times weekly on WABC, New York, by J. W. Beardsley Sons, Bond Stores, Liggett Drug Co. and Quaker Oats Co.

ENTIRE personnel of Texas State Network recently received office memorandums stating that Elliott Roosevelt, TSN president, was giving each member of the organization a Thanksgiving turkey. Roosevelt's associates were interested to note that despite the Presidential proclamation of a Thanksgiving on Nov. 23, the Elliott Roosevelt memorandum read "for Thanksgiving, Thursday, Nov. 30".

Irish Station Spots

IRISH radio station Eirreann, transmitting from Athlone, Ireland, is also broadcasting commercial programs, according to the Dublin office of J. Walter Thompson Co. Only Irish companies are allowed to sponsor programs, and commercials are limited to 120-word announcements. The Irish branch of Rowntrees Co. (candy) was the first sponsor to sign for a program, through J. Walter Thompson Co., which reported that Eirreann was scheduling programs directly opposite in type to the ones heard at the same time on BBC stations.

DESPITE FLAMES
WOV Transmitterman Keeps Station on Air

THOUGH flames were raging in the meadows surrounding the WOV transmitter, in Secaucus, N. J., on Nov. 16, Eric Potts, transmitterman on duty, remained at his post and kept the station on the air. After turning in the alarm, he closed all windows and doors of the transmitter house and remained inside the building until the flames were extinguished. The station's schedule was unaffected by the incident.

When the fire broke out in sections of a square-mile area of Secaucus meadowland, the transmitter house was definitely threatened, according to observers, but firemen of the local engine company put out the flames with no further damage than burning a portion of the brush around the transmitter. Hundreds of school children watched the fire, attracted to the scene by enormous columns of black smoke rising from the meadows.

CBS Symphony Plans

HOWARD BARLOW, musical conductor for CBS since the network's inception in 1927, will continue to conduct the Columbia Broadcasting Symphony, among other programs, this season, at the same time fulfilling his recent appointment as director of the Baltimore Symphony Orchestra for its entire season of 11 concerts. Mr. Barlow succeeds Werner Janssen, who has resigned as director of the Baltimore Orchestra to become music director for a Hollywood studio.

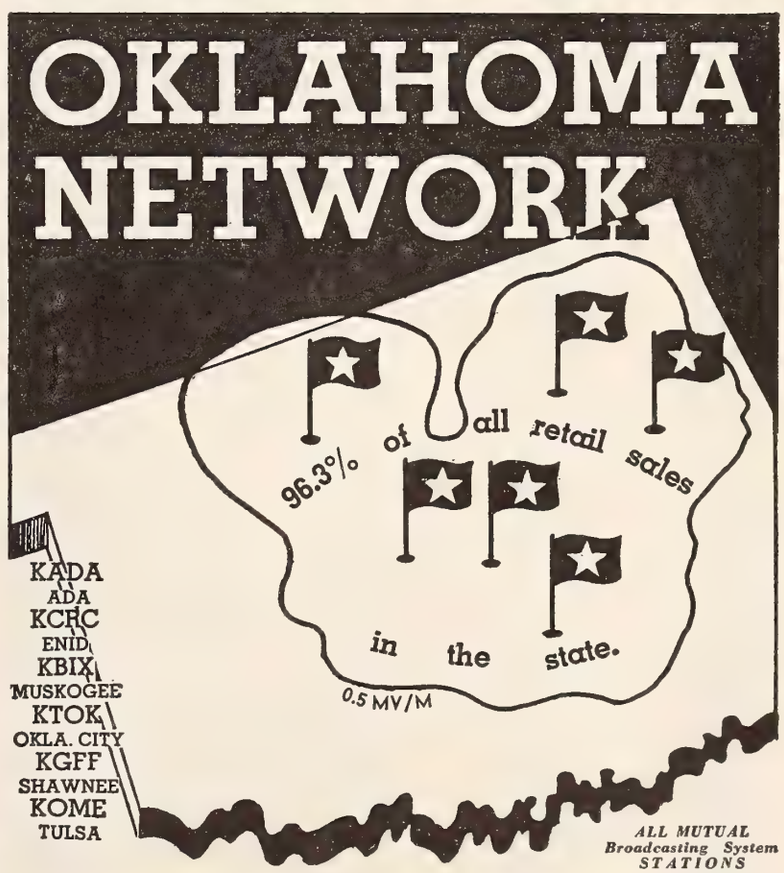
KQV, WNBC Improve

KQV, Pittsburgh, and WNBC, New Britain, Conn., Nov. 22 were authorized by the FCC to operate fulltime on 1380 kc. with increased powers, using directional antenna, in an action adopting proposed findings announced Nov. 3. KQV will operate with 1,000 watts, using a directional antenna at night, in lieu of its previous 500-watt night operation at night with 1,000 watts until local sunset. WNBC will operate with 1,000 watts, also using a directional antenna, in lieu of 250 watts night and 1,000 watts local sunset.



WWNC
ASHEVILLE, N. C.
Full Time CBS Affiliate 1,000 Watts
Tobacco Money!
Holiday Money!
Asheville's big burley Tobacco market opening early in December. Industry in high gear. Pay rolls mounting. Holiday spending unleashed. So "air" your sales message over WWNC —only blanket radio coverage of this busy area. And hurry!

The Average Wichita Family Has
$248 More to Spend
than the average American family. In total retail sales volume the nation's No. 2 ranking city (250,000 class) is:
WICHITA
KFH
That SELLING STATION FOR KANSAS
Call Edward Petry & Co.



The only complete coverage of Oklahoma's wealth at one low price
OK for OKlahoma
Nationally represented by
BURN-SMITH COMPANY, INC.
New York *Chicago* *Detroit* *Atlanta*

Morton Salt's Discs

MORTON SALT Co., Chicago, is using three five-minute discs weekly on KMBC, Kansas City, and WLS, Chicago, with the list to be expanded. The firm has recorded 12 discs through WBS. Agency is Klau-Van Pietersom-Dunlap Assoc., Milwaukee.

New Nurseries Account

SPRING HILL Nurseries, Tippecanoe City, O., soon after Jan. 1 starts a series of five-minute and quarter-hour programs on 25 stations. Albert Kircher Co., Chicago, has the account.

Pick Top Baseball Announcer

SPECIAL program honoring the nation's No. 1 baseball announcer will be broadcast Dec. 6 on MBS during the annual major and minor league meetings held in Cincinnati. The winner, chosen from a poll of leading sports writers and correspondents of *The Sporting News*, national baseball weekly, will receive the award from Edgar G. Brands, editor of the magazine, at a reception in the Hotel Netherlands-Plaza.

TWO more prizefights in the group scheduled for broadcast on NBC under the sponsorship of Adam Hat Stores, New York, have been set for Dec. 1 when Sam Taub and Bill Stern describe the 15-round world's championship welterweight bout between Henry Armstrong and Lou Ambers, and for Dec. 15 when an account is broadcast of the Al Davis-Tippy Larkin light heavyweight fight. Fights will be heard in Canada on CBC through the courtesy of the sponsor.

WOMAN'S WORLD (magazine), has started five and 15-minute programs on 16 stations, thru Albert Kircher Co.

Validity of Mayflower Corp. Charter At Issue in FCC Hearings in Boston

CLIMAXED by the possibility of revocation of the charter of Mayflower Broadcasting Corp. on grounds of alleged fraud, a stormy three-week hearing on the license application of that organization and license renewal of WAAB, Boston, ended Nov. 28 in Boston. The hearing, conducted by George B. Porter, FCC assistant general counsel, was called Nov. 8 to consider the license renewal application of WAAB and the application of Mayflower Broadcasting Corp. for a construction permit for a new station on WAAB's present facilities.

Court Action

The charter revocation threat developed when it was brought out in testimony that the financial assets of the Mayflower corporation, listed in the corporate articles approved in January, 1939, as $100,000 cash, in fact consisted of two demand notes of $50,000, drawn by George R. Dunham, president, and John J. McCann, treasurer of the organization. When this angle was revealed, Henry F. Long, State commissioner of corporations and taxation, advised the three Mayflower stockholders and officers—Messrs. Dunham and McCann and Lawrence J. Flynn—that if this were the case, he would revoke his earlier approval of the articles of incorporation.

Following Mr. Long's action, Attorney General Paul A. Dever on Nov. 25 filed an information in the nature of a quo warranto proceeding in the State Supreme Judicial Court, in which it was alleged that approval of the articles of organization was secured through fraud and it was asked that the corporation be dissolved. The case is understood to be returnable early in December.

Testifying at the hearing, Mr. Long stated that the Massachusetts statutes prohibited the issuance of stock in a business corporation organized under the laws of that State for a promise to pay, such as a demand note, where such note was given by one of the purported stockholders. Earlier in the proceeding it had been brought out that one of the notes was signed by Dunham as maker and endorsed by McCann, and the other vice versa.

With presentation of the WAAB renewal case occupying only the afternoon of Nov. 28, after which the hearing was concluded by Mr. Porter, examination and cross-examination in connection with the Mayflower application consumed all the time from Nov. 8 to Nov. 28. The proceedings included appearances by several former local and State officials, particularly in connection with discussions centering around political commentaries delivered by Leland C. Bickford, editor of the Yankee Network News Service. James W. Gum represented Mayflower Broadcasting Corp., while Richard M. Russell and J. Arnold Farrer, of Boston, and Paul D. P. Spearman, Frank Roberson and Frank U. Fletcher represented Yankee Network, licensee of WAAB.

While in no way associated with the Boston hearing, FCC Chairman James Lawrence Fly Nov. 29 observed that the Commission should give more attention to ownership, financial and public service considerations in connection with new station applications. This observation coincided with contentions made by Yankee Network counsel in connection with the Mayflower application. Chairman Fly's observation came in connection with the whole broad subject of FCC scrutiny of broadcast licensees in which he pointed out that the FCC is responsible for service of licensees.

Codrin in New York

CODRIN Corp., New York, is using a weekly Italian program on WBNX, New York, for diabetic tablets and Vichy powders and is planning a daily program on WOV, New York, starting in December. For Tarson cleaning powder the firm is using a weekly Polish program on WBNX. Agency is Brenallen Co., New York.

New Canadian Station

DR. CHARLES HOUDE, who owns CHNC, New Carlisle, Que., reports that he will have a new station in operation in Campbellton, N. B. by Jan. 1. It will be known as CKNB and will operate on 1210 kc. C. S. Chapman will be manager and L. P. Paquet chief engineer.

CAMPANA SALES Co., Batavia, Ill. (lotions), on Jan. 7 starts *Grand Hotel* on 30 CBS stations, Sun., 1:35-2 p.m. Aubrey, Moore & Wallace, Chicago, is agency.

Womens' Groups Laud NAB's Code

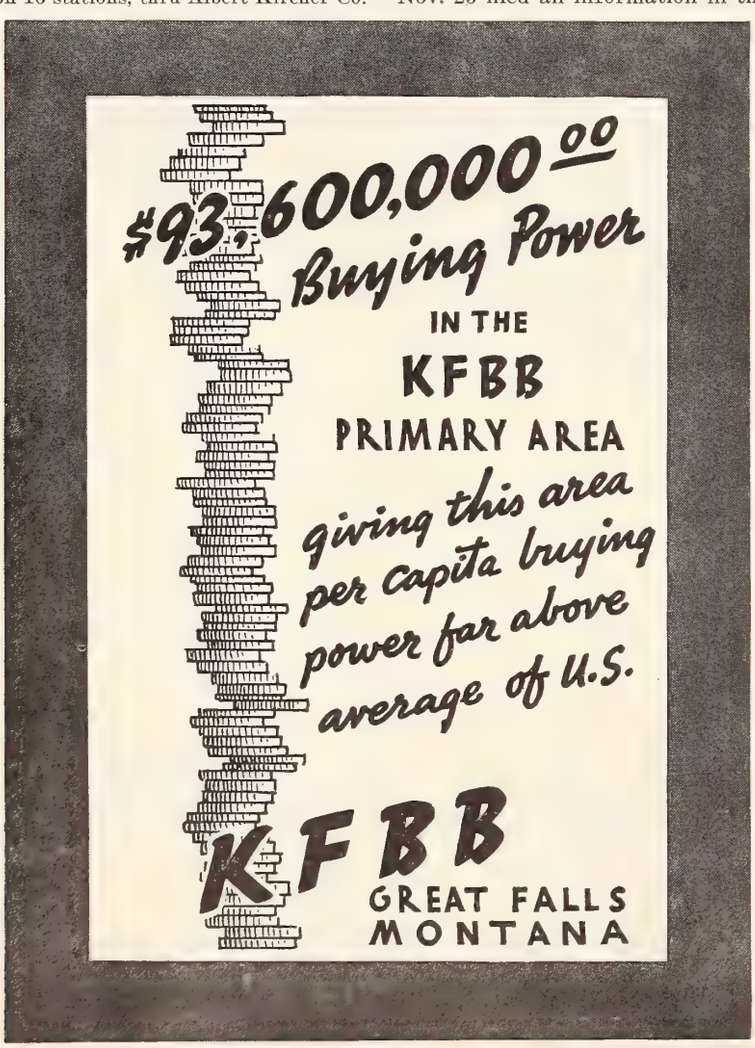
THE NAB program code was endorsed by representatives of 67 women's organizations operating on a nationwide scale, at a meeting in Washington Nov. 29 under NAB auspices. The chief speaker, Mrs. Saidie Orr Dunbar, president of the General Federation of Women's Clubs, hailed the code as a democratic means of developing and improving the educational character of American radio programs. She declared the code was to be regarded as a valuable instrument in the improvement of children's programs.

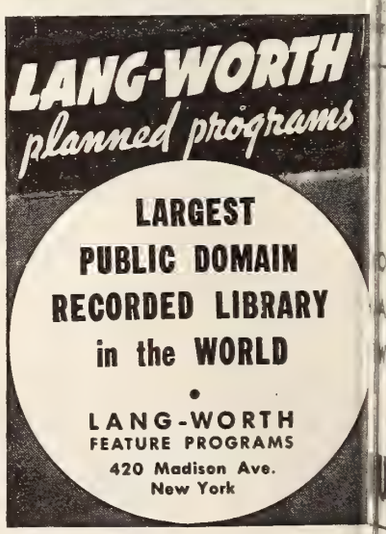
With members of the NAB Code Compliance Committee present along with the NAB Washington staff, President Neville Miller presided at the meeting, the first of its kind since adoption of the code earlier this year. Before the forum discussion, he introduced Edward M. Kirby, NAB director of public relations and education, and Edgar L. Bill, chairman of the compliance committee, who spoke briefly on the significance of cooperation of women's organization all over the country in code matters.

Mr. Kirby announced that in connection with the children's program section of the NAB code the women's clubs were being asked to gather information locally on the desirable and undesirable types of juvenile radio fare. Their findings are to be passed on to the Code Compliance Committee, which will consider them in enforcing the code.

Mrs. Dunbar pointed to the growing interest in the problems of children's programs, declaring that "we must move forward; we can't mark time" in ironing out the kinks in radio's educational function. She urged representatives attending the meeting to emphasize tolerance and research in their organizations' activities with radio.

Among club leaders attending the session in Washington's Willard Hotel were Mrs. Ida B. Wise Smith, president, WCTU; Mrs. J. K. Pettengill, president, National Congress of Parents & Teachers; Mrs. Henry Robert Jr., president-general of the DAR; Mrs. Joseph Goodbar, president, National Federation of Press Women; Miss Agnes Rogan, executive secretary, National Council of Catholic Women; Mrs. William Corwith, president American Legion Auxiliary.





Political Programs Under Code To Be Decided by State Lines

NAB Compliance Group Adopts Policy; Requests Board's Instructions on Free Offers, Inquiries

ATE AUTONOMY in the de-rmination of radio policies gov-ning sale of time for all aspects political broadcasting and cam-igning was authorized Nov. 28 the NAB Code Compliance mmittee at a special session in ashington.

Simultaneously, the Committee ok up the problem of free of-s, cost-per-inquiry and contin-nt business, and petitioned the ard for instructions on future licy in connection with such busi-ss, barred under the original le and generally frowned upon thin the industry. The commit-e also approved plans for distri-tion by NAB of a loose-leaf bind-for code interpretations by ich stations may keep complete cords of program acceptance d code information interchanged tween stations.

Variations in Laws

In acting on the political provi-n, the committee took cogni-nce of the existence of different ws and practices governing elec-ns in the various States and mmunities. It was concluded that national deadline could be es-blished for launching of local d State campaigns and that, as consequence, broadcasters in each ate should handle such matters dependently. It was recommend-that stations in the different ates hold meetings of their State ganizations or through their dis-ct directors to determine "(1) en an individual becomes a legal-qualified candidate for public of-e and qualifies for the sale of ne under the code, or (2) to de-e the date for the opening of a mpaign for election of public of-ials or for discussion of public oposals which are subject to bal-."

In discussing the free offer prob-n, the committee felt that it con-tutes a serious threat to radio's estige as an advertising medium d to the economic position of the dustry. Branding acceptance of ch business as bad practice and ntrary to advertising ethics, the committee requested the board for further information and elucidation of this policy.

The question "when does an issue become controversial?" was raised at the meeting and it was concluded that a controversy generally classifies itself. Total membership of the NAB as of Nov. 27 was 427, as against 434 when the code became effective, seven stations having resigned, it was stated.

Present at the Nov. 28 meeting were E. K. Cargill, WMAZ, Macon; Earl J. Glade, KSL, Salt Lake City; Don Searle, KOIL, Omaha; Calvin J. Smith, KFAC, Los Angeles; Theodore Streibert, vice-president, MBS; F. M. Russell, NBC vice-president; Gilson Gray, CBS as proxy for Edward Klauber, CBS executive vice-president, and E. M. Kirby, NAB public relations director, committee secretary. Edgar Bill, WMBD, Peoria, did not attend the first day's session but presided Nov. 29. Martin Campbell, WFAA, Dallas, was absent. Walter J. Damm, it was reported, has resigned from the committee.

In a panel discussion of the controversial issue provision of the Code in the *American Forum of the Air* over MBS Nov. 19, Gen. Hugh S. Johnson described it as "the best that could have been written". Asserting that the forum or debate type of presentation was the only way to handle controversial issues on the air, he predicted that ultimately forum discussions would be sponsored. He indicated he had rejected offers of sponsors because he believes in the "debate" method.

Also participating in the panel discussion, conducted by Ted Granik, U. S. Housing Authority attorney and founder of the forum, were Morris Ernst, attorney for the American Civil Liberties Union; Ed Kirby, NAB public relations director, and Martin Codel, publisher of BROADCASTING. Mr. Ernst disapproved of the controversial issue provision despite endorsement of the code by the Union. Mr. Kirby and Mr. Codel supported it.

Valuable Guest

FULLER BRUSH Co., Hartford, Conn., on Dec. 3 will start sponsorship of the *Let's Go to Work*, job-finding program on WTIC, Hartford, on Sunday evenings. Alfred C. Fuller, president of the company, decided to sponsor the program after he had appeared on it as a guest of Herbert Hadel, m.c. The program started in June 1938 on WICC, Bridgeport, and last spring became a Yankee Network feature, moving in September to Intercity Broadcasting System, with WMCA, New York, as key. Mr. Hadel obtained jobs for 157 persons in his first 49 broadcasts.

PROMOTION PRIZES
Awarded Canadian Stations by Sponsor of Drama

TO PROMOTE its new radio program *Cavalcade of Drama*, Western Canada Flour Mills, Toronto, staged a contest among the 31 stations carrying the campaign for the best promotions and merchandising in connection with the campaign. The contest was judged on the record of the work done on the campaign as sent by the stations to Don Henshaw, radio director of A. McKim Ltd., Toronto agency.

The grand award went to CKOC, Hamilton, Ont. In the 1,000-watt class first prize went to CFCY, Charlottetown, P. E. I.; second to CJCA, Edmonton, Alta.; third to CFAC, Calgary, Alta. In the 100-watt class, first prize was given CFCH, North Bay, Ont.; second to CJCS, Stratford, Ont.; third to CJIC, Sault Ste. Marie, Ont. Honorable mentions were given to CKCK, Regina, Sask.; CFNB, Fredericton, N. B.; CKSO, Sudbury, Ont.; CKOV, Kelowna, B. C.; CHNC, New Carlisle, Que.; CKNX, Wingham, Ont.; CFCO, Chatham, Ont.; CKLN, Nelson, B. C.; CKWX, Vancouver; CHSJ, St. John, N. B. Awards were framed parchment plaques.

To promote the show Western Canada Flour Mills invited broadcasters to attend regional meetings with the sales staff and supplied the stations with literature and promotion ideas. CFCY's report was in the form of a book covered with large Western Canada flour bags.

Seeking Jersey Outlets

FRANK FALKNOR, chief engineer of WBBM, and Rex Schepp, WBBM salesman, are disclosed as vice-presidents and 25% stockholders each in North Jersey Broadcasting Co. Inc., which applied to the FCC Nov. 21 for a new 1,000-watt station on 900 kc. in Paterson, N. J. James V. Cosman, of Haledon, N. J., is president and 49% stockholder. Another Jersey applicant for a new station—a 250-watt outlet on 1500 kc. in Vineland—is South Jersey Broadcasting Corp., of which A. Harry Zog, employed by WPG, Atlantic City, is president and 10% stockholder; Benjamin Chew, WPG technician, 10% stockholder and director; Max Leuchter, publisher of the *Vineland Times*, 10% stockholder and director.

The loveliest radio station in America...

WFMJ

Youngstown Ohio

HARTFORD COVERAGE *Insured* AT LOW PREMIUM



WNBC antenna only 3 miles from HARTFORD and directional toward HARTFORD

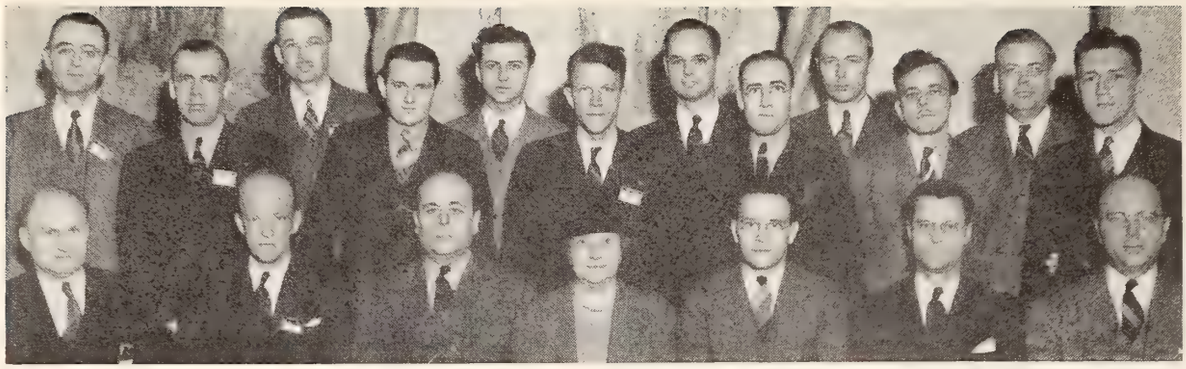
WNBC HARTFORD NEW BRITAIN

HEADLEY-REED CO. • New York • Chicago • Detroit • Atlanta

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS



EDUCATORS and broadcasters from a half-dozen States were guests and speakers at the third annual Northwest Conference on Educational Broadcasting, conducted early in November in Minneapolis by KSTP. In the conference discussions special emphasis was placed on the planning and production of educational programs, with the work of 16 radio workshops, organized as a result of the KSTP conferences, on display. Among prominent attendees were (standing, l to r) Thomas D. Rishworth, KSTP educational director and general chairman of the conference; Clarence B. Wright, publicity director, Fargo, N. D., public schools; Harold Engel, director of public relations, WHA, Wisconsin U; Don G. Williams, Stanford U; E. W. Ziebarth and Tracy Tyler, Minnesota U; Harold B. McCarty, director, WHA, Wisconsin U; David G. Heffernan, assistant superintendent, Cook County schools, Chicago; Berton Paulu, manager, WLB, Minnesota U; Prof. Sherman P. Lawton, Stephens College, Columbia, Mo.; Milford Jensen, manager, WCAL, St. Olaf College, Northfield, Minn., and Alvar Sandquist, WCAL; (seated l to r), G. S. Petterson, chairman, Mankato State Teachers College; I. Keith Tyler, bureau of educational research, Ohio State U; H. L. Ubank, chairman, Research Project on School Broadcasting, Wisconsin U; Judith Waller, central division educational director, NBC; Allen Miller, University Broadcasting Council, Chicago; Paul C. Woodbridge, radio expert, REA, Washington, D. C., and Harold Kent, director of Chicago public schools radio council.

Third Educational Meeting Arranged

Chicago Council to Discuss Technique of Programs

THIRD annual School Broadcast Conference, given under auspices of the Chicago Radio Council, will be held at Chicago's Congress Hotel Dec. 6-8. According to Harold Kent, radio director of the council, approximately 750 are expected. The conferences for school teachers and educational radio directors have become progressively important with large attendance each year.

NBC is calling a conference of its educational directors and those of its affiliated stations to meet in Chicago Dec. 5 and it is understood many of the directors will attend the other meeting.

Actual broadcasts, demonstrating network and local techniques in educational programs, will be made from the conference. The only network show scheduled for origination at the conference is *American School of the Air* on CBS Dec. 8.

Conference Schedule

Schedule for the conference is Dec. 6, opening session conducted by Paul Reed, supervisor of radio education, Rochester, N. Y., panel discussions featuring Sterling Fisher, CBS director of education; Franklin Dunham, educational director of NBC; Harold Kent, director Chicago Radio Council; I. Keith Tyler, radio director Ohio State U; Kathleen N. Lardie, department of radio education, Detroit. The dinner and evening session will hear addresses by William Guenther, coordinator of television and facsimile of WLW, Cincinnati; Carl Menzer, WSUI, Iowa City; Mrs. Harry M. Mulberry, president of Illinois Congress of Parents and Teachers; William D. Boutwell, U. S. Office of Education, Washington.

On Dec. 7, radio demonstrations and group meetings will be followed by high school panels. Prof. Carleton Wheeler, of Tufts College, Boston, will discuss foreign language radio programs. Thomas D. Rishworth, educational director of KSTP, St. Paul, will head the meeting of workshop directors. The afternoon discussions will include a talk by Dr. Leonard Power, assistant chairman of the Federal Radio Education Committee. That evening, Prof. Wheeler will conduct a 15-minute program in French designed for teachers of Romance languages.

Final Day's Program

The last day of the conference Dec. 8, will start with program demonstrations for children of kindergarten and elementary school age. In the afternoon, Harold B. McCarty, director of WHA, Madison, Wis., will conduct a demonstration for high school students. A panel on news analysis will feature Clifton Utley, director of the Chicago Council on Foreign Relations. This panel will discuss propaganda and news analysis with emphasis on teachers' utilization of news broadcasts. Walter G. Preston, assistant to John Royal, program director of NBC, New York, will speak at the banquet Dec. 8.

Radio AND Education

DR. LEONARD POWER, assistant to the chairman of the Federal Radio Education Committee, was in Hollywood in mid-November on a nationwide tour during which he is compiling a survey of all colleges in the United States now teaching radio, either technical or non-technical. At the same time Dr. Power is also conducting a survey of radio stations and how they administer their public service programs. While in Hollywood he was guest of Fox Case, CBS Pacific Coast director of public affairs. Dr. Power is assistant to John W. Studebaker, chairman of the FREC as well as U. S. Commissioner of Education.

FEDERAL Radio Education Committee, of the Office of Education, Washington, has published the first issue of its monthly *Service Bulletin*, designed to help coordinate educational efforts of broadcasters and the government agency. The publication is circulated to radio stations, educators and various service and educational organizations, and is edited by Kenneth Jones.

E. JENNINGS PIERCE, with the NBC Western Division since its formation, has been named NBC educational director on the West Coast. He is to leave San Francisco early in December to attend the third annual meeting of the School Broadcast Conference at Chicago, and later will confer in New York with Dr. James Rowland Angell, NBC educational counselor, before returning West.

NEW ENGLAND Education series presented in cooperation with the Harvard Graduate School of Education was resumed Nov. 23 on a special CBS network under the direction of Lloyd G. del Castillo, CBS New England educational director. The weekly half-hour programs are heard on WEEI WPRO WABY WBRY WGAN WMAS WNBX and WORC.

DEMONSTRATIONS of elementary school music education in choral singing and instrumentation are the subject of the new series of MBS programs titled *Music for Every Child and Every Child for Music*, presented weekly under the direction of Thaddeus P. Giddings, supervisor of music in Minneapolis public schools, and associate director of the National Music Camp at Interlochen, Mich.

One More

WFAA, Dallas, helped North Texas State Teachers College, Denton, push its enrollment to the 3,000 mark for the first time in the school's history when on Nov. 16 the station broadcast a story on a morning news report that the enrollment had reached 2,999 and that officials of the school were anxious to get one more student. A girl in Breckenridge, Tex., heard the story and promptly wired her registration fee to the college, becoming Student No. 3,000.

HISTORY of the United States is to be dramatized during a series of 10 international broadcasts written and produced by 30 undergraduate members of the Harvard Radio Workshop, project organized last spring by Archibald MacLeish, now Librarian of Congress. The programs, acted and directed by students, will be broadcast early in 1940 by WRUL and WRUW, Boston, international stations of World Wide Broadcasting Corp. Headquarters of the Workshop, where weekly script conferences are held by students, is in Holyoke House, and it is planned to equip the rooms with amplifying equipment for auditions and rehearsals and eventually for recording and broadcasting. At present students are using the facilities of World Wide Broadcasting Foundation.

NEW series of educational programs, titled *The Southern School of the Air*, is heard twice weekly on MBS under the auspices of the University of Kentucky. On Tuesdays at 2:45 p. m. *Chapters That Live* is broadcast, featuring outstanding chapters from the works of noted American writers, and on Thursdays, a two-part program is presented at 2:30 p. m., the first part consisting of *Folk Music of America*, and the second part, talks on *Propaganda in a Contemporary World* by Dr. J. B. Shannon, associate professor of political science at the University.

WBIG, Greensboro, N. C., has distributed its teachers' manuals in seven neighboring counties, and estimates that more than 1,000 teachers in the listening area are using the radio manuals in class work.

Radio Takes Heavy Role In British School Work

RADIO has been called upon to aid teachers as the juvenile population of London and other large British cities has been evacuated to the rural districts of the Brtish Isles. According to reports from London the demand for radio in the educational curriculum has advanced sharply with classrooms moved from the city to the country, where the new schools are manned by thousands of teachers from evacuated cities.

Radio has been brought into service to fill the gap left by abandonment of the city library, the motion picture, the museum and picture galleries, since the majority of the youth of Britain have become "country scholars", the British Broadcasting Corp. has stated. The city teacher, who heretofore had never been "sold" on radio as an educational supplement, is now said to be learning why the rural school cut off from facilities ordinarily available in the larger cities, has particularly benefited from the "microphone education" techniques.

TRANSCRIBED and broadcast on eight North and South Carolina stations, students of Presbyterian College, Clinton, S. C., are producing a series of dramas based on historical incidents in the development of the Palmetto State. The series is produced under supervision of Hugh Holman, director of radio for the college, who also has conducted the research for the program material. Stations carrying the transcribed programs are WAIM, Anderson, S. C.; WBIG, Greensboro, N. C.; WFBC, Greenville, S. C.; WIS, Columbia, S. C.; WOLS, Florence, S. C.; WSPA, Spartanburg, S. C.; WTMA, Charleston, S. C.; WWNC, Asheville, N. C.

WBT, Charlotte, N. C., has formed a local advisory committee of college presidents, high school principals and other local educational leaders, which is to meet regularly once each month to discuss cooperation by public schools and colleges with CBS and WBT educational programs. A special farm committee, composed of county farm agents, also will discuss the station's various farm educational features.

Radio-Educational Meeting on Coast

Weiss to Preside at Second California Roundtable

SEEKING closer coordination and clearer interpretation of common problems, California radio executives and educators will hold their second annual Institute of Radio Dec. 7 on the campus of Southern California U in Los Angeles. Lewis Allen Weiss, general manager of Don Lee Broadcasting System, that city, will preside as chairman and director. The one day session, starting at 1:15 p.m., will be divided into two sections, professional and general.



Mr. Weiss

The professional section, under chairmanship of authorities in their respective fields will include: *Commercial Problems: Audience Studies*—Charles Brown, NBC western division sales promotion manager, Hollywood.

Writing, Production & Direction—Russ Johnston, KNX, Hollywood, program director.

Engineering Problems—C. M. Muser, consulting engineer, Acoustical Engineering Co., Los Angeles.

Legal Problems—Louis E. Swarts of Swarts & Tannenbaum, attorneys, Los Angeles.

How to Use Radio in the Classroom—Mrs. Elizabeth Goudy, director of Radio, Los Angeles County Schools.

The Library, Listener and Reader—Mrs. Mary Duncan Carter, director, Graduate School of Library Science, University of Southern California.

Panel Discussions

Three panel discussions are scheduled as part of the general session. Dr. A. S. Raubenheimer, Dean of the College of Letters, Arts & Sciences, University of Southern California, will be chairman of the group considering How May Radio and Education Best Serve Each Other? A second panel, An Exchange of Viewpoints Between Broadcasters and Listeners, will be under chairmanship of Harrison Holliway, manager of KFI-KECA, Los Angeles. What Is Radio's Position as a Factor in a Democracy? will be discussed by the third group over which Don E. Gilman, NBC western division vice-president, Hollywood, will preside.

Donald W. Thornburgh, CBS Pacific Coast vice-president, is to be the principal speaker at the dinner meeting which will climax the one day meeting. He is to discuss Radio's New Code. Dr. Vierling Kersey, superintendent of Los Angeles City Schools, will also speak, having for his subject, Radio in Education.

The Institute of Radio was inaugurated last year by the University of Southern California at suggestion of radio station executives and educators, to serve as a medium for consideration of professional problems and the relation of radio to society.

Executive committee working with Mr. Weiss includes John Driscoll, manager, KRKD; Harrison Holliway, manager, KFI-KECA; Harry Maizlish, manager, KFWB; Alvin J. Smith, manager, KFAC; Leo B. Tyson, manager, KMPC; Donald W. Thornburgh and Don E. Gilman.

DRAMATIC CONTEST
WJSV Sponsoring Trophy for Local Thespians

WITH a WJSV Dramatic Award trophy to go to the winner, along with the chance for continuing dramatic experience on radio and stage, WJSV, Washington, will sponsor a competition among 15 local dramatic clubs to determine the best half-hour dramatic broadcast production. Under direction of Lloyd Dennis, WJSV program director, each of the groups will produce a 30-minute radio drama, with the dramatic critics of the four Washington daily papers acting as judges.

Contestants may use either scripts loaned by the station or their own adaptations for radio, and all WJSV production facilities will be placed at their disposal. To facilitate judging, a recording of each performance will be made available to each of the judges—Don Craig of the *Daily News;* Jay Carmody of the *Star;* Nelson Bell of the *Post,* and Andrew Kelley of the *Times-Herald.* When the broadcast series, to start soon after the first of the year, is completed, a select company will be chosen for experimental work in radio and on the stage next summer, under auspices of WJSV.

Influence of Broadcasts From Europe Analyzed

A STUDY of the influence in this country of shortwave broadcasts from Europe is to be conducted by the Princeton U School of Public and International Affairs, Dr. Harold W. Dodds, president of Princeton, announced Nov. 20. Describing the project as the investigation of "a new and significant weapon in international politics", Dr. Dodds explained the study will be carried on for a three-month experimental period under a Rockefeller Foundation grant and may continue if it proves practical.

For 10 hours each day foreign programs, particularly news bulletins and topical talks, will be received and analyzed as part of a program of research in public opinion and the influence of radio conducted by the School of Public and International Affairs. The study project, to be known as the Princeton Listening Center, will concentrate on broadcasts originating in France, Germany, Great Britain and Italy.

KDKA Makes Shift

NEW 50 kw. KDKA transmitter at Allison Park, Pittsburgh, dedicated Nov. 4, was placed in regular operation Nov. 21 at 7:11 p.m. during a special broadcast arranged for the event. A KDKA mobile field unit reported an increase of six decibels during the broadcast, while a committee of several hundred members of the Radio Servicemen's League, along with 26 publishers of Allegheny County daily and weekly newspapers, reported increases of from one to six times the signal strength of the former Saxonburg transmitter in home receivers. Wires from individual listeners were read in a special roundup program.

New.. PRESTO TURNTABLE
gives perfect reproduction of all makes of transcriptions



Here is a turntable designed for practical operating conditions in broadcasting stations where from two to five different makes of recordings are used daily. In place of the ordinary tone controls this Presto turntable is equipped with a compensating network accurately calibrated to reproduce the full range of NBC-ORTHACOUSTIC, WORLD, A.M.P. and R.C.A. transcriptions, COLUMBIA, DECCA and R.C.A.-VICTOR phonograph records.

A definite setting of the compensator is specified to take care of the individual characteristics of each of these makes of recordings as well as PRESTO instantaneous recordings. Thus you obtain a perfect, uniform reproduction of the full range (50-9,000 cycles) of the finest lateral recordings.

In addition to this valuable feature the Presto 62-A turntable employs a radically new drive system. The turntable rim is equipped with a heavy, live-rubber tire driven by a steel pulley on the motor shaft. With this design vibration is negligible and the speed is as steady as the finest Presto recording turntables. Speed may be changed instantly from 78 to 33⅓ RPM.

The pickup is equipped with a permanent diamond stylus which may be removed if damaged by accident and replaced for a few dollars.

Attractively finished in two tones of gray and chromium, the Presto 62-A turntable will improve both the appearance and performance of your station. Write today for descriptive folder.

PRESTO RECORDING CORPORATION
242 West 55th Street, New York, N. Y.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment

Test of Video Sales In New York Suburbs

FIRST test by manufacturers of RCA television sets to ascertain if the public will buy sets at reduced prices was completed recently in the area around Newburg, N. Y., including Poughkeepsie and Middletown, with the successful sale of over 100 sets in less than a month, following a newspaper advertising campaign. No prices were quoted in the advertisements, although it is understood that $600 sets sold for $395, and $450 sets were reduced to $295.

Estimating that Newburgh and surrounding area has a population of approximately one-thirtieth of the New York area, it is probable that a similar policy will be attempted by set manufacturers in the New York market in the near future, and that sets will be reduced in price in 1940.

KSCJ SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

Compact Portable Video Transmitter Demonstrated by RCA in Washington

A NEW portable television unit, containing three cameras and all the equipment necessary to make an out-of-studio telecast and compact enough to be carried in two small trucks or station wagons, was introduced by RCA Nov. 30 and Dec. 1 in Washington, where a special demonstration was put on for members of the FCC.

Not only is the new unit much more compact than the pair of ten-ton trucks which comprise the mobile television unit used by NBC during the past year, but its cost is only one-fifth as much, approximately $25,000, as contrasted with a cost of about $125,000 for the larger outfit. Furthermore, it is claimed for the new outfit that it can more than duplicate any pick-up possible with the older apparatus.

Fading System

Included in the portable equipment are three scanning cameras, with their monitoring units and a master control panel, a power rectifier unit that uses ordinary house current (110 volts) so that it can be plugged into a power source almost anywhere, a 25-watt transmitter, an antenna, and the coaxial cable to connect each camera with the transmitter. Total weight of the apparatus without the cable is about 900 pounds, while the new type of cable weighs slightly under a pound a foot. This cable, incidentally, is only ⅞ of an inch in diameter, an inch less than the cable previously used. In addition to the lower weight, this factor is important in New York, where the electrical code permits cable less than an inch thick to be laid on the ground but insists that all cable of greater thickness must be strung overhead on special supports.

Another advantage incorporated into the new system is a device whereby two or more cameras can be plugged into the same master control so that they feed their signals simultaneously, permitting the operator to fade one picture into another by simply lowering power on the one and increasing it on the other. Previously, changes of scene necessitated sharp cutoffs, with fading impossible.

Uses Sharp Beam

The transmitter is built to operate on frequencies from 288 to 342 m.c., or roughly a wavelength of one meter. With its 25-watt signal focussed into a search-light beam by the new wedge-shaped antenna, this portable unit is said to be able to transmit a signal farther than the ten-ton truck equipment could, giving it a practicable range of well over 25 miles from the station's own transmitter.

If telephone lines are available to carry the remote signal to the main transmitter, the remote equipment needed is reduced to four compact cases, plus a camera, and the whole unit may be stowed easily into a taxi. At present lines can be cleared only on long notice, but it is anticipated that before long every city in which there is a television station will have a permanent network of telephone circuits available at all times for remote telecasts.

The new portable units have already been ordered by NBC, CBS and the Don Lee network, it is reported.

FCC Television Plans

At a press conference Nov. 29, FCC Chairman James Lawrence Fly asserted the Commission was now considering its policy on television but is not yet ready to decide allocation of frequencies to applicants. He declared the Commission planned to decide policy expeditiously and would not in any fashion impede introduction by procrastination. He pointed out that the obsolescence factors involved in both transmission and reception were important considerations and predicted that public hearings on the whole subject probably would be held, either on the Television Committee report itself or on proposed new rules dealing with the visual art.

Shoe Firm Tries Music

THOM McAN SHOE Co., which operates 645 outlets in 350 cities throughout the country, is testing wired music as an aid to the selling of shoes in two of its stores, in New York and in Washington, D. C. Wire Broadcasting Corp. of America furnishes the service for the New York store, and Tele-Vision-Music distributes the music for the Washington store. Although preliminary reports show patrons liking the concert type music supplied with no announcements or advertising, further studies of the reactions of both customers and sales staff are being made with a view to extending the service to other cities.



MULLING over details of the ne educational series to start Dec. on WCCO, Minneapolis, based Federal Reserve Banking Sy tem, are John N. Peyton, preside of the Ninth District Federal R serve Bank, Minneapolis; Geor Grim, author-producer of the wee ly series, and Earl H. Gammon general manager of WCCO, wh originated the idea of dramatizir the Federal Reserve functions.

DRAMA IN BANKING
Provides Theme of Program Planned by WCCO

BUILT around the functions the Federal Reserve System ar dramatizing banking activitie WCCO, Minneapolis, is starting series of 11 quarter-hour live ta ent shows on a sustaining bas Dec. 3. If the Sunday evenin shows, written by George Grim, r dio director of the *Minneapol Star-Journal*, prove effective loca ly, it is hoped to develop the serie into a network educational featu with the blessings of the Feder Reserve System. Transcribed ve sions of the first programs of t local series have been approved b the FRS board of governors Washington.

The shows are to be simple an dramatic, each portraying a ce tain function of the Federal Reserv Bank and dramatizing actual inc dents that have occurred in th Ninth Federal Reserve Distric which includes Minnesota. The ide for the program originated wit Earl Gammons, WCCO gener manager, and the feature has bee developed with the cooperation John N. Peyton, president of th Ninth District Federal Reserv Bank in Minneapolis, who fu nished the facts for the dramatiz tions.

Radio Normandie Account

RADIO NORMANDIE, Frenc broadcasting station which cease activities some weeks ago, is agai operating as a commercial statio with 15 and one-quarter hours broadcasting time sold weekly, a cording to J. Walter Thompson Co New York. Of the total commerci time, 10½ hours have been sold t J. Walter Thompson accounts, th programs consisting chiefly of re cordings of American and Englis orchestras with brief commerci announcements. Sponsors include R. S. Hudson Co. (Rinso); Leve Bros. (Lux); Hudson's Extracts Horlicks Malted Milk, and Rown tree Co. (candy products).

THE NEWLY authorized station Saginaw, Mich., to be licensed Saginaw Broadcasting Co. [BROADCASTING, Nov. 1] will be known WSAM instead of WMLG as orig nally announced.

You HELPED US PERFECT THIS NEW RECORDER..!

The new F-26-3, just out, was perfected on the firing line. It meets the demands of engineers for a precision instrument, *simpler to operate and easier to service:*

Amazing new cutterhead and network with a frequency response *flat to 8,000 cycles* (also available to fit Unit 199 and 220 Recorders, Model 2) • Instantaneous variation of pitch and direction of cut eliminate expensive feed screws—a Fairchild exclusive • 16" dynamically balanced turntable with direct synchronous drive assures split-second timing • Instant change from 78 to 33⅓ r.p.m. • New recording scale *in minutes* for all pitches and both OUT-IN and IN-OUT • Floating motor mount eliminates all vibration.

SEND TODAY FOR LITERATURE

"... it had to satisfy Fairchild first"

FAIRCHILD
Sound Equipment Division
AERIAL CAMERA CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

Miller Is Pleased At BMI Meeting

ays New York Stations Gave Iusic Plan Fine Welcome

NANIMOUSLIY endorsing the AB Broadcast Music Inc. project s the proper industry move at this me, more than 20 New York State roadcasters on Nov. 28 gave an nthusiastic reception to the plan s outlined by Neville Miller, NAB resident; Sydney M. Kaye, attorey in charge of the organization f the new corporation, and Stuart prague, attorney representing AB in New York, who assisted Ir. Kaye in this talk.

All station men who had auority to sign contracts obligating heir stations to purchase stock in he new company, reported as numering eight or ten, did so on the pot, while all other station repreentatives said they would urge milar participation from their rincipals on their return home.

To Announce Pedges

Names of stations that signed at he meeting were not disclosed, Mr. Iiller explaining he would release complete list of New York staons pledging themselves to purhase stock in a week or so, after me had been allowed for similar tion by the other members of the roup. Mr. Miller was delighted, he aid, with the reception to his first ttempts at stock selling and at uch an auspicious beginning for is itinerary of similar district eetings throughout the country. ine more such meetings, begining with District 7, including hio and Kentucky broadcasters, Dayton on Dec. 5, are scheduled etween that date and Dec. 16, hen he will return to Washington catch up on his other NAB ties before starting out on his econd barnstorming tour after the hristmas holidays.

Several of the broadcasters presnt at the all-day session, held at he Ritz Towel Hotel in response to he call of Harry C. Wilder, WSYR, irector from the NAB District 2, cluding all broadcasters in the tate, represented stations not at resent members of the NAB, but ney were just as enthusiastic out the music project as the mems, it was reported. Meeting also scussed the NAB code, the AFM's ew demands, the phonograph recd license situation and other curnt industry problems, but took no rmal action on any of these pics.

Present at the meeting were: illiam Fay, WHAM; Robert oule, WFBL; Carl Calman, INS; John T. Calkins, WENY-ESG; Clarence Wheeler, WHEC; H. Twamley and Cliff Taylor, BEN; G. N. Woodman, WJZ; ecil Masten, WNBF; Julius F. ebach, WOR; John V. L. Hogan d Elliott M. Sanger, WQXR; olin Hager, WGY; Richard E. Dea, WNEW; W. C. Alcorn and W. Caufield, WBNX; Donald lamm, Edwin W. Schenning and oseph Hautz, WMCA; E. K. Johnn, WIBX; Irving Collins and W. Reuman, WWRL; H. C. Wilder, SYR; Samuel J. Gellard, WLTH; R. Lounsberry, WGR; E. N. oer, WINS; William S. Hedges, EAF; Harold E. Smith, WOKO; hn A. Kennedy, WCHS, legislave chairman of the NAB, and essrs. Miller, Kaye and Sprague.

WSAL Hearing Is Set; Competing Application

HEARING on revocation proceedings against WSAL, Salisbury, Md., alleging failure to make full disclosure in connection with financial responsibility, was ordered Nov. 27 by the FCC following a request to that end made in behalf of Frank M. Stearns, licensee. The station was given a 60-day temporary extension of license.

Simultaneously, announcement was made of receipt of an application from the Delmarva Broadcasting Co. for a new station in Salisbury to operate on 1500 kc. with 250 watts fulltime. The principals were described as Robert N. Rogers, announcer and employe of WSAL, who would hold 50% of the stock; Paul E. Watson and William H. Morton, Salisbury bankers and businessmen, who would hold 25% each. Mr. Rogers is the son of Naylor Rogers, former general manager of KNX, Los Angeles, and a veteran broadcaster.

Sermon's Power

A SERMON on WLW, Cincinnati, by Rev. E. Howard Cadle, of Indianapolis, is reported to have caused Floyd Waters, of Dayton, O., to surrender to police Nov. 21 and allegedly profess participation in a $21,000 holdup last June at the Beverly Hills Country Club, near Cincinnati. A message broadcast Nov. 19 by Rev. Cadle, whose sermons are aired daily by WLW, brought Waters to Indianapolis to talk with the radio evangelist and prompted him to confess. Waters said he listened to the sermon at Dayton, O., where his wife is employed at Wright Field. He was one of five men participating in the holdup, according to officials. Three others are in custody at Newport, Ky., while the fifth is still at large.

Pletman Gets Control Of Radio Wire Concern

A. W. PLETMAN, vice-president of Radio Wire Television Corp. of America, New York, has acquired all interests in the company owned by John E. Otterson and Jarold West, former president and vice-president, respectively, and as its new president will continue the development of the major subsidiary, Wire Broadcasting Corp. of America. According to Reiss Adv., New York, agency handling the account, active Wire Broadcasting centers are now operating in New York, Boston, Newark, Pittsburgh, Philadelphia, Atlantic City and Washington.

Radio Wire Television Corp. was formed last August from a merger of holdings of Wire Broadcasting Inc., Wholesale Radio Inc. and the subsidiaries of these companies, for the purpose of supplying musical entertainment via wire to hotels, restaurants, night clubs, etc. [BROADCASTING, Aug. 1].



FIRST in Montana

with

5,000 Watts Full Time

KPFA, Helena and KRBM, Bozeman—bonus stations on your KGIR contract

BUTTE KGIR MONTANA

Amateurs' Rules Amended by FCC

Assignments Given to Various Groups by the Commission

AMENDMENT of rules and regulations governing assignment of amateur frequencies to particular types of operation was announced by the FCC Nov. 27, to become effective Dec. 1. Exclusive amateur (Section 152.25) and facsimile (Section 152.30) assignments are subject to change to "1750 to 2050" kc. in accordance with the Inter-American Arrangement Covering Radiocommunication, Havana, 1937. The amended rules follow:

Section 152.25. Frequencies for exclusive use of amateur stations.—The following bands of frequencies are allocated exclusively for use by amateur stations (in kilocycles):

1715 to 2000	56000 to 60000
3500 to 4000	112000 to 116000
7000 to 7300	224000 to 230000
14000 to 14400	400000 to 401000
28000 to 30000	

Section 152.27. Frequency bands for telephony.—The following bands of frequencies are allocated for use by amateur stations using radiotelephony, type A-3 emission:

1800 to 2000	112000 to 116000
28500 to 30000	224000 to 230000
56000 to 60000	400000 to 401000

Section 152.29. Television and frequency-modulation transmission. — The following bands of frequencies are allocated for use by amateur stations for television and radiotelephone frequency-modulation transmission:

112000 to 116000	400000 to 401000
224000 to 230000	

Section 152.30. Facsimile transmission.—The following bands of frequencies are allocated for use by amateur stations for facsimile transmission:

1715 to 2000	224000 to 230000
56000 to 60000	400000 to 401000
112000 to 116000	

Section 152.32. Types of emission.—All bands of frequencies allocated to the amateur service may be used for radiotelegraphy, type A-1 emission. Type A-2 emission may be used in the following bands of frequencies only:

56000 to 60000	224000 to 230000
112000 to 116000	400000 to 401000

Section 152.43. Modulation of Carrier Wave.—Except for brief tests or adjustments, an amateur radiotelephone station shall not emit a carrier wave on frequencies below 112000 kilocycles unless modulated for the purpose of communication.

KTOK, Oklahoma City, has started for the second year the educational feature, *Family Libe Forum*, heard Mondays, 3-3:30 p. m. (CST), from the campus of Oklahoma U in Norman. Conducted by Dr. Alice Sowers, of the University, the program features discussions of domestic problems and interests by University instructors.

A BLAZE AT WGY
Quenched by Engineers After 10-Minute Fight

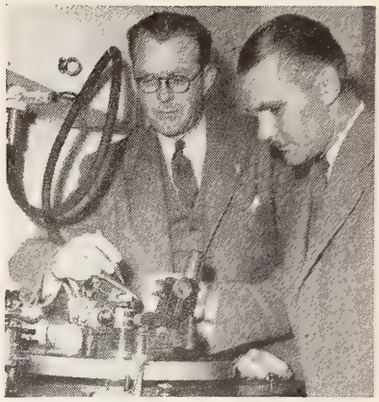
PRESENCE of mind of operating engineers at WGY, NBC's Schenectady outlet, and the shortwave stations of General Electric, is held responsible for preventing a serious fire in the building housing the 50,000-watt station and its associated shortwave transmitters.

Saturday, Nov. 25, at 6:19 p.m., Robert Millham, engineer on WGEA, shortwave outlet, discovered flames leaping 15 feet from a control cable. The cable led through the transformer vault with its many thousands of gallons of oil. Despite the strong impulse to maintain service at any cost, all the engineers on duty immediately suspended service, shutting off all power input and went to work on the fire which might easily have gone beyond control. In ten minutes, the fire was extinguished, and five minutes later, after 15 minutes suspension of service, WGY returned to the air. The shortwave stations WGEA and WGEO were restored to service Sunday noon.

Prior to the fire WGY had lost only 90 seconds this year. Engineers who fought the fire were Robert I. Millham, Donald McElwain, Henry V. Vert, Ralph Yendell.

FTC Order

THE Federal Trade Commission on Nov. 25 ordered American Clinical Laboratories, Official Research Bureau of New York, Federal Research Corp., and Shelley Braverman, an individual, all of New York, to cease and desist from alleged misrepresentations in radio continuities and other advertising media pertaining to the sale and distribution of "Retardo", a proprietary. The FTC has issued a complaint against Fannie P. Fox, trading as Sure Laboratories, Chicago, for alleged misrepresentations of "Sure", a breath purifier, in radio and newspaper advertising. On Nov. 30 the FTC issued a complaint against Charles H. Phillips Chemical Co., New York, for alleged misleading representations in the sale of "Phillips' Milk of Magnesia Cleansing Cream" and "Texture Cream".



ENGROSSED in testing the RCA Orthacoustic recording equipment they installed in the NBC Hollywood studios as part of the new transcription service recently inaugurated on the West Coast are A. H. Saxton, NBC Western division engineer (left), and B. F. Fredendall, the network's New York audio-facilities engineer.

SCRIPTS BY NAB
Promote Giving of Radio Sets As Christmas Gifts

POINTING out that nearly 50% of the radio receivers in use today are more than five years old and that new sets are used more hours per day than vintage sets, the NAB has offered to its members three original quarter-hour dramatic scripts and a series of spot announcements designed to promote the purchase of radio receivers for Christmas gifts. The scripts, a part of the NAB's drive to increase listening and improve the quality of radio reception, were produced under the supervision of Arthur Stringer, of the NAB headquarters staff in Washington.

The quarter-hour dramatizations, each with a Christmas motif, are authorized for performance by NAB member stations. One drama, "Three Into One Will Go", has a cast of four; the second, "Who's Radio is This?", a cast of nine, and the third, "Dialer's Choice", a cast of six, in addition to an announcer for each. The spot announcements, also built around the Christmas idea, are confined to one or two voices.

Canada Not to Prohibi Newscast Sponsorshi

Rumors current for some time i the Canadian broadcasting indus try that an attempt was bein made to stop the use of sponsore newscasts have now been definitel settled as the result of a meetin Nov. 17-18 between the board o governors of the Canadian Broad casting Corp. and executives o the Canadian Association o Broadcasters at Ottawa. The CB board told the CAB, it was learned that there will be no ban on spon sored newscasts. No official state ment was issued as to the result of the meeting.

The CAB asked a hearing on th subject, the result of which was definite ruling by the CBC boar that there is no intention of stop ping the use of sponsored news casts on privately-owned stations It is understood that newspape interests have been endeavoring t confine the broadcasters to th four-daily Canadian Press new bulletins, which cannot be spon sored. Canadian stations also us Transradio Press, British Unite Press and the *Christian Scienc Monitor* news services. The CA was represented at the meeting b Harry Sedgwick, CFRB, Toronto president; Joseph Sedgwick, K. C. Toronto, CAB counsel; and T. Ar thur Evans, CAB secretary-trea surer, Toronto.

WSAI, Power Boosted To Build New Radiato

SIMULTANEOUSLY with an nouncement by the FCC Nov. 2 of a grant to WSAI, Cincinnati, t increase nighttime power fro 1,000 to 5,000 watts, General Man ager Dewey Long announced tha construction was to start immedi ately on a new directional antenn system, estimated to cost $30,000

The new antenna system—com posed of three 365-foot tower erected in a straight line 600 fee apart—is to be located north o Mount Healthy, adjacent to th Cincinnati city limits, and will re place the present antenna on Clif ton Heights. The present WSA transmitter, built several year ago, will be used in the new setu with addition of a phasing circui to control the directive strength o the signal.

Mr. Fixit Honored

RECOGNITION of valuable com munity service through his *Mr Fixit* program on WIL, St. Louis was extended to Raymon Schroeder and the station through a resolution adopted Nov. 17 a the regular meeting of the Boar of Aldermen of the City of St Louis. The resolution, pointing t Schroeder's faithful attendance a Board sessions and his willingnes to dispense accurate and usefu information concerning all depart ments of the city government, ex pressed appreciation for his "use ful, fair and interesting accounts on the radio and other civic service as well as "the hope that this ver valuable service may be continued"

HOWARD WILSON, head of Howard H Wilson Co., representative firm, killed buck deer weighing 160 lbs. during a hunt ing party Thanksgiving Day. Horace Hage dorn, head of the firm's New York office Harlan Oakes, of the firm's Chicago staff and Mrs. Wilson attended the Wisconsi hunt.

CKAC MONTREAL

Covers 90% of the population of the PROVINCE OF QUEBEC

CANADA'S BUSIEST STATION

IN

CANADA'S MOST UNIQUE MARKET

THE COLUMBIA STATION IN MONTREAL

U. S. & TORONTO, CANADA, JOE. H. McGILLVRA—MONTREAL, PHIL LALONDE

The Other Fellow's VIEWPOINT

DITOR, BROADCASTING:
In order to correct the erroneous pression given by an article in e Oct. 15 issue, please be advised at we have never advocated the atis renewal of radio operators' enses upon nothing more substan- l than studio control-room ex- rience.
We did urge the Commission to nsider the plight of the part-time nsmitter man, the license-hold- s responsible for the ready avail- ility of a station's auxiliary nsmitter, and those who main- n and are potentially qualified to ace mobile and pack units on the upon short notice.
It was indeed gratifying to note at the FCC is crediting continu- s service to broadcast engineers engaged.

Respectfully,
EDGAR T. DARLINGTON,
merican Communications Assn.,
Local 28, Philadelphia.

WTAL Temporary Grant

TAL, Tallahassee, Fla., Nov. 27 s given a 90-day temporary li- nse renewal by the FCC pending hearing to determine whether e station has operated in accord- ce with FCC regulations. In its tion, the FCC cited a number of ues, to determine the qualifica- ns of Gilbert Freeman, principal ner and State official, to operate e station; whether information pplied the FCC on stock owner- p was accurate; whether the sta- n had improperly transferred, as- ned or disposed of control in lation of the Act, and whether er regulations were being ob- ved.

WINS Postponement

STPONEMENT for 60 days, om Nov. 27 to Jan. 29, 1940, the hearing on the application transfer of WINS, New York, om Hearst Radio Inc. to Metro- litan Broadcasting Corp., head- by Milton Biow, president of e Biow Co., advertising agency, s authorized Nov. 17 by Com- ssioner T. A. M. Craven, presid- g at the Motions Docket.

CHRISTMAS SEALS



Help to Protect Your Home from Tuberculosis

Fly Holds Balance of Power

(*Continued from Page 15*)

effective last Aug. 1, provide for 25 clear channels. Consequently, before there could be a complete change of policy the regulations would have to be revised. That would entail a full legislative hearing. In the hearings last year on these rules the Clear Channel Group, representing a dozen stations, strongly opposed any further breaking down of such channels. Organized regionals and locals, however, pressed for their complete elimination.

In individual cases, however, the issue is destined to arise, and actions on them can be expected to serve as guideposts for the future. WHDH, Boston, goes to hearing Dec. 7 before Commissioner Case on its application for fulltime with 5,000 watts on the 830 kc. clear channel, to which KOA, Denver, is assigned. Owned by General Electric and program-managed by NBC, the Denver station will resist the application on clear channel service grounds. The Clear Channel Group is expected to support this move, though it has been denied the right to intervene under the newly-instituted intervention policy of the Commission.

500 Kw. Seen Unlikely

A number of other applications seeking to duplicate on existing clear channels also are pending. If and when they go to hearing they will provide additional tests of the Commission's position on the clear channel theory. Thus it is conceivable that the issue will be settled piecemeal—on individual applications rather than as a full-blown policy determination.

As for superpower, it is not likely by any stretch of imagination that the FCC would consider grants of more than the present maximum of 50,000 watts, as long as there remains on the statute books the Wheeler Resolution adopted at the last session, expressing it as the sense of the Senate that power in excess of 50,000 watts should not be granted because it tends toward monopoly.

Thus, on all policy matters, soft-spoken Chairman Fly holds the balance of power. It may be his vote —with either the "conservative" or the "radical" group—that decides these issues. His skill in keeping FCC controversy inaudible to the public is being hailed in official Washington as rather phenomenal, in contrast to the past. He had been forewarned in high Administration quarters of the antics he might expect, and, to date has used the information adriotly.

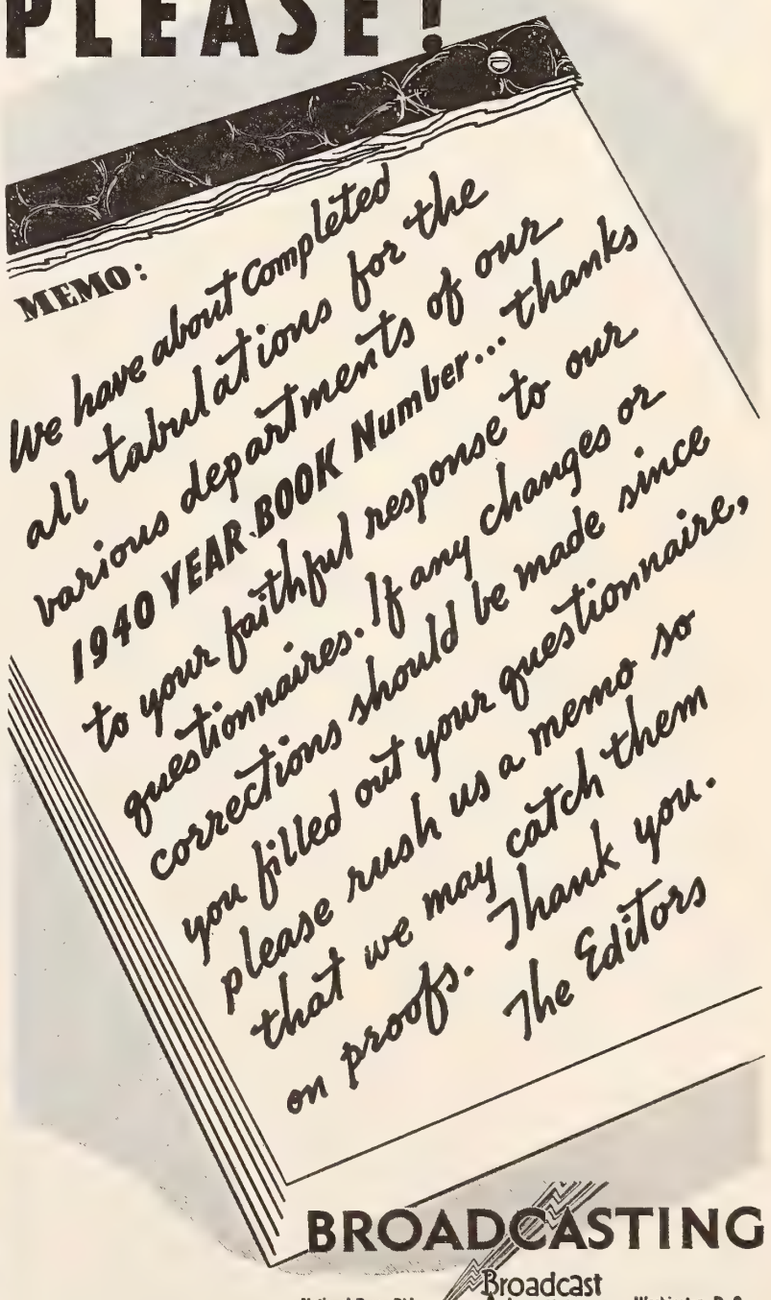
'Green Hornet' Roundtable

DEPARTING from the usual format of radio mystery dramas, the *Green Hornet* program, heard twice weekly on NBC, has started a regular monthly feature with "The Law and Order Round Table", a forum discussion on racketeering in America. Britt Reid, crusading young publisher in the dramatizations, speaks directly to the radio audience in the forums, asking them to participate in the sessions by writing in their views on existing conditions, and by contributing facts on local rackets which may flourish in their communities.

ENTHUSIASM for SALE!
NBC
KANS
WICHITA, KANSAS

ask
HEADLEY-REED CO.
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KRIC
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They Know FACTS

ATTENTION, PLEASE!



BROADCASTING
National Press Bldg. Broadcast Advertising Washington, D. C.

Impasse Reached In Discussion of Music Contracts

Negotiations Collapse After AFM Withdraws Proposal

(Continued from Page 14)

AFM wanted an increase of $1,500,000 per annum in expenditures by affiliates for staff musicians.

"Nov. 6, IRNA sent notice of this development to all affiliates and requested views for guidance, and asked that figures of last year's gross be certified to Ernst & Ernst.

"In response IRNA has received only about 40 letters and the accountants have received about 80 statements. However, IRNA directors have been flooded with letters, telegrams and phone calls.

"The general tone of these communications has been to criticize IRNA for approaching AFM, to demand that all dealings be left between stations and locals, to complain of the operation of the present Plan of Settlement, and to protect against being committed by IRNA to even a renewal on present terms.

"Nov. 17, the IRNA board met in New York and instructed its officers to communicate substantially these views to AFM.

"Nov. 20, the IRNA Executive Committee met with the International Executive Board of AFM and read and delivered to President Weber the letter dated Nov. 20, 1939, copy of which was sent to you by Joseph L. Miller of NAB in his NAB Labor Letter the next day. This letter notified AFM of the views of affiliates as above expressed and further informed AFM that owing to these views IRNA is not in a position to negotiate for the industry.

"Nov. 23, AFM handed its reply to the Chairman of IRNA. Copy is enclosed herewith. It withdraws the demand made on IRNA.

"IRNA now feels therefore that it has carried out the wishes expressed by the large majority of affiliates who were opposed to IRNA's current activity.

"As you will see from the AFM reply, however, the attack will now come from another front. AFM gives notice that a new proposition will have to be made by the industry to follow the deal which expires Jan. 17, 1940. Otherwise, AFM will notify its locals to instruct their members that after that date no service will be performed by members of AFM for networks or network affiliates.

"Evidently, this is in response to the demands of affiliates that all future negotiations be local, not national.

"If carried out it means a termination of all network music on that date.

"The IRNA Executive Committee feels it has now left the matter apparently in the shape in which most affiliates want it. IRNA will therefore do nothing further and withdraws from participation in AFM negotiations.

"The next move, if any, is up to you.

"IRNA is at your service if you wish, but its resources are quite limited as, to date, only about 70 stations have paid the modest dues authorized at the Chicago convention."

* * *

What Arnold Said

The observations of Assistant Attorney General Arnold, made Nov. 19 in a letter to the Central Labor Union in Indianapolis, while directed to the building trades, nevertheless was in the nature of an exposition of legitimate rights of labor unions, whatever their nature. The question arose following recent indictment of a number of building union leaders under the Sherman Act.

Mr. Arnold pointed out that only such boycotts, strikes or coercion by labor unions having no reasonable connection with wages, hours, health, safety, the speed-up system or establishment and maintenance of the right of collective bargaining will be prosecuted.

Listed in his letter were five types of "unreasonable restraint" against which the Department proposes to proceed and which he said illustrate concretely "the practices which in our opinion are unquestionable violations of the Sherman Act, supported by no responsible judicial authority whatever".

Among these were enumerated unreasonable restraints designed to prevent the use of cheaper material, improved equipment, or more efficient methods; those designed to compel the hiring of useless and unnecessary labor (regarded as particularly apropos in the musicians' situation); those designed to enforce systems of graft and extortion: those designed to enforce illegally fixed prices, and those designed to destroy an established and legitimate system of collective bargaining."

Dorothy Thompson, syndicated newspaper columnist, analyzed the Arnold letter in the light of the AFM situation as it affects the theater, calling the musicians' union a "notorious case in point." Producers of plays, she said, are constantly being "held up" by the union, required to have quotas of musicians whether they perform or not. She recited an instance in which the performance of the musicians consisted of "reporting at the correct hour and playing cards back stage".



WHEN WKRC, Cincinnati, Nov. 27 passed from ownership of CBS to the *Cincinnati Times Star*, Hulbert Taft Jr., 32-year old son of the publisher of the newspaper, took over the station's management [See story on page 36].

Traffic Silence

AS PART of the campaign to prevent traffic accidents in St. Louis, inaugurated by Mayor Bernard F. Dickman, all radio stations of the city observed a one-minute silence on Thanksgiving Day at 2:35 p.m. as a memorial to traffic victims in the city during the last year. During the emergency campaign, which runs until Jan. 1, 1940, the seven St. Louis stations also are using special spots warning drivers and pedestrians, talks by traffic authorities and dramatizations of special traffic cases.

LOCAL No. 75, American Federation of Musicians, treated WHO employes to a five-pound box of candy as a Thanksgiving expression of cooperation shown the union by Central Broadcasting Co. WHO has a contract with the local to use only union musicians.

Hooper Reports Extended

EXTENSION of the Hooper Radio Reports to include a Pacific Coast edition becomes effective in December following choice of Hooper's proposal to the October meeting of the Pacific Coast branch of the AAAA. Coincidental technique will be used, covering 8 a. m.-10 p. m. in Los Angeles, San Franciso, Portland and Seattle.

Court Rules Gives CBS Appeal Right

FCC Is Denied Dismissal of Appeals in KSFO Case

AFTER a year of consideration, the U. S. Court of Appeals for the District of Columbia on Nov. 29 denied motions of the FCC to dismiss the appeals of KSFO, San Francisco, and CBS, from the FCC decision refusing assignment of the KSFO license to the network. The case now will be tried on the merits.

In a 2 to 1 opinion, with Associate Justice Stephens dissenting, the court held that stations can appeal from FCC decisions on transfer applications. The majority opinion, written by Associate Justice Miller and concurred in by Chief Justice Groner, had the effect of overturning a prior opinion in the so-called Pote (WMEX) case in Boston, involving a transfer, in which the court had held that an appeal could not be taken under the law as it was then written and prior to its amendment in 1930. Since that time, however, the majority pointed out the law had been amended and that to the extent that the decision in the Pote case may be in conflict with the new conclusions, "it is overruled".

Basic Issue Untouched

The majority's action does not dispose of the basic issue—whether CBS can acquire KSFO under a $25,000 per year lease plus one-seventh of the station's gross annual income above $175,000. The Commission on Oct. 20, 1938 denied the voluntary assignment wholly on the premise that the lease carried a provision for return of the license to the lessor at the expiration of the lease period.

The majority said that if CBS had filed an application for a station license requesting the same facilities used by KSOF, denial of the application would, without question, have brought the applicant within the range of the law. The practical result of the Commission's contention, then, it said, is that by arranging for an assignment, frankly revealing the arrangement to the Commission and complying in every possible way with the statutory requirements governing assignments, "Columbia has deprived itself of a right of judicial review, which it would clearly have possessed if its application had been an outright request for the facilities of another station. This is not a sensible result and could not have been the intention of the statute."

In a strong dissent, Associate Justice Stephens held that in the Communications Act Congress substantially reenacted the provision for appeal contained in the 1934 statute, except that it added language permitting an appeal from the refusal of an application for a construction permit. He said the law is well settled that reenactment of a statute which has received judicial construction will be presumed to be an adoption by the Legislature of such construction. He held that the Pote decision was a conclusive construction of the 1930 Act, particularly since the Supreme Court had denied certiorari on it. He said he disagrees with the majority that the change in the statute makes the Pote case no longer applicable.

GETTING PRESS COOPERATION

WPTF Conducts Mail Survey Among Papers and Obtains Many Favorable Replies

TO CLOSE the gap between radio and newspapers in its listening area, WPTF, Raleigh, N. C., recently conducted a mail promotion which increased its potential newspaper cooperation by 350%. In a pair of letters mailed to 90 newspapers, both dailies and weeklies, B. Walter Huffington, WPTF publicity director, called attention to the findings of the recent *Fortune* magazine survey of readership habits regarding radio columns [BROADCASTING, April 1] and offered editors their choice of stories about stars and programs, weekly program releases, or mats.

The letters, designed so editors could simply check off their choice of copy to be furnished by the station, were accompanied by a stamped self-addressed envelope. Of 90 papers contacted, 22 replied. Of the 22 replies, 16 (73%) were favorable to the idea of helping promote WPTF local and network programs in their columns, and only six were unfavorable.

Of the 16 papers replying favorably, four said they would use program schedules; two, schedules and mats; two, stories and mats; four, mats only; three, program schedules only; and one, program schedules and stories. Including the two local weeklies already cooperating and two other daily papers included among the 16 favorable replies, WPTF reports that it now has the definite cooperation of 18 papers in its listening area—five dailies and 13 weeklies located in 12 North Carolina counties.



WHEN seven of the Army Air Corps' flying fortresses departed from Langley Field, Va., recently on a goodwill flight to Rio de Janeiro, WRVA, Richmond, carried as a special events feature an account of the takeoff scene direct from the field and conversations between ground officers and those in the planes after the takeoff. The program was recorded and later fed to MBS. As part of the program Brig. Gen. Arnold Krogstad (right), commanding general, 2d Wing, GHQ Air Force, was interviewed by Irvin Abeloff, program service manager of WRVA.

SAVED BY PLAMBECK
WHO Farm News Editor Goes To Rescue at Fire

HERB PLAMBECK, farm news editor of WHO, Des Moines, is eligible for at least an honorary commission in the Rural Firefighters League, if there be such an organization.

Last month while he and Mrs. Plambeck were cruising along Iowa country roads, Mrs. Plambeck noticed a small spot of fire on the roof of the house on the Fred Hummel farm in Jasper County. Rushing up the drive, the Plambecks found only an elderly hired man at home.

Snatching a flashlight and a bucket of water, Plambeck hurried to the attic while his wife filled all containers available to assist in the firefighting and called the Monroe fire department. Combined efforts of WHO's farm news department and the professional firefighters extinguished the blaze with little damage done.

Jett Orders F-M Study

FOLLOWING a conference Nov. 28 with Maj. E. H. Armstrong, on his system of frequency modulation, FCC Chief Engineer E. K. Jett ordered an engineering study which will compare F-M potentialities with amplitude modulation. Consideration will be given to allocation aspect and band-width requirements, in relation to improved quality, since the system requires a substantially wider channel. The study also will cover prospective use of F-M for services other than broadcasting to which high frequencies already have been allocated, such as police, aviation and marine.

Duck Season Promotion

TIMED for distribution coincident with the opening of Tennessee's duck hunting season Nov. 22, WHBQ, Memphis, wadded a promotional slip into empty shotgun shells which were delivered by Western Union messengers directly to local prospects. Ducks, shown flying with $-marked pocketbooks in their bills, headed the slip, whose text pointed out that it was open season for customers, as well as ducks, and that WHBQ's radio messages could bag these customers.

Late Personal Notes

HERSCHEL DEUTSCH, formerly in charge of radio advertising for L. C. Gumbinner Adv. Agency, New York, has accepted an executive position with the Joseph Katz Co., New York.

J. W. PEPPER, formerly of McCann-Erickson, New York, has established his own advertising agency, J. W. Pepper Inc., at 500 Fifth Avenue, New York. Telephone number is Longacre 5-1200. No other details as to personnel or accounts will be released until the first of the year.

WILLIAM MEREDITH, Chicago production man, has been named producer of the Ralston-Purina transcription series titled *Checkerboard Time*. The discs are being cut by World Broadcasting System. Mr. Meredith succeeds M. P. Wombold, who has joined the production staff of Transcontinental Broadcasting System, New York.

LEONARD KAPNER, general manager of WCAE, Pittsburgh, is the father of a boy born in November.

BERNARD L. SCHUBERT, sales representative of Phillips H. Lord organization, on Dec. 2 will marry Doris F. Schulman at her home at 270 Park Ave., New York.

CLAIR HULL, manager of WDZ, Tuscola, Ill., expects to return to his office in early December following an attack of measles.

JACK BURNETT, of the sports and continuity departments of WGN, Chicago, has resigned and has announced no future plans.

TOM JOHNSON, commercial manager of KTOK, Oklahoma City, recently was appointed captain of the 120th Quartermaster Regiment of the Oklahoma National Guard, and also an honorary colonel on the staff of the Governor of Oklahoma.

BEN K. PRATT has resigned from NBC's New York publicity staff, where he has been in charge of publicity for the Blue Network, effective Dec. 2, to become director of publicity for the Thomas E. Dewey Campaign for President.

ROSS EVANS, formerly in charge of radio publicity for the United Council during its Bowl of Rice Party, is now with the radio division of the Committee for the Celebration of the President's Birthday, 50 E. 42nd St., New York City.

RALPH ROYAL GIFFEN, of Sacramento, Cal., and Albert P. Burke, of Boston, have joined the staff of Kasper-Gordon Inc., Boston—the former writing *Little by Little House*, a new syndicate series for furniture stores, and the latter writing *Minut-Drama* scripts.

A. J. BALFOUR, formerly of CKCK, Regina, Sask., has been appointed manager of CJAT, Trail, B. C., according to an announcement by B. A. Stimmel, president of CJAT.

CHARLES K. FEINBERG, formerly of WQXR, New York, *American Hebrew* Magazine and Art Metal Works, New York, has been appointed vice-president of A. W. Lewin Co., Newark advertising agency.

JOHN KUCERA, formerly of NBC, New York, has joined the time-buying department of Young & Rubicam, New York.

CHARLES STEVENS, formerly of the Cleveland office of Radio Advertising Corp., has been transferred to the firm's New York office. His successor in Cleveland has not been named.

BARRY T. RUMPLE, chief statistician of the NBC research department, has been appointed administrative head of the department.

E. A. CHAPPELL is now manager and W. E. Dunkelbarger commercial manager of WGNY, Newburgh, N. Y., recently sold by Peter Goelet to the Speidel Newspapers Inc., publishers of the *Poughkeepsie Courier* and other newspapers. Janet Lamb is program director and Patrick Simpson chief engineer. Staff includes Richard Crans, chief announcer; Joseph Rake and William Jenkins, salesmen; William Snow, Stanley Carey and Gene Rubessa, announcers; Alma Forrest and Mrs. Lillian Powers, continuity writers; William Bucher, transmitter operator, and Tedd Corney and Jack Stotesbury, operators.

READ WIGHT, Chicago manager of WBS, is father of a boy born Nov. 19.

Ohio Valley Santas

A MECHANICAL Santa Claus is helping WCKY, Cincinnati, promote the Christmas spirit. Operated by remote control, the puppet utilizes a concealed interoffice communicating system, the operator hearing questions and answering them through lips of the dummy. The miniature Santa is three feet high and appears at Cincinnati gatherings. Another holiday stunt is the tour of towns in the primary area of WWVA, Wheeling. Every evening a town is visited, sponsored by Cooey Bentz Co., the State's largest furniture store.

Recordings of Toscanini Are Given to Library; NBC Explains Position

A SET of off-the-air recordings of the complete 1937-38 series of concerts of the NBC Symphony Orchestra under the direction of Toscanini has been presented to the New York Public Library. Gift was made by Electus D. Litchfield, Mrs. Vincent Astor, Walter M. Naumberg and Marshall Field. They obtained the records from Irving London and Gordon Macy who, with eight friends, recorded the programs from the air and made 12 pressings of each master. Of these extra sets, one was presented to the library.

In response to questioning, NBC issued the following official statement: "NBC has always attempted to protect its property rights in its programs. These programs are built with all the skill and experience of NBC technicians and use the expensive equipment developed by NBC. It has always been the policy of NBC, and we reaffirm it, that we will take whatever steps, which in our judgment may be necessary to protect any property rights which we may have in programs that are recorded and offered for sale."

While there was no official amplification of this statement, it was learned that since the gift had already been made and since the recording had been given and not sold to the library, NBC would not institute any action against the recorders, who, it is understood, have agreed not to make any further recordings of the Toscanini programs in the future.

WENY

ELMIRA, N. Y.

IS NOW ON THE AIR

Started Operating Sunday, November 26

- Mutual Network
- 250 W—1200 Kc.—Full Time
- 425' Blaw-Knox Antenna
- 150,000 Listeners

Owned and operated by
Elmira Star-Gazette, Inc.
Elmira, N. Y.

National Representatives
J. P. McKinney & Son
New York—Chicago

ASSOCIATED RECORDED PROGRAM SERVICE

Quality Programs for Commercial and Sustaining Uses.

25 West 45th Street
New York City

Riggio Tobacco Series

RIGGIO TOBACCO Corp., New York, on Nov. 15 started four spot announcements weekly for the new king-size cigarettes, Regents, on WCAU, Philadelphia, WGY, Schenectady, and WTAM, Cleveland. On Nov. 24 the company started a weekly program of songs by Ted Steel accompanying himself on the Novachord on WOR, Newark, and is also sponsoring six United Press news periods weekly on WHN, New York. M. H. Hackett, New York, is the agency.

'Your Protege'

EVERYONE claiming he knows a promising "young hopeful" who ought to be on the radio has a chance to exhibit his protege during the new series of weekly programs titled *Your Protege* on WNEW, New York, with Zac Freedman as m.c. Most popular performer on each program will be booked for one week on the stage of the Adams Theatre in Newark, where the broadcasts originate, and the season's winner will receive a screen test.

Specializing in
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Spot Announcements
for
LOCAL *Advertisers*

We Supply
SCRIPT · CAST
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Walter Patrick Kelly
RKO Bldg • Radio City • New York

Military Grid Classic

ARMY and Navy men at Asiatic stations are going to hear a play-by-play description of the annual Army-Navy football game for the first time this year. By special request of the authorities, the entire game will be rebroadcast to Asia the morning of Dec. 3 over KGEI, General Electric's international shortwave station on Treasure Island in San Francisco Bay. The game will be played in Philadelphia Saturday, Dec. 2. Because Saturday afternoon in Philadelphia is early Sunday morning the next day in the Orient, the NBC description of the game will be recorded and rebroadcast early Sunday morning. This will bring the game to the service men in the Orient Sunday evening for their annual celebrations.

SYSTEM OF wired television, known as "Tele-Sales", and tested for the past year at Bloomingdale's Department Store, New York, is under consideration by several other department stores for installation about Feb. 15, 1940, according to American Television Corp., distributor, producer and manufacturer of the system. Negotiations are now under way with the necessary minimum group of advertisers necessary to defray costs of installation by the following stores: Goldblatt Bros., Chicago; Thalheimer Bros., Richmond; Boston Store, Milwaukee; Filene's, Boston, and Abraham & Straus, Brooklyn.

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Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

RCA WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service a great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
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A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per work. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Employees—Let us help you get a position through our National Radio Employment Bureau. Paramount Distributors, Box 864, Denver, Colo.

Expert sports announcer who is capable of handling regular studio shift for progressive Southern station with network affiliation. Give full particulars in reply. Box A619, BROADCASTING.

Salesman: Experienced radio salesman for splendid opportunity in town of 125,000 located in the east. Write full particulars as to qualifications. Box A612, BROADCASTING.

Salesmen—Group of stations operating under same management has two positions available for experienced time salesmen. Good opening for right men with opportunity for advancement. Write in full detail Box A620, BROADCASTING.

Situations Wanted

Sports Announcer—Radio play-by-play all sports; sports commentary, recordings. Box A610, BROADCASTING.

Announcer-Engineer, Press Operator, 11 years experience. Best references. Box A615, BROADCASTING.

Announcer wants position with station. Write continuity, news, programming, references. Box A611, BROADCASTING.

Capable Announcer desires position with small station. Develop programs, write continuity. Box A609, BROADCASTING.

Commercial Operator, Radiophone first, control room and telegraph experience. Good references. Box A604, BROADCASTING.

Chief Engineer—19 years experience—exceptional background—desire opportunity to present my qualifications. Box A607, BROADCASTING.

Broadcast Engineer with 5 and 50 kw. transmitter and studio control experience. Graduate E.E. Excellent references. Box A618, BROADCASTING.

Production Man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A614, BROADCASTING.

Situations Wanted (Cont'd)

Salesman—Young, Single, College Graduate, Experienced, CAN PRODUCE. Employed at present time by regional network. References. Go Anywhere. Box A616, BROADCASTING.

Radio Engineer seven years experience, control room, recording, sound and transmitter now employed with network desires opportunity with large station. Box A605, BROADCASTING.

Four years experience announcer engineer Press College training. Present chief engineer. Desire change. Nothing under $100 per month earning more at present. Box A606, BROADCASTING.

Announcer—All sports, special events, news staff announcing and singing. Successful service man and copy writer. Now with middle western regional, desires advancement. References and personal interview on request. Box A608, BROADCASTING.

Wanted to Buy

WANTED 5 KW Transmitter complete in good condition must be recent model not over five years old. Write full particulars and best cash price to Box A617 BROADCASTING MAGAZINE.

For Sale—Equipment

Field intensity meter—RCA 75 B, latest model. Excellent condition, sacrifice for cash. Box A621, BROADCASTING.

For Sale 2 Western Electric heavy-duty transcription turntables. $50.00 each WCSC, Charleston, S. C.

4 RCA transcription reproducers, LIKE NEW. (2 vertical, 2 lateral—3 diamond stylii, 1 steel stylus) complete with arms filters, transformers, switch-over, tone controls, ball-bearing brackets. Cost $500. Box A613, BROADCASTING.

For Rent—Equipment

G. R. standard signal generator, radio detector, G. R. radio frequency bridge for making antenna impedance measurements; oscillographs, distortion measuring equipment, RCA 75B field intensity meter for rent at reasonable rates. Allied Research Laboratories, 260 E. 161st St., New York City.

FURGASON, WALKER MERGE REP FIRMS

THE TWO station representative organizations of Gene Furgason Co,. New York, and Wythe Walker & Co., Chicago, have amalgamated their interests, forming a new corporation to be known as Furgason & Walker. Offices will be at 551 Fifth Ave., New York, and 360 N. Michigan Ave., Chicago, with arrangements for branch offices in St. Louis, Detroit and the West Coast now under way.

R. L. Furgason, formerly with the Wythe Walker & Co. in New York, and previously sales manager of WLW, Cincinnati, has joined the new company, while Arch Kerr of the Chicago office of Gene Furgason Co. will be associated with the firm in Chicago.

Stations to be exclusively represented by Furgason & Walker are: WHBF, Rock Isand, Ill.; KTFI, Twin Falls, Ida.; KSEI, Pocatello, Ida.; WELI, New Haven; WATR, Waterbury; WABI, Bangor, Me.; KGIR, Butte, Mont.; KPFA, Helena, Mont.; KRBM, Bozeman, Mont.; WSAN, Allentown; WTAD, Quincy, Ill.; WLAW, Lawrence, Mass.; WSAR, Fall River, Mass.; KOAM, Pittsburg, Kan.; KUOA, Siloam Springs, Ark.; WHB, Kansas City; KTRI, Sioux City, Ia.; WCOS, Columbia, S. C.; WBRK, Pittsfield, Mass.; WIND, Gary, Ind.; KMPC, Beverly Hills, Cal. Non-exclusive stations include WJAS and KQV, Pittsburgh; WHJB, Greensburg, Pa.

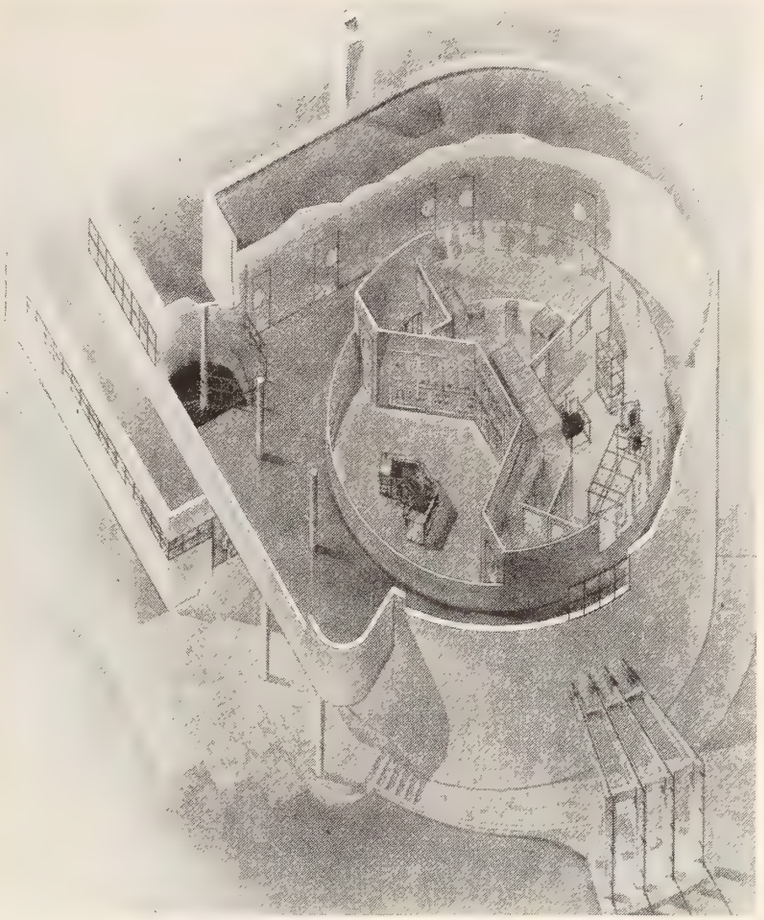
Modernization Campaign Is Planned for KMPC

WITH THE FCC having authorized KMPC, Beverly Hills, Cal. to operate fulltime on 710 kc. with regional power, G. A. (Dick) Richards, owner, announced that approximately $100,000 will be spent on station improvements. They will include studio and technical equipment, new towers, transmitter and other facilities.

KMPC has acquired the 360-foot RCA transmitter and vertical radiator formerly used by KECA, Los Angeles, and has applied to the FCC for permission to use that equipment as well as the former tower site at 81st and Compton Sts. Studios and executive offices of KMPC will continue at Camden Drive and Wilshire Blvd. for the time being and the present staff will be augmented, according to Leo B. Tyson, general manager. With completion of improvements KMPC will join CBS as an affiliate becoming the second outlet for that network in Los Angeles county. CBS owns and operates KNX, Hollywood. Under the new authorization KMPC will operate on 1,000 watts night and 5,000 day fulltime [BROADCASTING, Nov. 15].

Lulu Belle, Scotty in Movies

LULU BELLE and Scotty, singing hillbilly stars of WLW, Cincinnati, are to be starred in the Republic moving picture, "The Village Barn Dance", on which production starts in Hollywood early in December. Following their successful appearance in the movie, "Shine On Harvest Moon", earlier this year, the pair have been under contract since August with Republic pictures for two productions. Portraying their regular studio roles in the new picture, they are to be supported by NBC's *Kidoodlers;* Don Wilson, announcer on the *Jack Benny* program, and Vera Vague, radio chatterbox.



LAST word in modern motifs is the new transmitter house for the 50,000-watt equipment of WJSV, Washington. The architect's drawing presents a cutaway view of the structure, located at Suburban Wheaton, Md. The new transmitter is expected to go on the air about Jan. 15.

Peoria Court Upholds Mu$ico

(Continued from page 16)

received regarding legality of variations of the program. A number of the plans, it was indicated, are border-line and it is not unlikely that a slip will develop, in which an element of "consideration" would be involved, making it a lottery. In such event, the authorities unquestionably would step in. Among the new ideas are those contemplating use of city directories, rather than telephone books, for selection of prize winners, while in yet another case, the proposition is to make everyone within the reach of the United States mails eligible for prizes. The *Pot Of Gold* program is restricted to telephone subscribers while in the case of the *MU$ICO* program, the factor involved is song identification on a sort of "Bingo" variation basis [BROADCASTING Oct. 15].

Violation Claimed

Clef, in its complaint, brought out that WMBD had refused to perform its 13-week contract unless compelled by order of the court, on the ground that the program violates the Federal laws relating to lottery broadcasts and the postal regulations. Clef added it had made preliminary arrangements to merchandise the *MU$ICO* program in other areas and that if it is not permitted to fulfill its undertaking to broadcast the series over WMBD, it will suffer "irreparable injury in its ability to sell or produce its said program in other areas in the United States."

It brought out also that the service of WMBD was unique and could not be obtained elsewhere, since it is the only station in Peoria and since great numbers of people became familiar with *MU$ICO* in that area. It asked the court to require WMBD to specifically perform its contract.

WMBD countered with an answer in which it admitted all of the allegations in the complaint and said that Clef would be entitled to specific performance of its contract if the program did not violate the Federal statutes. It contended that the program violated both the Communications Act and the postal regulations, and specifically quoted the lottery provision of the Communications Act against broadcasting of any advertisement of or information concerning lotteries, gift enterprises, or similar schemes offering prizes dependent in whole or in part upon lot or chance. It held that it should not be required to perform its contract in violation of the Federal statutes.

Clef then filed a motion to strike the answer, on grounds of legal insufficiency which the court followed.

Order of Court

The text of the court's decree is as follows:

This matter having come on to be heard upon the complaint of Clef Inc., a corporation, plaintiff, and the answer of Peoria Broadcasting Co., a corporation, defendant, and the motion to strike said answer on behalf of the plaintiff, and the court having heard the arguments of counsel and being fully advised in the premises, having heretofore stricken the answer of said defendant for legal insufficiency, and having found that the program specifically described in the complaint, known as the MU$ICO program, does not violate any Federal statutes or those Federal statutes specifically cited as 47 U. S. Code 316, 18 U. S. Code 336, and 18 U. S. Code 387, and the defendant, by its counsel, in open court having elected to stand by its answer, and having admitted and confessed in such answer that all of the allegations of the complaint are true and correct, and having again admitted in open court that all of said allegations of the complaint are true and correct, the court upon consideration thereof, having heard the arguments of counsel for the respective parties, finds that it has jurisdiction of the subject matter and of the parties hereto, and that the matters and things set forth in said complaint are true and correct. The court further finds that the MU$ICO game and the radio program described in the complaint do not violate any statutes or laws of the United States of America, and that the contract relating thereto between plaintiff and defendant should be specifically enforced.

It is, therefore, ordered, adjudged and decreed by the court that the defendant, Peoria Broadcasting Co., a corporation, be and it is hereby required and directed to specifically perform its contract with plaintiff, Clef Inc., a corporation, acting through its authorized agent or agents, and to furnish radio broadcasting facilities to said plaintiff, acting through its authorized agent or agents, for the 30-minute periods commencing at 8:30 p.m. and continuing until 9 p.m. on Friday, Nov. 24, 1939, on Friday, Dec. 1, 1939, on Friday, Dec. 8, 1939 and on Friday, Dec. 15, 1939, for the presentation of plaintiff's MU$ICO program advertising the products of Kroger Grocery & Baking Co., a corporation, in the manner as provided by contract between said parties, and as specifically set forth in the complaint in this cause.

On Nov. 28, Judge Daily added to the decree the following paragraph, on petition of the plaintiff:

The court further finds that no consideration of any kind is required, or derived, directly or indirectly, from any participant in such musical game and the radio program described in the complaint, and that such game, as described in said complaint, constitutes a game of skill and not a game of chance.

Building New CBM Transmitter

GROUND has been broken at Marieville, Quebec, about 25 miles southeast of Montreal, for a new transmitter building for CBM, Montreal. A 525-foot vertical radiator is being erected by the Canadian Bridge Co., and a modern building is being erected for a new 5 kw. RCA transmitter to operate on the present frequency used by CBM—960 kc. The move is being made to locate nearer the center of the English-speaking population of Quebec Province, and because a 525-foot vertical radiator cannot be erected at Laprairie, present site of CBM's transmitter, because Laprairie is on a main aviation route.

COSMIC ray impulses and a powerful radio signal from WOR, Newark, were combined on Nov. 28 to light the world's largest aircraft beacon at LaGuardia Field, New York's municipal airport at North Beach, Queens, the event featured on a special broadcast on WOR from 5:45-6 p.m. The tone signal produced by a cosmic ray counter clicking on an oscillator was relayed from the Hayden Planetarium, New York, to WOR so that the radio audience might hear the sound as well as the accompanying ceremonies.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 15 TO NOVEMBER 29, INCLUSIVE

Decisions . . .

NOVEMBER 15

MISCELLANEOUS — KHBC, Hilo; KGMB, Honolulu, granted mod. licenses to Hawaii Bcstg. System; WLNH, Laconia, N. H., granted license increase to 250 w; WCOS, Columbia, S. C., granted license new station 100-250 w 1370 kc unl.; WISE, Asheville, N. C., granted license new station 1370 kc 100 w; WJPR, Greenville, Miss., granted license new station 1310 kc 100-250 w unl.; KSAN, San Francisco, granted license increase to 250 w.

NOVEMBER 16

WMBR, Jacksonville, Fla.—Denied CP change to 1120 kc 500 w 1 kw unl.

NEW, F. W. Meyer, Denver—Granted CP 1310 kc 100-250 w unl.

NEW, Seaboard Bcstg. Corp., Savannah —Dismissed as in default applic. CP 1310 kc 100-250 w unl.

NOVEMBER 17

MISCELLANEOUS — WMAX, Macon, Ga., denied extension temp. auth. unl. time; KGER, Long Beach, Cal., dismissed without prejudice petition intervene Bcstg. Corp. of America applic., Riverside, Cal.; KFRU, Columbia, Mo., granted intervention Stephenson, Edge & Korsmeyer applic., Jacksonville, Ill., but denied enlargement of issues; Metropolitan Bcstg. Corp., New York, granted continuance 60 days from 11-27-39 hearing on applic. assign WISN license from Hearst Radio Inc.

NOVEMBER 21

NEW, Vincennes Newspapers Inc., Vincennes, Ind.—Granted CP 1420 kc 100 w unl.

WJMS, Ashland, Wis.—Granted CP 1370 kc 100 w unl.

NEW, Yuba-Sutter Bcstrs., Marysville, Cal.—Denied reopening of proceedings and adopted proposed findings denying applic. CP 1320 kc 250 w unl.

KQV, Pittsburgh; WNBC, New Britain, Conn.—Granted KQV auth. 1380 kc 1 kw unl. directional, and granted WNBC 1 kw unl., directional N.

NEW, Kentucky Bcstg. Corp., Louisville —Ordered to show cause by 12-5-39 why CP should not be recalled for lack of financial qualifications etc.

KPDN, Pampa, Tex.—Granted mod. license to 100 w unl.

KGFL, Roswell, N. M.—Granted mod. license to unl.

WHMA, Anniston, Ala.—Granted CP increase to 250 w.

WKZO, Kalamazoo—Granted mod. CP change antenna, increase N to 1 kw.

WOW, Omaha—Granted CP move trans., new equip., increase N to 5 kw.

WROL, Knoxville—Granted auth. transfer control to S. E. Adcock.

WBNS, Columbus — Granted CP high-freq. F-M.

KFXD, Nampa, Id.—Granted mod. license to 250 w.

WGIL, Galesburg, Ill.—Granted mod. license to 250 w unl.

WMEX, Boston; KTRI, Sioux City, Ia.; KDRO, Sedalia, Mo.; WCOS, Columbia, S. C.; KTSM, El Paso; WDAH, same—Granted mod. licenses N to 250 w.

MISCELLANEOUS — WHDH, Boston, Commissioner authorized to preside at hearing re applic. increase to 5 kw; KIEV, Glendale, Cal., assigned Walker to preside at hearing on applic. renewal, in Los Angeles; WSPA, Spartanburg, S. C., denied extension effective date final order Docket No. 5451; WBHP, Huntsville, Ala., renewal applic. set for hearing; KRSC, Seattle, amended order re CP applic. change equip., increase power, etc., re transmitter site; Gateway Bcstg. Co., Louisville, denied hearing on rehearing WGRC applic. increase hours.

TEMPORARY RENEWALS — KCRJ, Jerone, Ariz.; KFXD, Nampa, Id.; KWJB, Globe, Ariz.; KOME, Tulsa; WBRY, Waterbury, Conn.; KGBU, Ketchikan, Alaska; KVOS, Bellingham, Wash.; WBAX, Wilkes-Barre, Pa.; WJRD, Tuscaloosa, Ala.

NOVEMBER 22

WOLS, Florence, S. C.—Granted license increase to 250 w.

KORE, Eugene, Ore.—Same.

WARD, Brooklyn—Granted license move trans., antenna, etc.

KMED, Medford, Ore.—Granted license new equip., increase D to 1 kw.

KVAN, Vancouver, Wash.—Granted license 880 kc 250 w D.

KUMA, Yuma, Ariz.—Denied indefinite postponement hearing re revocation KUMA license.

NOVEMBER 24

MISCELLANEOUS—NEW, Richard T. Sampson, Riverside, Cal., granted leave withdraw applic. without prejudice; WROL, Knoxville, granted continuance hearing; WSUN, St. Petersburg, Fla., granted intervention WROL case; Joseph W. Engel, Chattanooga, granted interventino Lookout Mountain Co. case; Dixie Bcstg. Corp., Legrange, Ga., granted intervention Valley Bcstg. Co. case; Helen L. Walton, Walter Bellatti, Jacksonville, Ill., granted intervention applic. Stephenson, Edge & Korsmeyer, Jacksonville.

NOVEMBER 27

WMAL, Washington—Granted CP move trans. to Bethesda, Md., new equip., directional increase 250-500 w to 5 kw directional.

WTAQ, Green Bay, Wis.; KLZ, Denver; KSCJ, Sioux City, Ia.; WDRC, Hartford, Conn.; WSAI, Cincinnati; WPRO, Providence—Granted CPs increase N to 5 kw directional.

WSPD, Toledo; KGIR, Butte, Mont.; KFPY, Spokane—Granted CP increase N to 5 kw.

KHSL, Chico, Cal.—Granted CP increase to 500 w 1 kw.

KLCN, Blytheville, Ark.—Granted voluntary assignment license to Fred O. Grimwood.

WIP, Philadelphia—Granted amended CP move trans., directional antenna, increase to 5 kw directional.

KGB, San Diego—Granted amended CP move trans., new antenna, increase to 5 kw.

KVGB, Great Bend, Kan.—Granted CP increase to 250 w unl.

WHUB, Cookeville, Tenn.—Granted mod. CP new antenna, increase N to 250 w.

WHKY, Hickory, N. C.—Granted mod. CP move trans., new antenna, increase N to 250 w.

WKRC, Cincinnati—Granted voluntary assignment license from CBS to Cincinnati Times-Star Co.

KFDM, Beaumont, Tex. — Granted mod. license N to 1 kw.

KRKD, Los Angeles—Same.

WTAL, Tallahassee—Renewal applic. set for hearing re stock ownership and ownership, granted 90-day extension pending hearing.

NOVEMBER 28

KEX, Portland, Ore.—Granted mod. license to 1160 kc unl.

KOB, Albuquerque—Granted mod. license to unl.

SET FOR HEARING—KXL, Portland, Ore., CP move trans., studio, new equip., change to 740 kc 10 kw ltd. directional; KTRB, Modesto, CP move trans., new radiator, increase to 1 kw ltd.; WSAL, Salisbury, Md., granted 60-day extension license subject to revocation order and Commission's final action.

MISCELLANEOUS — NEW, Sentinel Bcstg. Corp., Syracuse, denied rehearing applic. Civic Bcstg. Corp., Syracuse, granted Oct. 5; NEW, Palm Radio Co., Fort Meyers, Fla., denied reconsideration of grant 10-3-39 without hearing of Fort Meyers Bcstg. Co. applic. new station; KIEV, Glendale, Cal., denied reconsideration action setting renewal applic. for hearing; WSOC, Charlotte, N. C., notified no renewal or extension applic. has been received for license expiring 12-1-39; KERN, Bakersfield, Cal., and KOH, Reno, oral argument set for 12-14-39 re proposed findings in Nos. 5435, 5490.

TEMPORARY RENEWALS — KFQD, Anchorage, Alaska; WMFR, High Point, N. C.; KFPW, Fort Smith, Ark.; WHK, Cleveland; KSUB, Cedar City, Utah.

NOVEMBER 29

KNEL, Brady, Tex.—Granted mod. license to 1500 kc 100-250 w unl.

NEW, Gateway Bcstg. Co., Louisville—Denied CP 880 kc 500 w unl.

MISCELLANEOUS — W3XO, Washington, granted F-M license conditionally; WBTH, Williamson, W. Va., granted license increase to 250 w unl.; WMFR, High Point, N. C., granted license increase to 250 w; WNOE, New Orleans, granted mod. license to WNOE Inc.

Proposed Decisions . . .

NOVEMBER 21

WAPO, Chattanooga; WJBO, New Orleans—WJBO granted CP 1 kw unl. 1120 kc; WAPO granted auth. change to 1120 kc 500 w 1 kw unl., directional N.

NOVEMBER 29

NEW, M. C. Reece, Phoenix, Ariz.—Granted CP 1200 kc 100-250 w unl.

Applications . . .

NOVEMBER 15

WTIC, Hartford—Mod. exp. auth. Simul.-KRLD unl. on 1040 kc, directional N.

KOVO, Provo, Utah—Mod. license to 250 w N & D

WMCA, New York—CP increase to 5 kw, move trans.

KLUF, Galveston—CP change 1370 kc to 250 w to 500 w 1 kw.

WHKY, Hickory, N. C.—Mod. CP increase to 250 w, change trans.

KGFI, Brownsville, Tex.—Mod. license to 250 w N & D.

WSUN, St. Petersburg, Fla.—Mod. license to 5 kw N & D.

KGA, Spokane—CP increase to 10 kw, move studio.

NOVEMBER 17

KGMB, Honolulu—Mod. CP change freq., etc., to 5 kw N & D, change name to Hawaiian Bcstg. System.

WKAR, East Lansing, Mich.—Mod. CP as mod. increase power etc., for new trans.



PADDLE shapes designed to give greater definition to television pictures on a wide broadcasting band are an unusual feature of this 60-foot vertically stacked antenna of four elements built in Los Angeles by Harry R. Lubcke (left), television director of Don Lee Broadcasting System, for Thomas S. Lee (right), president, and owner of the West Coast's only television transmitter, W6XAO, located in that city. The unusual device, which differs greatly in electrical design from all previous antennas, is made of duraluminum and will be set upright on a high building roof so the horizontal paddles will spread signals over a wider ground area.

WJBW, New Orleans—CP increase t 250 w.

KABC, San Antonio—CP new trans., an tenna, change to 710 kc 10 kw.

NEW, Dixie Bcstg. Corp., La Grange Ga.—CP 1310 kc 250 w unl.

WKY, Oklahoma City—CP increase to kw N & D, directional N.

WJPR, Greenville, Miss.—Mod. license to 250 w.

WISN, Milwaukee—CP new trans., di rectional, increase to 5 kw N & D.

KOIL, Omaha—CP directional N, in crease to 5 kw N & D.

NEW, Midland National Life Ins. Co Watertown, S. D.—CP 1210 kc 250 w unl asks KWTN facilities.

WDWS, Champaign, Ill.—Mod. license to 250 w.

KGEZ, Kalispell, Mont.—CP new trans change to 1380 kc 1 kw.

KUJ, Walla Walla, Wash.—CP mov trans., new antenna, change to 1390 kc kw, contingent KRLC applic. for 1370 k

NOVEMBER 18

NEW, Henry Joseph Walczak, Spring field, Mass.—CP television station 1550 k 250 w.

WSOO, Sault Ste. Marie, Mich.—Mod. C new station re antenna, trans.

NEW, Kingsport Bcstg. Co., Kingspor Tenn.—CP 1370 kc 250 w unl.

WGCM, Gulfport, Miss.—CP new ante na, increase to 250 w N & D, move tran

KVAK, Atchison, Kan.—Mod. license spec., amended to 100 w unl.

WGRC, New Albany, Ind.—Mod. licen move main studio to Louisville.

NEW, Balaban & Katz Corp., Chicago CP television station 1 kw unl.

KVCV, Redding, Cal.—CP new trans increase N to 250 w.

NOVEMBER 21

NEW, North Jersey Bcstg. Co., Pate son—CP 900 kc 1 kw D.

NEW, Miami Valley Bcstg. Corp., Da ton, O.—CP 1 kw high-freq.

NEW, Helen L. Walton, Walter Bellat Jacksonville, Ill.—CP 1370 kc 250 w u

NOVEMBER 22

NEW, Henry Joseph Walczak, Sprin field, Mass.—CP television 1550 kc 250 unl., amended to 1650 kc.

WHIO, Dayton, O.—CP change antenn trans., increase N to 5 kw, move trar

KXOX, Sweetwater, Tex.—License ne station.

KFRO, Longview, Tex.—Mod. CP mod. change freq., increase power, chan hours, further requesting new trans., i crease to 5 kw.

WHB, Kansas City—CP new trans., a tenna, increase 1 to 50 kw., move tra

NOVEMBER 24

WAZL, Hazleton, Pa.—Mod. CP increa power, to install new trans.

WPAD, Paducah, Ky.—CP new trans.

NEW, Gainesville Bcsters., Gainesvil Ga.—CP 1210 kc 250 w unl.

KEX, Portland, Ore.—Mod. license 1160 kc unl.; CP new trans., directio antenna, change to 1160 kc, increase to kw unl., move trans.

KTRB, Modesto, Cal.—Mod. license ltd. to WSB, 250 w N & D.

KOB, Albuquerque—Mod. license to u contingent KEX applic.

KUTA, Salt Lake City—Mod. CP n equip., to increase to 250 w.

ad decisions

NOVEMBER 28

NEW, Howitt-Wood Radio Co., Bi hamton, N. Y.—CP high-freq., 1 kw.

KABR, Aberdeen, S. D.—CP new tra change antenna, increase to 5 kw N &

KTAR, Phoenix, Ariz.—CP directio antenna, new trans., increase to 5 kw.

KFXM, San Bernardino, Cal.—CP n trans., antenna, increase to 250 w.

NEW, S. Jersey Bcstg. Corp., Vinela N. J.—CP 1500 kc 250 w unl.

NEW, Delmarva Bcst. Co., Salisbu Md.—CP 1500 kc 250 w unl.

WCNC, Elizabeth City, N. C.—Vol. signment license to Albermarle Bcstg.

WISE, Asheville, N. C.—Mod. license 250 w.

KFVS, Cape Girardeau, Mo.—Mod. cense to 1370 kc unl.

WEBQ, Harrisburg, Ill.—Mod. license unl., asking KFVS facilities if KFVS granted unl. time on 1370 kc.

NOVEMBER 29

WJEJ, Hagerstown, Md.—CP incre to 250 w.

WCBA, Allentown; WSAN, Allento —CP new trans., directional, increase 5 kw.

WOWO, Fort Wayne—CP increase 50 kw unl.

KTUC, Tucson, Ariz.—Mod. license 250 w N & D.

KICA, Clovis, N. M.—Mod. license unl.

Network Accounts

All time EST unless otherwise indicated.

New Business

BROWN & WILLIAMSON TOBACCO Co., Louisville, (Sir Walter Raleigh pipe tobacco), on Nov. 26 started *Home Town, Unincorporated* on 19 split NBC-Red stations, Sun., 10:30-11 p. m. Agency: Russel M. Seeds Co., Chicago.

CHAMBERLAIN Laboratories, Des Moines (lotion), on Nov. 19 started untitled program on 15 CBS stations in the Midwest, Sun., 2:30-2:55 p. m. Agency: L. W. Ramsey Co., Davenport.

H. FENDRICH Co., Evansville, Ind. (cigars), on Jan. 14 resumes for 13 weeks *Smoke Dreams* on 14 NBC-Red stations, Sun., 2-2:30 p. m. Agency: Ruthrauff & Ryan, Chicago.

ROBIN HOOD FLOUR MILLS, Montreal, on Nov. 23 started weekly band concerts by His Majesty's Canadian Grenadier Guards from Montreal on 34 Canadian Broadcasting Corp. stations. Agency: James Fisher Co., Montreal.

NATIONAL LEAD Co., San Francisco (paints) on Feb. 10 starts for 39 weeks, *Answer Auction*, on 12 CBS West Coast stations, Sat., 8-8:30 p. m. (PST). Agency: Erwin Wasey & Co., San Francisco.

CUMMER PRODUCTS Co., Bedford (Energine cleaner), on Jan. 26 starts *What Would You Have Done?* on 41 NBC-Blue stations, Fri., 9:30-10 p. m. Agency: Stack-Goble Adv. Agency, Chicago.

E. I. duPONT de NEMOURS & Co., Wilmington, Del., on Jan. 2, 1940, will resume *Cavalcade of America* on NBC-Blue, Tues., 9-9:30 p.m. Agency: BBDO, N. Y.

Renewal Accounts

ANDREW JERGENS Co., Cincinnati (Woodbury toiletries), on Jan. 3, 1940, renews *Hollywood Playhouse* on 59 NBC-Red stations, Wed., 8-8:30 p. m. (reb. 9:30 p. m.). Agency: Lennen & Mitchell, N. Y.

ANDREW JERGENS Co., Cincinnati (hand lotion), on Dec. 31 renews *Jergens Journal* with Walter Winchell on 60 NBC-Blue stations, Sun., 9-9:15 p. m. (reb. 12 midnight). Agency: Lennen & Mitchell, N. Y.

F. W. FITCH Co., Davenport, Ia. (shampoo), on Jan. 7, 1940, renews *The Fitch Bandwagon* for 52 weeks on 77 NBC Red stations, Sun., 7:30-8 p. m., EST. Agency: L. W. Ramsey Co., Davenport.

F. W. FITCH Co., Des Moines (shampoo), on Jan. 7, 1940, renews *Fitch Bandwagon* on 77 NBC-Red stations. Sun., 7:30-8 p.m. Agency: L. W. Ramsey Co., Davenport, Ia.

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Wrigley on Yankee

WILLIAM WRIGLEY Co., Chicago (Double Mint gum), soon after Jan. 1 will start a half-hour Sunday evening show titled *Spreading New England's Fame* on the Yankee Network. The institutional program will feature Billy B. Van, comedian, as ambassador of goodwill. A variety program, outstanding local personalities who have contributed to New England's progress will participate. Neisser-Meyerhoff, Chicago, is agency.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes), on Jan. 1, 1940, renews *Blondie* on 42 CBS stations, Mon., 7:30-8 p. m. Agency: Wm. Esty & Co., New York.

ANDREW JERGENS Co., Cincinnati (hand lotion), on Dec. 31 renews *The Parker Family* on 60 NBC-Blue stations, Sun., 9:15-9:30 p. m. (reb. 12:15 a. m.). Agency: Lennen & Mitchell, N. Y.

Network Changes

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes), on Jan. 6, 1940, shifts *Bob Crosby's Orchestra* from 92 CBS stations, Tues., 9:30-10 p. m. to 81 NBC-Red stations, Sat., 10-10:30 p. m., discontinuing *Benny Goodman*. Agency: Wm. Esty & Co., New York.

MARS Inc., Chicago (Milky Way candy bars), on Nov. 27 shifted *Dr. I. Q.* to Denver on 32 NBC-Red stations, Mon., 9-9:30 p. m. Agency: Grant Adv., Chicago.

JOHN P. MORRELL & Co., Ottumwa, Ia. (Red Heart Dog Food), on Nov. 19 shifted *Bob Becker's Dog Chats* on 30 NBC-Red stations, Sun., from 3:45-4 p. m. to 5:15-5:30 p. m. Agency: Henri, Hurst & McDonald, Chicago.

CHESEBROUGH MFG. Co., New York (vaseline products), on Dec. 6 shifts *Dr. Christian*, on 61 CBS stations, Wed., 10-10:30 p. m. (EST), from Hollywood to New York for four weeks or more.

McClatchy Affiliations Are Realigned by NBC

REALIGNMENT of the affiliations of the McClatchy stations on the West Coast with NBC [BROADCASTING, Nov. 15] has been completely worked out, to go into effect Jan. 1, 1940, it is reliably reported, although the official announcement is being held up pending actual exchange of contracts, expected momentarily.

Under the new arrangement KOH, Reno, now affiliated with CBS, on Jan. 1 will join NBC as an optional station, available with either Red or Blue Network.

The California Valley Group—KFBK, Sacramento; KWG, Stockton, and KERN, Bakersfield—now affiliated with NBC but available only as a group with Pacific Coast Red or Blue, on Jan. 1 will be added to the Coast Basic Blue Network, and the special discounts allowed advertisers using Blue supplementaries will apply to these stations as well. They will, however, continue to be available to advertisers in connection with the Red Network, subject to a 28-day recovery clause for use by Blue advertisers.

KMJ, Fresno, which was added to the Pacific Coast Basic Red last spring, continues without change.

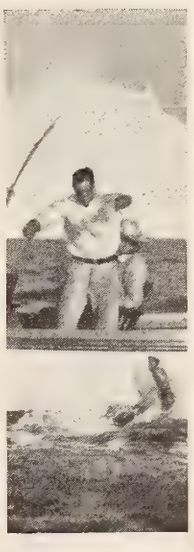
New WBS Subscribers

WORLD Broadcasting System has announced the following 18 new stations which have contracted recently for its recorded library service: WGPC, Albany, Ga.; WATL, Atlanta; WSAI, Cincinnati; WGAR, Cleveland; WBNS, Columbus, Ohio; WCNC, Elizabeth City, N. C.; KUIN, Grants Pass, Ore.; WHOP, Hopkinsville, Ky.; WKNY, Kingston, N. Y.; WDMJ, Marquette, Mich.; WMOB, Mobile, Ala.; KWOC, Poplar Bluff, Mo.; KPAC, Port Arthur, Tex.; KEUB, Price, Utah; KWKH, Shreveport, La.; WTSP, St. Petersburg, Fla.; CKCL, Toronto.

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HOTEL FLORIDAN	Tampa
USEPPA INN	Useppa Island
GASPARILLA INN	Boca Grande
EVERGLADES INN	Everglades
ROD & GUN CLUB	Everglades
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SINCE the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a *Clark* client. If you are interested in quality transcription processing we are at your service.



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PHONOGRAPH RECORD CO.
Newark, N.J.
216 HIGH ST.
Humboldt 2-0880

Law to Prohibit Race Results on Radio Is Studied

Wires Also Would be Affected; Nationwide News Dissolved

By LEWIE V. GILPIN

LEGISLATION to outlaw minute-to-minute horse racing results from all communications media, including radio, may be considered, Attorney-General Murphy indicated Nov. 17 when he announced that the Justice Department is studying the entire communications field with an eye on the use made of wires and radio by bookmakers in obtaining horse racing news. Mr. Murphy indicated the Department will act swiftly and with full penalties against any communications agency trying to furnish such information to gamblers.

Although the FCC has announced no action on its own right in the matter, it has been cooperating with the Justice Department in gathering information on the dispensation of racing news, particularly from the telephone angle.

Trial Scheduled

The announcement by Attorney-General Murphy followed on the heels of dissolution in mid-November of the wire systems of Nationwide News Service, track tip service controlled by M. L. Annenberg, publisher of the *Philadelphia Inquirer* and of *Radio Guide*. Mr. Annenberg and the wire service face five Federal indictments stemming from operation of Nationwide News Service. Trial is expected early in December.

Although he made no statement as to other proceedings against definite individuals, the Attorney-General declared the Justice Department would focus particular attention upon racing news transmitted via radio stations and public voice telephone lines, especially calls made from race tracks to central locations in various cities and relayed through the local exchange service to bookmakers. While he stated that the use of radio was being studied in this connection, he denied a report that the Department had any evidence about "certain broadcasting stations" sending out racing reports in violation of the law.

FCC participation thus far has been confined largely to an advisory capacity. Early in November Commissioner Walker conferred with the Attorney General, discussing developments in the light of the Annenberg case in Pennsylvania, but no official action or attitude of the FCC has been brought to light. It is believed, however, that stations devoting a good share of their broadcast day to reports of the off time, odds and results of horse races at tracks all over the country may be hailed before the FCC.

Despite dissolution of Nationwide News Service, Mr. Murphy's statements indicate a belief on the part of the Justice Department that this alone does not solve the problem as well as a desire to move in and destroy other tipster systems which may arise before they can get a foothold. Although no definite legislation has been announced, some statutory solution probably will be set before Congress for consideration during the next year, likely resting on a provision prohibiting the dissemination of racing news in violation of State laws. However, since such a Federal statute would become ineffectual if gambling interests succeeding in getting State legislatures to repeal State laws prohibiting distribution of racing news, some proponents of Federal intervention through statute favor an all-inclusive Federal law amounting to an out-and-out prohibition of all minute-to-minute racing reports on all communications media, including radio.

Lottery Angle

Another possible solution to the problem appears in one of the indictments facing Mr. Annenberg, according to the Justice Department. If the lottery indictment against the wire service holds up in trial, it was pointed out, distribution of all such race news could be classed as a violation of the Federal anti-lottery laws and could be prosecuted with no need for further legislation.

Several plans of communication were being considered by bookmakers after discontinuance of Nationwide Service, it was reported. Radio stations which have been transmitting racing news and results were being used in various sections of the country, but authorities have been quick to recognize that they were broadcasting this news merely to the general public and not to any gambling establishments. In Florida it is reported bookmakers received returns via shortwave from Cuba, and it was rumored several Mexican border stations might be engaged by bookmakers to supply racing news service for the West and Midwest. It also is known that portable shortwave transmitters have been used at some tracks to send results to neighboring cities.



"Behave quietly, children, father will be rehearsing with the New York Philharmonic Orchestra in a minute."

From Etude

"Headlines of 1939"

TEN outstanding news events of 1939 will be broadcast again this year by the three networks, the stories selected by local newspaper editors from cities all over the country. NBC will broadcast its *Headlines of 1939* on Dec. 31; CBS its *Ten Best Stories of 1939* the evening of Dec. 30, and MBS will present *1939 in Review* on New Year's Day. Winning selections will be announced shortly.

Experts at Ease

REAL poultry, dressed for cooking, appeared before the microphone of WNAX, Yankton, S. D., recently during the broadcast of the first of a new series of farm broadcasts, *Farm Hi-lites*. Charles Worcester, WNAX farm service director, used the birds not as a stunt, but to make the poultry experts appearing on the program feel more at home and to enable them to more easily describe various grades of poultry to listeners.

MILLER SOLICITING FINANCES FOR BMI

ARMED WITH formal registration of the $1,500,000 Broadcast Music Inc. project with the Securities & Exchange Commission, under which an industry-owned music supply is planned to counter ASCAP, NAB President Neville Miller has begun a nationwide tour to solicit the funds. With $400,000 of the $1,500,000 fund due from NBC and CBS, his effort will be to seek commitments and pledges from individual stations amounting to $1,100,000. The revised itinerary of district meetings, still not complete, was announced Nov. 28 as follows:

District 1, Boston, Dec. 6; District 2, New York City (held Nov. 28); District 3 (city not selected), first week in January; District 4, Richmond, Dec. 16; District 5, Jacksonville, January date not set; District 6, Nashville, Jan. 2 or 3; District 7, Dayton, Dec. 5; District 8 and 9 combined, South Bend, Dec. 6; District 10, Omaha, Dec. 8; District 11, Minneapolis, Dec. 13; District 12, Tulsa, Dec. 11; District 13, Dallas, Jan. 5; District 14, Denver, Dec. 9; District 15, San Francisco, Jan. 10; District 16, Los Angeles, Jan. 9; District 17, Portland, Ore., Jan. 12.

Stanco Renews on 52

STANCO Inc., New York (Mistol, Nujol) has renewed its five-weekly quarter-hour transcribed serial, *Meet Miss Julia*, on a list of 52 stations. Daggett & Ramsdell (cosmetics) has renewed on eight stations the five-weekly quarter-hour disc *Career of Alice Blair*. McCann-Erickson, New York, handles the accounts.

Hollister Named As Head of KFBI

To Supervise Shift to Wichita; Remains KANS President

HERB HOLLISTER, president of KANS, Wichita, on Jan. 1 also assumes the vice-presidency and general management of KFBI, Abilene, Kan., which has an FCC authorization to move to Wichita. The popular young broadcaster will serve as executive head of both stations and will supervise removal of KFBI, a 5,000-watt limited time station on 1050 kc., expected to be completed by mid-January.

Appointment was made by the board of the Farmers & Bankers Broadcasting Corp., licensee of KFBI and subsidiary of Farmers & Bankers Life, headed by State Senator H. K. Lindsley. Senator Lindsley asserted Mr. Hollister was selected because of his standing in the Wichita community which he joined three years ago coincident with the establishment of KANS, in which he is part owner.

K. W. Pyle, manager of KFBI for the last several years, will continue with the station as Mr. Hollister's chief assistant. Selection of the active manager of KANS has not yet been announced by Mr. Hollister.

One of the best known figures in the industry, Mr. Hollister is active in the NAB, and is the present director from District 12, comprising Kansas and Oklahoma. He is the former owner and manager of KCKN, Kansas City, Kan., but sold the station three years ago to the Capper interests coincident with establishment of KANS. He is an engineer by profession. KANS is owned in equal shares by Mr. Hollister, Don Searle, general manager of Central State Broadcasting Co. and Charles K. Theis, Wichita business man.

Turner Heads Series

CONTINENTAL BAKING Co. New York, has named Col. Roscoe Turner, noted aviator and trophy winner, as m.c. for *Sky Blazers* the new weekly program for Wonder Bread dramatizing the exploits of pioneer aviators, which starts Dec. 9 on CBS, Saturdays, 7:30-8 p. m. Benton & Bowles, New York is agency.

Radio Events Signs Dunsany

RADIO EVENTS, New York, has announced that it will be exclusive American representative in the radio field for Lord Dunsany, noted British playwright, effective immediately. In announcing the appointment, Joseph M. Koehler, president of the company, stated that Lord Dunsany is the first of a number of internationally known classicists of the theatre to be handled by Radio Events.

New UP Subscribers

UNITED PRESS has announced the following new subscribers, some already using its service and some to start in December: WMAN, Mansfield, Ohio; WMC, Memphis; WSPB Sarasota, Fla.; WFTL, Fort Lauderdale, Fla.; WMGA, Moultrie, Ga.; WFMJ, Youngstown; KWBD, Plainview, Tex., and KVFD, Fort Dodge, Iowa.

MBS on Nov. 27 started a new weekly program titled *Foreign News*, with Guy Savage of the *Chicago Tribune* bringing listeners cabled reports filed by the newspaper's European correspondents, Tuesdays, 10:15-10:30 p. m.

IT TAKES LISTENERS TO MAKE COVERAGE

First, coincidental surveys of listening habits were conducted by impartial, accurate research authorities—Ross Federal Research Corporation and Alberta Burke—in thirteen key markets in WLW's primary effective sales area—140,803 calls in all—showing the impressive scope of WLW's listening audience.

Second, seven additional important marketing centers were studied—18,496 more calls—with the same clearly shown result—WLW dominance.

NOW—just completed—a further coincidental study of five more cities—12,092 more calls—

RESEARCH STUDY No. R8-11 OCTOBER, 1939 CERTIFIED: ALL FIGURES REPORTED AS FOUND ROSS FEDERAL RESEARCH CORPORATION

FIVE more reasons why more advertisers are buying more time and SPENDING MORE MONEY currently on WLW than at any other time in our history.

WLW
WEEKLY AVERAGE OF LISTENING AUDIENCE

TERRE HAUTE, IND. — 31.7%

Sta. A	Sta. B	Sta. C	Sta. D	Sta. E	Sta. F	All Others	Don't Know
21.3%	8.9%	7.4%	4.0%	2.8%	2.1%	7.6%	14.2%

RICHMOND, IND. — 73.4%

Sta. A	Sta. B	Sta. C	Sta. D	All Others	Don't Know
5.1%	2.2%	1.6%	.9%	6.3%	10.5%

MANSFIELD, OHIO — 54.2%

Sta. A	Sta. B	Sta. C	Sta. D	Sta. E	Sta. F	All Others	Don't Know
16.5%	16.2%	3.0%	2.7%	2.1%	1.1%	3.6%	.4%

LANCASTER, OHIO — 56.4%

Sta. A	Sta. B	Sta. C	Sta. D	All Others	Don't Know
21.1%	5.4%	3.4%	3.1%	7.5%	3.1%

BLOOMINGTON, IND. — 51.1%

Sta. A	Sta. B	Sta. C	Sta. D	Sta. E	Sta. F	All Others	Don't Know
6.8%	4.9%	3.0%	3.0%	3.0%	2.7%	8.0%	17.4%

All figures quoted are weekly listening audience averages.
These five studies will be available shortly on request.

WLW THE NATION'S most "Merchandise-Able" STATION

FUNCTIONAL DESIGN OF RCA 2-STUDIO SPEECH INPUT ASSEMBLY

Steps up Efficiency!



The RCA 78-B-1 Rack Assembly, a sturdily constructed unit, contains an RCA 41-C pre-amplifier, a 40-D program amplifier, a 94-D 17-watt monitoring and audition amplifier, and two 33-A double jack strips. Meter indicates plate currents of all tubes in program channel. Trim is satin finished chromium.

This fine unit also provides you with amazing flexibility in location and new operating convenience—at moderate cost.

RCA Type 78-B-1 Speech Input equipment is excellent for use in the usual control room for two studios. A factory assembled grouping of RCA de luxe panels, it consists of three units — a cabinet rack containing amplifiers and jacks . . . control console with sloping front containing all mixing and switching controls . . and a small relay power supply for wall mounting.

With this equipment you not only get the finest in mechanical construction and transmission fidelity — but because of its functional design, it provides unusual efficiency in application, flexibility in location and convenience in operation. Full details will be supplied on request.

Use RCA Radio Tubes in your station—for finer performance

The RCA 78-B-1 Console

Has switches for connecting pre-amplifier inputs to microphones in either of two studios and for connecting the outputs of the mixers to the broadcast or audition channels. Also has mixers for turntables and remote lines. A master mixer is included. The V. I. meter is illuminated and may be set for "peak" or r.m.s. readings.



RCA Broadcast Equipment

RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America

New York: 1270 Sixth Avenue • Chicago: 589 E. Illinois Street • Atlanta: 530 Citizens & Southern Bank Building
Dallas: Santa Fe Building • San Francisco: 170 Ninth Street • Hollywood: 1016 N. Sycamore Avenue

BROADCASTING

Broadcast Advertising

Vol 17 • No. 12

DECEMBER 15, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



"Are you saving them furrin stamps?"

In this strange day of complex living, it is worthy of note that many people are interested in stamps, who have no yen whatsoever for philately. At least a great many advertisers on WHO seem very proud indeed when their WHO mail-pull includes letters (and often box-tops, etc.) from strange lands as distant as New Zealand, Zanzibar, and "los Republicas de Sudamerica" . . .

Seriously, this mail-pull feature of WHO is one of the really remarkable things about our big, clear-channel station. *The average day runs from 1600 to 4000 letters.* Ordinarily, Iowa will furnish about half. The other half will include sizeable representation from states as far away as New York, Pennsylvania, Virginia, Florida—from California, Washington and Oregon. And there'll be a very liberal sprinkling from outside the U. S.

If you'd like to see the *proof* of WHO's unmatchable mail-pull, we'll gladly send you typical mail-analyses, for numerous types of programs, and for various times of day and night. As a matter of fact, WHO can supply you with an amazing amount of factual data, on almost every detail of our audience and its habits, preferences, and productiveness. . . . Receiving several thousand letters every day, we're just bound to know our people. Would you like an introduction?

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives

Feel that EARLY MORNING *Muscle!*



KLZ's Early Risers' Club, conducted by Walter L. Hakanson, physical director of Denver's Y. M. C. A., is a popular KLZ early morning feature.

THE POWER TO DO THINGS FOR ADVERTISERS

• KLZ jumps out of bed at six in the morning, eyes wide open and with a vigor that shows no sign of sluggishness.

Take the 6 a. m. KLZ show that pulled more than 1,600 pieces of mail in two days! Take the three-month KLZ mail count. 39% of the total mail response came from programs aired before 8:45 a m.! It is difficult to imagine any time commanding a greater listener attention than these early morning hours over KLZ.

Who starts spinning dials so early? A goodly part of the 629,000 urbanites in KLZ's regular day-time listening area begin their day with KLZ's Early Risers' Club exercises and KLZ's breakfast time tunes. Then there are 829,000 rural folk in this section who get up with the chickens. KLZ has educated these folk to start their day off by following its market reports, weather forecasts and direct-from-the-stockyards broadcasts . . . and to breakfast to KLZ's early morning melodies.

By specific program planning for its rural listeners, KLZ has turned the 6:00-6:45 a. m. time into a farm block to sell merchandise. This three-quarter hour period is recommended—and available—to sponsors who want to see rural sales swell in the Denver-Rocky Mouutain area.





. . . not "Way Down Upon the Swanee River," but in populous, prosperous New England . . . where 7% of the country's population lives . . . where savings banks have 18% of the U. S. deposits . . . where 8% of all U. S. retail sales are made.

The "Sold Folks at Home" are people in the Colonial Network's 18-local-station, home influence areas, where your sales messages register and get response. When it's a question of getting the MOST for your money in New England sales promotion for 1940 . . . The Colonial Network is the most logical answer.

WAAB	Boston	WTHT	Hartford
WEAN	Providence	WATR	Waterbury
WICC	Bridgeport, New Haven	WBRK	Pittsfield
WLLH	Lowell, Lawrence	WNLC	New London
WSAR	Fall River	WLNH	Laconia
WSPR	Springfield	WRDO	Augusta
WLBZ	Bangor	WHAI	Greenfield
WFEA	Manchester	WCOU	Lewiston, Auburn
WNBH	New Bedford	WSYB	Rutland

The Colonial Network

21 BROOKLINE AVENUE · BOSTON · MASSACHUSETTS

EDWARD PETRY & CO., INC., *National Sales Representative*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

I'LL SAY DON LEE'S GUARANTEED TIME PAYS DIVIDENDS



You bet your life DON LEE'S time is worth shouting about. In the first place—IT'S GUARANTEED! When you place your advertising message on Don Lee's 31 stations, your good time is protected—and when I say GOOD TIME I mean *just* that. We know it's good because Don Lee has a hat full of surveys to prove it. For instance, get a load of these figures . . . a survey taken at 9:00 p.m. showed News on KHJ leading with 37% of the audience, KNX with music polled 20.9%, and KFI with Carefree Carnival showed 23.62%. Another survey taken at 8:00 p.m. showed KHJ with 35.4% bucking KNX with Amos and Andy at 36.6%, and KFI with Fred Waring at 16%. Another poll at 9:30 p.m. gave KHJ 24.7% with Fu Manchu against KNX with baseball at 23.7%, and music on KFI at 22.6%. Admittedly DON LEE dominates the outlying sections of the Pacific Coast, but these figures show what happens in the nation's third largest city! And does Don Lee's Guaranteed Time pay dividends? Just ask the dealers; they know that Don Lee brings action at the cash registers.

MUTUAL **DON LEE** BROADCASTING SYSTEM

1076 W. 7th St., Los Angeles, Calif.
Thomas S. Lee, *Pres.*
LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*
Affiliated with Mutual . . . Represented by Blair

THE NATION'S GREATEST REGIONAL NETWORK

Waste-free coverage of all New England

THE Columbia New England Network consists of nine CBS stations; *individually* covering the nine major New England markets; *collectively* covering New England. That is what we mean by *"waste-free coverage"*. Nine stations—at nine-station cost, doing *all* the job.



COLUMBIA NEW ENGLAND NETWORK

A division of the Columbia Broadcasting System. Sales Offices: 182 Tremont Street—Boston, New York, Chicago, Philadelphia, Detroit, St. Louis, Charlotte, N. C., Los Angeles, San Francisco

Yours for the asking



In 1940 the NBC Blue Network station in Los Angeles will claim more and more of the audience.

KECA with its new spot on the dial, with new programs, both local and national, with an ever increasing audience,

With the present low rates still in effect,

You'd better sign today with KECA.

With 50,000 watts of far reaching power,

With NBC Red Network programs and local commercials . . . . the greatest line up in KFI's history,

With the southland's leading station topping all popularity surveys,

KFI is DOMINANT in this "buy-minded try-minded" third major market.

YOUR CHOICE OF TWO LOS ANGELES NBC STATIONS TO FIT YOUR BUDGET

780
KECA
NBC BLUE NETWORK
5000 watts day
1000 watts night

Owned and Operated by
Earle C. Anthony, Inc.
LOS ANGELES, CALIFORNIA

640
KFI
NBC RED NETWORK
50,000 watts
clear channel

FREE & PETERS, Inc.
KECA National Sales Representative

EDWARD PETRY & CO.
KFI National Sales Representative



Christmas has changed —

AND MILLIONS THANK RADIO!

THE MAGIC SEASON is with us again. The jingle of bells and the bright eyes of children... the gaily colored lights and the soft scent of pine—Christmas is coming! The same old wonderful Christmas—yet one so different from a few years ago, so gloriously different—thanks to the miracle of radio!

Through NBC, radio today joins you with millions of others in far-away places for Christmas celebration. As you sit by the warmth of your fireside, radio speeds you on invisible wings to the President's side as he lights the Great Tree of the nation... to the beautiful ceremonies and inspiring music in famous churches...to the court of a monarch sending Yuletide greetings to his far-flung empire...to still another distant land where you'll hear a choir from Rome sing beloved Christmas Carols and age-old hymns.

Yes, radio *has* changed Christmas. It has lent new meaning to the joyous Bells of Bethlehem...helping them to ring in more hearts...banishing loneliness, doubt and fear...enriching more lives with the spirit expressed by Tiny Tim,

"God bless us, every one! Merry Christmas!"

NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System • A Radio Corporation of America Service



A REGION WHERE OVER A MILLION CANADIANS SPEND $151,613,000 YEARLY THROUGH RETAILERS

and the CBC NETWORK Dominates This Market

THE FACILITIES of the CBC make radio in Canada an organized medium which not only links up Canada from sea to sea but, through strategically located key stations and regional networks, provides intensive coverage of each province in the Dominion.

In the Maritimes, for instance, over a million Canadians contribute to Canada's prosperity by producing goods worth $195,732,173 each year, and by spending $151,613,000 annually with retailers. There are nearly 100,000 Radio Homes in this wealthy region. CBC, through its 50,000-Watt Station CBA, and regional network, *reaches over 80% of these homes.*

This outstanding percentage is typical of CBC coverage from coast to coast and is increasingly important because a consistent record of the finest radio entertainment has built up a CBC audience unequalled anywhere outside Canada for its goodwill and loyalty.



CANADIAN BROADCASTING CORPORATION

1 Hayter St., Toronto - COMMERCIAL DEPARTMENT - 1231 St. Catherine St. W., Montreal



MIGHTY

oaks from WBT's *acorns grow*













You'd have thought those acorns were nuggets. The rush came not only from the Carolinas, but from as far away as Wisconsin and Iowa. The Mayor of Darlington, S. C., speaking on a WBT farm broadcast, casually mentioned that he had some thousand acorns lying in his orchards and if anybody cared to nurse a live Carolina oak, WBT would be glad to send the means whereby. Unaware that he had started an avalanche, he went on to the main subject of his talk, the delightful town of Darlington, in the state of South Carolina.

WBT's live oaks grow all over the country now. In Canada, too. A week after the broadcast, came a letter postmarked Saskatchewan (1,830 miles from WBT). Its writer said that where she lived there wasn't an oak tree for miles around. She owed her radio much, she wrote, but she never dreamed it would be the means of bringing real Carolina live-oaks to her door—for nothing! By the time WBT rushed off her trees-to-be, the Mayor's acorns were completely exhausted.

In such broadcasts WBT serves its listeners. It serves its clients, too, by planting the seed of their sales messages in minds made *willing* by just such brilliant radio as WBT creates each day. Sales grow, on WBT. Any Radio Sales office will help *your* sales too.

WBT
CBS

CHARLOTTE, N. C. • 50,000 WATTS

Owned and operated by the Columbia Broadcasting System.
Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, N. C., Los Angeles, San Francisco

POWER... where it counts



50,000 WATTS

AT 820 ON THE DIAL

SELLING A

$2,214,269,000

MARKET

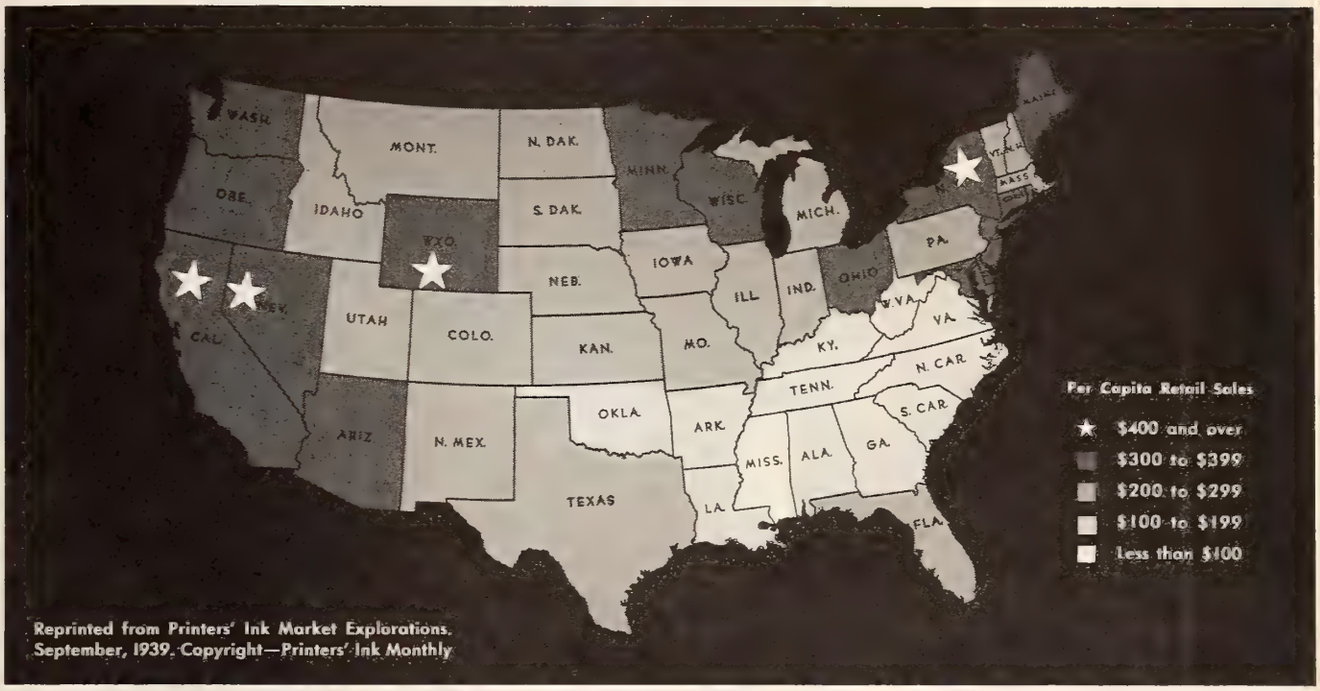
BASIC CBS OUTLET

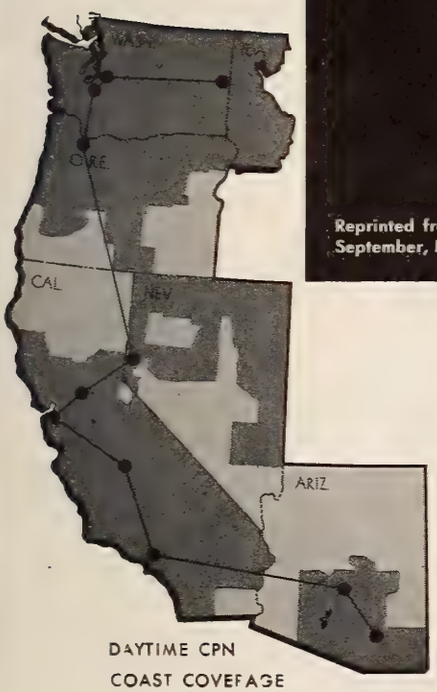
NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

OWNED AND OPERATED BY

The Courier-Journal THE LOUISVILLE TIMES

GO WEST...BY CBS





DAYTIME CPN
COAST COVERAGE

The 'Coast' is America's #1 per capita market. Sell it ALL with the 'Coast's' leading network!

THE spectacular long-range coverage of the Columbia Pacific Network richly matches the West's vast and far-above-average buying power; delivers *all* this wealthy market—at the *lowest* cost per thousand families.

PRIMARY COVERAGE—BY DAY: 100% of the West's seven major metropolitan markets and over 85% of the profitable (but hard-to-cover) towns and rural areas—where 2,637,207 families annually spend $3,495,000,000 at retail every year.

AND BY NIGHT: 100% of the West's seven major metropolitan markets plus over 97% of the towns and rural areas where 2,800,433 families, who spend $3,741,000,000 at retail every year, regularly listen to the Columbia Pacific Network.

PRIME RECEPTION—On the Columbia Pacific Network you are superlatively bracketed between the top-notch programs of radio's greatest advertisers. *They* use the Columbia Pacific Network so that they, too, can sell *all* the West—economically!

COLUMBIA *Pacific* NETWORK

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

Palace Hotel, San Francisco—Columbia Square, Los Angeles. Represented by Radio Sales: New York · Chicago · Detroit · St. Louis · Charlotte, North Carolina



Lew Avery Joins Free & Peters!

FREE & PETERS is proud to announce that Lewis H. Avery, one of the most outstanding men in the radio industry, is joining our organization.

For the past six years Lew Avery has been Director of Sales for WGR-WKBW, Buffalo. During 1937 and 1938 he was Chairman of the Sales Managers' Division of the National Association of Broadcasters. With such experience, it goes without saying that Lew Avery will be a tremendous addition to the resources of all our agency and advertising friends who have spot-broadcasting problems of any kind.

He will be available in our Chicago Office, on and after January 2, 1940.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
WOC	DAVENPORT
WHO	DES MOINES
WDAY	FARGO
WOWO-WGL	FT. WAYNE
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KSFO-KROW	SAN FRANCISCO
KVI	SEATTLE-TACOMA

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan Ave.	247 Park Ave.	New Center Bldg.	One Eleven Sutter	650 S. Grand Ave.	617 Walton Bldg.
Franklin 6373	*Plaza 5-4131*	*Trinity 2-8444*	*Sutter 4353*	*Vandike 0569*	*Jackson 1678*

BROADCASTING
and
Broadcast Advertising

Vol. 17. No. 12 WASHINGTON, D. C., DECEMBER 15, 1939 $3.00 A YEAR—15c A COPY

Cox Purchases WSB, Slated For CBS

By SOL TAISHOFF

Gets 40% of WAGA; FCC Grants Speedy Approval to Record Transfer; WAGA May Become Red Outlet

IN ONE of radio's biggest transactions, former Gov. James M. Cox of Ohio on Dec. 12 acquired control of WSB, Atlanta 50,000-watter, along with a 40% interest in its sister NBC station, WAGA, Atlanta regional, with the FCC's approval.

Now an important link in NBC's Red network, WSB is expected to shift to CBS as soon as contract adjustments can be made. WAGA will not be purchased outright by the Cox interests, and may eventually fall in the lap of the *Atlanta Constitution*, competitor of the *Atlanta Journal*, which Gov. Cox acquired in the transaction.

The former Ohio Governor and 1920 Democratic nominee for President, whose running mate was Franklin D. Roosevelt, bought 70% of the common stock of the Journal Co., including WSB and its minority interest in WAGA, for $1,826,125, along with all of the preferred stock for another $117,560 in an all-cash deal.

Speed Records Broken

No specific price was placed on the station, though the application approved by the FCC showed an investment in WSB of $362,549.91, and a replacement value of $286,507.90. It is presumed one of these figures constituted the basis of FCC approval of the transfer of the clear channel outlet. The price on 40% of WAGA was stipulated at $40,000.

So far as known, all existing speed records were broken by the FCC in approving the transaction. The application for transfer was filed Dec. 8, announced Dec. 11 in the routine releases and approved Dec. 12. The contract carried a clause under which the all-cash sale would be void unless acted on by Dec. 29, which is said to account for the celerity in FCC action.

While the FCC was not apprised of it officially, the Cox transaction is reported to have included purchase also of the Hearst-owned *Atlanta Georgian* for $1,000,000. Should Gov. Cox acquire the remaining 30% of the outstanding common stock of the Atlanta Journal Co., at the established price of $450 per share, it is estimated he will have invested upwards of $3,500,000 in entering the Atlanta newspaper-radio field. It is reported the *Georgian* will be discontinued and that Clark Howell, publisher of the *Constitution*, probably participated in this transaction.

Gov. Cox already is the owner of WIOD, Miami regional, and the *Miami Daily News;* WHIO, Dayton, and the *Dayton Daily News*, and the two Springfield, O., dailies —the *News* and *Sun*. WIOD is an NBC outlet, but WHIO, originally on NBC, joined CBS two years ago.

The switch of WSB to CBS is understood to be under active negotiation, though some question has arisen about the present NBC contract with the station. The duration of the contract with NBC was said to be for seven years, having been extended only six months ago. Gov. Cox, however, it was said, would insist upon the shift. The present CBS outlet is WGST, regional operated under lease from Georgia Institute of Technology by a group headed by Sam Pickard, CBS vice-president and counsellor. WSB is the only clear channel station in its area. Of the other clear channel stations in the Old South, WSM, Nashville, is on NBC; WBT, Charlotte, is CBS-owned, and WWL, New Orleans, is a CBS affiliate.

No Personnel Changes

It is understood Gov. Cox plans to maintain the existing personnel of WSB, for the time being.

WAGA, on NBC-Blue, is owned by the Liberty Broadcasting Corp., but is managed by the *Atlanta Journal*. Lambdin Kay, veteran broadcaster, is manager of both stations. The *Journal* owns 40% of the common stock and about an equivalent amount of the preferred, with Norman K. Winston, New York realtor and associate of Arde Bulova, watch manufacturer and

Enters Atlanta Field



JAMES M. COX

station owner, holding approximately 60% of the common stock, and about the same of preferred. Harold A. Lafount, former Radio Commissioner and Bulova radio executive, holds a qualifying share. An option, however, was held by the Journal Co. for acquisition of additional stock, but its disposition is still under negotiation.

Gov. Cox, it was learned, has advised the FCC it is not his intention to operate two stations in Atlanta. Thus, it appears certain that WAGA will be disposed of to other interests. The *Constitution*, headed by Mr. Howell, has been seeking an Atlanta station, and conceivably will wind up with WAGA's ownership or control, or perhaps the 40% minority now held by Gov. Cox. Based upon the present outlook, WAGA is certain to remain an NBC outlet, and if the WSB affiliation is shifted to CBS swiftly, it is likely to succeed the bigger station as the Red outlet.

The financial statement of WSB filed with the FCC indicated current earnings of somewhat more than $150,000. On that basis, it is estimated the station could logically be expected to have a valuation of $1,500,000, if separately acquired, particularly since it is a clear channel outlet, operating on the favorable 740 kc. channel. The fact that no "going concern" or goodwill value was placed either on the station or on the newspaper accounts for the figures submitted to the FCC. The WBS financial report showed that for the year from November 1938 to November 1939, the station had gross receipts of $397,389.70. Gross disbursements were $245,071.18. The net, therefore, was $152,318.52.

One of the Largest

The all-time record station transfer transaction was CBS's acquisition in 1936 of KNX, Los Angeles, for approximately $1,250,000. One or two other clear channel sales have been around the $1,000,000 mark, including WMAQ, Chicago, purchased by NBC, and NBC's purchase of WENR, half-time Chicago clear channel outlet, for some $600,000.

The entire Atlanta transaction was consummated for the Cox-Journal interests through William Smith Davis, of Davis & Thompson Inc., Cleveland newspaper brokers. It is reported their commission on the Journal transaction, including the stations, is approximately $75,000. The transaction has been under negotiation for some two years. Horace L. Lohnes, Washington attorney for the Cox interests, and Ben S. Fisher, WSB-WAGA attorney, represented the radio aspects of the Journal Co. affairs. John A. Brice, vice-president and general manager and a minority stockholder in the Journal Co. and Gov. Cox himself handled the negotiations. Mervin B. France, of Atlanta, on Dec. 6 received in escrow the cash of approximately $1,944,000 involved.

Gov. Cox acquired, in the Journal Co. sale, 4,058 of 5,750 shares of the common stock at $450 per share, or an aggregate of $1,826,125, representing approximately 70% of the outstanding common stock. He agreed to purchase the balance of the stock at the same figure. He paid $117,560 for all of the preferred stock. The voting common stock was purched from only 10 of the 30 stockholders.

The purchase was primarily from the Gray family, which for more

(*Continued on page 82*)

Industry Awaits Next Move by AFM

IRNA Revival Urged; Convention Call Is Suggested

FEELING that nothing short of Government intervention can stave off a strike, unless union musicians completely reverse their stand, the broadcasting industry is awaiting the next move of the American Federation of Musicians which has already served notice that its members will be called out of all networks and stations Jan. 17 when current contracts expire.

While Independent Radio Network Affiliates, which carried the initial burden of attempting to negotiate a settlement with AFM, is practically dormant, a move to revive it has been launched within the industry by responsible broadcasters. A suggestion by Mark Ethridge, vice-president and general manager of the *Louisville Courier-Journal* and *Times*, operating WHAS, that a business convention be called if affiliates are ready to act one way or the other, is being seriously discussed within the industry.

No Federal Action

Though the plight of the broadcasting industry has been brought to the attention of the Department of Justice, there has been no indication as yet of any intervention by it. Samuel R. Rosenbaum, chairman of IRNA, informally discussed the situation with Government attorneys Nov. 29, particularly in the light of the recent statement by Assistant Attorney General Thurman Arnold, regarding labor practices [BROADCASTING, Dec. 1]. Because of the failure of network affiliated stations to lend support to IRNA, that organization has since refrained from further contacts either with the Department or with AFM.

Meanwhile, Mr. Rosenbaum advised affiliated stations Dec. 6 the only development since the collapse of negotiations with AFM last month was an intimation by AFM officers that unless they get a proposition from the industry in the next few days, AFM will notify networks that after Jan. 17 every musician who plays on a network must be paid not only by the station at which he performs but also by every other station which broadcasts the music. This was vigorously denied, however, at AFM headquarters.

While AFM President Joseph N. Weber was ill at home and could not be reached for comment, a spokesman at AFM headquarters, in denying the Rosenbaum observation, said the situation has not changed and AFM is awaiting "whatever proposals the broadcasters care to make". It was emphasized the union itself will originate "no more suggestions" for an agreement with radio following withdrawal of its previously submitted plan coincident with the breaking off of negotiations with the IRNA Executive Committee [BROADCASTING, Dec. 1]. AFM had asked an additional $1,500,000 per year, amounting roughly to a 50% increase in present expenditures for musicians by network affiliates as well as a flat $60,000 per year increase for each network key.

Asked for details as to what the union expects to do about transcriptions and phonograph records, to which stations might turn for music if no satisfactory solution is reached and if the AFM enforces its threat to stop its members from working for the affiliate stations locally or on network programs, the AFM spokesman replied the matter had not yet been discussed by its International Board but would be handled when it arose [see story on page 81].

Ethridge's Views

Along with his letter to affiliates Dec. 6, Mr. Rosenbaum dispatched a letter written by Mr. Ethridge dealing with the musicians situation. Mr. Ethridge was largely responsible for the formation of IRNA two years ago, which handled as its first task the completion of existing employment contracts with AFM. The letter was written by Mr. Ethridge to J. Harold Ryan, vice-president of WSPD, Toledo, and an NAB director. Having participated in the discussions with the AFM board as a member of the IRNA executive committee, Mr. Ethridge observed that anyone who holds out the hope that the industry's differences with the musicians union can be settled on a local basis "is indulging in an unreality". He added it could not be accomplished even in case of a strike, in his opinion.

Pointing out that only 70 affiliates had actually joined the reorganized IRNA, Mr. Ethridge said replies to questionnaires were unanimous in instructing IRNA's executive committee to negotiate no arrangement that contemplated the expenditure of more money. The situation today, he said, seems to be up to individual affiliates in the sense that they must determine whether they want a strike or want a deal.

He pointed out that a strike would mean shutting off network service and possible sympathy strikes by other union groups. Transcriptions and phonograph records would be shut off by AFM to whatever extent it is able. House bands and remotes would be cut off. Music for stations probably would come from records and transcriptions already available and from whatever non-union or amateur source it could be culled. Declaring that the alternative is to make a deal upon some terms, Mr. Ethridge said it may be that this will be impossible in the long run because the union "will insist upon an unreasonable attitude such as it now maintains".

Three Courses of Action

IRNA can deal for affiliates only if the stations want it, Mr. Ethridge said. He added that personally he was not going to try to sell stations something they don't want. He referred to the hardships of two years ago when the musicians first confronted the industry. He said he did not propose to go back to the unions on any sort of negotiation until the executive board of IRNA is fully clothed with power to do something about the situation.

As to suggestions, Mr. Ethridge said affiliates first should ascertain for themselves, through the networks preferably, what situation would ensue if a strike occurred. Then he said they should come to some "rational rather than emotional conclusion about what they want to do".

"If now is the time to take a strike", he added "let's take it on some basis of determination that we have the means and the strength and the unity to win it. The third thing is for the affiliate to determine whether he wants any further effort made and, if he does, he should determine whom he wants to represent him".

Mr. Ethridge observed that the affiliate can deal with the union through his network, insist that NAB set up machinery not now in existence, or deal through IRNA but only after he has joined IRNA and after he has expressly commanded the board to act. He suggested that if the demand were strong enough a convention might be called to "talk things over". Asserting he was not anxious to see any convention where "we merely pop off", he said he might favor one "where we face the realities and settle what we want to do on some basis of reason. I do not know whether there is anything desirable a convention could do or not".

Must Have Complaint

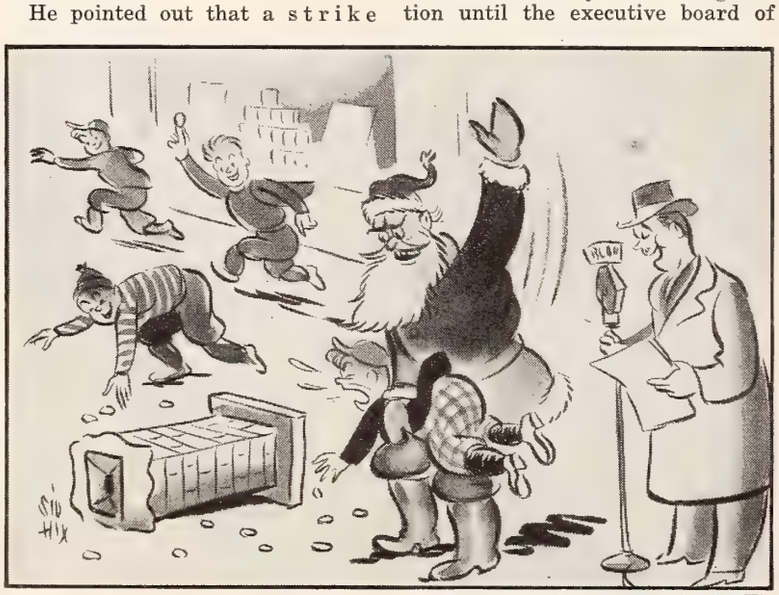
While no formal word was forthcoming from the Department of Justice following Mr. Rosenbaum's visit, it is by no means certain the Department will not act. Customarily the Department does not look into questions of this character without a specific complaint and so far as known, none has been filed. Presumably the only other basis on which the Department might intervene would be on a charge of conspiracy to compel employment of useless labor. It was pointed out that Assistant Attorney General Arnold, in connection with pending litigation against building trades unions, observed that unreasonable restraints "designed to compel the hiring of useless and unnecessary labor" are contrary to law. This is viewed as on all four's with the complaint of broadcasters against AFM.

Attorney General Frank Murphy has supported the views expressed by Mr. Arnold that labor unions can be prosecuted under the anti-trust laws for illegal practices. The American Federation of Labor, of which AFM is an affiliate, has protested the Department's position

CONTEST BY GRUEN
Watch Firm Offering Prizes For Ad Ideas

ADVERTISING student sending in the best suggestions for a radio program, a magazine advertisement or a poster to Gruen Watch Co., Cincinnati, will win a $500 scholarship in a copy contest to run through Jan. 15, 1940. Second prize will be a $250 scholarship and ten additional prizes of Gruen "Very-Thin" watches will be given.

The jury selecting the winner includes: Clay Morgan, assistant to the president of NBC; Myron Everts, president, Retail Jewelers' Assn.; Don Hobart, director of research, Curtis Publishing Co.; Roy Dickinson, president, *Printers' Ink;* Howard Scott, poster artist, and Stanford Briggs and John J. McCarthy, vice-presidents of McCann-Erickson, New York, Gruen agency.



Drawn for BROADCASTING by Sid Hix

"And Now We Turn You Over to Merry Old Kris Kringle Himself, Who Knows Just What Little Boys and Girls Need!"

George Harm

GEORGE HARM, 55, owner of KARM, Fresno, Cal., died Dec. 11 after a heart attack that followed a brief illness. Born in San Francisco Jan. 12, 1885, he lived in Fresno for the last 30 years, starting with KARM on Jan. 15, 1938. Because of his wide holdings in the community and his civic interests he was known as "the first citizen of Fresno". A pioneer in the trucking and transportation business, he is survived by his wife and 10-year-old son.

Mexican Stations to Squat on U. S. Clears

Foresee Serious Interference in U. S.

REASSIGNMENT of several Mexican border stations now operating on Canadian channels to wavelengths used by clear channel stations in the United States, has been ordered by the Mexican Government, threatening serious interference with reception in this country.

It is learned by BROADCASTING on unimpeachable authority that the Mexican Government has decided to shift the 180,000-watt XERA, at Villa Acuna, operated by Dr. John R. Brinkley, and the 50,000-watt XENT, Neuvo Laredo, operated by Norman T. Baker, to clear channels now used in this country. Moreover, it has just licensed a new border outlet, XERB, at Rosarito, across the border from San Diego, to operate with 50,000 watts on 1090 kc., the clear channel assigned to KMOX, St. Louis.

Can Boost Power

The Brinkley and Baker stations, which in past years have wrought havoc with domestic reception, are authorized for even greater power than now assigned to them—XERA can go to 850,000 watts and XENT to 150,000, according to the latest Mexican logs. XERA, located across the border from Del Rio, Tex., now is operating on 840 kc., a Canadian exclusive channel used by the Canadian Broadcasting Corporation's CBL, Toronto. XENT is now operating on 910 kc., used by the CBC's CFB, Montreal, with 50,000 watts, and by CKY, Winnepeg, with 15,000 watts, and CJAT, Trail, B. C., with 1,000 watts.

The advices received by BROADCASTING are that these stations will be shifted to two of four channels already selected. These are 710 kc., on which WOR, Newark, is the dominant station; 720 kc., the clear channel of WGN, Chicago; 750 kc., the clear channel of WJR, Detroit, or 1170 kc., used by WCAU, Philadelphia. Each of these channels is occupied by a 50,000-watter.

The informed reports stated that the Mexican Radio Department, headed by General Ignacio Galindo, is studying the technical aspects of these frequencies to decide which two of the four it will assign, based on least interference factors to other Mexican stations.

Why the Mexican Government suddenly has decided to desert the Canadian frequencies, and authorize these stations to "squat" on U. S. channels, was not explained. It was presumed, however, that international relations are interwoven in the decision, perhaps relating to some extent to the oil seizure controversy. Moreover, the fact that Mexico has not yet ratified the North American Broadcasting Agreement means that it is not bound by its terms, and therefore may consider itself a free agent in the use of broadcast frequencies.

Based on past experiences of U. S. stations, interference of the type which would be created by the projected operation might prove ruinous. Several of the stations involved have undergone the rigors of border station operation on their channels a few years ago—when the border stations operated on mid-channels and before the shifts to the Canadian frequencies. At that time, the border stations used less power than their present outputs.

Retaliation Possible

It is not improbable, should the transfers be ordered, that the FCC may authorize counter measures to prevent destruction of service here. In the past, thought had been given to setting up at the borders of transmitters which would blast a high-power carrier on the same channels and thereby jam transmissions from across the border.

The Mexican border stations, while licensed in the name of Mexican corporations, nevertheless for the most part are operated by Americans with American backing. Dr. Brinkley, noted for his "goat-gland" rejuvenations, started his border station operations nearly 10 years ago, after the old Radio Commission deleted his station KFKB, in Milford, Kan., for using it as his private mouthpiece in advertising his hospital and his particular brand of surgery. The Baker border operations began shortly afterward after the Radio Commission had deleted his station, KTNT, at Muscatine, Ia., because of allegedly questionable cancer cure advertising.

XERB, which has started operations in Lower California to serve an American audience, as do the other border stations, is said to have as its chief owner General Abelardo Rodriguez, president of Mexico from 1928 to 1934. The president and general manager is Fred Ferreira, who has managed XEMO, Tiajuana, for the last seven years. XEMO continues to operate on 860 kc. with 5,000 watts, and both stations have announced appointment of Reynolds-Fitzgerald, national representatives, as U. S. sales representatives.

Lou Sterling, formerly of KNX, Los Angeles, has been named sales and program consultant of the two stations, according to an announcement. XERB and XEMO general offices are maintained in San Diego. The claim is made that these two stations are not in the same category as the other border stations, but rather propose to operate according to established standards in this country.

New Rift Foreseen

Meanwhile, no further word has been forthcoming from Mexico regarding ratification of the Havana Treaty, though State Department officials and the FCC have not yet despaired of all hope. The reported new turn in events, however, is viewed as decidedly unfavorable, and may be the forerunner of a rift in radio relations between this country and Mexico reminiscent of the conflict of several years ago.

The crux of the deliberations between Mexico and this country in connection with drafting of the North American broadcasting agreement was elimination of the border stations through a provision specifying that facilities assigned to the individual nations shall be designed to serve nationals of the particular countries. Since the American-controlled border stations all seek to serve U. S. rather than Mexican audiences, application of this provision automatically would spell their doom unless they used local-station power.

The border stations, it was reported, soon effectively spiked Mexico's ratification, and about a year ago an alternative suggestion was proposed for retention of the border stations as a condition precedent to approval of the other terms of the treaty, either by Senate ratification or through administrative agreement. A reallocation of facilities in the United States, under which the majority of stations would be shifted from 10 to 30 kc., is dependent upon Mexico's ratification since Cuba and Canada already have given their formal assent.

Precisely when the Mexican Government will order the shifts has not been stated, though they reportedly are contemplated momentarily. Whether it presages similar shifts to U. S. clear channels of other border stations was not indicated. Among the other high power border stations, and their present assignments, based on the latest official Mexican Communications Ministry's log, are XEAW, Reynosa, 100,000 watts on 960 kc., and XEPN, Piedras Negras, authorized to use 100,000-watts on 740 kc. The latter, however, is recorded as under "temporary suspension", and therefore not in operation.

15 Cuban Stations Given Wave Shifts To Eliminate Interference on 780 kc.

A REALLOCATION of 15 Cuban stations has been effected to eliminate interference in the United States. The principal move, authorized by President Loredo Bru of Cuba by official decree, was that of CMQ, Havana 25,000-watter, shifted from the 780 kc. channel to 690 kc., used by CFRB, Toronto.

The immediate result of the CMQ shift was to relieve WMC, Memphis, WTAR, Norfolk and WEAN, Providence, all on 780 kc., from interference which has troubled them for approximately a year. The decree was signed by President Bru on Nov. 24, effective Dec. 1, and the resultant reallocation has been hailed as an outstanding example of international unofficial cooperation, in which both the U. S. and Cuban governments participated.

Under the decree, CMQ is required to radiate not more than 5,000 watts in the direction of Toronto, employing the directional antenna installed recently under supervision of Clyde E. Baker, WMC chief engineer. In the unofficial parleys in Havana, H. W. Slavick, general manager of WMC represented the stations, while Campbell Arnoux, WTAR general manager, was liaison in the Washington conversations.

Interference difficulties first developed in December, 1938, when the CMQ signals suddenly began to boom into this country. Subsequently the directional antenna was jointly built by the Cuban and American stations, but did not function satisfactorily. Several weeks ago Mr. Slavick flew to Havana to launch new negotiations with Maj. Juan Govea, new radio administrator and Messrs. Miguel Gabriel and Angel Cambo, co-owners of CMQ. A series of conferences resulted in the promulgation and signing of the decree by President Bru, assigning the 5,000-watt CMBC to 780 kc. from 690, using a directional which will radiate not more than 1,000 watts toward Memphis and Norfolk.

Upon his return from Cuba, Mr. Slavick stated that the "earnest desire and determined efforts of Cuba's new radio administrator, Maj. Govea, was responsible for clearing up this complicated problem. His thorough understanding of the American broadcaster's interference problem was his incentive to press his government into action and the final issuance of the decree".

Cooperation Lauded

Praising also the cooperation of the owners of CMQ, Mr. Slavick pointed out that moving of CMQ to 690 kc. involved a complicated reallocation of 15 other stations in Havana and other provinces, to prevent adjacent channel interference to nine new Cuban network stations recently assigned to frequencies near 690 kc. Moreover, it was necessary to find two new assignments for CMQ and its new network, comprising two 10,000-watt stations in Santa Clara and Santiago.

CMQ operated on 1010 kc. until about a year ago, this channel having been allocated to Cuba for high power under the North American broadcasting agreement (Havana treaty). While the agreement has been ratified by Cuba, Canada and the United States, Mexico has not given it the necessary sanction. During CMQ's operation on 1010

(*Continued on page 75*)

Decline Indicated In Preponderance Of Drama Strips

Growing Interest Is Claimed In Other Daytime Programs

INDICATIONS of a trend away from the preponderance of network script commercials during daytime hours were seen in reports emanating from key cities that accounts are evincing an interest in other types of programs. Several national accounts, it was stated, are auditioning non-script programs, following the lead of Franco-American Spaghetti and Purity Bakeries, which recently undertook sponsorship of daytime musical programs.

Meanwhile, the plea of John F. Patt, vice-president and general manager of WGAR, Cleveland, for greater diversification of daytime programs, away from "washboard dramas", continued to gather momentum. Managers of stations on CBS, including network managed and operated outlets, contributed their support, almost without exception. While networks themselves would make no formal announcement, they were represented as in favor of any development which would tend toward better program balance.

Lohr's Position

Asked to comment on the idea, Maj. Lenox Lohr, NBC president, asserted that while Mr. Patt had raised a question worthy of serious consideration, the point is only a small part of the whole problem of good programming and proper program balance. Pointing out that there must be a large audience which listens regularly and with enjoyment to script programs, or leading advertisers would not use them so consistently, he said he was sure these advertisers would as willingly sponsor other types of daytime programs if these could be shown to be equally potent in building audiences and sales.

"The whole problem of achieving a program schedule that will please most of the listeners most of the time is one to which we at NBC have given a great deal of thought for a good many years," Maj. Lohr said. "Since only 30% of network programs are sponsored, it should be possible to produce a balanced program schedule through the proper selection of sustaining programs which occupy the remaining 70% of the day's broadcasting hours."

General Support

The practically unanimous support for the Patt suggestions continued without interruption during the ensuing two weeks. These supplemented the dozen prompt rejoinders received by the Cleveland broadcaster within a few days following his initial request for reaction from station executives.

Stephen P. Willis, general manager of WPRO, Providence, employed the results of a local coincidental survey to buttress his view that the daytime serials are "a hodgepodge in my mind". CAB, he pointed out, gives an especially good daytime serial a national average of about 7%, with individual programs, rated as successes, having 3 and 4%. If it is assumed that three unusually successful programs are on the air simultaneously, he pointed out, it means 21% of available sets are in use and 79% are out of use. "Does that mean that a big part of the owners of 79% of available sets don't want serials?" he inquired.

Mr. Willis brought out that coincidental surveys conducted in Providence revealed that the serial lovers were all listening to one station. He explained that WPRO is CBS, WJAR NBC-Red, and WEAN NBC-Blue, comprising all the stations in the city. Selecting a period when WEAN used its house band, WJAR a network serial and his own station a musical program, the coincidental showed 8.3% rating to the serial; 7% to WPRO, and 2.8% to WEAN.

"These figures, I believe, are encouraging," he said. "The serial lovers were all pushed over to one station. But the percentage of sets in use was unusually high compared to national average figures. More listeners at the time were listening to music than to the serial and our CAB was equal to a good serial rating."

H. J. Quilliam, general manager

(*Continued on Page 76*)

Principals in CBS-Station Shifts



Mr. Dellar



Mr. Lasky



Mr. Joscelyn



Mr. Meighan

Dellar to KSFO, Joscelyn to WBT, Meighan Promoted in CBS Transfers

WITH THE resignation of Lincoln C. Dellar as general manager of WBT, Charlotte, to take over executive direction of KSFO, San Francisco, Austin E. Joscelyn, Eastern sales manager of the Radio Sales division of CBS, on Dec. 11 was appointed to the Charlotte post. Simultaneously, Howard Meighan, of the New York Radio Sales staff, was promoted to eastern sales manager, succeeding Mr. Joscelyn.

Mr. Dellar, manager of WBT since April, 1938, will succeed Philip G. Lasky, as general manager of KSFO, CBS outlet. Mr. Lasky is expected to devote his primary attentions to KROW, Oakland-San Francisco, in which he holds a substantial ownership interest, recently acquired.

Returns to Home State

The Dellar appointment was made by Wesley I. Dumm, president and owner of KSFO, and brings Mr. Dellar back to his home State. He formerly managed KGB, San Diego, then a CBS affiliate, and joined CBS Radio Sales in May 1935. He was next transferred to the station relations department under Herbert V. Akerberg, and became manager of WBT in succession to William A. Schudt Jr., who took over the management of WKRC, Cincinnati, then a CBS-owned station.

In announcing the appointments, Mefford R. Runyon, CBS vice-president in charge of station operations, stated that Mr. Joscelyn would leave for a brief vacation before taking up his position at WBT on Jan. 1. Mr. Dellar will remain at WBT until mid-January and is expected to assume management of KSFO early in February. Mr. Meighan already has taken over his new duties.

Mr. Joscelyn was previously in the national advertising department of the *Chicago Tribune, New York Times* and *Miami Daily News*, after which he became the first salesman in the New York office of Free & Sleininger, station representatives. When the firm became Free & Peters, Mr. Joscelyn went to Chicago and later joined Radio Sales in that city. He became eastern sales manager in New York a year ago.

Mr. Meighan was one of the original members of the radio department of J. Walter Thompson Co., New York, later becoming vice-president and general manager of Scott Howe Bowen Inc. Subsequently he became head of the radio department of J. Stirling Getchell. He joined CBS Radio Sales in October 1934.

W. H. SUMMERVILLE NAMED WWL HEAD

W. H. SUMMERVILLE, former general manager of WGST, Atlanta, Dec. 11 became the executive director of WWL, New Orleans. He succeeds Vincent F. Callahan, who several weeks ago became assistant general manager of WBZ-WBZA, Boston - Springfield.



Mr. Summerville

A veteran broadcaster, "Slim" Summerville was for nine years commercial manager of KRLD, Dallas, and joined WGST four years ago. His successor in Atlanta has not yet been named.

Prior to his entry in radio, Mr. Summerville was associated with A. L. Chilton, executive head of KLRA and KGHI, Little Rock, in handling of theatrical publicity. Albert J. Cummings, who has been acting manager of WWL since Mr. Callahan's resignation, will continue as the station's business manager, it was reported.

Dozen Regionals Are Given 5 kw.

More Boosts to 250 kw. Also Awarded Local Stations

WITH more grants of power increases to 5,000 watts fulltime on Dec. 12, the FCC brought to 12 the number of stations, mostly operating with 1,000 day and 5,000 night, that have been given preferred regional status during the last fortnight. The Dec. 12 grants were to KOIN, Portland, Ore. (940 kc.); WDAF, Kansas City (610 kc.) and KGMB, Honolulu. The latter at present is on 1320 kc., but holds a CP for 590 kc.

Earlier Grants

At its meeting Dec. 5, the FCC authorized eight power increases to 5,000 watts fulltime. WSMB, New Orleans, was granted modification of construction permit to increase its night power to 5,000, with completion scheduled in 90 days.

Three stations on 950 kc. and three others on 1220 were among those horizontally increased to the 5,000 watts night output at the same meeting. On 950 kc. were KMBC, Kansas City, which will use a directional antenna for night operation only; WRC, Washington, which will use a similar antenna, and KFWB, Los Angeles, granted a straight modification of license with no special equipment. WCAE, Pittsburgh, on 1220 kc., was granted a construction permit to install a directional for night use with the 5,000 watts power, while WDAE, Tampa, was granted a construction permit for 5,000 watts fulltime, employing its directional system both day and night. KWOC, Pullman, Wash., was granted a straight modification of license to increase to 5,000 watts fulltime.

WFBC, Greenville, S. C., on 1300 kc., was granted an amended application for a construction permit to install a directional antenna and increase its night power to 5,000 watts, employing the directional for night operation only. Another power increase Dec. 5 went to KFSG, Los Angeles, authorized to increase night power from 500 watts to 1,000 watts.

Get 250 Fulltime

More stations were also raised from 100 watts daytime to 250 watts, giving them that power fulltime. On Dec. 5 grants were made to WTOL, Toledo; KWOC, Poplar Bluff, Mo., and WJPR, Greenville, Miss. On Dec. 6 the grants went to KOVO, Provo, Utah; WDWS, Champaign, Ill.; WMSL, Decatur, Ala.; KDNT, Denton, Tex.; WFMJ, Youngstown, O.; KRBM, Bozeman, Mont. KVAK, Atchison, Kan., was authorized to go from 100 watts daytime to 100 watts fulltime. WMSL, Decatur, Ala., obtained 250 fulltime in lieu of its previous 100 watts daytime.

On Dec. 12 the Commission granted 250 watts fulltime to WMFJ, Daytona Beach, Fla.; KHBG, Okmulgee, Okla.; KVCV, Redding, Cal.; KTUC, Tucson, Ariz. KSLM, Salem, Ore., Dec. 13 was granted an increase in day power from 500 to 1,000 watts.

SIR JOHN REITH, former director general of the British Broadcasting Corp., now chairman of the board of British Overseas Airways, arrived in New York on the *Statendam* Dec. 5, presumably on an official mission.

TBS Offers 102 Stations; Plans Debut

First Accounts Listed; Baldwin Is Station Relations Head

By BRUCE ROBERTSON

WITH ONLY slightly more than two weeks before scheduled starting of operations on a 16-hour-a-day basis, executives of Transcontinental Broadcasting System are working overtime and at top speed to get clients, programs, wire lines and personnel lined up for the New Year's Day debut of this newest of nationwide networks. Plans are said to be progressing satisfactorily along all fronts, but only a few details have been disclosed regarding any aspect of TBS activities.

No rate card has yet been published by the network. However, TBS has visited a number of major advertising agencies, offering a network of 102 stations for an hour a day, five days a week, evening time, on a non - cancellable one-year contract, for a flat rate of $900,000. A half-hour program, on the same basis, can be purchased for $450,000 and a quarter-hour for $225,000. Time during the day is offered at half those sums.



Mr. Baldwin

These rates are far below those shown on the rate cards of CBS and NBC. For example, one major network rate card shows a 95-city hookup costing $16,867.50 per evening hour, with all discounts deducted, or $4,385,550 for that hour across the board, five days a week for 52 weeks. The average TBS station however, is far less powerful than the average NBC or CBS outlet.

Baldwin in Station Relations

Appointment of James W. Baldwin, former managing director of the NAB, as station relations director of the new network, was announced Dec. 11 by John T. Adams, TBS chairman of the board. Mr. Baldwin, who has practiced law in Washington since his retirement from the NAB in February 1938, is the former chief owner of WGH, Newport News, Va. He was secretary of the Federal Radio Commission from 1930 until 1933.

Other additions to the TBS staff, announced at the same time, include Robert C. Wilson Jr., for eight years an account executive at CBS and more recently in the radio department of Maxon Inc., and Ralph Nordberg, veteran time salesman who came to TBS from the staff of WOR, Newark. A. F. Adams has been named comptroller and Miss Dorothea Henninger purchasing agent. Gerald Lyons, formerly with CBS in charge of Major Bowes publicity, is publicity director for the network, with Miss Adele Purcell as his assistant. Miss Vee Donna has been named assistant to M. P. Wamboldt, program director.

Although the network is scheduled to begin operations two weeks hence, on Jan. 1, no details of the opening day's program schedule have been released beyond the announcement that TBS will broadcast the Cotton Bowl game at Dallas. Reports that President Roosevelt, whose second son Elliott is head of the new network, will speak at the TBS inaugural ceremonies, could not be confirmed at TBS headquarters, nor were they denied, executives refusing to comment.

Neither has any announcement been made regarding the general program plans of the network, although Mr. Wamboldt spent the weekend of Dec. 9-11 in Chicago conferring with Midwest affiliates of TBS on the subject of program organization. Roy H. Holmes, TBS traffic director, accompanied Mr. Wamboldt, as did Percy Baldwin of AT&T. Station men present at the session included Ralph Atlass, president of WIND and WJJD, together with Bert A. Sherman, W. F. Myers, Al Hollender and J. L. Allabough of the stations' staff; John W. Boler, North Central Broadcasting System; Charles Lamphier and William LaForce, WEMP; Arch Shawd, WTOL; James F. Hopkins and Arthur Cregon, WJBK; Walter Patterson, WING; L. J. Baxter, WBOW; C. G. Cosby, KXOK; Wallace E. Stone, WDGY; C. L. Thomas, KFRU; Robert A. Drohlick, KDRO; Earl Peak, Wayne Peak and Charles Peak, KFGB.

Most of the TBS programs will be originated from WMCA, New York; WJJD and WIND, Chicago, and KFWB, Hollywood, it was stated. The network's master control board is being set up in the TBS headquarters offices at 570 Lexington Ave., although present plans call for most programs to originate in studios at other locations, chiefly at WMCA in New York, it is understood.

On Dec. 12 TBS began querying its stations for clearance of time for commercials which it reported were already under contract. Stations were advised of availability of the following accounts:

Evening,(7:45-8 Mondays through Fridays), Dr. Lyons Toothpowder, featuring an unnamed commentator; 8-8:15 (Mondays through Fridays), Bayer's Aspirin, unnamed serial; 8:15-8:45 (Tuesdays), Phillips Milk of Magnesia, *Waltz Time;* 8:45-9 (Mondays through Fridays), Emerson Radio, featuring Elliott Roosevelt; 9-9:15, Tuesdays, Wednesdays and Thursdays, Anacin, featuring *Easy Aces;* 9:15-9:45 (Mondays through Thursdays), Bisodol, *Mr. Keen* script.

Morning programs were listed Mondays through Fridays as follows: 10 o'clock, Phillips, featuring *Stella Dallas;* 10:15, Lyons, featuring *Back Stage Wife;* 10:30, Bayer featuring *Widder Brown;* 10:45 Syrup of Figs, featuring *Front Page Murphy;* 11, Bab-O, featuring *David Harum;* 11:15, *Helen Trent,* unsponsored; 11:30, Haley's *Orphan's of Divorce;* 11:45-12, Dr. Clapps, unnamed script program.

Afternoon programs, Mondays through Fridays, were listed as: 2 p. m. Anacin, featuring *Our Gal Sunday;* 2:15, Aerowax, featuring *Crystal Collins;* 2:30, Shinola, unnamed script program; 2:45, Phillips Cream and Cal-Aspirin, featuring *Lorenzo Jones;* 3 p. m. Caldwell's featuring *Doc Barclay;* 3:15 *John's Other Wife,* unsponsored; 3:30, Bab-O, featuring *Amanda of Honeymoon Hill;* 3:45-4, Kolynos, featuring *Just Plain Bill;* 5:15-5:30, *Ben, the Boy Detective,* unsponsored; 5:30-5:45, Double Bubble, featuring *Bruce Scott to the Rescue.*

It was pointed out that all of the scheduled programs, with the exception of Emerson Radio, are placed by Blackett-Sample-Hummert. Emerson has not confirmed its schedule on TBS.

With the disclosure of prospective TBS accounts, a number of stations on the existing major networks indicated they would protest duplication of the same script programs on competing local stations. In some instances, it was indicated stations might refuse to continue broadcasting script serials if the dual outlet procedure is followed by the agency. One important network affiliate said he would not condone an operating situation where listeners would be advised to tune in competing stations at night for the same programs, in the event they missed an episode."

List of TBS outlets, including 92 stations, was released Dec. 8 in a statement which said that "other contracts are in the mail or under negotiation". Included in the list are several regional networks: The five stations of the McClatchy Broadcasting System; Texas State Network, with 20 outlets; North Central Broadcasting System, including 14 outlets; Tropical Broadcasting System, comprising four Florida stations.

Questioned as to the reaction of MBS to more than 20 of its affiliates joining TBS, Fred Weber, general manager of MBS, said, "Mutual might do a lot of things, but we are not discussing them now as we have been told that anything we might say in advance might affect our legal position when the time for action comes. If we do decide to take action, it will not be until TBS has actually supplied these stations with programs."

TBS affiliates have been officially notified to clear 28½ hours weekly for TBS programs. Letter, sent out Dec. 2 over the signature of Mr. Adams, asks affiliates in the Eastern Time Zone to clear the following periods from Monday through Friday: 10 a. m.-noon, 2-4 p. m.; 5:45-6 p. m.; 7:30-7:45 p. m.; 8-9 p. m.; 9-10 p. m. Thursday only.

Stations in the Central Time Zone were asked to clear each of these periods an hour earlier (CST), except the 5:45-6 p. m. spot. This program they are asked to record when it comes over the TBS wire at 4:45-5 CST for broadcasting an hour later, 5:45-6. Stations operating on Mountain and Pacific Time are requested to re-

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REPORTED AFFILIATES OF TBS

ALABAMA
WCOV, Montgomery

ARKANSAS
KGHI, Little Rock

CALIFORNIA
KERN, Bakersfield
KFOX, Long Beach
KFWB, Los Angeles
KFBK, Sacramento
KYA, San Francisco
KWG, Stockton

FLORIDA
WMFJ, Daytona Beach
WKAT, Miami
WTMC, Ocala
WFOY, St. Augustine

GEORGIA
WGAU, Athens
WAYX, Waycross

ILLINOIS
WDWS, Champaign
WIND, Chicago
WJJD, Chicago
WCBS, Springfield

IOWA
KFJB, Marshalltown
KSCJ, Sioux City

KANSAS
KGNO, Dodge City
KWBG, Hutchinson
KSAL, Salina

LOUISIANA
WJBW, New Orleans

MARYLAND
WCBM, Baltimore
WJEJ, Hagerstown

MASSACHUSETTS
WMEX, Boston

MICHIGAN
WHDF, Calumet
WJBK, Detroit
WJMS, Ironwood
WDMJ, Marquette

MINNESOTA
KATE, Albert Lea
KGDE, Fergus Falls
WDGY, Minneapolis
KWNO, Winona

MISSISSIPPI
WSLI, Jackson

MISSOURI
KFRU, Columbia
KCMO, Kansas City
KXOK, St. Louis
KDRO, Sedalia

NEBRASKA
KFOR, Lincoln

NEVADA
KOH, Reno

NEW YORK
WABY, Albany
WMBO, Auburn
WBNY, Buffalo
WMCA, New York

NORTH CAROLINA
WGNC, Gastonia
WFTC, Kinston
WRAL, Raleigh
WGTM, Wilson

NORTH DAKOTA
KDLR, Devils Lake
KRMC, Jamestown
KGCU, Mandan
KLPM, Minot
KOVC, Valley City

OHIO
WJW, Akron
WCPO, Cincinnati
WING, Dayton
WTOL, Toledo

OKLAHOMA
KOCY, Oklahoma City
KOME, Tulsa

PENNSYLVANIA
KQV, Pittsburgh

SOUTH CAROLINA
WCOS, Columbia
WSPA, Spartanburg

SOUTH DAKOTA
KABR, Aberdeen

TEXAS
KRBC, Abilene
KFDA, Amarillo
KNOW, Austin
KBST, Big Spring
KAND, Corsicana
KFJZ, Fort Worth
KLUF, Galveston
KXYZ, Houston
KFRO, Longview
KFYO, Lubbock
KPLT, Paris
KPAC, Port Arthur
KGKO, San Angelo
KABC, San Antonio
KRRV, Sherman
KTEM, Temple
KCMC, Texarkana
KGKB, Tyler
KVWC, Vernon
WACO, Waco

UTAH
KVNU, Logan
KUTA, Salt Lake City

VIRGINIA
WGH, Norfolk

WISCONSIN
WEMP, Milwaukee
WRJN, Racine
WDSM, Superior
WSAU, Wausau

Industry Supports NAB Music Project

Response Is Satisfactory Miller Says After Group Meetings

WITH nine of the 17 NAB districts already canvassed at special meetings, generally satisfactory response to the industry project for creation of Broadcast Music Inc., to set up an industry-owned music supply was reported Dec. 11 by NAB President Miller.

Looking toward a $1,100,000 subscription from stations, supplemented by $400,000 already earmarked from the networks, the project met noteworthy support in the several Eastern meetings. West of the Mississippi, however, the response, while not unanimous, nevertheless appeared, in Mr. Miller's view, to indicate an "over the top" subscription before the Feb. 1 deadline. In several districts, because of State registration requirements, stock subscriptions or pledges per se could not be accepted but resolutions were adopted which were tantamount to pledges.

General Support

With Mr. Miller himself opening the majority of the meetings in his whirlwind swing around the country most of the attending broadcasters supported the project, designed to inject competition into the music publishing field and to offset the "monopoly" exercised by ASCAP. The Broadcast Music plan envisages creation of a fully implemented organization which would engage in the production of music in all its phases for broadcast use, with stations themselves holding the stock along with acceptance of licensing agreements for performance of the music. Time is of the essence, Mr. Miller repeatedly emphasized, since current contracts with ASCAP expire at the end of 1940.

The Broadcast Music "war-chest" already is receiving its initial contributions, in the form of 20% payments to the NAB by subscribing stations. These payments are toward the acquisitions of stock in Broadcast Music, with the balance callable after Feb. 1 as licensee fees. The assessments are on the basis of 50% of station payments to ASCAP in 1937 and the contributions for stock thus represent one-tenth of what stations paid ASCAP during that year.

As BROADCASTING went to press, it was estimated that more than $100,000 already had been paid into the fund. This was based on the $80,000 commitment from NBC and CBS (representing one-fifth of their flat $400,000 contributions) plus upwards of $20,000 received from subscribing stations resulting from the district meetings.

Discussion at the district meeting was not confined to ASCAP and Broadcast Music. The union musicians' situation, which appears headed for a strike next Jan. 17, came in for healthy discussions, with broadcasters almost unanimous in the view that no increase in assessments, as proposed by AFM, should be condoned. Meetings in a number of cases were attended by representatives of the transcription companies, including M. M. Blink, for Standard Radio; Maurice Wetzel for NBC Thesaurus, and Ralph Wentworth for Langlois & Wentworth. They supported the Broadcast Music plan and Standard Radio, through Mr. Blink, for the first time disclosed that his company would sell the tax-free portion of its library, approximately 60%, separately.

Approved in New York

The Broadcast Music ball started rolling at the district meeting held in New York Nov. 28 when the project was unanimously endorsed. Managers of 16 of the 29 stations represented signed stock subscriptions after Paul W. Morency, WTIC, Hartford, district director, and Sydney M. Kaye, general counsel for Broadcast Music, described the project. Another 13 managers pledged subscriptions or stated they would recommend them to their station owners. Save for WBNX and WQXR and the network outlets which were already pledged, other New York City stations did not make outright pledges at the meeting and have not been heard from since. Subscribing stations announced by NAB were, in addition to those mentioned, WICC, WTIC, WATR, WAAB, WBZ-WBZA, WELI, WMEX, WNAC, WSAR, WLLH, WBRK, WMAS, WTAG, WEAN and WJAR.

At a combined meeting of Districts 8 and 9, comprising Indiana, Michigan, Illinois and Wisconsin, on Dec. 6 at South Bend, the ma-

(*Continued on page 78*)

Mike Fright

RCA Mfg. Co. played a hero role recently when one of its Victor recorded transcriptions, prepared in advance, had to be used at the last minute before a broadcast when a nine-year-old mongrel dog, Duke, lost his voice from stage fright. Seems Duke was to bark his thanks on WCAM, Camden, N. J., to New Jersey's Gov. Harry Moore, who awarded him a medal for his bravery in routing three armed burglars from the store of his master, Gustav A. Schwoeri. Duke lost his "voice", and RCA stepped in with the transcription of Duke's barked "acceptance" speech.



IN OMAHA and South Bend representatives of NAB member stations met in early December with President Neville Miller to talk over stock subscriptions to Broadcast Music Inc. At top, during the 10th District meeting in Omaha, Foster May (left), of WOW, interviews Mr. Miller while Rainey T. Wells, general counsel of Woodmen of the World, and William Ruess, personnel director of WOW and chief auditor of the insurance company, listen. In center is another group at the Omaha meeting—(clockwise) Sumner Quarton, WMT, Waterloo, Ia.; Jack Todd, KMMJ, Grand Island, Neb.; John Schilling, WHB, Kansas City; R. L. Rose, KWOS, Jefferson City, Mo.; Bill Quarton, WMT, Cedar Rapids; Ben Hovel, WOC, Davenport, Ia.; F. C. Eighmey, KGLO, Mason City, Ia. Among the officials of 31 stations at the South Bend meeting, for Districts 8 and 9, was the group at bottom, greeted by Franklin D. Schurz (right), manager of WSBT and WFAM, *South Bend Tribune* stations—(l to r) William H. West, manager of WTMV, East St. Louis, Ill., NAB director for Illinois and Wisconsin; Robert H. Swintz, commercial manager of WSBT and WFAM; Mr. Miller, and John Fetzer, manager of WKZO, Kalamazoo, Mich., NAB director for Michigan and Indiana.

Competition Issue Is Granted Review In Supreme Court

Highest Tribunal Decides to Rule on Economic Problem

THE BROADCAST station owner soon will know where he stands on the question of competition from new stations licensed in his area by virtue of acceptance Dec. 11 by the U. S. Supreme Court of that issue, as raised in the so-called Sanders case. The FCC had petitioned the court, through the Solicitor General, for certiorari after the U. S. Court of Appeals for the District of Columbia had reversed its decision authorizing a new station in Dubuque, Ia.

If the Supreme Court should sustain the Commission's contention that unlimited competition is permissible even to the point of destroying existing stations, it will open a new era in radio regulation. Presumably the Commission would be restricted to exercising only technical "police" powers, ignoring all other phases of station operation.

On the other hand, should the court finally conclude that existing stations must be protected from destructive competition, FCC attorneys already have expressed the view that the industry will be subjected to rigid regulation in all its phases, not even excluding program and rate regulation. The theory is that if it must determine whether competition will be destructive, it must know the basis on which stations charge for their time, whether their programs meet specified standards and whether a reasonable profit could be earned under varying circumstances.

Appellate Rulings

Coincident with the highest court's acceptance of the Sanders appeal came three opinions from the U. S. Court of Appeals of the District of Columbia, dealing with the economic issue. In two of the cases, decided in a combined opinion, the court dismissed the appeals of WOKO and WABY, Albany, from the FCC decision granting the Troy Broadcasting Co. a new station in nearby Troy, N. Y. In substance, the court held in this opinion, written by Associate Justice Miller, and concurred in by Chief Justice Groner and Justice Edgerton, that an appealable interest is not necessarily shown when introduction of new facilities will simply cause "deterioration" of service. It affirmed its previous view that when economic injury will result to the degree of destroying the ability of an existing licensee to serve public interest, it is sufficient to show an appealable interest. This was the conclusion reached in the Sanders case.

In another opinion, however, involving appeals of WJAX and WMBR, Jacksonville, from the FCC decision granting the Metropolis Co. a new local in Jacksonville, the court held that the appellants had stated sufficient reasons to fit the requirement of the statute and therefore denied the motions of the FCC to dismiss the appeal on the same economic grounds.

The unlimited competition the-

(*Continued on Page 79*)


FOR
CHRISTMAS
BROADCASTING
Broadcast Advertising
1940 Yearbook Number Included

Special Christmas Gift

SUBSCRIPTION RATES

10 Gift Subscriptions	$15
5 Gift Subscriptions	10
3 Gift Subscriptions	7
2 Gift Subscriptions	5
1 Gift Subscription	3

1940 YEARBOOK Number Included

This Is Our Story

for the Past Year

... and the Years to Come

One hundred forty-two spot advertisers used WLS, Chicago, in 1939. 58% of them had advertised on WLS at least one year previously. 43% have used WLS three or more years. 24% have been with us five years or more, and one has used WLS every year for eleven consecutive years!

We don't need to tell you that these advertisers were satisfied. Otherwise they would not renew or return to WLS. After all, there's only one way to satisfy an advertiser: Get results. That's what WLS does.



THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* **(*Chicago*)** Glenn Snyder, *Manager*

JOHN BLAIR & COMPANY, *New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco*



NBC-BOSTON and NBC-New York recently exchanged visits, with overnight boat trips and sight-seeing among the events. Caught in Boston were the following (l to r): Seated, Fred Cole, WBZ; Don Roberts and Jim McConnell, NBC New York; John Holman and Vince Callahan, WBZ. Standing are Ken Strong and George Harder, WBZ; Walter Scott, NBC New York; D. A. Myer, John McNamara, Cy Young and Harry Goodwin, WBZ; John Dodge, WRC-WMAL, Washington; Gordon Mills, NBC New York; Sherman Gregory, KDKA, Pittsburgh; Herb Masse, WBZ; Bill Tilenius, NBC New York; Babe Norris and Frank Bowes, WBZ; Maurie Boyd, NBC New York; Grif Thompson, KYW, Philadelphia; Hap Myers, NBC, N.Y.

Way Cleared for Census Radio Count

Bureau Will Make First Actual Tabulation In Decade

By LEWIE V. GILPIN

FIRST actual count of radio homes in the United States since 1930 will be made during the 16th Decennial Population Census, starting early in 1940. With Census Bureau approval of the question, "Is there a radio in this dwelling unit?" as part of the regular schedule of the Housing Census, the way has been cleared for a factual survey of radio set distribution that will reach every home in the country.

In addition to furnishing an accurate inventory of the actual number of radio homes, the 1940 census, through its various divisions, will yield information valuable to broadcasters covering population, manufactures, merchandising, distribution and other matters pertinent to national economics [BROADCASTING, Oct. 15]. Among the various schedules of the Decennial Census are included censuses of manufactures, business, mines and quarries, to start Jan. 2, 1940, and the regular population census, along with surveys of agriculture and housing, to begin April 1, 1940.

Housing Census

An appropriation of $45,000,000 has been authorized by Congress and some $21,000,000 actually has been appropriated for the population census. An additional appropriation of $8,000,000 has been authorized specifically for the Housing Census, and it is expected the actual appropriation will be included in the first Deficiency Bill.

The Housing Census, through the radio question, will supply the first concrete figures on nationwide radio ownership since the last population Census in 1930, although various estimates have been made from year to year by the radio industry on both radio homes and number of sets. The Census canvassers will ask only if each home is radio equipped and will not investigate the ownership of more than one set by any family, according to the Census Bureau, partly to avoid cluttering up the schedule and partly because, as the Bureau pointed out, in many cases multiple ownership exists only in fact and not practically, since old "blooper" sets and out-of-commission receivers would necessarily be listed although not actually in operation. The coming Census will not include automobile radios as such.

Officials of the Census Bureau have estimated that some 33,000,000 occupied dwelling units will be reached in the 1940 census. According to the 1930 Census there were 12,048,762 U. S. homes with radio sets and about 13,000,000 sets in use in the country. This represented about 46% of the dwelling units covered, according to the Census Bureau.

Trade estimates of radio set ownership have indicated a rapidly mounting percentage of radio homes since 1930, and 1938 estimates show 28,000,000 radio homes in the country, with 40,800,000 sets in use [1939 BROADCASTING *Yearbook Number*]. The latter figure points to an accompanying increase in the ownership of two or more sets.

Broadcasters in recent years have had to rely on industry estimates such as those arrived at by the Joint Committee on Radio Research and other trade groups. Figures furnished by the coming Census will afford a valuable factual base upon which the radio industry can calculate coverage and circulation data, along with marketing and merchandising statistics that heretofore have resulted largely from independent surveys or estimates.

All About Houses

It is estimated the 1940 Census will cover 132,000,000 people, 33,000,000 homes, 3,000,000 business concerns, 170,000 manufacturing establishments, 7,500,000 farms and about 12,000 mines and quarries in its various divisions. In 1940, for the first time, the Census will include a separate housing schedule designed to give detailed information for each dwelling unit, whether occupied or vacant, rural or urban.

For each dwelling unit data will be secured as to number of rooms, water supply, bath and toilet facilities, and light equipment, along with refrigeration used, presence or absence of a radio, heating equipment and the principal heating and cooking fuels used. In addition to investigating the individual characters of homes, the Census is to include information on outstanding mortgages or land contracts, amount and periods of payment, interest rates charged, and type of corporation holding the mortgage.

The business schedule covers retail and wholesale trade, service businesses, theatres and amusement places, hotels and tourist camps, construction contractors and finance companies. It also includes the primary distribution of manufacturers' sales to wholesalers, retailers and industrial users, and will provide data for tracing the sales of commodities through wholesale and retail channels. Data will cover the year ended Dec. 31, 1939.

Among new features included in the population schedules are inquiries concerning employment and wage status, migration and education. On the basis of a 5% sample —every 20th respondent—the following subjects also will be covered: Usual occupation, industry and worker class as a supplement to information obtained concerning present occupation, in order to determine availability of and shifts to various kinds of labor; whether respondent has a Federal Social Security account number and whether wage deductions have been made for Federal Old Age Insurance during the 12 months ending Dec. 31, 1939; data showing number of children ever born to women who are or have been married, to make studies of differential fertility; mother tongue or native language obtained by a question asking what language was spoken in the home in earliest childhood; status of all veterans of foreign wars and their wives, widows and children; and information concerning birthplace of father and mother of all respondents.

Stations Not Included

Radio stations have not been included in either the Census of Business or Census of Manufactures, according to the Census Bureau, since information that would be covered by Census questionnaires already is available through the FCC. However, the radio and phonograph manufacturing industry is included in the Census of Manufactures. Included in its schedule are questions covering a description of the plant, officers and employes, salaries and wages, cost of materials, power equipment, fuel and electricity used, expenditures for plant and equipment, inventory, and a detailed analysis of products made and work done during the year.

It is expected the field work on this survey, which is to begin Jan. 2, will be completed within four or five months and that the basic facts will be published by States and by industries during 1940. Statistics also will be published by industrial areas, counties, cities and towns as rapidly as they are tabulated and prepared in report form. The Census will extend to about 200,000 establishments, classified in some 400 separate industris.

Kansas Pep

KANSAS U's Homecoming celebration was notable for WREN, Lawrence, for various reasons. First off, Verl Bratton, acting manager, during a highlight summary of a football rally on the eve of the traditional Kansas-Missouri game declared that "several thousand enthusiastic *roosters* attended the pep broadcast", which was held in front of the WREN building. During the pep rally broadcast it was WREN's pleasure to introduce the Homecoming Queen—Barbara Edmonds, a WREN singer and K. U. student. The selection was doubly enjoyable because last year's queen, Alice Marie Meyn, also was a singer heard frequently on the station.

Remington Spots

REMINGTON-RAND, New York, on Nov. 30 started a Christmas campaign on WHN, New York, for its portable typewriters using six quarter-hour periods of Art Green's afternoon and evening musical programs Monday through Saturday and for daily participation in the Charlie McCarthy *Early Bird* program six times weekly. The General Shaver Co., division of Remington-Rand, is using 18 spot announcements a week to promote its Close Shaver for Christmas sale. Leeford Adv. Agency, New York, handles both accounts.

WXYZ • DETROIT

New RCA Transmitter
New Blaw-Knox Vertical Tower

Located 7 air miles from Detroit City Hall.

Penetrates deeply into Southeastern Michigan with new daytime power increase.

Adds more listeners to 1000-watt night-time coverage.

Letters, telegrams, and 'phone calls praise the improved WXYZ reception. New coverage map now being prepared.

WXYZ today gives more market and more good service area, at no added cost until after January 15, 1940.

KING-TRENDLE
BROADCASTING CORPORATION



Chase & Sanborn Shifts Programs

Cuts Sunday Program in Half; General Mills Changes

STANDARD BRANDS Inc., New York, curtailing production costs, following the Dec. 31 broadcast will cut its weekly NBC *Chase & Sanborn Hour* to a half-hour. The show will be heard on 62 NBC-Red stations, Sunday, 8-8:30 p. m. (EST) effective Jan. 7.

Dropped from the weekly program will be Don Ameche and Dorothy Lamour. Talent lineup will consist of Edgar Bergen with Charlie McCarthy, Donald Dickson, vocalist and Robert Armbruster's orchestra. It is also understood that Barabara Jo Allen (Vera Vague), comedienne, will remain. Guest stars will be used occasionally and Bergen, to all intents and purposes will be master-of-ceremonies. It is further understood that Pat Friday, formerly of the NBC Kraft Music Hall program, is being considered as replacement for Dorothy Lamour.

One Man's Family (Tenderleaf Tea), also sponsored by Standard Brands, will shift from its present Sunday night spot to the half-hour period vacated by Chase & Sanborn. It will be heard Sunday, 8:30-9 p. m. (EST), with a possible rebroadcast, 9:30 - 10.00 p.m. (PST). The sponsor will definitely drop its Thursday night *One Man's Family* rebroadcast, it was said, but will continue *Those We Love* for Royal Desserts in the second half of the Thursday hour, 8:30-9 p. m. Both programs were placed in the Thursday hour when Rudy Vallee's program was discontinued on Sept. 28 of this year. J. Walter Thompson Co., New York, is the agency.

To Cut Good News

General Foods Corp., New York, has been reported as reducing its Thursday night full hour show *Good News of 1940* for Maxwell House coffee on 85 NBC-Red stations to a similar one-half hour schedule, but, according to the agency, Benton & Bowles, New York, although this move has been discussed, no decision will be reached until next spring. Recent audition of a half-hour show by Donald Cope, Hollywood production head of Benton & Bowles, has given rise to reports of the cut. Although Cope denied such an intent, the audition show carried as featured artists Fanny Brice and Hanley Stafford, in their Baby Snooks skit, and Meredith Willson's orchestra, mainstays of the *Good News* program. Bob Stephens and Kay St. Germain were the singers.

Audition program was titled *America Sings* and music confined to old favorites. Cope declared the program was built just in case General Foods Corp. wanted another show, but those in the know declare that *Good News* will be definitely cut. General Foods Corp. it was said, will retain the balance of the hour network time for a new program to be announced soon.

THE FCC on Dec. 5 authorized assignment of the license of KGKY, Scottsbluff, Neb., from the Hilliard Co. Inc., to a partnership comprising L. L. Hilliard, Ruth K. Hilliard and R. M. Stewart, the station's commercial manager.

11-Month Net Sales Above 1938 Total As November Reaches All-Time Record

WITH December figures still to come, time sales of the major networks for 1939 have already surpassed those for the full year of 1938, establishing 1939 as another record-breaking year in network history.

Cumulative gross time sales of NBC, CBS and MBS for the 11 months of 1939 total $74,969,360, an increase of 15.4% over the $64,974,899 total for the same period of 1938 and some $3,000,000 above the $71,728,400 total gross time billings for these networks for the full year of 1938.

In November combined network time sales amounted to $8,018,352, up 19.4% from the November 1938 figure of $6,713,258. The month, incidentally, is an all-time high in network billings, topping October's total by $4,000.

NBC time sales in November totaled $4,234,984, a gain of 8.6% over the figure for the same month of last year. Red Network sales accounted for $3,277,529, up 11.1% from November 1938, and Blue sales for $957,455, up 0.8%. For the year to date, NBC time sales have been $40,964,606, topping the 11-month total for 1938 of $37,575,607 by 9%. Cumulative Red billings so far this year total $31,719,659, while Blue billings total $9,244,947.

CBS November time sales of $3,456,323 topped those of the same month of 1938 by 40.9% and by more than $1,000,000, largest gain in both percentage and dollars of all nationwide networks. For 1939 to date, CBS has sold $30,992,671 worth of time, an increase of 24.9% over the $24,816,337 time sales total for the same period of 1938. MBS November billings of $327,045 represent a 10.4% decrease from those of the same month a year ago, but for the January-November period MBS has sold time to the extent of $3,012,083, up 16.6% over the $2,582,955 figure for the first 11 months of 1938.

Gross Monthly Time Sales

	1939	% Gain over 1938	1938
NBC			
Jan.	$4,033,900	6.3%	$3,793,516
Feb.	3,748,695	7.2	3,498,053
March	4,170,852	9.6	3,806,831
April	3,560,984	7.6	3,310,505
May	3,702,102	8.4	3,414,200
June	3,382,404	5.7	3,200,569
July	3,283,555	11.0	2,958,710
Aug.	3,312,570	12.6	2,941,099
Sept.	3,315,307	11.3	2,979,241
Oct.	4,219,253	11.8	3,773,964
Nov.	4,234,984	8.6	3,898,919
CBS			
Jan.	2,674,057	—7.1	2,879,945
Feb.	2,541,542	—5.2	2,680,335
March	2,925,684	—3.6	3,034,317
April	2,854,026	17.7	2,424,180
May	3,063,329	25.4	2,442,283
June	2,860,180	34.8	2,121,495
July	2,311,953	69.1	1,367,357
Aug.	2,341,636	64.2	1,423,865
Sept.	2,563,132	60.0	1,601,755
Oct.	3,366,654	41.0	2,387,395
Nov.	3,456,323	40.9	2,453,410
MBS			
Jan.	315,078	16.7	269,894
Feb.	276,605	9.2	253,250
March	306,976	31.8	232,877
April	262,626	38.6	189,545
May	234,764	20.9	194,201
June	228,186	12.7	202,412
July	216,583	29.6	167,108
Aug.	205,410	24.7	164,626
Sept.	210,589	5.1	200,342
Oct.	428,221	23.1	347,771
Nov.	327,045	—10.4	360,929

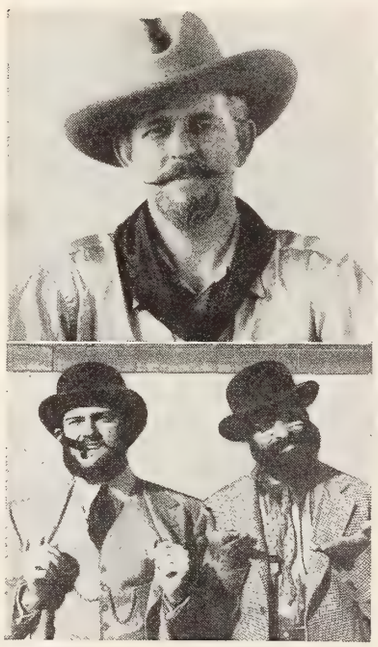
Gulf *Guild* to Present Shirley Temple Dec. 24

PLANS are being made for the Dec. 24 radio debut of Shirley Temple on the CBS *Screen Guild Theatre*, sponsored by Gulf Oil Corp. Shirley, who will appear in a radio version of her latest picture, "The Blue Bird", is to be introduced by Darryl F. Zanuck, vice-president of 20th Century Fox Studios. CBS will shortwave the program to Belgium so that Maurice Maeterlinck, author of the story, can listen. He will be cut in to say a few words.

So pleased is 20th Century Fox Studios with the reception accorded "Drums Along the Mohawk", on the recent Kate Smith program, the film company is now planning to give "Swanee River", its next Technicolor release, the same type of radio buildup. It is understood that another tieup with the Kate Smith program is currently in prospect. Some 45 network broadcasts have been arranged for four songs from the film, "Gulliver's Travels", produced by Max Fleischer Productions, which will be released through Paramount Studios at Christmas.

Pet Milk Starts Discs

PET MILK SALES Corp., St. Louis, has started a series of thrice-weekly quarter-hour transcriptions titled *Mary Lee Taylor* on an undetermined number of stations. Gardner Adv. Co., St. Louis, handles the account.



HIRSUTE splendor emerged generally among the male population of Okmulgee, when that Oklahoma metropolis held its annual Pioneer PowWow, and the staff of KGBG, Okmulgee, displayed itself admirably in the spirit of the occasion, as evidenced by the meticulously groomed handlebar and chin mop of Manager Pat Buford (top), and the spinach of Announcer Fred Gaye and Salesman Charles Dabney (l to r below).

KOIN-KALE Appoint Buckendahl as Head of Commercial Relations

APPOINTMENT of Harry Buckendahl, 36-year-old Pacific Coast manager for Gilman, Nicoll & Ruthman, newspaper representatives, as director of commercial relations of KOIN and KALE, Portland, a newly-created post, was announced Dec. 11 by C. W. Myers, president of the stations, effective Jan. 1.



Mr. Buckendahl

An innovation in station executive management, the new post was created by Mr. Myers because of the peculiar qualifications of Mr. Buckendahl and apparently has no counterpart in radio. He will become active in handling of national advertising and as part of his work will seek to develop advertiser-agency consciousness of radio as a medium.

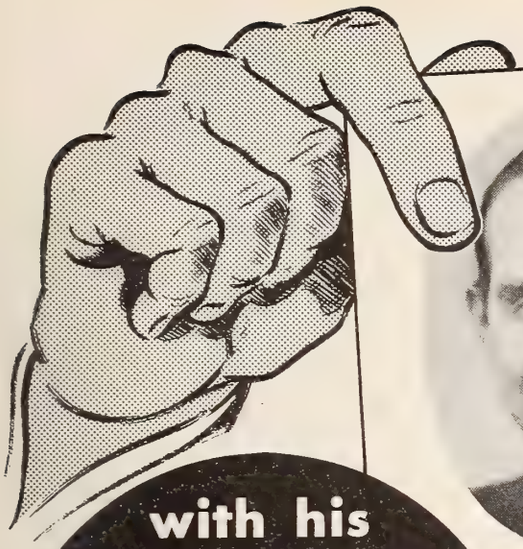
Mr. Myers, former president of the NAB, first met Mr. Buckendahl 16 years ago when he was an office boy for the Gilman firm and at which time Mr. Myers was a newspaper publisher. He worked in Chicago several years, representing West Coast newspapers and subsequently was appointed Pacific Coast manager for the firm, with headquarters in San Francisco, and is well known to practically every agency and advertiser on the Coast.

Cavalcade Returns

E. I. duPONT de NEMOURS & Co., Wilmington, Del., on Jan. 2 will return to the air its four-year-old program *Cavalcade of America* on 96 NBC-Blue and Red stations, Tuesdays, 9-9:30 p. m. (EST). The new series, depicting the story of America, will be under the supervision of a research board consisting of Marquis James, twice winner of the Pulitzer Prize; Carl Carmer, noted author of books about the American scene, and Dr. Frank Monaghan, professor of history at Yale. The program, winner of several radio awards in the past, will be directed by Homer Fickett, while Don Voorhees will again arrange and direct the music. Four stations, because of program conflicts, will broadcast the program via transcription, as follows: WAVE, Louisville, Tuesdays, 6:30 p. m.; WSM, Nashville, Fridays, 6:30 p. m.; WOW, Omaha, Fridays, 9:30 p. m., and WLW, Cincinnati, Sundays, 5:30 p. m. BBDO, New York, is the agency.

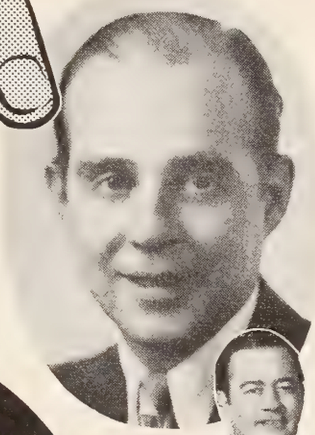
Paramount Spots

PARAMOUNT PICTURES, New York, is sponsoring a series of 50-word spot announcements promoting the current attraction at the Paramount Theatre, New York, on a week-to-week basis on several New York stations. Late in November, "The Cat and the Canary" was featured in the announcements on WJZ, WNEW and WOR, and the first two weeks in December, spots were heard for "The Great Victor Herbert" on WJZ, WQXR and WMCA. Buchanan & Co., New York, is the agency.



HERALD GOODMAN

Master Salesman at the Mike



with his Tennessee Valley Boys and Vagabond Cowboys





HERALD GOODMAN—composer of "Lamp Lightin' Time in the Valley," "Little Mother of the Hills" and other famous songs—member of the celebrated network Vagabond Trio, Herald, Dean and Curt—favored talent of some of the biggest advertisers in radio and popular star of phonograph records—yes—we give you Herald Goodman, Master Salesman at the Mike!

Herald Goodman, with his cowboys and hillbillies, have pulled over 30,000 pieces of mail since coming to KVOO a few months ago! 8 broadcasts pulled 9,606 recipes from women listeners recently. 2 broadcasts pulled 620 entrants in a word building contest. Almost every promotion that Herald handles pulls mail into the thousands of pieces. His KVOO Saddle Mountain Roundup has played to 100,000 paid admissions in Oklahoma theaters.

If you want to reach folks, just plain folks, in the middle income bracket, let Herald Goodman do it in this territory. Within 75 miles radius of Tulsa lie 40% of Oklahoma's population, furnishing 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales. KVOO ***alone*** covers this area effectively and in addition has ***primary coverage*** counties in Kansas, Missouri and Arkansas!



25,000 WATTS UNLIMITED TIME

BOTH N. B. C. NETWORKS

EDWARD PETRY AND CO., Inc.

National Representatives

Labor Relations Unit in FCC Is Considered by Chairman Fly

Supreme Court Ruling in Railroad Case Leads To Study of Its Affect on Broadcasting

CREATION within the FCC of a labor relations unit, to keep abreast of labor conditions in all aspects of communications and even of broadcasting, has been given preliminary thought and may be proposed shortly by Chairman James Lawrence Fly.

Chairman Fly said Dec. 8 that some thought had been given to the matter but that it has not yet been formally taken up by the Commission. While emphasis has been placed on the desirability of such a unit with respect to common carrier operations, such as telephone and telegraph companies, Mr. Fly did not entirely discount the possibility of certain activities in the broadcast field.

Supreme Court Ruling

Thought on the subject apparently developed following the Supreme Court ruling Dec. 4, in the so-called Rock Island railroad case. In this case, the Supreme Court upheld the ICC order that the Rock Island pay dismissal wages and transfer expenses of accounting employes of a leased subsidiary. It upheld the right of the ICC to establish standards to protect employes who might be aggrieved by virtue of consolidations. Since the legislation relating to common carriers under the jurisdiction of the ICC is similar to that delegating authority to the FCC over communications carriers, it was thought the ruling had a direct bearing on future FCC functioning.

While broadcasting is clearly exempted from the common carrier category in the Communications Act, there nevertheless was the view that the Supreme Court opinion has a bearing on broadcast employment. Even prior to the Rock Island decision, the FCC has been petitioned by labor groups to consider the purported plight of broadcast station employes who might suffer as a result of consolidations or deletions. The question was raised by CIO in connection with the Bulova acquisition of WPG, Atlantic City, and its consolidation with WOV and WBIL in New York into a single fulltime station.

The potentialities of labor jurisdiction loom large in another quarter also. A situation such as that raised by the threatened strike of the American Federation of Musicians should it be unable to revise employment contracts with the broadcasting industry when the current contract expires next January, might present a case in which the Commission would inject itself. A musicians strike, it was pointed out, obviously would have a bearing upon the ability of stations to serve the public interest, convenience and necessity, as the law requires. While the chances are remote, it nevertheless is conceivable that the Commission might seek to arbitrate this situation in some way and prevent the shutting off of service which would render operation in the public interest almost impossible.

In individual station cases, resulting from consolidations or deletion of existing facilities, it is theorized that the FCC, on the basis of the Rock Island decision, might seek to take jurisdiction in order to insure proper treatment of employes.

Chairman Fly did not elaborate on his views but indicated the matter would be broached to the FCC in the near future. Presumably before any tangible action is taken, a thorough analysis of the law and of the Supreme Court opinion will be undertaken by the Law Department.

Butcher's Century

UNDER terms of a "plot" engineered by the staff of WJSV, Washington, District Commissioner George Allen on Dec. 8 donated $60 to the station's Christmas Shoe Fund. During a broadcast with Arch McDonald, WJSV sports announcer, Allen was persuaded to raise his donation to $100 but imposed a requirement that Harry Butcher, CBS vice-president, follow suit. Mr. Butcher followed. The fund is being raised in cooperation with the *Washington Daily News*.

Hobby Shorts

ARRANGEMENTS are now in process for the filming of a series of shorts by Warner Bros., New York, featuring Dave Elman, m.c. of the *Hobby Lobby* program, and several of the hobbyists who have appeared on past broadcasts. Fels & Co., Philadelphia, sponsors the program on CBS, through Young & Rubicam, New York.

Proposed FCC Budget Increase May Permit New Inquiry Unit

WITH a budget recommendation of $2,100,000 for the 1940-41 fiscal year, which begins next June 30, the FCC may be in a position to expand its operation to include a new Investigation Division, which among other things would report on qualifications of new station applicants, it was learned Dec. 11.

The U. S. Budget Bureau, according to responsible sources, has recommended an appropriation for the FCC of $2,100,000 for the forthcoming fiscal year as against a current fund of $1,830,000. The Commission had asked for $3,115,000 — about a million dollars more than recommended for it.

Defense Budget

Because of the plan of President Roosevelt to set aside a so-called "B" budget for national defense purposes, it is thought possible the FCC will be accorded additional funds at a later date in connection with expansion of its monitoring activities due to national defense and neutrality requirements. The FCC is seeking funds for a number of modern mobile monitoring units, capable of checking shortwave operations and it is thought that this material and personnel might well fall in the national defense category.

The plan for an Investigation Division, assuming that the $2,100,000 appropriation is finally forthcoming from Congress, could be carried out with those funds. However, it would be within the discretion of the Commission to decide whether it should use a portion of that money for the purpose or expand it for personnel and expenses in other branches of the agency. It has been estimated that an appropriation of approximately $50,000 would be sufficient to retain a dozen or 15 expert investigators for this service [BROADCASTING, Dec. 1].

The Investigation Division, it has been indicated, would be used primarily to inquire into the qualifications of new station applicants as well as to pursue other inquiries specifically assigned by the Commission. Need for preliminary study of prospective station licensees has been repeatedly emphasized not only to assure the Commission of first-hand information regarding prerequisites but also to prevent hearings on such applications when it might be learned beforehand that the applicant is automatically disqualified. Such matters as citizenship, lack of financial responsibility and character of background, are included.

Chairman James Lawrence Fly has already taken cognizance of the plight of broadcasters forced to defend themselves against irresponsible applicants, declaring he hoped to devise means of correcting this situation. It is presumed he had in mind the functioning of an investigation unit.

HENNESSEY NAMED HEAD OF FCC BAR

PHILIP J. HENNESSEY Jr., Washington attorney, was elected president of the Federal Communications Bar Assn. at its annual meeting Dec. 1, for a one-year term. He succeeds Frank W. Robertson, former FCC general counsel.



Mr. Hennessey

Horace L. Lohnes was elected first vice-president and Philip G. Loucks, second vice-president. Herbert M. Bingham was re-elected secretary, and Paul A. Porter, CBS Washington attorney, was named treasurer. Elected to the Executive Committee for three-year terms were Judge E. O. Sykes, former member of the FCC, and Frank W. Wozencraft, general counsel of RCA, New York.

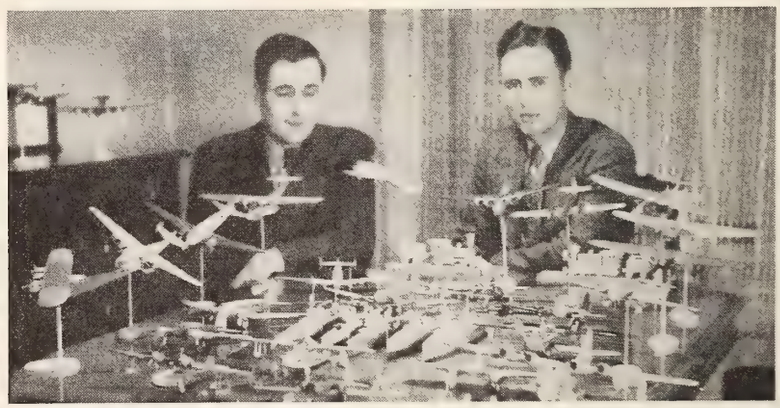
Holdover members of the Executive Committee are Louis G. Caldwell and Ralph M. Kimball, whose terms expire in 1940, and Duke M. Patrick and Swager Sherley, who serve until 1941.

New Albers Series

ALBERS BROS. MILLING Co., Seattle (Friskies Dog Food), through Erwin, Wasey & Co., Los Angeles, on Jan. 14 starts for 26 weeks, a weekly quarter-hour mystery series, *The Adventures of Dr. Dare*, on 9 CBS Pacific Coast stations (KNX KARM KSFO KROY KOIN KIRO KVI KFPY KSL), Sunday, 2:30-2:45 p. m. (PST). Firm, for its cereals, is currently sponsoring the weekly half-hour musical program *Good Morning Tonite* on 5 NBC-Pacific Red stations, the broadcast emanating from San Francisco.

Maine Potato Series

MAINE DEVELOPMENT COMMISSION in November started its annual campaign in the interests of State of Maine trade-marked potatoes using twice-weekly programs titled *Girl From Maine* on the Marjorie Mills participating series on the Yankee network. Campaign will continue until early spring and is handled by Brooke, Smith, French & Dorrance, New York.



RADIOMEN'S HOBBY turned into a fascinating feature on KGVO, Missoula, Mont., where the Model Makers Club has attracted dozens of entries from ages 11 to 60. Jack Burnett (left), commercial manager, and Marion Dixon, local sales manager, are here shown with some of the model airplane and seacraft entered in the display. It all started because the KGVO duo are themselves master builders of model planes.

A maker of beverages came to WOR in the summer of 1939. Using a half-hour evening show, this manufacturer lifted his sales 100% in thirteen weeks and increased his dealers from 5,000 to 50,000 in that same length of time. Though his product was originally sold in New York City only, a checkup made three months after he began using WOR showed that he had expanded his territory to Greater-New York, New Jersey, Westchester and Lower New England. It was also found that customer demand created by the WOR broadcasts, had forced two prominent New York grocery chains to place his product on their shelves. Interesting, too, is the fact that the WOR broadcasts enabled this manufacturer to successfully launch and build acceptance for a new product in a field that has been discouragingly competitive for years.

F-M Broadcasting On Three Relays Proves Successful

Armstrong and Doolittle See Widespread Radio Changes

WHEN the first triple rebroadcast of the new frequency modulation broadcast was accomplished Dec. 3 without the use of telephone wires at WDRC, Hartford, radio experts at the demonstration predicted important changes in radio within a decade.

"It is just the beginning in the start of chain broadcasting of frequency modulation," said Maj. Edwin H. Armstrong, inventor of the new-type broadcasting, who went to Hartford to supervise the "triple play" rebroadcast.

It happened thus: W2XCR, Yonkers, N. Y., broadcast a special frequency modulated program, which was picked up by Maj. Armstrong's station, W2XMN, at Alpine, N. J. This station rebroadcast the program, which, in turn, was picked up by W1XPW, Meriden, Conn., owned by Franklin M. Doolittle, general manager of WDRC, Hartford.

W1XPW again rebroadcast the special program, and it was received in WDRC studios before a specially invited group of radio technicians, experts, and newspapermen.

Progress Noted

K. B. Warner, managing secretary of the American Radio Relay League and editor of *QST*, amateur radio publication, said after the demonstration:

"I thought it was just technically unbelievable with three relays, yet the program was still better by far than the present conventional system at its best. In 10 years there won't be any orthodox brand of broadcasting remaining except for the lowest grade of local service."

Mr. Doolittle said: "I think frequency modulation gives the finest quality we ever have been able to transmit. The triple rebroadcast was a marvelous success."

The special program originated in the private home of C. R. Runyon, Yonkers, who has been working with Major Armstrong on frequency modulation. A piano player and a violinist gave selections, records were played, and various sounds, such as striking of two steel bars together, ringing of bells, the gurgling of water into a glass, the lighting of a match, the drop of an ice cube into a glass of water, and others, were heard.

More on the Way

There will be many more of these relay broadcasts during the coming year, Maj. Armstrong predicted, stating that by mid-summer about 25 frequency modulation stations will be in operation. The method will be immediately useful to a broadcaster such as John Shepard 3d, he said, whose station on Mt. Washington can rebroadcast programs picked up from the Paxton transmitter which receives its programs from the Shepard studios in Boston. Eventually other stations might be added to this radio chain, he stated.

Asked if F-M stations would be permitted to rebroadcast programs by radio relays when the FCC has forbidden this practice to broadcasters using the present system of amplitude modulation, Maj. Armstrong explained that the Commission's ruling prohibits these radio relays for broadcasters operating within the present broadcast band where wire facilities are available to prevent using up the spectrum of frequencies available for broadcast use.

With frequency modulation, he stated, wire facilities are not available as it is not possible to transmit a 15-kilocycle band over telephone lines and to keep out the noise. Furthermore, these frequency modulation relays do not use up the spectrum, as the rebroadcasting station picks up the signal from the regular broadcast of the originating station. Eventually, however, relays on much higher frequencies will probably be used to permit greater flexibility of operation.

Better Quality

At present all F-M stations in the chain must broadcast all chain programs, as each must transmit a signal for the station next in line to pick up. By using the higher frequencies, signals from the originating station can be picked up by more distant F-M stations and those along the line can accept or reject the chain programs in accordance with their own plan of programming.

The whole aim, he said, is to give better quality radio transmission to the listeners, and frequency modulation programs can be as perfectly sent on frequencies of several hundred megacycles as on the present 40-megacycle band. In Hartford, he explained, W1XPW can pick up the CBS programs which W2XMN rebroadcasts several hours daily from W2XMN with greater fidelity than it can get them from WDRC, which has received them over the wires from the CBS studios in New York.

As for television, Maj. Armstrong said: "When and if there is a television chain, it will be done with frequency modulation. The technical principles are the same in frequency modulation as in television."



TWO RADIO pioneers, Maj. Edwin H. Armstrong, inventor of frequency modulation (left), and Franklin M. Doolittle, general manager of WDRC, Hartford, discuss success of the first triple rebroadcast in history of frequency modulation broadcasting without use of telephone wires. Major Armstrong said Mr. Doolittle was one of his earliest "disciples" in the frequency modulation experiments. Mr. Doolittle owns W1XPW, Meriden, Conn., an F-M station.

A BOOK titled "Best Broadcasts of 1938-39", compiled by Max Wylie, CBS director of script and continuity, will be published Dec. 18 by Whittlesey House, New York ($3.50). It is an anthology of 32 separate programs of all types, reprinted "as broadcast" by the three major networks.

'Red' Barber Wins Award

RED BARBER, baseball announcer of WOR, Newark, who covered the games of the Brooklyn Dodgers for the station during the past season, on Dec. 6 was named the nation's top baseball announcer in the poll conducted among leading sports writers and correspondents representing *The Sporting News*. Second place was voted to Frankie Frisch of the Colonial Network, MBS New England hookup, while Bob Elson of WGN, Mutual's Chicago affiliate, won third place. Tom Manning, of WTAM, Cleveland, and France Laux, of KMOX, St. Louis, received previous awards.

Gillette Bowl Games

GILLETTE SAFETY RAZOR Co., Boston, on Jan. 1 will sponsor two of the New Year's Day football games—the Sugar Bowl game from New Orleans, an exclusive NBC feature, and the Orange Bowl game in Miami, a CBS exclusive. The NBC game will be heard on 75 Blue stations with Bill Stern covering for the third successive year. Ted Husing will describe the CBS broadcast from the Orange Bowl, to be heard on over 70 stations. To promote its sponsorship of the two games, Gillette has sent out over 50,000 window streamers and has arranged for numerous advance announcements to be broadcast during the weeks preceding the games on stations carrying the events. Transcriptions describing features of the broadcasts have been made by both Husing of CBS and Stern of NBC for distribution by Gillette to the stations scheduled. Maxon Inc., New York, handles the account.

Pro Game on 9

GENERAL MILLS, Minneapolis (Wheaties), sponsor of games of the National Football League, arranged a special hookup of nine stations to carry the National League Football League championship game between the Green Bay Packers and the New York Giants, played Dec. 10 in Milwaukee. Stations were WOR, Newark; WCAU, Philadelphia; WCBM, Baltimore; WFMD, Frederick, Md.; WOL, Washington; WWSW, Pittsburgh; WGAR, Cleveland; WJR, Detroit, and WJJD, Chicago. Covering the event were Announcers Red Barber of WOR, Newark; Dick Fishell of WHN, New York, and Harry Wismer of WJR, Detroit. Wadhams Oil Co., Milwaukee, which has sponsored all games this season played by the Green Bay Packers on WTMJ, Milwaukee, also sponsored the game on that station, with Russ Winnie describing the contest. Scott-Telander, Milwaukee, is agency for Wadhams, and Knox-Reeves, Minneapolis, handles the General Mills account.

F-M Demonstration

OFFICIAL Washington gets its first practical glimpse of frequency modulation Jan. 13 when Maj. Armstrong demonstrates the system under the auspices of the Washington Radio Club at the National Museum. The Washington chapters of the Institute of Radio Engineers and of the American Institute of Electrical Engineers have been invited, with W3XO, the Jansky & Bailey F-M station to demonstrate the transmitting medium. FCC officials and staff have been invited.

WJR-WGAR Head Would Sell Pro Football Team

GEORGE A. (Dick) RICHARDS, who with Leo Fitzpatrick and others owns the Detroit Lions pro football team, runner up for the western division championship, has offered that club for sale at an asking price of $200,000, according to an announcement Dec. 9 from the annual meeting of owners and coaches in Milwaukee.

Mr. Richards, who was unable to see any of the Lions' games this season due to illness which has kept him at his home in Palm Springs, Cal., reported to the meeting he was impelled to sell under doctor's orders. He bought the club in 1934 and transferred it from Portsmouth, O., to Detroit, paying $15,000 for the franchise. It is reported a group of Detroiters is considering buying.

Cooperative Quiz Begun On WKRC by Grocers

FIRST broadcast of a weekly *Kitchen Quiz* series was heard Dec. 9 on WKRC, Cincinnati, under sponsorship of the Cincinnati Retail Grocers & Meat Dealers Assn., scheduled for an indefinite period. The program, an audience participator in which housewives vie for prizes, is conducted by Virginia List, former director of the Domestic Arts Guild, and conductor of the WKRC *Economy Kitchen*.

Heard at 8.30 Saturday mornings, the series is designed to catch housewives before they do their week end shopping. Featured are messages designed to promote dependability and service of neighborhood grocers. Signs and posters are mailed for display by grocers and WKRC, in cooperation with the *Cincinnati Times Star*, places publicity and advertising in the newspaper. Contestants for the program are chosen from a list of women writing for a place. Applicants must give name and address of their neighborhood grocer.

KOY Describes Own Fire

WHEN a $1,500 fire damaged the heating plant of KOY, Phoenix, that station's special events department broadcast a description of the blaze.



FOR the post season Sugar Bowl football classic in New Orleans, WSGN, Birmingham, Ala., has arranged with the Southern Railway for a WSGN Sugar Bowl Special train and is offering two free fares and tickets to the New Orleans tussle to listeners writing the best letters on "Why WSGN is my favorite sports station". Going over final details of the contract are Henry P. Johnston (left), general manager of WSGN, and Searcy Johnson, assistant general passenger agent of Southern Railway.

HOW MANY KINDS OF SPOT RADIO?

THERE are as many kinds of SPOT RADIO as there are advertisers and problems.

Whether a sponsor wants a minute or an hour, a 25-word announcement or a fifteen-minute strip, live or transcribed, he can buy it on as few or as many stations as he likes. He can fit his coverage exactly to his distribution when he buys his stations separately, whether they are independent or network affiliates.

This oldest form of commercial broadcasting lets him pick his time in each city, buy stations separately, localize his sales appeal and gear his radio advertising to his plans in every particular.

WHEN YOU HEAR THE SIGNAL, IT WILL BE EXACTLY —



1 "I wish I could use SPOT RADIO," said the Advertiser, "but I don't manufacture watches."



2 "You don't run a department store, either," replied his Agency Man, "but you often use newspapers."



3 "Just because a certain type of advertiser uses a certain medium in a certain way," he went on, "doesn't mean that everybody must."



4 "Time signals are just one effective form of SPOT RADIO. It can be 25 words or 15 minutes or an hour—any length."



5 "But the important thing about SPOT RADIO is that it lets you buy your stations individually—separately—not linked together."



6 "Humph, that fits my sales plan like a glove," humphed the Advertiser. "Let's get out the maps and SPOT our RADIO!"

For any advertiser or agency executive who wants to see how SPOT RADIO *can meet his*

SPOT RADIO

IS BROADCASTING WHICH YOU CAN SPOT



ANY TIME **ANY LENGTH** **ANY WHERE**

EDWARD PETRY & COMPANY
INCORPORATED

Representing Leading Radio Stations throughout the United States—individually

Offices in NEW YORK • CHICAGO • DETROIT • ST. LOUIS
SAN FRANCISCO • LOS ANGELES

New NBC Maps Reveal Coverage

Day and Night Coverage Areas Are Charted Separately

ALTHOUGH NBC has just completed its first set of coverage maps to show separately the daytime and nighttime coverage areas of its affiliate stations, these maps will not be distributed to advertisers and advertising agencies, nor will they be individually available even to NBC's own salesmen, according to J. M. Greene, recently appointed circulation manager of NBC. Each station gets a copy of its own maps as fast as they are received from the printer, Mr. Greene said, with the distribution about half completed at present, but there will be no further distribution.

In explanation of this policy, which is in direct contradiction to that of CBS, which for several years has been publishing and distributing day and night coverage maps of its affiliate stations, Mr. Greene said the NBC maps picture the listening pattern of each station when that station is broadcasting network programs and therefore do not give a true picture of the station's coverage when it is broadcasting local programs not available from its neighboring NBC stations.

Not for Spot

"If we make our maps available to advertisers and agencies," he said, "they will inevitably be used in planning spot campaigns, and they are not intended for that purpose. Each station has its own coverage map and data which the advertiser or agency can obtain from that station or its representative and NBC has no place in that picture.

"We will use these maps and the data underlving them," he continued, "to make network presentations, showing advertisers the coverage available with any specific network setup, either present or prospective. With this information we can tell a network client how many radio homes the addition of any station or station group to his present network will add to his audience. These figures are not always constant for any particular station, as the overlapping of its coverage area with those of nearby outlets will vary with the inclusion or exclusion of those other outlets in the proposed network.

"Individually, our maps generally, although not always, show coverage areas more limited than would coverage maps based on the station's own signal strength and mail response when considered as an individual entity and not as part of a network," he added, "which is another reason we are not going to distribute them generally."

Maps, prepared by Mr. Greene and his assistant, Charles Robertson, who was formerly in NBC's research division, were based on mail response over an extended period of time, using the regular NBC Airea method broken down for the first time into day and night coverage. Method of determining the par counties when day and night coverage was combined, through use of the half-milivolt line in conjunction with mail, was used this time to determine daytime coverage of all stations and nighttime coverage of clear channel stations. For regional and local stations, however, whose ground waves are subject to interference at night from the sky waves of distant stations, a nighttime interference line was set up, computed by NBC engineers in accordance with FCC standard signal-to-noise required ratios.

TROPHY FOR CHILDREN'S SERIES

Higbee Co., Cleveland, Wins Annual Award for Popular Series Broadcast on WHK



CLIMAXING a two-month promotional drive, the Higbee Co., Cleveland department store, on Dec. 8 was awarded the *Cleveland Plain Dealer* 1939 Radio Poll trophy for sponsoring the year's most popular children's program—*Pinnochio*, heard on WHK, Cleveland. Charles L. Bradley (left), president of Higbee Co., received the trophy, "Miss Oscarette", from Robert S. Stephan, *Plain Dealer* radio editor. The *Pinnochio* series, which made its sudden rise to top popularity in less than two months, has been one of the most effective promotions the store has ever used, Mr. Bradley commented.

On the day following announcement of the award, the department store made two announcements on WHK, offering a free "Pinnochio mask" to all members of the Pinnochio Club, to be given away at three locations in the store—children's clothing, boys' clothing and the toy departments. Response to the announcements was so great that 14 extra salespeople were added in these departments.

The day the announcements were made more than 3,000 new members of the club were signed up, swelling the nine-week total to more than 15,000, and depleting the supply of badges and membership cards until more were ordered. Sales in all departments offering the masks jumped, with an especially large increase in the toy department.

Other Reader Choices

With *Plain Dealer* readers in 149 cities and towns in six States participating in the balloting, favorite programs and radio personalities included:

Personality: Charlie McCarthy; Program: *Chase & Sanborn Hour;* Master of ceremonies: Don Ameche; Classical singers: Nelson Eddy, Lucille Manners; popular singers; Bing Crosby, Kate Smith; comedian: Jack Benny; drama: *Lux Radio Theatre;* serial: *One Man's Family;* symphonic program: *Ford Sunday Evening Hour;* light classical music: *Voice of Firestone;* dance band: Guy Lombardo; variety: *Chase & Sanborn Hour;* quiz: *Information Please;* commentator: Lowell Thomas; educational: *U of Chicago Roundtable;* kid's show: *Pinnochio.*

Runners-up: Alec Templeton, *One Man's Family,* Bing Crosby, Richard Crooks, Margaret Speaks, Kenny Baker, Frances Langford, Edgar Bergen, Orson Welles, *Those We Love,* Toscanini, *American Album of Familiar Music,* Kay Kyser, *Good News, Doctor I. Q.,* Kaltenborn, Dr. Walter Damrosch, *Let's Pretend,*

Show horses: Bing Crosby, *Information Please,* Clifton Fadiman, Lawrence Tibbett, Jessica Dragonette, Frank Munn, Connie Boswell, Bop Hope, *Big Town, Vic & Sade, N. Y. Philharmonic, Cities Service Concert,* Wayne King, *Prof. Quiz, American Town Meeting,* and *Orphan Annie.*

Gulf Oil Corp. Renews Screen Guild 16 Weeks

GULF OIL Corp., Pittsburgh (oil products), has renewed its weekly half-hour *Screen Guild Theatre* on 65 CBS stations for an additional 16 weeks, effective Jan. 1, Sun., 7:30-8 p.m. At expiration of the extended period Motion Picture Relief Fund will have received a total of $500,000 from the sponsor for the erection of a home for indigent workers in the film industry. Actual construction of the home will start when the $500,000 mark is reached.

With talent, directors and writers donating their services to the weekly program, Gulf Oil Corp. contributes $10,000 a week to the Fund. Joe Hill continues as agency producer on the show with Austin Petersen as assistant. Writers are Charles Tazewell, Sam Perrin and Jess Oppenheimer. Roger Pryor continues as m.c., with John Conte announcing. Oscar Bradley has the orchestra. Young & Rubicam, New York, is agency.

Renewal contract was signed in Hollywood by Jean Hersholt, representing the MPRF; Ralph Morgan, Screen Actors Guild; Walter Wanger, Producers Assn., Conrad Nagel and representatives of the oil corporation and the agency.

DEPRECIATION LIST FOR TAXES REVISED

ANSWERING a request of the NAB for specific information on changes in depreciation allowances as applied to broadcasting companies, the Treasury Department on Dec. 1 sent the NAB a revised list of "group lives" applicable in filing income tax returns.

Timothy C. Mooney, Deputy Commissioner, and E. L. Lindsey, assistant head of Division, the Bureau of Internal Revenue, signed the letter sent to the NAB. They reminded that "the lives stated above are averages built up on the experience available for the equipment of all companies for which data could be obtained and may not be applicable to the assets of a particular company whose experience may indicate shorter or longer lives."

In making public the letter, the NAB explained that "allowance for depreciation cannot be predicted upon a general average. Each broadcaster should produce all the facts pertinent to his own case and press for a decision thereon without reliance upon general practices."

The Revenue Bureau's group lives follow: Transmitter equipment, 10 years; studio control equipment, 10 years; speech input equipment, 10 years; antenna equipment, 12 years; towers, 15 years; buildings, 20 years; studio furniture and fixtures, 7 years; office furniture and fixtures, 15 years; pipe organs, pianos, etc., 10 years; television equipment, 4 years; facsimile equipment, 5 years.

P & G Tests Serial

PROCTER & GAMBLE Co., Cincinnati (White Naptha), has started *Little Cross Roads Store,* five-weekly quarter-hour live program, on KWTO, Springfield, Mo., for 52 weeks. It is understood the series may be expanded to other markets. The program was developed by the staff of KWTO and has been on the air for the last five years. Quaker Oats sponsored the show last year and prior to that time it was sponsored locally. George Earle Wilson, production director of KWTO, writes and produces *Little Cross Roads Store.* Actors include Al Stone and Bill Ring, KWTO announcers; Catherine McKee, bookkeeper of KWTO; Gloyd Thrailkill, of the KWTO continuity department. Theme of the dramatic serial is the philosophical attitude of an aged store keeper. Compton Adv., New York, handles the account.

New Campana Series

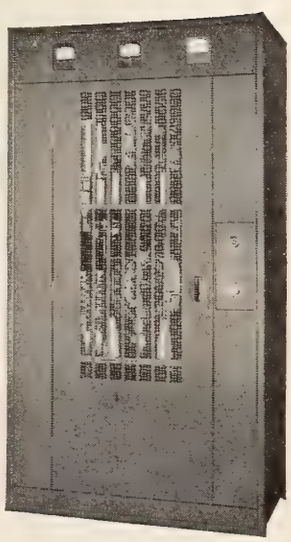
CAMPANA SALES Co., Batavia, Ill., on Jan. 7 will start *Grand Hotel,* dramatic program sponsored by the company in 1937 on NBC-Blue, on 30 CBS stations, Sunday, 1:35-2 p. m., on behalf of Campana Hand Cream, Italian Balm, Dreskin, Collies and D.D.D. Campana also sponsors the weekly *First Nighter* program on CBS. Aubrey, Moore & Wallace, Chicago, is the agency in charge.

NBC, MBS and CBS will broadcast the address by President Franklin D. Roosevelt at the annual Jackson Day dinner given Jan. 8 by the Democratic Party at the Hotel Mayflower, Washington.

ENGINEERS:

Here's the sure cure for your *Directional Headaches!*

Ready-made Antenna Control Units that meet all F.C.C. requirements



Western Electric Antenna Control Units will solve your directional problems painlessly and permanently!

These equipments are capable of operating at any one predetermined frequency between 550 and 1600 kc.—are suitable for 2 or more element arrays. Shift between day and night patterns can be made by single push button operation.

Combinations of the 33A (combined line branching and phase shifting unit) and supplementary 34A (phase adjusting unit for outdoor mounting) and 35A (line branching unit for outdoor mounting) are for output powers up to 5 KW. The 33B, 34B and 35B units are for powers up to 50 KW.

If you're suffering from directional headaches, call Graybar quickly for a Western Electric unit. You'll find it's just what the doctor ordered!

Western Electric

GRAYBAR *Distributed by* GRAYBAR

DISTRIBUTORS: *In U.S.A.:* Graybar Electric Co., New York.
In Canada and Newfoundland: Northern Electric Co., Ltd.
In other countries: International Standard Electric Corp.

Intervention Rule Undergoes Shifts

Trend Toward FCC Reversal Of Policy Is Indicated

A TREND toward gradual reversal of its non-intervention procedure in broadcast cases is apparent on the FCC, though several anomalous situations have been created by virtue of the procedure.

One of the strange situations affects KOA, Denver, 50,000-watter operating on the 830 kc. clear channel, which has been excluded from participation in a hearing on the application of WHDH, Boston, for fulltime on that channel. The hearing has been scheduled for Jan. 15 in Washington, having been postponed from Dec. 11 and involves the application of WHDH for 5,000-watt unlimited time on the channel in lieu of its present 1,000-watt limited time operation. Only WEEU, Reading, Pa., which operates daytime on the frequency, has been admitted as an intervenor.

Motions Denied

Commissioner Case, presiding at the motions docket Dec. 5 dismissed without prejudice a petition of the Clear Channel Group to intervene in the hearing on the ground that preservation of clear channels is involved. He also denied the Group's motion to dismiss the WHDH application, and denied a KOA motion to dismiss the application as in violation of existing rules. Previously, another presiding commissioner had denied KOA's petition to become a party to the hearing.

At the motions docket Dec. 8 Commissioner Case granted several petitions to intervene. As a matter of fact, all petitions pending that day were granted. In one case, involving the application of WROL, Knoxville, for a change in frequency to the 620 kc. channel occupied by WFLA and WSUN, a presiding commissioner had denied the petitions of the Florida stations to intervene. Subsequently, the WSUN application for intervention, filed on a new basis, was granted. Similar action was taken in the case of WFLA Dec. 8.

More CBS Sustainers From Hollywood Planned

HOLLYWOOD will assume a more important place as origination point of CBS sustaining programs during 1940, according to W. B. Lewis, the network's New York vice-president in charge of programs, who has been on the West Coast for two weeks conferring with Donald W. Thornburgh, vice-president in charge of Pacific Coast operations, and Charles Vanda, western division program director. While no new trend is imminent at this time, he stated that many innovations in broadcasting will be tried out during the summer months. Mr. Lewis is credited with introducing the first quiz program.

He stressed the fact that the present CBS Hollywood production staff is sufficient to carry out program plans under discussion and that no additions or changes in personnel are contemplated. Mr. Lewis declared that radio is now in its biggest year commercially, and indications point to another banner season for 1940-41.



DURING the annual meeting of the American Association baseball clubs in Columbus Dec. 1-2, three visiting sports announcers called on Johnny Neblett, WBNS sportscaster. They all belong to the American Association of Baseball Broadcasters—(l to r) Connie Desmond, WSPD, Toledo; Neblett; Don Hill, WAVE, Louisville; Vic Lund, WIRE, Indianapolis.

KMPC to Be CBS Optional Outlet; Signs Cooperative Compact With KIRO

WHEN KMPC, Los Angeles, begins operating fulltime early in 1940, under its cooperative pact with KIRO, Seattle, it will become an optional outlet of CBS, available to clients of that network as an additional station in the Los Angeles area to KNX, or as an alternative outlet.

This was disclosed coincident with the working out of the KIRO-KMPC agreement for fulltime use of the 710 kc. channel to which each was assigned on a regular basis last month by the FCC. The new agreement likewise has been filed with the FCC.

Operated by the Richards-Fitzpatrick-Patt combination and managed by Leo B. Tyson, veteran Southern California broadcast executive, the new fulltime KMPC will relocate at the former KECA site, subject to FCC approval of the removal. Considerable staff expansion is contemplated by Mr. Tyson in view of the prospective fulltime schedule, together with separation of studios and transmitter. Both studio and transmitter now are located on Wilshire Boulevard.

Under the KIRO-KMPC agreement, dated Dec. 1, the Seattle station will seek 10,000 watts power placing it in a 1-B status, while KMPC will be recognized as equivalent to a Class II station with 5,000 watts or more.

The FCC on Nov. 14 assigned KIRO to 710 kc. with 1,000 watts unlimited time, in lieu of its previous special experimental authorization. KMPC heretofore has been a limited time station on 710 kc., and on the same date was authorized to operate with 5,000 watts daytime and 1,000 watts at night on that frequency. WOR, Newark, is the dominant station on the channel, using 50,000 watts, and will be protected by KIRO through use of a directive antenna.

Promise Cooperation

Consummation of the agreement came following several days of negotiation in Washington among the principals. Leo J. Fitzpatrick, executive vice-president of WJR, WGAR and KMPC, stations principally owned by George A. Richards, and Saul Haas, vice-president and executive of KIRO, signed the agreement. Others who participated included John F. Patt, vice-president of the Richards-Fitzpatrick stations; R. Morris Pierce, WGAR chief engineer; Duke M. Patrick, counsel for KMPC, and W. Theodore Pierson, counsel for KIRO.

The agreement sets out that the two stations desire to "cooperate with each other to improve service in their respective service areas, and, by use of modern engineering methods, to improve the broadcast quality and coverage of their respective stations." It was agreed that neither station will protest or otherwise object to the action of the FCC in granting the two fulltime applications. KMPC then agreed to file an application for authority to operate with 5,000 watts "or more", unlimited time, employing an antenna system at a site in or near the metropolitan area of Los Angeles in such a manner as will prevent objectionable interference "during nighttime within the 500 uv/m 50%-sky-wave contour of KIRO or during daytime within the 100 uv/m ground-wave contour of KIRO." This degree of protection is identical with that afforded I-B stations under the new engineering stands.

KIRO to File for 10 kw.

KIRO agreed to file and prosecute an application to operate "with power of 10 kw. or more, unlimited time, employing an antenna system, conventional during daytime and directional at night, at a site in or near the metropolitan area of Seattle in such a manner as will prevent such operation from causing objectionable interference within the 2500 uv/m ground-wave contour of KMPC when KMPC."

The contracting parties further concluded each would file initial applications within 90 days, and that neither party "will do any act that will jeopardize the status, or the expeditious prosecution, of the applications filed pursuant to this agreement." It was agreed that KMPC may take appropriate steps to procure authority from the FCC to operate with 5,000 watts day and 1,000 watts night, with a conventional antenna, provided this would not jeopardize the status or impede the expeditious consideration of the higher power applications of the two stations, and provided the operation with 1,000 watts at night with a conventional antenna will not cause interference to KIRO beyond the limits established.

Mr. Richards resides in California most of the year and is expected to continue his policy direction of KMPC. Mr. Tyson has been general manager of the station since its acquisition several years ago by the Detroit-Cleveland group. Messrs. Fitzpatrick and Patt plan to go to the Coast shortly to assist Mr. Tyson in launching the new fulltime operation.

LANG-WORTH CHECK STOPPED BY MPPA

MUSIC Publishers Protective Assn., which formerly certified and checked the musical compositions contained in the musical library of Lang-Worth Feature Programs, has discontinued this service, BROADCASTING was formally advised Dec. 6 by Harry Fox, MPPA's general manager. Service consisted of examining copyright records for each title issued by the Lang-Worth service and certifying that this musical number was in the public domain and therefore available for use without payment of a fee to ASCAP.

C. O. Langlois explained that the MPPA service was used chiefly as a convenience to save time, as its location in New York enabled Lang-Worth to check and clear numbers by telephone, but said that its loss will entail no real hardship on the company, as they will hereafter examine all titles at the U. S. Copyright Office, where all copyrighted numbers are registered. This registration is the source of the MPPA files, he said, and Lang-Worth has recently checked most of its selections directly with the Copyright Office and made less and less use of the MPPA service. Lang-Worth will probably employ a law clerk at the Library of Congress to make these examinations in the future, it was stated.

Loss of the MPPA certifications that the Lang-Worth numbers are tax-free will not affect the Lloyd's insurance policy carried by the company to protect users of these selections against losses from infringement suits, Mr. Langlois said, citing the clause in the policy which does not mention MPPA but merely requires that the titles be cleared by "a reputable record keeping agency in the industry".

Action of the MPPA is no surprise, he said, but has been expected by Lang-Worth ever since the inauguration of the NAB-Lang-Worth plan, as the MPPA members are also members of ASCAP and would naturally not want to aid the broadcasters in building up a supply of music which may be used in the broadcasting industry's fight against ASCAP's demands.

Carnation on MBS

CARNATION Co., Milwaukee (milk), which has been sponsoring *Arthur Godfrey* on WOR, Newark, for a 39-week period, Monday, Wednesday and Friday, 9-9:15 a. m., on Jan. 3 will add 8 MBS stations (WBAL WKBW WAAB WSAY WSYR WKRC CKLW WGN). Erwin, Wasey & Co., New York, is agency.



Here's One Contest Your Ice Man Can't Win!

THIS ONE IS FOR AD MEN ONLY

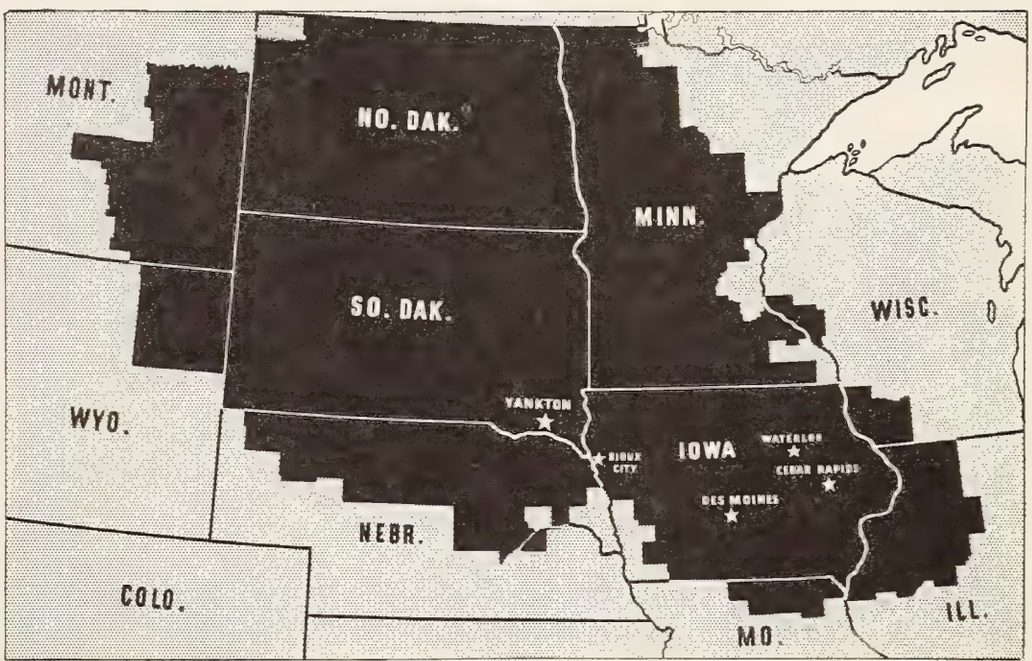
$500.00 In Cash for the Best Name for Territory Covered by the Primary Area of Stations WMT-KRNT-KSO-WNAX

POOR ALGERNON! For years he's toted ice on his back, and ideas in his noggin. (We mean the kind of ideas that win prizes.) He's entered every contest, and by saving wrappers has won everything from an auto to enough Pansy-foam soap to handle all Saturday nights from now to his old age pension. He's a hero to his wife — and a headache to the rest of us.

And now comes a contest that's a cinch, with five hundred smackers of fresh folding money as the prize — *and he can't enter!*

Nope, only advertising men or women can participate! Just suggest a descriptive name for the primary area covered by *The Cowles Stations.* The best one takes the $500.

So just forget your ice man, and start thinking of a name today. We'll send any additional information you want. Just ask for it.



IMPORTANT FACTS TO HELP YOU SUGGEST A NAME

LIVESTOCK raising is an important factor in the 385 primary counties served by *The Cowles Stations.* One-third of the nation's hogs, one-fourth of the horses, and one-fifth of the farm cattle are found here. Although the farms number but 10.7 per cent of the nation's total, the farmers in the area receive more than 22 per cent of the farm livestock income of the country.

Population in the area is well divided, with a two million urban population, and nearly five million rural.

The 96,000 retail outlets in the district receive an annual gross business of more than $1,500,000,000 from the 1,500,000 families of the area. *The Cowles Stations,* Des Moines, will gladly send you more complete information if you desire.

Contest Closes December 31, 1939 . . . Mail Entry Now!

HERE ARE THE RULES

1. Contest open only to members of advertising agencies and sales and advertising departments of radio advertisers.
2. Entries must be submitted on your firm letterhead. Submit as many names as you desire.
3. Mail to Contest Editor, *The Cowles Stations,* Register and Tribune Bldg., Des Moines, Iowa. Entries must be postmarked not later than midnight, December 31, 1939.
4. $500.00 cash will be paid for the name that, in the opinion of the judges, most accurately and completely describes the combined market or primary area of stations WMT, KRNT, KSO and WNAX. Entries will be judged for originality, accuracy of description, and appropriateness for use in advertising. Do not send elaborate entries. In cases of ties, duplicate prizes will be awarded.
5. Decision of the judges will be final, and all entries become property of *The Cowles Stations* for advertising or for any purpose they choose.

The Cowles Stations

WMT ★ KRNT ★ KSO ★ WNAX

CEDAR RAPIDS WATERLOO — DES MOINES — DES MOINES — YANKTON SIOUX CITY

WMT KRNT KSO WNAX

Affiliated with THE REGISTER AND TRIBUNE, Des Moines, Iowa

Represented Nationally by THE KATZ AGENCY

Educator Groups to Merge Sessions

Over 1,000 Present at Chicago Conference Held Dec. 6-8

By PAUL BRINES

HIGHLIGHT of the Third Annual School Broadcast Conference held Dec. 6-8 at Chicago's Congress Hotel was the announcement by Leonard Power, assistant chairman of the Federal Radio Education Committee of the U. S. Office of Education, that FREC will likely merge its convention with the Fourth School Broadcast Conference, to be held in Chicago next December. The announcement gives national recognition to the Chicago conference, which is subsidized by dollar registration fees under auspices of the local Board of Education's radio council, of which Harold Kent is director.

The third annual conference was attended by 1,000 educational directors of radio stations, supervisors of radio from various universities and colleges, and school teachers from grade and high schools of 12 States. Prior to the conference, on Dec. 5, both CBS and NBC held network educational conferences at their Chicago headquarters. Having held a conference for 18 of its affiliates in early October [BROADCASTING, Oct. 1], CBS on Dec. 5 entertained educational directors of four more of its affiliates and conducted a roundtable under the direction of Lavinia Schwartz, radio director of CBS-Chicago, and Sterling Fisher, radio director of CBS-New York. Attending the roundtable discussions were Max Karl, WCCO, Minneapolis; Irwin Johnson, WBNS, Columbus; Harriet Edwards, KMOX, St. Louis; Kenneth Graham, KMBC, Kansas City.

NBC Conference

The NBC conference of Dec. 5 was attended by 75 radio educational leaders representing NBC and 35 NBC affiliates, including Mrs. Helen Swabey, an observer from the Canadian Broadcasting Corp. NBC executives attending the conference included Lenox R. Lohr, NBC president; Dr. James Rowland Angell, educational counsellor; Sidney N. Strotz, manager of NBC-Chicago; Franklin Dunham, director of education; Walter G. Preston, supervisor of educational programs; Judith Waller, education director of NBC-Chicago; Jennings Pierce, educational director of NBC-San Francisco.

At the conference, Dr. Angell said, "We are particularly impressed by the increasing disposition of the great industrial and business interests that make use of radio to render a genuine public service by incorporating into their programs material of distinct educational value. We welcome this trend not only because of its intrinsic significance but also because it will help to break down the common impression that all educational material must be dull and that only the bespectacled recluse should be concerned with it. Business is

(*Continued on page 52*)



OUTSTANDING radio officials attended the NBC Educators Conference in Chicago Dec. 5. Facing camera are (l to r) R. L. Harlow, Yankee Network vice-president; Lenox R. Lohr, NBC president; Judith Waller, NBC central division educational director; Dr. James Rowland Angell, NBC educational counsellor, and S. E. Fitzsimonds, KFYR, Bismarck, N. D. With backs to camera are Sherman D. Gregory, manager of KDKA, Pittsburgh; Edward Linehan, program manager of KSO-KRNT, Des Moines, and Harry Burke, program manager of WOW, Omaha.

Mutual Radio and Education Problems Are Discussed at California Session

WITH MORE than 400 educators, radio and advertising executives attending, the second annual Institute of Radio was held Dec. 7 at the University of Southern California, Los Angeles. Arranged in cooperation with the University, the one-day session was planned to advance professional radio both for the industry and education.

Eighteen speakers discussed various phases of broadcasting and education at the sectional meetings. Panel discussions constituted the general assembly program [BROADCASTING, Dec. 1]. Lewis Allen Weiss, general manager of Don Lee Broadcasting System, Los Angeles, was chairman of the Institute.

Dr. Vierling Kersey, superintendent of Los Angeles City Schools, complimented the broadcasters on the job they are doing, called attention to some of their shortcomings and also urged them to continue efforts in behalf of education. He reminded those present that "radio is a necessity in education today" and declared that "we look to radio for more and new interests".

Dr. Kersey cited the unification given American life by radio. That broadcasts create attitudes in children favoring such virtues as punctuality and cleanliness, Dr. Kersey is satisfied. "Radio democratizes intelligence. Intelligence is still reserved for all too few, but radio is improving the situation."

Explains Code

Donald W. Thornburgh, CBS Pacific Coast vice-president, explained the new NAB code, providing answers to many of the questions brought out during the sessions.

At the section meeting devoted to commercial problems, presided over by Charles Brown, NBC western division sales promotion manager, were three speakers. Sydney Gaynor, sales manager of KHJ, Los Angeles, discussed audience ratings. Sydney Dixon, NBC western division sales manager, Hollywood, had for his topic, "Program Ratings in Terms of Client Sales". An analysis of the new Pacific Coast edition of the Hooper Surveys was given by Gene Duckwall, office manager of Lord & Thomas, Hollywood, who substituted for Jack Smalley, BBDO Hollywood manager, now in New York.

The engineering section, headed by C. M. Mugler, consulting engineer, Acoustical Engineering Co., Los Angeles, dealt with the technical aspects of radio, including equipment, field stations, studio mixing acoustics and recording. Speakers were George Curren, KFI-KECA, Los Angeles, engineer; Robert Moody, KHJ, technician; Harry Spears, CBS Hollywood, audio supervisor; John Hilliard, transmission engineer, M-G-M Studios; Michael Rettinger, RCA acoustical engineer, and Robert Calland, NBC Hollywood studio engineer.

Current decisions were reviewed in the legal meeting with responsibility for libel, copyright infringement and other examples given and discussed. Louis E. Swarts, Los Angeles attorney, was chairman of this division. Speakers included William R. James, attorney for KFI-KECA; Dr. Sheldon Elliott and Dr. Robert Kingsley, professors of law, University of Southern California; Jacob H. Karp, resident attorney, Paramount Pictures Corp.; Frederick Leuschner, NBC Hollywood counsel; Samuel S. Zagon, Don Lee Broadcasting System counsel.

Writing, production and direction, was under the chairmanship of Russ Johnston, program director of KNX, Hollywood. Irving Reis, writer-director of Paramount Pictures Corp. and founder of the *Columbia Workshop*, discussed "Radio as a Creative Art". Robert D. Andrews, formerly of NBC Chicago and writer of several network serials, had as his subject, "The Formula for Writing the Daytime Serial". Writing and producing the special event broadcast was explained by Paul Pierce, CBS Pacific Coast director of continuity.

Dr. A. S. Raubenheimer, Dean, College of Letters, Arts and Sciences, presided over a panel division devoted to "How Radio and Education May Best Serve Each Other." "An Exchange of Viewpoints Between Broadcasters and Listeners" was under the chairmanship of Harrison Holliway, general manager of KFI-KEVA, Los Angeles. Don E. Gilman, NBC western division vice-president, Hollywood, led the panel group discussing "Radio's Position as a Factor in a Democracy."

Radio Freedom Is Vital To Democratic Country, Ridge Tells Conference

THE FUTURE of radio in this country is entirely interwoven in our democratic form of Government, and as long as there is a "free and unfettered radio we will have a free and democratic country," Maj. Edney Ridge, director of WBIG, Greensboro, N. C., Dec. 5 told the Social Standards Conference in Greensboro.



Maj. Ridge

In addressing the Conference, an annual symposium conducted under the auspices of the Greater Greensboro High School, Maj. Ridge cited numerous expressions by men in public life which assured a free American radio. As long as the listener controls radio, it will be free and uncensored, he declared.

Maj. Ridge referred to the radio platform published in the Dec. 1 issue of BROADCASTING as an indication of the industry's position. Falling squarely behind the platform, he mentioned particularly technical advancement of the industry.

Tribute was paid the FCC Engineering Department as one which protects the public from "radio chaos". Little advertised and little heard of outside the industry, he said that were it not for the fine work of the engineers it would be almost impossible for listeners to get clear reception.



INFORMALLY discussing radio and education problems are these participants in the NBC Educators Conference, held Dec. 5 in Chicago. Left to right are Mrs. Harriett Hester, educational director of WLS, Chicago; Sidney N. Strotz, manager of NBC central division; Franklin Dunham, NBC education director; Mrs. Helen Swabey, Canadian Broadcasting Corp.

Now WCCO's 50,000 watt voice is booming out from its *new* six hundred and forty foot antenna to a 78.5% larger minimum service area . . . to nearly three million radio listeners. Here's unique one-station coverage of the Northwest *and* the Twin Cities. WCCO, Minneapolis-St. Paul, is owned and operated by CBS; represented by Radio Sales.

50,000 WATTS WHERE IT COUNTS MOST.



Copyright Boost In Canada Argued

Stations Hold Proposed Rate Increase Not Justified

THE Canadian Association of Broadcasters and the Canadian Broadcasting Corp. appeared before the Copyright Appeal Board at Ottawa Dec. 7 in regard to the increased rates for 1940 asked by the Canadian Performing Rights Society Limited (Canadian ASCAP). No decision was given by the Board on the plea by the CPRS for a rate of 14 cents per set as against the 8 cents per licensed set levied at present from broadcasters. The CPRS claims that "Canada is the only country in the world where musical authors are underpaid".

In describing the increased rate as unfair, the broadcasters argued that CPRS has never published where its money goes, that most of it goes to music publishers instead of musical authors, and that most of the money goes out of Canada.

CPRS for a number of years has endeavored to have the basic rate of 8 cents per licensed receiver, set by the board in 1935, increased to 14 cents per set, the rate levied in Great Britain, where the parent society of the CPRS is located. Canadian broadcasters, both private owners and the Government corporation, have fought this increase because they have felt that broadcasting in Canada did not warrant such a high rate per set. Last year Canadian broadcasters on the 8 cents per receiver basis paid $88,-336.43 to CPRS. Under the new rates the amount would be $188,-090.28 [BROADCASTING, Dec. 1].

In arguing against the fee of $16,800 for commercial receivers used in hotels, restaurants, etc., asked by the CPRS from the broadcasters, the latter reminded the Copyright Appeal Board that last year the CPRS had asked $36,370 for these commercial receivers, and that the board had decided on a token payment of $1,000, which the broadcasters had paid under protest as they did not feel the CPRS had a right to collect from the broadcasters for such receivers under the Copyright Act.

Representing the CBC as counsel was Brooke Claxton, and representing the CAB were Samuel Rogers, counsel for CAB, and T. Arthur Evans, CAB secretary-treasurer.

B & W Coast Test

BROWN & WILLIAMSON Tobacco Corp., Louisville (Wings) in early December auditioned a new half-hour man-on-the-street question and answer idea program which, if accepted, will be fed to NBC Pacific Coast shortly after Jan. 1. Audition transcriptions were cut in Hollywood under supervision of Jack Smalley, coast manager of BBDO, agency servicing the account, and forwarded to the tobacco company for consideration. Weekly program would tie in with United Airlines, emanating from Union Air Terminal, Burbank, Cal., and include airport activity chatter, with interpolations of musical numbers. For answers to questions submitted by listeners, airport visitors would be given a free plane trip to Pacific Coast points.

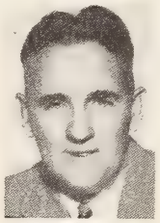


A DECADE of service was celebrated at WHAM, Rochester, this month by General Manager William Fay and the staff threw him a surprise party. Some 30 employes greeted Mr. Fay and presented him with a scroll eulogizing his managership and friendly disposition. Examining the scroll are (l to r) Jack Lee, production manager; Charles Siverson, musical director; Ken Gardner, control room chief; Jack Kennedy, commercial manager; Mr. Fay holding scroll; E. A. Hanover, Stromberg-Carlson vice-president, and John Long, chief engineer.

FRONT LINE PICKUPS FORESEEN

Bill Henry Says Better Lines to Scene of Action Likely Will Be Installed by Spring

LIVE broadcasts direct from the Western Front to American living rooms will probably be possible by spring, Bill Henry, CBS correspondent with the British expeditionary forces in France, stated in an interview Dec. 7, following his arrival in New York.



Mr. Henry

First correspondent ever assigned to cover war activities at the front, Henry spent two months in France before returning to America, which he had left last August to preview the 1940 Finnish Olympic Games for CBS and the *Los Angeles Times*. Caught in the crisis in London, he remained there during September before being assigned to the front.

Lines From the Front

At present, he said, the British Army and the Royal Air Force both have direct telephone lines to London, which are used by newspaper correspondents to phone in their stories after they have been passed by the censors at staff headquarters. The quality of transmission on these lines is so bad as to make their use impossible for radio, he stated, but arrangements are under way for a better installation which would carry the voice clearly enough that it could then be short-waved to America for rebroadcast here. It will probably be spring before such lines are ready for use, he added.

Such lines would not only enable the immediate broadcasting of important news, but would also avoid the double censorship now encountered by radio's front line reporters, he said. At present the correspondents write their stories on the spot, have them approved by the staff censors, get a pass enabling them to leave the front and go to Paris to broadcast, and in Paris submit their copy again to the French censors for further approval before they are permitted to go on the air. The French censors are extremely tough, Henry said, although only one of his stories was killed.

That was a story of an air encounter between French and German planes which Henry had obtained directly from one of the French aviators involved. When he got to Paris, however, he found that the French censors had not yet been informed of the fight and although it had been a French victory they refused to allow the story to be broadcast, depriving Henry of what would have been a clear "scoop".

Describing conditions in London at the outset of the war, Henry said radio correspondents had a distinct edge on newspapermen at first, although that has been evened up now. There was a lot of confusion in setting up censorship in England, he said, which was not helped by the appointment of army officers with little knowledge of journalism as censors for the press. In radio, however, the censors were BBC staff members, who understood and were sympathetic with the American broadcasters.

Censorship Routine

Contrasting the procedures, Henry said that when he wrote a story for his paper he would file it at a branch telegraph office. From there it would go to the main office and thence to the censor, who after reading it would send it back for transmission to Los Angeles. Henry never knew whether it got through as written, or was cut or killed entirely, he said. and had no way of knowing unless his paper had wired him that no copy had been received.

For a broadcast, however, he went to the BBC studios at the appointed time, periods for CBS and NBC having been set in advance at regular times each day. He would submit his copy to a censor and if changes were necessary would work them out right there. Then he himself would deliver the approved story on the air, with no doubt as to its transmission.

These conditions naturally led to complaints by American newspapermen who thought radio was being favored when they found their papers being continually scooped by the broadcasters because their stories had been delayed by the censorship process. At present, Henry reported, the censorship has been speeded up and made more efficient, so the rivalry between the press and radio has greatly diminished.

Returning now to Los Angeles to write a column for the *Times*, Henry expects to get back to France and the war in the spring to cover whatever action may develop by then for his paper's readers and his CBS audience.

Name Walter Thompson War Information Chief

WALTER THOMPSON, Canada's chief censor since the outbreak of war, was appointed on Dec. 8 to be Director of Public Information, to have general supervision and direction of war information. Succeeding him as chief censor is Col. M. A. Pope of the Department of National Defense.

Rumors of an information bureau has been current for some time, with L. W. Brockington, Winnipeg lawyer who recently resigned as chairman of the board of the Canadian Broadcasting Corp., at one time mentioned as possible director. Mr. Thompson's appointment was announced at Ottawa on his return from a vacation in Florida. He is best known in broadcasting circles in Canada and the United States as director of press relations of the Royal Tour in May and June, 1939. He is also director of publicty of the Canadan National Railways.

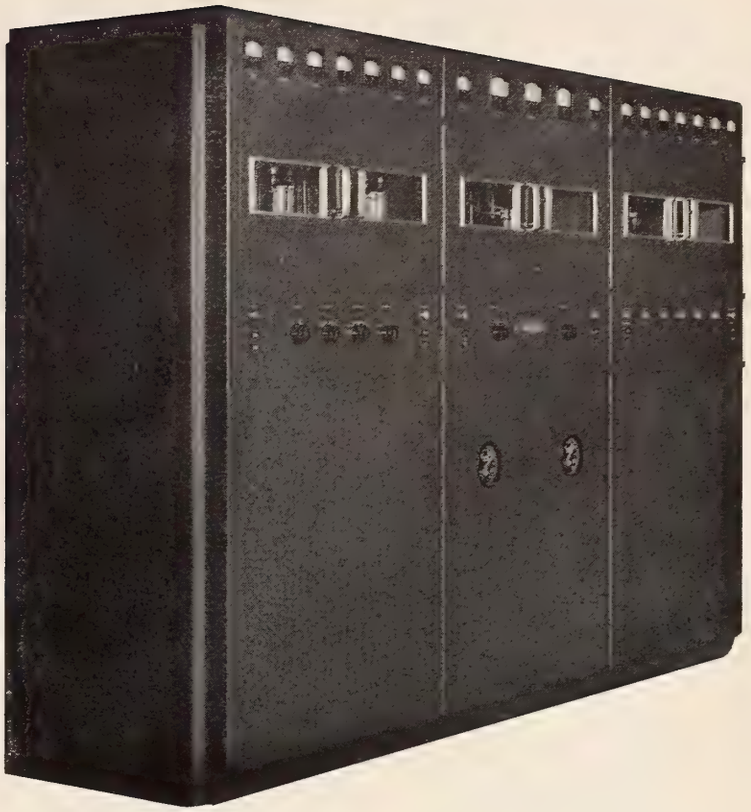
It is understood Lieut. Col. R. P. Landry, secretary of the CBC, and Comdr. C. P. Edwards, director of air services, Department of Transport, under which comes broadcasting, will remain on the censorship co-ordination committee to look after censorship of broadcasting and all radio communication.

Texaco Continues

TEXAS Co., New York (gasoline), has renewed its weekly *Texaco Star Theatre* on 94 CBS stations for 13 weeks effective Jan. 3, Wed., 9-10 p.m. (EST). There will be no change in the set-up. First half of the program will continue to emanate from Hollywood with Ken Murray as master-of-ceremonies; Frances Langford and Kenny Baker, vocalists; Irene Noblette, comedienne, and David Broekman's orchestra. Jimmy Wallington continues as announcer with Ed Gardner, agency producer. The 30-minute dramatic half of the hour broadcast will continue to originate from New York, squired by Burns Mantle, *Daily News* dramatic critic. Transamerican Broadcasting & Television Corp., New York, remains in charge of dramatic production. Agency is Buchanan & Co., New York.

Elliston Joins CBS

HERBERT ELLISTON, financial editor of the *Christian Science Monitor*, has been added to the CBS European staff as correspondent on the Russo-Finnish front. His first broadcast giving an eye-witness account of the war was on Dec. 2 from Helsinki. Mr. Elliston has been foreign correspondent for the *Manchester Guardian* and the *London Observer*, as well as the *Monitor*, and was formerly assistant director of research of the Council on Foreign Relations.



WHP chooses COLLINS 5000 watt 21D

Central Pennsylvania's pioneer chain station WHP chooses Collins 21D 5000 Watt Transmitter to do a better job for their listeners. WHP, the most powerful station in Pennsylvania outside of Philadelphia and Pittsburgh, has been shrewd in selecting Collins Equipment.

Disregarding the high operating efficiencies in the 21D, emergency facilities alone assure broadcasters of uninterrupted high fidelity performance. And by uninterrupted we mean JUST THAT.

These are some of the contributing factors to 21D supremacy:

1 Low tube operating cost. (Less than 19 cents per hour.)

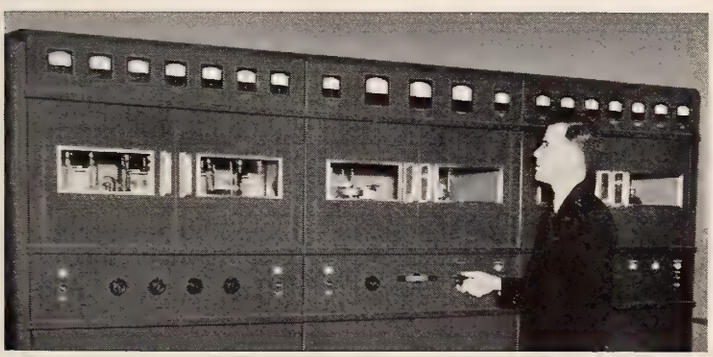
2 Low power consumption. (Average daily for 1 and 5 kw output 15.7 kw.)

3 Excellent audio characteristics. (30-10,000 c.p.s. ±1 db.)

4 Standby facilities. (Automatic switch-back to 1 kw in case of 5 kw failure.)

5 Complete accessibility. (Easily and quickly removable front and rear enclosures.)

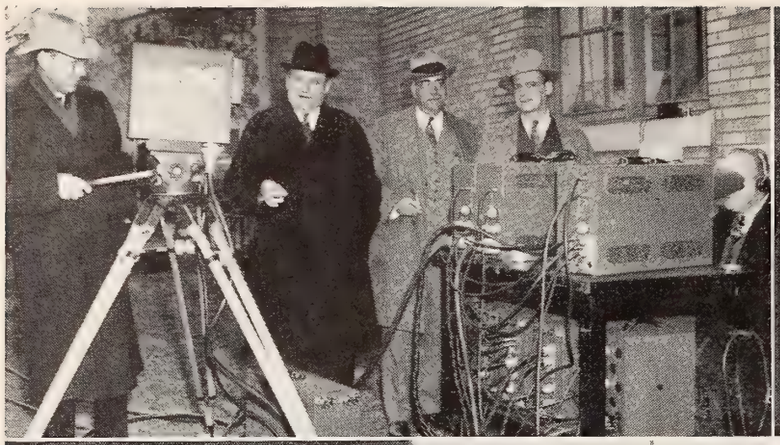
We think the above speaks for itself.



R. S. Duncan, Chief Engineer WHP says of his 21D: "the operation has been very good. Distortion and frequency response still remain better than any other transmitter I have ever seen."

COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA NEW YORK, N.Y: 11 WEST 42 STREET







NEW and much smaller RCA video transmitting equipment was demonstrated Dec. 1 to the FCC. Standing at camera in upper left photo is FCC Chairman Fly, with (l to r) Commissioners Brown, Case and Craven watching. At right are Ted Smith, RCA head of television sales, and Harry Sadenwater, in charge of television development engineering. Below at receiver are Ralph R. Beale, RCA patent research director, Chairman Fly, and C. B. Jolliffe, RCA chief engineer of the frequency bureau and former FCC chief engineer. It was the first public showing of the newly-perfected apparatus [BROADCASTING, Dec. 1], with its 3-camera hookup. FCC chieftains watched with interest as the iconoscopes were focused on downtown Washington scenes. Equipment, of which the heaviest portion consists of wire and coaxial cables, is one-tenth the weight of previous transmitters. Newly-perfected RCA tubes permit use of frequencies around 300 megacycles.

54 NEW STATIONS
Authorized in 1939; Total Rising to 812

HAVING authorized the construction of 54 new broadcasting stations so far this year, of which several are in suspense due to litigation, the FCC discloses in its current records that the total number of stations in operation or authorized for construction as of Dec. 1 was 812. This marks a new high in the number of broadcasting outlets in the United States and its territories and possessions.

When broadcasting first came under regulation at the end of 1921, there were exactly 30 stations. By March 1, 1923, with the Department of Commerce granting licenses to all comers, the total reached 556. It dropped to 530 by Oct. 1, 1924, but jumped to 571 as of June 30, 1925; then dropped to 528 by June 30, 1926. When the Federal Radio Commission took control on Feb. 23, 1927, the figure reached 733.

With stricter control and the reallocation of 1928, there was gradual diminution in the number of stations until Jan. 1, 1934, when a new low of 591 was reached. The summer of 1934 the FCC took over, and thenceforth the total kept climbing as follows (figures are for Jan. 1): 1935, 605; 1936, 632; 1937, 685; 1938, 721; 1939, 764; Dec. 1, 1939, 812.

KNEL, Brady, Tex., on Nov. 29 was authorized by the FCC to increase from daytime to fulltime on 1500 kc., using 250 watts day and 100 night.

Television News Notes

To Demonstrate Toys

AVIATION toys for the Christmas season and, on the more serious side, a new terrain clearance indicator developed cooperatively by Western Electric Co. and Fairchild Aerial Camera Co. were demonstrated Dec. 2 during the sixth *Wings Over the Nation* telecast on W2XBS, NBC's video station in New York. Series, designed to promote interest in aviation, is presented by NBC through the cooperation of a number of airlines and manufacturers of aviation equipment.

* * *

Don Lee's New Unit

NEW RCA mobile television unit, recently acquired by Don Lee Broadcasting System, Los Angeles, will be put into use for the first time Jan. 1 when the annual Pasadena (Cal.) Tournament of Roses pageant is televised over W6XAO. This, according to Thomas S. Lee, president, will mark the first big outdoor event to be given visio treatment. Eddie Albright and Dave Young of the KHJ, Los Angeles staff, will describe the pageant for the television broadcast. Mike Frankovich, grid announcer, and Sam Balter, sports commentator, have been assigned to the Rose Bowl football game which will be released over Mutual-Don Lee network. CBS and NBC will also broadcast the game from Pasadena that day.

CBS Continues Tests

CBS television engineers are returning the network's television transmitter, W2XAB, New York, but they expect to be back on the air with test signals by the first of the year. There is still no official word regarding the date on which actual program transmission will begin, although general opinion has set the time as Feb. 1.

* * *

Handbook for Hams

E. L. BRAGDON, radio editor of the *New York Sun*, is the author of "The Television Amateur's Handbook", to be published in the spring of 1940 by Thomas Y. Crowell Co., New York.

* * *

More Pepsi-Cola

PEPSI-COLA Co., Long Island City, N. Y. (soft drink), on Dec. 4 added three New York stations to its campaign of spot announcements and participations featuring the Pepsi-Cola theme song now on WOR, WINS, WHN, WNEW and WMCA. New participations are on the half-hour *40 Winks Club* program six times weekly on WEAF, and on *Breakfast in Bedlam*, a 55-minute program six times weekly on WJZ. The company is also sponsoring *Have You Forgotten*, five-minute program of songs six times weekly on WABC. Newell-Emmett Co., New York, handles the account.

Several to Start Transmitter Sales

GE, Westinghouse and Other Firms Will Enter Field

ENTRY of General Electric and Westinghouse into broadcast transmitter equipment manufacture and sale, by virtue of a new licensing arrangement worked out with RCA effective Jan. 1, has been announced by the two companies. In addition a number of other equipment manufacturers — including Collins Radio Co., Cedar Rapids, Ia., Gates American Corp., Quincy, Ill., and Heintz & Kaufman Ltd., San Francisco — effective Jan. 1 also will manufacture and sell broadcast transmitters and associated equipment under RCA arrangements, although full details have not yet been announced.

Westinghouse will manufacture and sell standard broadcast transmitters and associated equipment, according to Walter C. Evans, general manager of the company's radio operations with headquarters at the Baltimore plant. Heretofore Westinghouse simply has manufactured broadcast transmitters and associated equipment for its own broadcast stations.

F-M Equipment

General Electric will manufacture frequency modulation transmitters in five ratings, along with television transmitters and associated equipment. It has made no announcement concerning standard broadcast equipment. GE announced that after more than three years of intensive research, it will begin marketing of frequency modulation units, based on the system developed by Maj. E. H. Armstrong. No detailed statement was made regarding its television plans but the sales campaign for visual radio likewise is expected to get under way early this year.

General Electric said that frequency modulation, still an experimental ultra-high service, is characterized by exceptionally high fidelity, freedom from distortion, nearly complete freedom from interference and better coverage of primary service areas with reduced operating cost. While based on the Armstrong system, the GE transmitters were said to include several exclusive features such as simplified circuit design, fewer tubes, greatly reduced power consumption and accessibility to all parts without disassembly. The equipment reduces distortion to less than 1½% from 30 to 7500 cycles and less than 3% to 15,000 cycles.

Simultaneously, GE stated that since standard broadcast receivers are unable to receive programs transmitted by F-M, it has announced regular production of a full line of receivers for frequency modulation programs. Several F-M experimenters already have begun distribution of such sets.

Approximate prices on F-M transmitters announced by General Electric are about $5,000 for 250 watt units; $9,500 for one kw. transmitter; $13,000 for 3 kw. transmitters; $20,000 to $25,000 for 10 kw. units, and $75,000 to $80,000 for 50 kw. units. The approximate prices include one crystal and two sets of tubes. Studio and control room equipment, transmission lines and antenna are not included.



WKY-ADVERTISED FOR 10 YEARS

• Yellow Cab's first broadcast over WKY was presented in 1930. By early 1939, Yellow Cab had grown to the position of WKY's biggest local sponsor... and curiously enough, Yellow Cab has become the biggest selling gasoline in Oklahoma City.

All this happened in a market that has always been highly competitive... where price wars are the rule rather than the exception. In face of such conditions Yellow Cab is the city's biggest selling gasoline and at top prices for standard grade.

Yet it is more than a coincidence that Yellow Cab's climb to top position among gasolines in its market has accompanied a constantly increasing use of WKY time. For a cross-section survey among 803 Oklahoma City homes in May, 1939, establishes the fact that seven out of ten of those having radios prefer WKY... that station B is preferred by less than two out of each ten homes in Oklahoma City.

Listeners in the Oklahoma City market like WKY's vitalized type of programming. They show their appreciation with the kind of applause a sponsor likes to hear.

WKY *Oklahoma City*

NBC AFFILIATE ★ 900 KILOCYCLES

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: ★ THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES ★ THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS ★ KVOR, COLORADO SPRINGS KLZ, DENVER (*Under Affiliated Management*) ★ REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.


SEASON'S
GREETINGS

As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such success as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Minneapolis-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
WRTD	Richmond, Va.	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS
WTAG	Worcester	NBC

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List of Members In Radio Gallery

Thirty-three Are Included in Congressional Directory

FIRST listing of all members of the Radio Correspondents Galleries of Congress, contained in the *Congressional Directory* now being printed in preparation for the coming session, includes 33 radio reporters, announcers and commentators, representing NBC, CBS, MBS, Yankee Network, Transradio Press Service and two individual stations — WMAL, Washington, and WQXR, New York.

Although the radio gallery idea got its first trial at the last session of Congress, operation with full gallery facilities in the Senate as well as the House of Representatives will begin when the next session convenes early in January. Robert Menaugh, supervisor of the House gallery, also will have charge of the Senate quarters until a supervisor is appointed.

Recent Admissions

The admission to membership of Francis W. Tully Jr., of Yankee Network, soon after formation of the organization, marked the first entry on the Washington scene of a fulltime exclusive representative of a regional network. The recent admission of Dorothy C. Rockwell, of WQXR makes her the first correspondent for an individual station located outside Washington. Miss Rockwell's daily reports are to be used by the station as flashes and news programs as well as background material for the station's newscasters and commentators.

Membership as listed in the forthcoming *Congressional Directory* includes:

CBS—Albert L. Warner, John Charles Daly Jr., Albert Dennis, Ann Gillis, James W. Hurlbut, Stanton Rust Prentiss, William J. Slocum Jr.

MBS—Fulton Lewis jr., Frank S. Blair Jr., Walter Compton, Madeline Ensign Cronan, Stephen J. McCormick.

NBC—W. R. McAndrews, Charles C. Barry, H. R. Baukhage, Marian P. Gale, E. L. Haaker, Thomas E. Knode, Mary Mason, Fred Shawn, Carleton D. Smith.

Transradio Press Service—Fred W. Morrison, Gertrude V. Chesnut, Rex Goad, Clifford G. McCarthy, Robert E. Lee Moore, Theodore Perry Noun, Wilmot Ragsdale, Macon Reed Jr., Frederic B. Tuttle.

WMAL, Washington — William Enders Coyle.

WQXR, New York—Dorothy C. Rockwell.

Yankee Network (Boston)—Francis W. Tully Jr.

New Larus Series

LARUS & BRO., Richmond, Va., which has been sponsoring a half-hour transcribed program *Mammoth Minstrels* on WRVA, Richmond, throughout November, on Dec. 4 added 12 stations for the program, heard in most cases in the 7:30-8 p. m. period, in the interests of Edgeworth tobacco and Domino cigarettes. Stations are: WFBR KGO WEBR WCSH WJAX WIBM WORC KECA KEX KJR WENR WOR. Warwick & Legler, New York, is the agency.



UNUSUAL Thanksgiving Day broadcast was carried by WROK, Rockford, Ill., when Morey Owens, the *Burns Farm Visitor*, went to the Harold Crandall farm near Rockford and interviewed members of the family as they ate their Thanksgiving turkey. The program started with Mr. Crandall asking the blessing and went on from there with requests to "Please pass the peas" and all the rest of the table talk. Owens, wearing glasses at left, chats across the holiday board with Mr. Crandall, in striped overalls. *Bruns Farm Visitor*, sponsored by the Bruns Seed Co., Davenport, Ia., features visits to various farms and agricultural classes and interviews with farmers and their families. WROK uses its mobile transmitter to relay the broadcasts from the country.

Brown's Retirement Rumored; Mention Wheat as Successor

DESPITE LACK of confirmation, it is reported in industry circles that Commissioner Thad H. Brown, oldest member of the FCC and its predecessor Radio Commission in point of continuous service, plans to retire to engage in private law practice in Ohio and Washington.

Commissioner Brown, when asked by BROADCASTING regarding the report, was non-committal and was inclined to brand it as "rumor". He was not disposed to comment one way or the other. Reports trickling into official Washington were that he might leave the Commission by Dec. 31. However, it was pointed out that his present term does not expire until June 30, 1940 and he might decide then simply to withdraw as a candidate for reappointment.

Possible Successor

Conjecture promptly developed in informed circles regarding Commissioner Brown's successor. The first name to crop up was that of Carl I. Wheat, Los Angeles attorney and special counsel of the FCC in the AT&T investigation, concluded last year. A Progressive Republican, Mr. Wheat is best known for his public utility telephone and telegraph work, and is highly regarded in official circles. He was prominently mentioned for a post on the FCC in 1937, when Commissioner Irvin Stewart resigned. Because of the absence of a Westerner on the FCC, it was thought the Administration would be disposed to appoint someone from that region.

Col. Brown, former Secretary of State of Ohio, and prominent in politics in that State during the preceding decade, was appointed general counsel of the old Radio Commission exactly 10 years ago—on Dec. 14, 1929. In March of 1932 he was sworn in as a member of the Radio Commission and served continuously until creation of the FCC two years later. He was one of the two members of the Radio Commission carried over, the other having been Judge E. O. Sykes, who retired last April.

Commissioner Brown has just completed more than a year of work as Commissioner in charge of a Great Lakes communications survey, and some months ago it was reported he might be disposed to leave the Commission upon completion of that assignment.

Despite the internal conflict within the FCC virtually since its creation, Commissioner Brown has not been drawn into it, particularly insofar as the public prints are concerned. As a matter of fact, he has probably been the least affected among the members of the Commission prior to the advent of Chairman Fly last September. In Administration circles, it is generally felt he would not experience great difficulty in procuring reappointment should he desire.

Mr. Wheat, who is 46, served as telephone rate counsel of the Commission until about a year ago when he returned to California to engage in private practice. He was general counsel of the California Railroad Commission prior to his appointment to the FCC in 1936. The major achievement of the telephone investigation, a $12,000,000 reduction of AT&T interstate toll rates, was largely credited to him.

Pot of Gold to Coast

LEWIS-HOWE Co., St. Louis (Tums), on Dec. 5 switched the weekly half-hour Horace Heidt's *Pot of Gold* program on 82 NBC-Red stations from New York to Hollywood, Tues., 8:30-9 p. m. (EST). Program will originate from Hollywood for several weeks, Heidt and his troupe having opened at the Cocoanut Grove, Los Angeles, on Dec. 12 for a 9 weeks or more personal appearance. He will also make a motion picture based on his radio program. Paul Dudley, formerly Hollywood writer-producer of Lord & Thomas, now associated with Music Corp. of America, New York, continues to produce the weekly show. Dave Elton represents NBC. Art Baker is the Hollywood announcer.

Better Procedure Is Sought by Fly

Tells Bar of Plans to Effect Gradual Improvement

PHYSICAL streamlining of the FCC, to accompany evolutionary development of regulation and procedure, is the immediate order of business of that agency, according to Chairman James Lawrence Fly.

Addressing the Federal Communications Bar Assn. Dec. 1 at its annual banquet, the chairman revealed to the radio bar a brand of wit they had not expected. Playing on words, Mr. Fly covered the procedural problems in radio practice and indicated the course the Commission proposed to follow to improve conditions generally. He predicted a more consistent and wholesome body of communications law from the new procedure.

The physical streamlining will occur with the taking on of a courtroom aspect. A horse-shoe shaped bench, he said, will be built at a height of about 18 inches, he said, "which is about all we can stand at the moment." The immediate result will be, he pointed out, that practitioners will not be in the same position of "looking down" on the FCC.

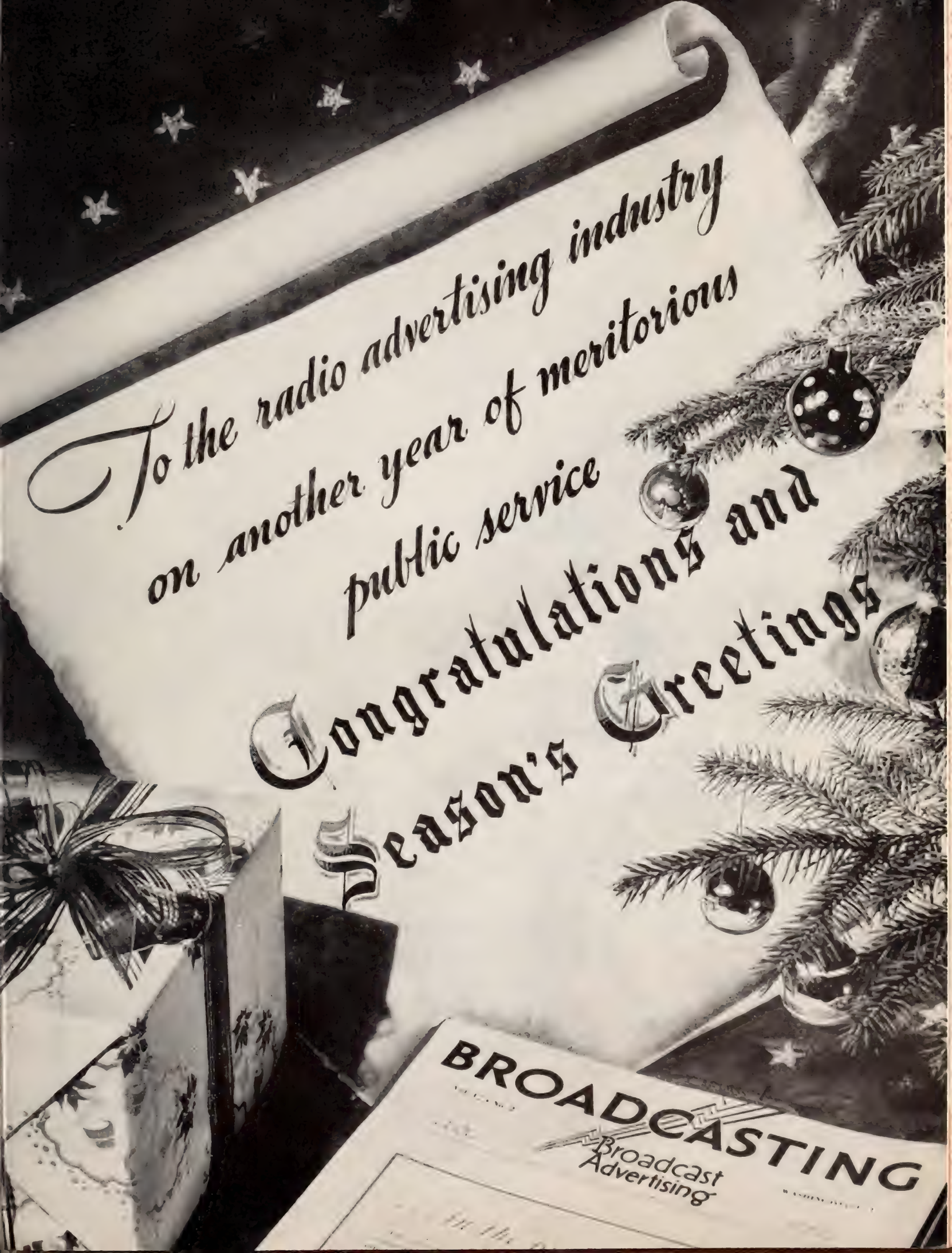
No Kibitzers

Discussing recently introduced FCC practices, such as the non-intervention procedure, he said the FCC proposes to admit as parties to hearings those who can contribute to the building of a proper and adequate record. Such factors as electrical interference and competition are proper bases, he pointed out, adding, however, that the Commission wanted "no kibitzers".

Asserting that the effort was to have better and more adequate rules, Mr. Fly good-naturedly observed he felt sure that "all of you will grow to love our rules intensely."

Chairman Clarence F. Lea (D-Cal.), of the House Interstate Commerce Committee in which radio legislation originates, told the attorneys that agencies such as the FCC are responsible to Congress itself and function for Congress. But as such, he asserted, such agencies should not be subjected to "threats and intimidations". Asserting that a small minority in Congress sometimes may unduly attempt to influence such agencies, he said Congress itself should not be criticized for the sins of this group. Independent Commissions, he said, should not be responsible to "political considerations". "If they yield, they tend to destroy their own usefulness."

Seen in Rep. Lea's observations was a warning that Congress expected independent commissions to adhere to rules of proper practice, fair hearing, complete records and a definite responsibility of the rights of the industries under regulation, along with a judicial review of questions. He urged commissions generally, but with specific reference to the FCC, to eliminate internal jealousies and feuds. Praising the Interstate Commerce Commission as an agency which has carried out the ideals of independent operation with prestige, Rep. Lea urged other governmental agencies to follow the same course.


To the radio advertising industry
on another year of meritorious
public service
Congratulations and
Season's Greetings
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WNEW Granted Intervention Right In License Case

RCA Motion to Drop Station From Case Is Dismissed

RADIO was victorious in the first skirmish in its fight to secure a reversal of the trial court decision giving the manufacturer of phonograph records and in some instances the recording artist as well the right to restrict or control the use of these recordings on the air, when the Circuit Court of Appeals in New York dismissed the motion of RCA to have the appeal of WNEW, New York, dropped from the case. Argument was presented Dec. 4 by David Mackay for RCA and by Col. Joseph M. Hartfield, of White & Case, co-counsel for WNEW with Stuart Sprague, both retained by the NAB.

RCA's contention was that since WNEW had accepted a license issued by RCA on the authority of the decision of the lower court the station had admitted the right of RCA to issue such a license and that any appeal by the station was therefore a moot point and not subject for consideration by the court. Col. Hartfield replied that the station had taken out a license for only one year, while the injunctions of the lower court are permanent and that the station has every right to appeal.

May File Suits

Although attorneys for all parties in the appeal—RCA, WNEW and Paul Whiteman—say that they are doing all they can to speed proceedings, it will probably be March, or February at the earliest, before the case is heard by the appellate court. Meanwhile, RCA put its licensing plan into effect on Dec. 1 and is considering filing a number of infringement suits against continuing to play Victor and Bluebird records without licenses in the near future, without waiting for the court's decision on the appeals.

RCA reports that a number of broadcasters have taken out licenses, but declines to state the number or to identify the stations. A check of New York stations on Dec. 8 revealed that no station in the city, with the exception of WNEW, has taken out an RCA license, including WEAF and WJZ, which are owned by NBC, itself an RCA subsidiary. These stations reported, however, that the subject was under consideration.

Learning that some stations had been doubtful about permitting Victor and Bluebird records to be played on programs advertising these records, sponsored by local music dealers, BROADCASTING asked RCA if provisions could be made to permit such broadcasts. RCA replied that dealers requesting permission to sponsor programs of this nature would be given it, provided that only records approved by RCA be used and that the commercials advertise only Victor and Bluebird records. No blanket permissions will be granted, it was stated, but individual dealers will be permitted to broadcast specific programs over specific stations as requested. The only blanket exceptions to its licensing plan, RCA said, are for the broadcasting of its own programs: *Music You Want When You Want It* and *RCA-Victor Musical Varieties.*

Calling the RCA phonograph fees, averaging $167 per month per station, "inequitable and excessive", Harold A. Lafount, president of National Independent Broadcasters and former radio commissioner, Dec. 4 wrote Frank Walker, RCA vice-president in charge of its recording activities, urging further discussion. He said certain other matters had been overlooked in the imposition of the license of importance to independent stations and that he felt obligated to urge that a conference be held in the near future.

Plight of Small Station

Mr. Lafount said that he had been advised by NAB early in November that it expected to persuade RCA to postpone further the effective date of the license until a final decision had been rendered in the court case. He added he was not advised until very late in November that the decision was to the contrary. Declaring that the license proposition helps the larger stations and that should any other large record manufacturer impose a similar license "it would either put the independent station completely out of business or necessitate their securing programs from some other source not now known or available," he said the plight of the smaller station required immediate attention.

It was learned that a copy of the NIB letter had been sent by Mr. Lafount to the Federal Trade Commission to keep it abreast of developments.

Stores Take Book Gifts

LIGGETT DRUG Co. and Bond Clothing Stores, New York, cooperative sponsors of Phil Cook's *Morning Almanac* program on WABC, New York, have announced their stores in Manhattan, New Jersey and Connecticut will accept books contributed to Phil Cook during his annual Christmas book drive through Dec. 23. Other depositories are the *Newark Star-Ledger* office and the Bayside Long Island, National Bank, in addition to CBS headquarters at 485 Madison Ave., New York.



UNIQUE promotion of KGO-KPO, San Francisco, is this animated *Woman's Magazine of the Air* broadcast in miniature in a window of the downtown Emporium department store. The display, in a Lilliputian studio setting, uses foot-high caricatures of KGO-KPO personalities appearing on the network program. They talk, sing and play musical instruments, their rubber faces and bodies moving in coordination with an electrical recording through an intricate system of springs, wheels and wires. Watchers hear the 10-minute broadcast through a public address system outside the window. The tableau will remain in the Emporium window through the Christmas season, after which it will be sent on the road for appearances in other Western cities.

USE OF RADIO
Urged by RMA in Message to Receiver Industry

USE of the radio advertising medium to push radio manufacturers' products, particularly in view of the broadcasting industry's cooperation in helping boost receiver sales in the *Radio Christmas* campaign, is advocated by the RMA board of directors, according to a letter to RMA members from Bond Geddes, executive vice-president of the organization.

Recommending action by RMA members for further cooperation in the joint radio promotion campaign of the NAB and RMA, Mr. Geddes stated that the RMA committee in the joint promotion campaign, along with officers and directors, have agreed that manufacturers should assist local stations in soliciting part of the cooperative advertising allowances of distributors and dealers.

To aid this drive it was urged that RMA members supply their distributors with advertising material, such as spot announcements and continuity, similar to the advertising material furnished distributors for newspaper use. It was pointed out that radio advertising could be made particularly effective in pushing replacement sales.

Bill for Baby

ROMA WINE Co., San Francisco, prominent radio advertiser on the West Coast, for the past year has been awarding $30 to each employe who becomes a father or a mother. On Dec. 1 Art Linkletter, who presides over the company's weekly network show, became a father. He promptly sent a bill to J. B. Cella, president of Roma. The bill was for $34.50—the extra $4.50 representing Linkletter's regular 15% commission to his radio agent, Renee Cesana.

NAB Publishes Booklet Designed to Encourage Loyalty by Listeners

HAILED as an effort to re-awaken the "sleeping loyalty" of listeners for American radio, samples of a 16-page rotogravure booklet containing the story of American radio, *Radio's Riches—How You May Bring Them to Your Home,* were mailed to stations Dec. 11 by the NAB. The booklets, designed for mass circulation, are offered stations for distribution to listeners at a price of $11 per thousand.

In a letter announcing completion of *Radio's Riches,* Edward M. Kirby, NAB director of public relations, commented: "The radio industry has sold millions of people millions of things. And, despite rumors to the contrary, it has sold itself to millions of listeners, even though the majority of listeners perhaps don't know it. After all, people are people, and think mostly in terms of favorite radio personalities and favorite programs when they think of radio. They do not think in terms of the American System of Broadcasting which makes it possible for them to hear these programs on schedule, around the clock, day after day.

"What radio needs to do is to reawaken this sleeping loyalty of listeners, for American radio is going through one of its most trying periods. There is, at the moment, no need for undue alarm. But for a variety of reasons, there does exist an urgent need for the widest possible understanding of radio by the greatest number of listeners. While ignorance continues, those who wish to attack the industry for selfish reasons, find a juicy opportunity to do so, because of the condition of the uninformed public."

Victoria, Tex. Outlet

SCHEDULED to begin operating on or about Jan. 1, the new KVIC, Victoria, Tex., authorized for construction last July to operate with 100 watts night and 250 day on 1310 kc., will be managed by Charles C. Shea, its chief stockholder. Mr. Shea, an attorney, will also hold the title of commercial manager. The only other major executive thus far appointed is Paul Wolf, chief engineer. Staff will include Elizabeth Clarke and Linnsley English, salesmen; Richard Harn and Kay Porter, announcing and production; Kay Porter, engineer. Western Electric equipment is being installed along with a 175-foot Blaw-Knox radiator.

New Texas Station

THE NEW KXOX, Sweetwater, Tex., 250 watts daytime on 1210 kc., went into operation Dec. 3 under the general managership of Russell Bennitt, co-publisher with his brother George Bennitt of the *Sweetwater Reporter.* The Bennitts are controlling stockholders in the licensee corporation. J. Allen Brown, recently with WHMA, Anniston, Ala., is commercial, production and promotion manager. George W. Dotson, formerly with WMC, Memphis, is chief engineer; Ken Krug, in charge of studio production; Harold Moon, chief announcer; Ed Carrigan, formerly with KRIC, Beaumont, engineer.

Merry Christmas
and many thousand
Happy New Ears

MORE POWER ON 590 KC TELLS THE STORY

NOW
5,000 WATTS
FULL TIME
590 KC

MORE POWER—5,000 watts full time on 590 kilocycles—means many thousands of new listening ears will be happily added to the coverage of this station for the benefit of the advertisers.

Engineers have agreed that 5,000 watts on 590 kilocycles delivers as much actual coverage as 80% of the stations operating on 50,000 watts power. The answer to this apparent paradox is in the inherent carrying power of the WOW frequency of 590 kilocycles.

Complete coverage of the rich Omaha market requires coverage of parts of six states along the Missouri River. No other station, alone, can give this coverage. If you want the Omaha market, you want WOW.

WOW

John J. Gillin, Jr., Manager . . . Owned and Operated by the Woodmen of the World Life Insurance Society . . . John Blair & Company, Representatives . . . On the NBC Red Network . . . Write for Comprehensive Surveys and Maps

5,000 Watts Day and Night on 590 KC Covers the Omaha Market



EDUCATIONAL directors of CBS stations on Dec. 1 attended an all-day conference in New York, under the leadership of Sterling Fisher, CBS director of education. Besides watching a *School of the Air* broadcast, they discussed theory and practice of education by radio, with addresses by network executives and educators. Meantime CBS is negotiating with several U. S. universities to secure adoption of CBS educational broadcast as accredited work to supplement classroom study. Pictured are: Front row (l to r) Ruth Lange; Elizabeth Gledhill, WHEC, Rochester; Mrs. Helen L. Swabey, Canadian Broadcasting Corp.; Mrs. Lavinia Schwartz, CBS, Midwest; Mrs. Melva Chernoff, WCHS, Charleston, W. Va.; Madeline Willemsen, of Puerto Rico, for Rockefeller Foundation; Mr. Fisher; Leon Levine, CBS asst. educ. director; Stewart Ayers, script writer for *American School of the Air*. Second row, Michael R. Hanna, WIBX, Utica, N. Y.; Belmont Farley, radio coordinator, National Education Assn.; Carl George, WGAR, Cleveland; David C. Adkins, Boston, director of *New England Town Hall*; Lloyd del Castillo, WEEI, Boston, CBS, New England; William Winter, WBT, Charlotte, N.C., CBS, South; Jack Weldon, WDBJ, Roanoke, Va.; Lloyd Dennis, WJSV, Washington. Third row, Sterling V. Couch, WDRC, Hartford; A. W. Martin, WMAS, Springfield, Mass.; Walter R. Bishop, WRVA, Richmond; Robert Soule, WFBL, Syracuse; John Grolier, WGBI, Scranton; Jack Henry, WBRY, Waterbury, Conn.; Maurice Dolbier, WABI, Bangor, Me.; R. J. Stratton, WDNC, Durham; Herbert Broocker, Columbia U; Harry R. Snyder, McGraw-Hill Book Co.

Colleges Asked by CBS To Recognize Air School

CBS is negotiating with several major universities with a view to the adoption of its educational broadcasts as accredited work to supplement classroom study, with anticipated results comparable to those attained in the secondary school field with the *CBS American School of the Air*, according to Sterling Fisher, CBS director of education, at a recent meeting in New York of CBS educational directors. Under the plan, students listening to and cooperating in the production of such programs as *Of Men & Books*, *Americans at Work*, *People's Platform* and *Bull Session* would be credited for college activities.

Stanford is considering plans to develop special regional programs on the CBS Pacific network of an educational nature, following a conference between Dr. Ray Lyman Wilbur, president of the University; William S. Paley, CBS president, and Mr. Fisher.

Would Equalize Control

TRANSFER of one share of stock in the corporations licensed to operate KOIL, Omaha, and KFAB and KFOR, Lincoln, Neb., is sought in applications just filed with the FCC. The Sidles Co., now owning 50.1% of the stock in each of the companies, would transfer the share to the Star Printing Co., publisher of the *Lincoln Star*, which now holds 24.9%. Its shareholding would thus become 25%. Its sister newspaper company, the State Journal Printing Co., publishing the *Lincoln State Journal*, owns the other 25%. Both newspapers are units of the Lee Syndicate, a newspaper chain, which thus would become co-equal owner with the Sidles Co. in the three stations.

Radio AND Education

TWO one-reel motion pictures about radio, titled "Air Waves" and "Television", have been produced by RCA and are available free for non-theatrical display, according to an announcement by the National Committee on Education by Radio. The pictures are distributed through a number of educational institutions, a list of which may be secured by writing William J. Ganz Co., 19 E. 47th St., New York.

WORL, Boston, on Dec. 9 broadcast what it claims as the first program ever to originate from the auditorium of a local public school with the entire student body participating. The program, originating in the auditorium of Oliver Wendell Holmes School in Dorchester, was a special meeting of the M-1 Safety Squad to take into membership the 1,000 students of that school. The students, ranging from 11 to 15 years, took the pledge in unison and then were given membership cards. Mayor Tobin of Boston and other local and State officials spoke.

DR. RALPH H. OJEMANN, of the Iowa Child Welfare Research Station, State U of Iowa, in the Sept. 16 issue of *School and Society* describes in an article the child study radio program carried on WSUI, Iowa City, and WOAI, Ames, for the last seven years.

OUTSTANDING patterns for successful cooperative public service broadcasting are revealed in a report, titled "Public Service Broadcasting", soon to be issued by the Federal Radio Education Committee. The report, compiled by Dr. Leonard Power, FREC director of research, is based upon a study of public service broadcasting by 12 statons, with an extended review of the activities of WMBD, Peoria, in this field.

BILL EVANS, announcer of WTMJ, Milwaukee, will conduct two classes, in public speaking and radio speaking, during the next term for the Wisconsin U Extension Division.

WORKING with parent-teacher organizations, KSTP, St. Paul, has begun organizing city-wide listening groups in an attempt to widen the scope of its educational programs. The experiment is being conducted in connection with the new *What Would You Do?* series, based on problems connected with child welfare and aired weekly by the St. Paul Council of Parents and Teachers. Thomas D. Rishworth, KSTP educational director, is providing bibliographies and study questions which are being made available to anyone wishing to establish a listening group. So far more than 20 groups have been set up for the single program.

CHICAGO U on Dec. 23 returns its *Human Adventure* series to CBS, Saturdays, 4-5 p. m., CST. Written under the direction of William Benton, vice-president of Chicago U, and Sherman Dryer, radio director, the program presents dramatizations of the contributions of scientists and research workers to the welfare of mankind.

NBC has published a catalogue of all listeners' aids, supplementary study material and teachers' manuals issued for use in connection with NBC educational and cultural programs. The catalogue may be obtained free from the NBC Information Department, 30 Rockefeller Plaza, New York.

UNIVERSITY Broadcasting Council, Chicago, has started a half-hour Sunday afternoon series on MBS titled *Meditation of Melody* in cooperation with DePaul U. The series features dramatizations of the lives of famous musicians and scientists.

SIX broadcasts designed to show how American people have asked governmental aid will be heard on the CBS *Democracy in Action* series, heard Sundays at 2 p. m.

UNIVERSITY of New Mexico Press, Albuquerque, has published *Short Plays for Stage and Radio*, containing simple plays with careful notes on production, edited by Carless Jones.

W S T P Takes the Air With Fred Bugg Manager

FRED BUGG, formerly general manager of WTMC, Ocala, Fla., has been appointed manager of the new WSTP, St. Petersburg, Fla., which went on the air in latter November with 100 watts night and 250 day on 1370 kc. Sam H. Mann Jr., attorney, controls the licensee corporation. The staff was announced as follows:

Ralph Feather, formerly of WJAX, Jacksonville, program director; Heidt Swearingen, formerly with the advertising department of the *St. Petersburg Times*, commercial manager; Keeta Martin, of WAAT, Jersey City, and WNEW, New York, musical director; Carl Carrier, of WFLA, Tampa, and WSUN, St. Petersburg, chief engineer; Ed Wallis, of WSUN, and Garvin Combs, of National Airlines, operators; Jack Swift, of WSUN and WRUF, Gainesville, chief announcer, and Don Bell, of WHO, Des Moines, WFLA, Tampa and WPTF, Raleigh, N. C., announcer.

Iowa Station Starting

AUTHORIZED for construction last July, the new KVFD, Fort Dodge, Ia., scheduled to begin operation on or about Dec. 15, using 100 watts night and 250 day on 1370 kc. Edward Breen, attorney, member of the State Senate of Iowa and at one time with WHO, Des Moines, who is chief stockholder, will be manager of the station. Charles A. Kennedy, formerly with KYSM, Mankato, Minn., will be commercial manager, and Mel Galliart, formerly with WKBB, Dubuque, Ia., will be program director. RCA equipment and a 310-foot Wincharger tower have been installed. UP news service and Standard Radio library have been ordered.

Hawaii Station Plans

DELAYED in construction plans since it was authorized in October 1938, the new KTOH, Lihue, Hawaii, will not begin operating before April 1, 1940, according to C. J. Fern, manager of Garden Island Publishing Co. Ltd., publishing the *Garden Island & Kauai Filipino News*, which will be the licensee firm. Mr. Fern will become general manager of the station, with Dean Stewart as station and commercial manager; William Parsons, program director; Robert Glenn, chief engineer. Collins transmitter and a 130-foot Lehigh tower have been ordered. Staff will include A. Abayalde and S. Hamura as salesmen and announcers, Alfredo Viloria and Kikue Naito as continuity writers and Raymond Sasaki, engineer.

WSPD Seeks Station

FORT INDUSTRY Co., which operates WSPD, Toledo, and other stations in Ohio and West Virginia, Dec. 4 filed with the FCC an application for a new daytime station in Toledo on 810 kc. with 1,000 watts. The channel is occupied by WCCO, Minneapolis, 50,000 watt clear channel outlet, with WNYC, New York, operating on it as a daytime outlet.

They might have been the "FORTY-EIGHTERS"



Gold was discovered in January, 1848 in the tail race of Sutter's Sawmill in Eldorado County, California. Because of poor communications, word spread slowly and not until 1849 did the ensuing "gold rush" reach its height.

HOW THE FAMILY OF RCA WOULD SPEED UP THE GOLD RUSH

Hardly before the echoes of the first shout of "gold" died out along Sutter's Creek, NBC engineers and announcers would be on the spot with portable broadcasting equipment developed in RCA Laboratories and built by the RCA Manufacturing Company. Out over the two great NBC networks, which provide the broadcasting service of the Radio Corporation of America, would flash the discovery news in a thrilling program featuring a personal interview with James Wilson Marshall, the finder of the first nugget.

Both in America and abroad listeners would turn the volume a little higher on their RCA Victor receivers so that not one precious word would escape them.

Then as the rush started for Eldorado County, police in cities and towns throughout the nation would direct the flow of traffic with 2-way RCA Police Radio Systems. And songs improvised by the gay "Forty-Eighters" to make the going more pleasant would, of course, be recorded on Victor and Bluebird Records and reproduced everywhere by RCA Victrolas.

In lieu of any present discovery of gold, RCA stands ready to serve you in every respect in every field of radio.

• • •

Trademarks "RCA Victor" and "Victor" Reg. U. S. Pat. Off. by RCA Mfg. Co., Inc.

Radio Corporation of America RADIO CITY, N. Y.

RCA Manufacturing Co., Inc. • National Broadcasting Company • RCA Laboratories
Radiomarine Corp. of America • R.C.A. Communications, Inc. • RCA Institutes, Inc.

L.B. WILSON *Announce*



FIFTY GRAND


S...
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CBS
N WATTS

Merchandising & Promotion

School Aids—News Finder—Bonuses for Sponsors —Answering the Critics—Weekend Reminders

WITH cover simulating a school slate, complete with sponge eraser attached by string, NBC's recently published second volume of "How Schools Can Use Radio" presents suggestions and illustrations of how radio can be fitted into the school curriculum. The colorful booklet includes statements emphasizing radio's educational function by David Sarnoff, RCA president and NBC board chairman, and Dr. James Rowland Angell, NBC educational counselor, as well as a brief explanation and listing of the network's educational features. In addition to the programs, the booklet lists supplementary listening aids, suggestions for school radio equipment and a specimen student's worksheet for Dr. Walter Damrosch's *Music Appreciation Hour.*

* * *

Funds for Toys

DEDICATION on Dec. 4 of the "Doll House" located on the Willard Hotel corner in downtown Washington opened the fifth annual campaign for Christmas toys for needy children conducted by Gordon Hittenmark, *Timekeeper* of WRC, Washington. Speeches by prominent local officials were carried on a special dedicatory program Dec. 4. During the campaign Hittenmark will broadcast his early morning programs direct from the miniature house, which will be attended daily from 6:30 a. m. to 6 p. m. for acceptance of toys and dolls offered by listeners.

* * *

Charleston Queries

PHRASING its sales message in question-answer form under the introduction, "Here are a few questions and answers we're thinking of submitting to *Information Please",* WCHS, Charleston, W. Va., recently mailed a printed letter to prospective and present clients. Queries are phrased to answer themselves by suggestion, while the answers are executed with a light touch.

* * *

Balloon Reminders

TO BOOST early Christmas buying, the Z-Bar Net, including KGIR, Butte, KPFA, Helena, and KRBM, Bozeman, Mont., publicized Dec. 1 as "Balloon Day" and for the occasion distributed toy balloons imprinted with a shop early message. Distribution was accomplished in cooperation with local stores, which handed out a balloon to each customer during the day.

* * *

News Timetable

AS AN inducement to chart mail response and stimulus for the station's ten daily news broadcasts, KNX, Hollywood, is offering a news broadcast timetable to Southern California listeners. Smartly turned out in green and black, the one-fold piece includes a short sales talk on radio's rapidity in transmitting news and the KNX news gathering facilities.

* * *

Show on Tour

ROMA WINE Co., San Francisco, sponsors of the *World's Fair Party* with Art Linkletter as master of ceremonies on the quiz program, is touring the show throughout California, broadcasting from a different town each week over MBS. Until the close of the Golden Gate Exposition, *World's Fair Party* originated from the Wine Temple each week.

Contests on KNX

TO FACILITATE the presentation of complete information on all contests and offers being featured on CBS network and KNX, Hollywood local programs, the station has inaugurated a weekly 10-minute period which provides a round-up of such data. The weekly synthesis is a part of the station's twice-daily house-organ program *KNX-tra,* and rules, closing dates and other information on premium offers is presented. This service to clients is in addition to the regular monthly bulletining of the wholesale and retail trade in regard to new contests and offers.

* * *

Turn About

IN ADDITION to bonuses for members of the staff, KFRO, Longview, Tex., is planning to present gifts to all advertisers. While in the past gifts went only to clients on the station during every week in the year, this year these clients will receive more pretentious presents, while the non-regulars and prospects will get small gifts.

* * *

Playbacks for Dealers

PETER DOELGER BREWING Co., Harrison, N. J., is promoting its 12 weekly programs on WHN, New York, by equipping each salesman with a recording and playback machine to use on dealer calls. Recordings, made by WHN Transcrip Service, give excerpts of programs with four-minute commercials.

* * *

Campbell's Program

HUGE red and gray mounted posters calling attention to four programs which Campbell Soup Co. is currently sponsoring on CBS, have been placed in all Southern California A & P Markets through joint cooperation of the advertiser's Los Angeles office and the network's Hollywood sales promotion department.

* * *

Golden Gate Trailers

KSFO's merchandising department in San Francisco recently completed arrangements with the San Francisco Division of the Golden State theater chain, whereby sound trailers are being run in their theaters promoting KSFO programs and personalities.

Druggists Interested

MAILING of complete information by the KPO-KGO commercial department in San Francisco on drug products advertised on programs heard on the two stations, brought replies from druggists in all sections of Northern California who desired help in linking window displays and other merchandising activities with radio. Headquarters of the Owl Drug Co. in San Francisco made the KPO-KGO Bulletin the subject of a memorandum to sales personnel in their 130 stores.

* * *

Offer to Churches

PROCTER & GAMBLE Co., for the first time on the air, is using its cash redemption of coupons with the offer slanted to religious organizations. On its script shows for Oxydol and Ivory Soap, the firm offers a half-cent for each coupon mailed in through a religious organization. The offer closes Jan. 2, 1940, and is being made on *Man I Married, Mary Marlin, Ma Perkins, Trouble with Marriage, What's My Name.*

* * *

Bombs and Dollars

KTOK, Oklahoma City, used fireworks bombs and cardboard silver dollars to promote the Tums *Quicksilver* show. The bombs were set off on downtown office buildings, with permission of the local police and fire department, and KTOK staff members standing on other buildings tossed down the cardboard dollars as the bombs exploded.

* * *

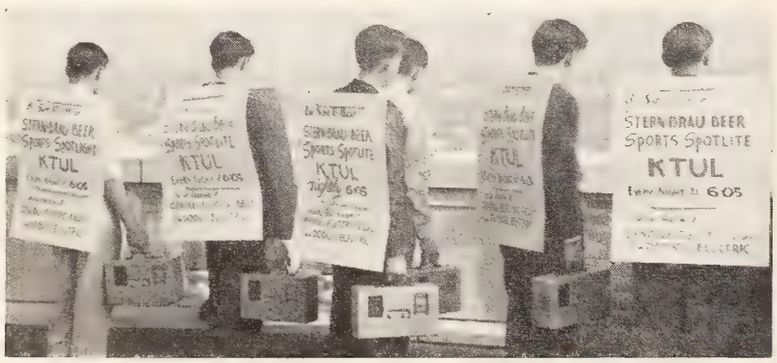
Advertising Apologist

TO COMBAT anti-advertising propaganda, *Consumer Information* started Dec. 13 on Yankee Network under auspices of the Advertising Federation of America. The first six programs of the feature, heard Wednesdays, 6:15-6:30 p. m. (EST), feature talks by Philip J. McAteer, vice-president of AFA.

* * *

Party Souvenirs

AS SOUVENIRS of its 19th anniversary and transmitter dedication party Nov. 4-5, KDKA, Pittsburgh, sent guests an eight-page offset photo booklet, together with a striking black sun-dial ashtray designed by W. B. McGill, sales promotion manager.



TO INTRODUCE the new Stern Brau Beer *Sports Spotlight,* heard nightly at 6:05 p. m. on KTUL, Tulsa, the station hired six boys to carry sandwich board signs and portable radios tuned to KTUL. The boys stayed out all day for two consecutive Saturdays and Thanksgiving, wandering around downtown Tulsa to arouse interest in the program.

Annual Album

FOR each of the last five years, WLS, Chicago, has sold more than 50,000 copies of its *WLS Family Album* to its listeners at 50 cents per copy. The 60-page album for 1940 has just been published, carrying for the first time in its forward a statement on the American plan of broadcasting by Burridge D. Butler, president of Prairie Farmer-WLS. Mr. Butler's explanation of the American plan contrasts European systems of broadcasting, points out the significance of free radio in America. The *WLS Family Album,* 1940, contains dozens of artist pictures and a complete description of the stations operations. It is dedicated to Miss Grace Cassidy, WLS traffic manager, who was a member of the *Prairie Farmer* staff before WLS went on the air in April, 1924.

* * *

Big PA Network

ONE of the largest public address networks ever devised in New Jersey was lined up Dec. 11 by WOR, Newark, for a marketers' league convention held in nine New Jersey cities by Standard Oil Co. of New Jersey. Through the facilities of the p.a. network, employes of the oil company merely went to the city nearest their homes to hear the entire program originating in the company's main offices in Newark and piped on telephone lines to p.a. loudspeakers in hotels in Trenton, Atlantic City, Camden, Morristown, Elizabeth, Asbury Park, Jersey City, Patterson and Newark.

BROCHURES

WIBX, Utica, N. Y.—Booklet on how to spend advertising money.

WBBM, Chicago—20-page brochure "The Measure of a Station" which analyzes the station's local and national spot business with no reference to network billings.

WENR, Chicago—Folder, titled "You Get More For Less", advertising new discounts together with the station's new transmitter. When piece is unfolded, a cardboard transmitter tower pops up from the center of the WENR coverage map.

WING, Dayton, O.—Printed letter, in simulated long-hand, with a personal slant, pushing "Polly's" programs as an advertising medium.

CBS—"The Magic of Radio Transmission" simply tells the story of how a radio program gets from a CBS studio into the listener's living room and how programs are picked up overseas.

WCKY, Cincinnati—Two-color offset folder promoting two early morning programs on the station, featuring pictures of Joe Graham, Al and Lee Bland.

KDAL, Duluth—Client testimonials in a simulated sheet music brochure, under title of popular song, "They Say".

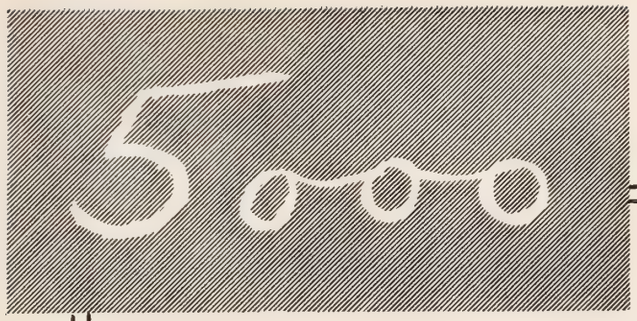
WHO, Des Moines—Map folder analyzing early morning nationwide listening, based on response to a picture offer by the station.

KGIR, Butte, Mont.—Promotion message printed on sheet copper.

KLZ, Denver — Eight-page brochure presenting sponsor-testimonial for the *Three B's* program heard on the station.

NAB—Two NAB Bureau of Radio Advertising brochures with success stories of radio's use by laundries and a jewelry-optical firm.

WOAI, San Antonio—Four-page folder, "a twice told tale", with figures from a Ross Federal survey of San Antonio listening.



MOST POWERFUL:

On November 15, **W-I-R-E** increased its nighttime power to 5,000 Watts, becoming Indiana's most powerful **FULL-TIME** station.

NEW STUDIOS:

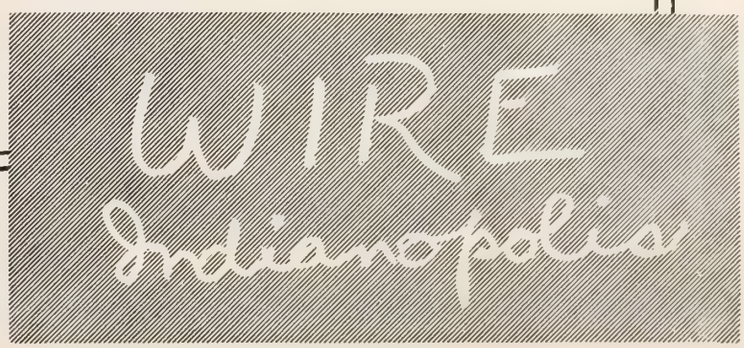
W-I-R-E will soon announce the formal dedication of new studios and offices on the ninth floor of the Claypool Hotel in downtown Indianapolis. With these new facilities, **W-I-R-E** will have one of the most modern and complete broadcasting establishments in the Middle West.

THE RIGHT COMBINATION:

Aggressive *local* programming, intensive coverage of *local* special events, *local* community service **P L U S** a full roster of N.B.C. Red* Network shows are the reasons why Central Indiana keeps tuned to **W-I-R-E.**

The combination of ranking N.B.C. shows with complete local programming makes it unnecessary for **W-I-R-E** listeners to turn to out-of-state stations for service.

**W-I-R-E is the only Basic Red station in Indiana.*



NOW Look to

for TELEVISION TRANSMITTERS

GENERAL ELECTRIC—whose Research Laboratory is the home of many basic television developments—now offers television broadcast equipment. Here is a new standard in high-definition picture transmission.

Transmitters, tubes, studio and control-room equipment—all bear the unmistakable mark of G-E radio engineering, of quality that has meant top performance for more than 20 years.

Whether you examine the smart new styling or the most minute detail of technical design, you will find this new apparatus built to give satisfaction every step of the way.

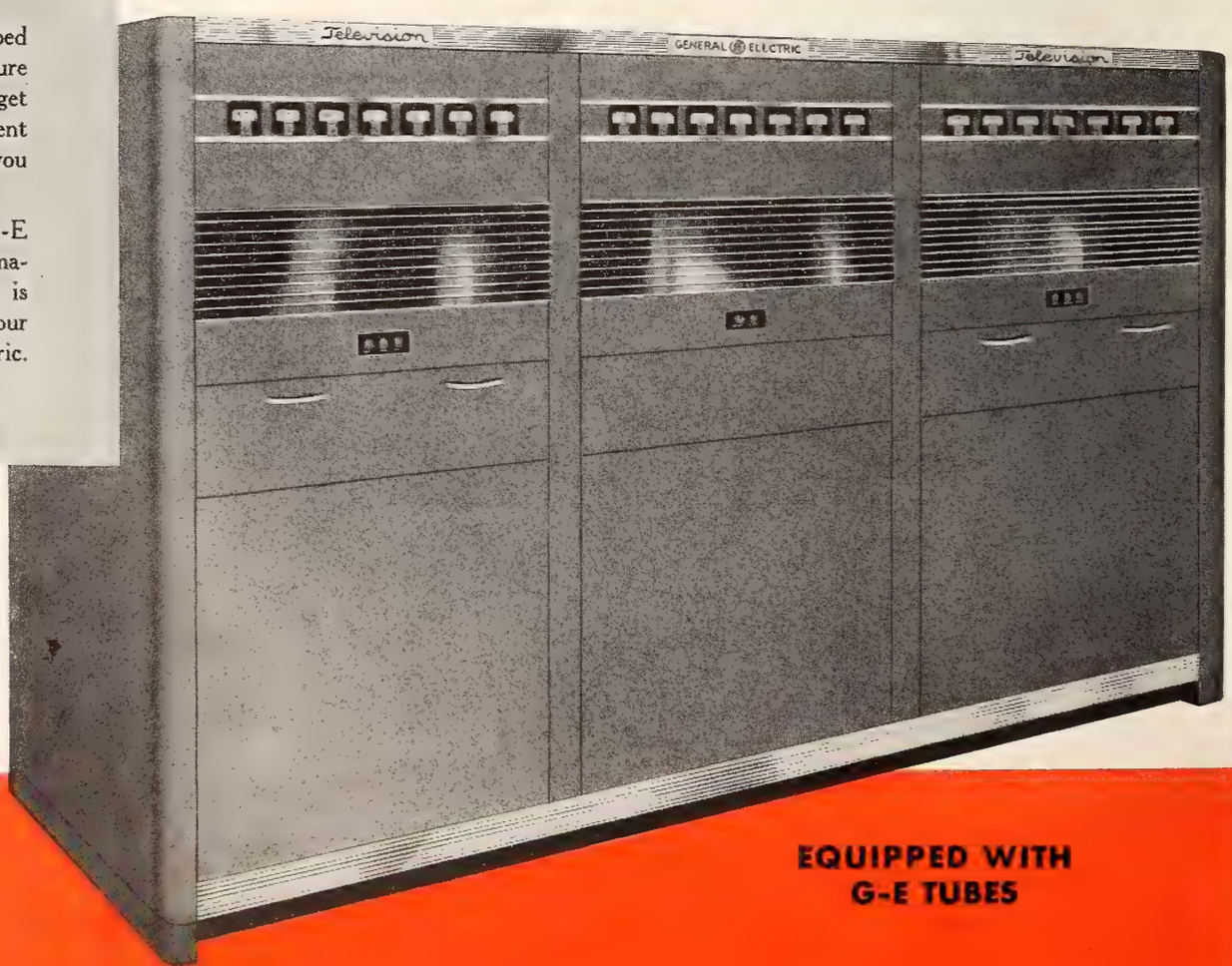
Investigate G-E television through the nearest G-E sales office.

G-E TRANSMITTING TUBES

GENERAL ELECTRIC has pioneered the design and production of radio tubes since 1913. Many of the outstanding advancements in the radio industry during this time are directly traceable to vacuum tubes developed in the G-E Research Laboratory.

All new G-E transmitters are equipped with G-E transmitting tubes to assure optimum performance. Be sure you get the most from your present equipment by specifying G-E tubes whenever you need replacements.

A complete listing of standard G-E transmitting tube types for both amateur and commercial applications is now available. Get a copy through your dealer, or write direct to General Electric.



This is the new G-E 1-kw television picture transmitter. On the opposite page, the new G-E 1-kw frequency-modulation transmitter.

EQUIPPED WITH G-E TUBES

General Electric

for FREQUENCY-MODULATION TRANSMITTERS



EQUIPPED WITH G-E TUBES

FREQUENCY MODULATION—radio at its best—is now made available with all its advantages by General Electric's five new frequency-modulation transmitters. Their output ratings range from 250 watts to 50 kilowatts.

Based on the system originated by Major E. H. Armstrong, this outstanding equipment engineered by G.E. hits a new high in high-fidelity broadcasting. *Think of it*—distortion less than $1\frac{1}{2}$ per cent from 30 to 7500 cycles . . . less than 3 per cent up to 15,000 cycles! Almost complete freedom from interference—both natural and man-made—throughout the service area!

The new G-E transmitters are marked not only by superior performance, but by simplicity, dependability, and economy of operation as well. Look into the advantages which frequency-modulation offers for your service area. General Electric will gladly help you do so.

Look to G.E. for These Radio Products, Too . . . .

Receivers—standard broadcast, frequency-modulation, television, carryabouts, auto-radio, record-players, radio-phonograph combinations

Pre-tested Receiving Tubes

Emergency Radio—for state and local police, public utility and transit companies, fire departments, ambulances, forest service

Receiver and Tube Checkers

Radio for School Systems

Oscillographs for Television

Supplies—capacitors, instruments, transformers, wire, insulation materials (Mycalex and fused quartz), tube parts, crystals, antennas, studio equipment

Carrier-current Equipment—for telephone communication over power lines, protective relaying, telemetering, supervisory control, and low-frequency control of street lighting and water heaters

For further information on G-E radio, television, and frequency-modulation equipment, and G-E transmitting tubes, contact the nearest G-E sales office, or write to

General Electric, Radio and Television Department, Schenectady, N. Y.

LOOK TO G.E. IN RADIO, TELEVISION, AND FREQUENCY MODULATION

GENERAL ELECTRIC

900-21



WANT TO KNOW *Why?*

Again in 1939, KDYL carried more local advertisers than any other local station. Would you like to know why?

It isn't because KDYL has a lower local rate. KDYL's local rate is as high or higher than that of other Salt Lake stations.

It's because KDYL is recognized by local business men as the *result-getting* station — and everybody is interested in results. Audience-holding *showmanship* does it.

The station that has been getting results for advertisers for years, is the station to include in your 1940 sales plans.

5000 WATTS DAYTIME
1000 WATTS NIGHTS

KDYL

THE *POPULAR* STATION
Salt Lake City, Utah
Representatives:
JOHN BLAIR & COMPANY
Chicago - New York - Detroit
San Francisco - Los Angeles

NBC RED NETWORK

Education Merge

(*Continued from Page 32*)

thus taking its place beside the schools and other similar agencies in training youth for life and the service of the nation."

Typical of this new type of program, he said, is *Cavalcade of America* which resumes Jan. 2 on 100 NBC stations under sponsorship of Du Pont. He pointed out that this public service program has gained added authority through the addition of three American authorities to the *Cavalcade* staff: Carl Carmer, Marquis James, and Dr. Frank Monaghan.

Among NBC affiliates at the conference were R. L. Harlow, vice-president of Yankee Network; Homer J. Bliss, WHAM, Rochester; Clarence Moore, KOA, Denver; John W. Tinnea, KWK, St. Louis; Russ Winnie, WTMJ, Milwaukee; Harry Burke, WOW, Omaha; Miles Reed, WCFL, Chicago; T. C. McCray, WTIC, Hartford, Conn.; Ben H. Darrow, WBEN, Buffalo; Harry J. Kaufman, WDAF, Kansas City; S. D. Gregory, KDKA, Clifton Daniel, WCAE, Pittsburgh; Hal Metzger, WTAM, Cleveland; Mrs. Harriet Hester, WLS, Chicago; Dr. Lee Norvelle, WIRE, Indianapolis; Franklin Tooke, WOWO, Ft. Wayne; Edward Linean, KSO-KRNT, Des Moines; Woody Woods, WHO, Des Moines; Joseph Ries, WLW-WSAI, Cincinnati; Thomas D. Rishworth, KSTP, St. Paul; F. E. Fitzsimonds, KFYR, Bismarck; William Webb and Earl Mullin, NBC-New York and Russell Gohring, WSPD, Toledo; Franklin Tooke, WOWO, Ft. Wayne; Frank Mullen, vice-president of RCA, New York.

To Publish Analysis

The three-day schedule of the School Broadcast Conference as listed in BROADCASTING, Dec. 1, was followed without exception. Edward M. Kirby, NAB director of public relations, spoke Dec. 7 at a dinner party given for the 40 members of the executive council. Mr. Kirby explained the NAB program code in the light of educational broadcasts. Leonard Power, assistant chairman of the Federal Radio Education Committee of the U. S. Office of Education, spoke to the advisory committee on "Research Activities of the FREC." He told of his recent swing around the country during which he called on 50 of the 346 universities and colleges that now have radio departments. He praised broadcasters for the time given and the privileges extended to college workshops in educational radio.

Mr. Power added that five analyses of educational radio will soon be published by his office and distributed to all U. S. stations and 5,000 educational leaders throughout the country. At the close of his speech he suggested that FREC might join the Chicago School Broadcast Conference next December, as well as the Columbus conference next May. The advisory committee of the Conference voted approval of this plan.

Radio Demonstrations

Many radio demonstrations were held during the three-day conference with pupils and teachers from Chicago schools participating. On Dec. 8, CBS originated its *American School of the Air* program from the conference hall. Exhibitors at the conference included: RCA Mfg. Co.; Presto Recording Co.; CBS; MBS; Office of Education, Washington, D. C.; Service Center for Modern Languages Teachers, Tufts College, Boston; Radio Council of Chicago Public Schools; WGN; WLS; WBBM.

Another broadcast from the conference was *Let's Tell a Story*, a weekly educational program aired on WJJD, Chicago. Al Hollander, educational director of WJJD, was in charge of the program's presentation at the conference. WLS, Chicago, also broadcast its weekly educational series titled *Young Chicago Sings*. George Losey, WLS producer, directed the 120-voice high school girls' chorus.

Other radio educators attending the conference were: Robert E. Allen, Indiana U; L. A. Astell, Illinois U; Homer J. Bliss, WHAM, Rochester; W. D. Boutwell, Office of Education, Washington; Pearl B. Broxam, Iowa U; Mildred C. Chaberlin, Purdue U; B. H. Darrow, WBEN, Buffalo; Robert S. Emerson, New York U; Belmont Farley, National Education Assn., Washington; Kenneth L. Graham, KMBC, Kansas City; Wilfred Guenther, WLW, Cincinnati; Vern Hansen, WGN, Chicago; H. C. Harshbarger, Iowa U; Harriet H. Hester, WLS, Chicago; Luella Hoskins and George Jennings, Chicago Radio Council; W. B. Levenson, WBOE, Cleveland; Carl Menser, WSUI, Iowa U; Allen Miller, University Broadcasting Council, Chicago; C. C. Moore, KOA, Denver; Charles A. Robinson, National Committee on Education by Radio, New York; John Shurtleff, Radio Workshop, Cleveland; B. J. Sullivan, RCA-Mfg. Co., Chicago; Parker Wheatley, Northwestern U; C. A. Wheeler, WRUL, Tufts College, Boston; Howard S. Wilcox, Indiana U; Raymond Wilson, Zenith Radio Co., Chicago; J. F. Wright, Illinois U; Frederick Wyatt, Ohio State U; Blanche Young, radio director of Indianapolis Schools, Indianapolis.



WHEN the 30 members of the WLS *Prairie Farmer* bowling league warm up for weekly sessions, hecklers are all over the place. Harold Safford, WLS program director (left) and T. L. Rowe, WLS chief engineer (center) are not only telling George Cook, WLS treasurer, how to hold the bowling ball but keep yelling "foul".

Crashing THE FRONT PAGE!

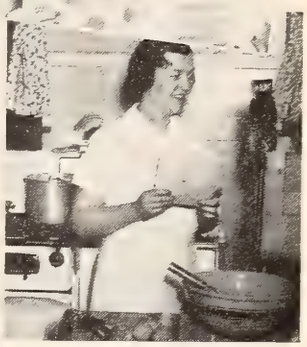




OLD-FASHIONED GIRL



SAVOY SWING



ECONOMY KITCHEN



WOMAN'S HOUR

SPECIAL EVENTS





DAWN PATROL



SAFETY PATROL

1057 lines of FRONT PAGE NEWS for WKRC in 1939! All in Cincinnati newspapers! All local program stories!

WKRC rates page one in Cincinnati because it is NEWS to the thousands of responsive listeners it continues to hold through presentations of the *Timely*, the *Unusual* and the *Dramatic!*

WKRC's effectiveness as a "result getter" is proved by the record of sales successes its dynamic local originations produce!

And NOW, WKRC has the *plus* value of Times-Star ownership, management and good will . . . convincing evidence that more than ever you need WKRC's clear, top-of-the-dial signal to do your complete selling job in a rich Cincinnati coverage area of 134 Ohio, Kentucky and Indiana counties.

Now Owned and Operated by the CINCINNATI TIMES-STAR

WKRC

5000 Watts Day
1000 Watts Night
550 KILOCYCLES

Cincinnati's Basic Station for The Mutual Broadcasting System

National Representative • WEED & COMPANY • New York • Chicago • Detroit • San Francisco

WORLD LE

...THE



✻ And the *engineers* of these same stations prefer vertical quality over lateral, 12 to 1.

Other interesting preferences were revealed . . . a 3½ to 1 preference for World *reproduction* of *speech;* a 12 to 1 preference for World pressings because of durability factors; and a 4 to 1 preference for World's shipping and delivery service on pressings.

• • •

Here's what World's Western Electric vertical-cut Wide Range recording means—quoting an advertiser: "Your flawless recording gives our program a brilliance, a naturalness which makes the listener forget he is hearing a broadcast . . . he is peeking in on the real scenes being enacted."

WORLD BROADC

ADS

9 TO 1 PREFERENCE

OF RADIO STATIONS



WORLD, always proud of its designation as producer of highest quality transcriptions, now offers further concrete evidence of its leadership. In an important recent survey, all the leading independent network stations were queried regarding their transcription preferences.

119 station managers out of 132 having both vertical and lateral equipment, voted for World vertical-cut Wide Range recording for faithful reproduction of music . . . *a 9 to 1 preference for vertical versus lateral recording.**

These broadcasting men are vitally concerned in giving the advertiser the result he expects . . . big audiences and broad coverage. Perfect sound transmission is the answer. And the most life-like mirror of sound that science knows today is a World vertical-cut Wide Range transcription.

— ADVERTISERS' BLUE BOOK —

Advertisers planning spot campaigns will do well to consider the influence and popularity of World Program Service Stations. Enjoying exclusive local rights to the greatest repertory of music ever recorded for radio, these stations build programs in endless variety for national, regional or local advertisers.

ALABAMA
WHMA . . . . *Anniston*
WMOB . . . . *Mobile*

ARIZONA
KOY . . . . *Phoenix*

ARKANSAS
KELD . . . *El Dorado*
KARK . . . *Little Rock*
KUOA . . *Siloam Springs*

CALIFORNIA
KPMC . . . *Bakersfield*
KIEM . . . . *Eureka*
KGER . . . *Long Beach*
KHJ . . . *Los Angeles*
KLX . . . . *Oakland*
KGB . . . *San Diego*
KFRC . . *San Francisco*
KDB . . *Santa Barbara*
KSRO . . . *Santa Rosa*
KGDM . . . . *Stockton*
KHUB . . . *Watsonville*

COLORADO
KFEL . . . . *Denver*
KFXJ . . *Grand Junction*
KGHF . . . . *Pueblo*

CONNECTICUT
WTIC . . . . *Hartford*
WELI . . . *New Haven*

DIST. OF COLUMBIA
WJSV . . . *Washington*

FLORIDA
WRUF . . . *Gainesville*
WQAM . . . . *Miami*
WDBO . . . . *Orlando*
WTSP . . *St. Petersburg*
WJNO . *West Palm Beach*

GEORGIA
WGPC . . . . *Albany*
WATL . . . . *Atlanta*
WRDW . . . . *Augusta*
WRBL . . . *Columbus*
WMAZ . . . *Macon*
WTOC . . . *Savannah*
WAYX . . . . *Waycross*

IDAHO
KIDO . . . . . *Boise*
KRLC . . . . *Lewiston*

ILLINOIS
WGN . . . . *Chicago*
WDAN . . . . *Danville*
WSOY . . . . *Decatur*
WTAD . . . . *Quincy*
WCBS . . . *Springfield*

INDIANA
WTRC . . . . *Elkhart*
WGBF-WEOA . *Evansville*
WIRE . . *Indianapolis*
WLBC . . . . *Muncie*

IOWA
WMT . . *Cedar Rapids*
WOC . . . *Davenport*
KMA . . . *Shenandoah*

KANSAS
KFBI . . . . *Abilene*
KWBG . . . *Hutchinson*

KENTUCKY
WLAP . . . *Lexington*
WPAD . . . . *Paducah*
WHOP . . *Hopkinsville*

LOUISIANA
WJBO . . *Baton Rouge*
KWKH . . . *Shreveport*

MAINE
WLBZ . . . . *Bangor*

MARYLAND
WBAL . . . *Baltimore*
WTBO . . *Cumberland*
WFMD . . . *Frederick*

MASSACHUSETTS
WCOP . . . . *Boston*
WEEI . . . . *Boston*
WTAG . . . *Worcester*

MICHIGAN
WHDF . . . . *Calumet*
WJR . . . . *Detroit*
WDMJ . . . *Marquette*

MINNESOTA
KATE . . . *Albert Lea*
KVOX . . . *Moorhead*
KROC . . . *Rochester*
KSTP *St. Paul-Minneapolis*

MISSISSIPPI
WFOR . . . *Hattiesburg*
WAML . . . . *Laurel*
WSKB . . . . *McComb*
WQBC . . . *Vicksburg*

MISSOURI
KWOS . . *Jefferson City*
KMBC . . . *Kansas City*
KWOC . . . *Poplar Bluff*
KWK . . . . *St. Louis*

MONTANA
KGCX . . . *Wolf Point*

NEBRASKA
KFAB-KFOR . . *Lincoln*
KOIL . . . . *Omaha*

NEVADA
KOH . . . . . *Reno*

NEW MEXICO
KGGM . . *Albuquerque*
KICA . . . . *Clovis*
KVSF . . . . *Santa Fe*

NEW YORK
WGR-WKBW . . *Buffalo*
WESG . . . . *Elmira*
WKNY . . . . *Kingston*
WOR . . *New York City (Newark)*
WINS . . *New York City*
WQXR . . *New York City*
WHAM . . . *Rochester*
WFBL . . . . *Syracuse*
WFAS . . *White Plains*

NORTH CAROLINA
WCNC . . *Elizabeth City*
WBIG . . . *Greensboro*
WEED . . *Rocky Mount*
WSTP . . . *Salisbury*

NORTH DAKOTA
KDLR . . . *Devils Lake*
KRMC . . . *Jamestown*
KLPM . . . . . *Minot*

OHIO
WJW . . . . *Akron*
WHBC . . . . *Canton*
WGAR . . . *Cleveland*
WKBN . . . *Youngstown*
WBNS . . . *Columbus*
WSAI . . . *Cincinnati*

OKLAHOMA
KCRC . . . . . *Enid*
KBIX . . . *Muskogee*
KOMA . . *Oklahoma City*
KVOO . . . . *Tulsa*

OREGON
KFJI . . *Klamath Falls*
KOIN . . . *Portland*
KUIN . . . *Grants Pass*

PENNSYLVANIA
WCBA-WSAN . *Allentown*
WFBG . . . . *Altoona*
WLEU . . . . . *Erie*
WKBO . . . *Harrisburg*
WCAU . . *Philadelphia*
WIP . . . *Philadelphia*
WCAE . . . *Pittsburgh*

RHODE ISLAND
WJAR . . . *Providence*

SOUTH CAROLINA
WAIM . . . . *Anderson*
WCSC . . . *Charleston*

TENNESSEE
WOPI . . . . *Bristol*
WDOD . . *Chattanooga*
WREC . . . *Memphis*
WLAC . . . *Nashville*

TEXAS
KGNC . . . . *Amarillo*
KRIC . . . *Beaumont*
KGKO . . *Dallas-Ft. Worth*
WBAP . . *Dallas-Ft. Worth*
KTRH . . . . *Houston*
KRLH . . . . *Midland*
KPDN . . . . *Pampa*
KPAC . . . *Port Arthur*
KTSA . . . *San Antonio*

UTAH
KEUB . . . . . *Price*
KDYL . . *Salt Lake City*

VERMONT
WCAX . . . *Burlington*

VIRGINIA
WSVA . . *Harrisonburg*
WRVA . . . *Richmond*
WDBJ . . . *Roanoke*

WASHINGTON
KXRO . . . *Aberdeen*
KIRO . . . . *Seattle*
KUJ . . . . *Walla Walla*

WEST VIRGINIA
WHIS . . . . *Bluefield*
WCHS . . . *Charleston*
WBLK . . . *Clarksburg*
WPAR . . . *Parkersburg*

WISCONSIN
WEAU . . . . *Eau Claire*
WHBY-WTAQ . *Green Bay*
WKBH . . . *La Crosse*
WIBA . . . . *Madison*
WISN . . . *Milwaukee*
WSAU . . . . *Wausau*

HAWAII
KHBC . . . . . *Hilo*
KGMB . . . *Honolulu*

CANADA

ALBERTA
CFAC . . . . *Calgary*
CJCA . . . *Edmonton*

BRITISH COLUMBIA
CKWX . . . *Vancouver*

MANITOBA
CFAR . . . *Flin Flon*
CJRC . . . *Winnipeg*

NEW BRUNSWICK
CKCW . . . . *Moncton*
CHSJ . . . *Saint John*

ONTARIO
CKPC . . . *Brantford*
CKOC . . . *Hamilton*
CKCA . . . . *Kenora*
CBO . . . . *Ottawa*
CKSO . . . . *Sudbury*
CKCL . . . . *Toronto*
CKLW . . . . *Windsor*

QUEBEC
CKAC . . . *Montreal*
CKCV . . . . *Quebec*
CHLN . . *Three Rivers*

SASKATCHEWAN
CKBI . . *Prince Albert*
CJRM . . . . *Regina*
CJGX . . . . *Yorkton*

FOREIGN

AUSTRALIA
5 DN . . . *Adelaide*
4 BC . . . *Brisbane*
3 KZ . . . *Melbourne*
2 GB . . . *Sydney*

NEW ZEALAND
1 ZB . . . *Auckland*
2 ZB . . . *Wellington*
3 ZB . . *Christchurch*
4 ZB . . . . *Dunedin*

MEXICO
XEW . . . *Mexico City*

SOUTH AFRICA
South African Broadcasting Corp.
Cape Town
Durban
Grahamstown
Johannesburg
Ponce

VENEZUELA
YV5RA-YV5RC . *Caracas*

ASTING SYSTEM

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OUR PLATFORM

American radio as free as the press.

Maintenance of a free, competitive system of broadcasting.

Programs providing greatest good for the greatest number.

The right to render public service without undue restraint.

Maintenance of highest moral, social and economic standards.

Stand aloof from political partisanship on the air.

Build radio circulation to saturation in 30,000,000 American homes, with radios in every classroom, office and automobile.

Keep abreast of modern technical developments.

Foster sound and progressive development of commercial television and facsimile.

Frankenstein

THE resourceful businessman contemplates the future. He watches trends, and buttresses his position accordingly. Radio, perhaps more than most other pursuits, is sensitive to trends. It is particularly influenced by public whim and fancy.

We have discoursed before on the dismal sameness of daytime network programs, variously called soap operas, washboard dramas and sob-sister serials. The time-customer is loath to change because of top ratings of these programs. But there have been signs of listener dissatisfaction.

The most significant trend, evident to most broadcasters, is the sharp increase in radio-phonograph combination sales. In no few cases the purchasers have frankly stated they wanted more diversification—particularly during daytime. Radio itself has helped build this embryonic Frankenstein by plugging record sales on the "music-you-want-when-you-want-it" basis.

This unmistakably indicates industry neglect in balancing its program menu. The more combination sets in homes, the greater the danger of defection from radio-listener ranks. In the long run it might even affect advertisers, though obviously radio circulation is constantly on the increase.

Gradual infiltration of diversified programs during the daytime, more nearly approaching night schedules, is necessary.

Will AFM Strike

A STRIKE of musicians on Jan. 17, at this writing appears inevitable. Network stations, through Independent Radio Network Affiliates have made a proposition for continued employment of union musicians. This has been flatly rejected by the international board of American Federation of Musicians. The next move, says AFM, is up to the broadcasters; otherwise there will be a strike.

Broadcasters should condition themselves for the impending emergency. Things, of course, can happen in the month that remains. But IRNA has dropped its role of negotiator because of non-support of affiliates. As things stand now, rank and file broadcasters, outraged over the untenable position of AFM, appear to be willing to let the issue go by default.

The public will not stand for stoppage of broadcast service. The Government is not likely to sit back and let the "public interest" go by the boards. The Department of Justice in recent weeks has done something more than sit on the sidelines in cases where labor has coerced and intimidated. Broadcasters, in spite of the unfairness of the agreement signed two years ago, certainly have shown a willingness to sit across the table and negotiate. But AFM evidently scorns anything save complete capitulation to its wholly excessive demands.

The outlook is dark. Yet the broadcasters have gone the limit with the international board of AFM. They cannot be bled white. Perhaps AFM, or at least a substantial number of its autonomous locals, will see the light before that Jan. 17 deadline. Be that as it may, broadcasters nevertheless should cushion themselves and their clients for the shock.

Contrast: Radio Version

THE HOLIDAY season approaches. Abroad, totalitarian governments have plunged Europe into ruthless warfare. Government radio spreads the gospel of hatred and destruction. Innocents in neutral countries listen for the signals that will plunge them into the cataclysm. Compare that to America in this season. War news, to be sure, but uncensored and uncolored. Campaigns for the needy, Community Chest drives, clothes and food for the less fortunate, shoes and dollies for the kiddies, even solicitations for refugees in those beleagured nations. There was never a more gratifying and yet horrifying example of radio's force for good and for evil.

Futile Fracases

LOSS OF TIME and money through the conduct of hearings on irresponsible applications has long been a justifiable complaint of station licensees. It is not only the money of the taxpayer, who foots the bill for all governmental operations, but also of the station licensee who must hire lawyers and engineers and take time out to defend himself against cases which in many instances are futile for the applicants. There are applications wholly trivial and frivolous; others founded on vindictiveness against existing licensees; still others arising from financial incompetence. Yet all have gone to hearing because the FCC did not have sufficient preliminary information.

Although he has been at the FCC only a few months, Chairman James Lawrence Fly appears to have detected this evil. He thinks more study should be given to new applicants to determine their financial responsibility, citizenship, character and other necessary prerequisites.

The FCC would like to have an Investigation Division [see page 24] to undertake this work. If it gets a substantially increased appropriation, it probably will create such a unit. Presumably each applicant would be thoroughly investigated by such a field force, rather than rely upon statements made only in the application forms.

Certainly there could come naught but approval from the industry if such an operation were established. Yet we cannot help but perceive in it the latent danger of something more than an investigational unit dealing only with qualifications of applicants and kindred matters. There would be the usual bureaucratic temptation to go beyond those limits; perhaps into programs and other operations which under the law cannot concern the FCC. While the thought is abhorrent, there might even be a sort of espionage system—for which there already has been precedent. We recall several instances in which inspectors in the field have reported program matters and deliberately attacked station operations much to the later chagrin of the FCC.

Thus we think the industry would welcome any move by the Government to nip frivolous and futile hearings. But we hope that if and when it undertakes the field investigational system, it keeps its minions within legal bounds.

Pea Shooting

WE WERE both amazed and amused to note a *Good Housekeeping* display ad the other day which essayed to defy all other media—radio, newspapers and billboard—to do the job of that single sheet. It was a feeble, ill-timed, pea-shooter type of attack, in an effort where even the heaviest artillery of that medium wouldn't work.

Irrespective of that, it ill behooves any medium, let alone a single publication, to indulge in sniping and sharpshooting of that kind. It only tends to start up the opposition. And, to use the vernacular, the bully, whose own house might not be kept in good order, usually winds up with a sock in the puss.

We Pay Our Respects To —



WILLIAM COATES BORRETT

"MAJOR BORRETT is not in just now," they'll tell you if you inquire for the managing director of CHNS, Halifax, Nova Scotia. For William Coates Borrett is once more in the Army, the first of Canada's broadcast station managers to join the Canadian Active Service Force, the day after Canada declared war on Germany.

Bill Borrett is known in radio circles throughout Canada and much of the Atlantic seaboard in the United States. He is known not only for his job with CHNS, but also as a director of long standing on the board of the Canadian Assn. of Broadcasters. He is known in amateur radio circles throughout the world because of his own station, VE1DD, closed since the war started, and for his work with the International Amateur Radio Union, to whose first convention in Paris he went as Canadian delegate in 1925.

It was during the last war that Bill Borrett, then serving overseas, became interested in radio. On demobilization in 1919 the wireless germ had bitten him hard and as soon as possible he got together a spark coil and necessary apparatus. In a few years a tube transmitter replaced the noisy "rock crusher", and it was not long till he was the second Canadian to have worked all continents by shortwave. Then came the formation of the International Amateur Radio Union, and on his return from Paris came the operation of a commercial broadcaster, CHNS, which was then owned by the Northern Electric, Canadian subsidiary of Western Electric.

Bill Borrett took over the 100-watt CHNS as manager. He had only to operate it two or three days a week for a few hours a day. But he saw opportunities. Within two years his staff had grown to four, the station was on the air daily, and when in 1928 the Northern Electric closed down its station, selling the equipment to a western Canadian broadcaster, Bill Borrett and the *Halifax Herald* opened a new 500-watt station in the then just completed Lord Nelson Hotel.

So successful was the new station, that in the midst of the depression—in 1933 to be exact—the 500-watt transmitter was replaced with a 1,000-watt station at Bedford, ten miles outside Halifax. Today CHNS is on the air 16¼ hours daily, has a staff of 17 people, has a remote control truck, shortwave transmitter CHNX, portable transmitter, and all the other equipment of an up-to-date broadcasting station.

Because of his shortwave contacts through his amateur station, Major Borrett was one of the first to see the value of rebroadcasts of European stations. Since the beginning of rebroadcasting, CHNS has been on the job, and now claims to have done this work longer on a regular daily basis than any other station in North America. As recognition for his services in rebroadcasting the British Broadcasting Corp. programs for many years, Maj. Borrett was selected to speak for the three Atlantic Coast provinces on the first British Empire Broadcast on Christmas Day, 1932.

With formation of the Canadian Radio Commission and later the Canadian Broadcasting Corp., Bill Borrett had his sphere of activity widened. While first and always keeping in mind the welfare of his own station, he gave the new Government organization every reasonable cooperation, and, in fact, even allowed speakers to use the facilities of his station to tell the Maritime radio audience why a Government system should be installed in Canada, believing that by such an attitude commercial stations would make friends and not enemies of officials who had their duties to perform, and that a more thorough understanding of the radio situation was in the public interest.

Until the CRC had its own production studios in Halifax he produced their Halifax broadcasts and, according to an article written by Lt. Col. Steel, a former commissioner, was the originator of the idea which gave the original CRC one of their most useful services and popular programs in the field of Government broadcasting in Canada, the *Northern Messenger Service*, a weekly late broadcast for the special benefit of the Royal Canadian Mounted Police and trappers in the Canadian Northland.

Since Maj. Gladstone Murray became general manager of the CBC at Ottawa, Bill Borrett and the CBC officials have cooperated on many occasions in bringing broadcasts from Nova Scotia to the network, and he strongly believes that both the Government system and the local commercial stations have a definite place in the pattern of Canadian broadcasting.

Bill Borrett has been an Army man practically all his life. He was born at Dartmouth, N. S., just outside Halifax, on April 21, 1894, the son of Maj. and Mrs. W. J. Borrett of the Royal Garrison Artillery. His boyhood was spent in army centers at Halifax; in the West Indian islands of Bermuda, Barbadoes and St. Lucia; at Woolwich, England; Cardiff, Wales; and Gibraltar. He even went to Royal Army schools before taking high school graduation for entrance to Oxford University. When he was 19 he came back to Dartmouth, and joined the Canadian non-permanent militia. Just before the 1914 war started, he had earned a commission, and saw services from the outbreak of war at the Halifax fortress and later overseas with Imperial forces.

For diversion, besides his amateur radio, he takes an interest in amateur photography and cartooning. And for exercise you can often see his tall, lean, straight, military form on courses of the Ashburn and Gorsebrook golf clubs outside Halifax. He used to play football, lost one toe as a result, and until, as he says, he got "too fat and lazy and found golf more comfortable," he rowed stroke with a Halifax club crew.

Maj. Borrett in 1917 married Muriel Hazen Bauld, of Halifax, who was a nursing sister in the Canadian Army Medical Corps at the time.

Since the last war he has not lost contact with the Army. Besides his operation of one of Canada's most important stations, he has kept actively interested in the Canadian militia. Thus it was no surprise to his fellow broadcasters to hear that the day after war was declared Maj. Borrett was once more wearing his uniform, this time in an administrative capacity with the headquarters staff of the Canadian Active Service Force at Halifax, where he finds time to keep an eye on CHNS.

Personal NOTES

JOHN H. NORTON, Jr., manager of NBC Blue network division of station relations, has been named assistant to William Hedges, NBC-vice-president in charge of the station department, in addition to his other duties.

FRED A. McCABE, formerly in the Atlanta office of United Press who recently was transferred to New York, has been placed in charge of all advertising and promotion for UP.

E. P. H. JAMES, NBC advertising and sales promotion manager, on Dec. 11 discussed "Radio Advertising" before the Advertising and Selling Course of the Advertising Club of New York.

LEWIS ALLEN WEISS, general manager of Don Lee Broacasting System, Los Angeles, was recently made Field Senate of Delta Theta Phi, professional legal fraternity of Southern California U in recognition of his activities on behalf of radio jurisprudence.

MILT HILL, formerly continuity editor of WHK-WCLE, Cleveland, has replaced John Vorpe as publicity director.

DUDLEY ROLLINSON, a member of sales staff of NBC-Chicago for the last five years, has been transferred to the sales staff of NBC-New York. Before joining NBC, Mr. Rollinson was associated with Blackett-Sample-Hummert Inc., Chicago. Late in November, Rollinson's clients gave him a farewell party.

A. LYNN BRANNEN, formerly of WGAU, Athens, Ga., and WKEU, Griffin, Ala., has joined WHMA, Anniston, Ala., as commercial manager, succeeding J. Allen Brown, who resigned to become commercial manager of KXOX, Sweetwater, Tex.

JACK HARDER has joined WAYX, Waycross, Ga., as commercial manager.

GRIFFITH B. THOMPSON, sales manager of KYW, Philadelphia, has been named assistant general manager of the station by Leslie W. Joy, general manager. He will act as manager during the absence of Mr. Joy, who is recovering at his home from an illness.

PERCY L. DEUTSCH, president of World Broadcasting System, is wintering in Phoenix, Ariz., after having recovered from a siege of pneumonia.

KEITH KIGGINS, director of NBC-Blue, has been named chairman of the radio committee for the Department of New York of the American Legion.

RALPH L. POWER, United States representative of Macquarie Broadcasting Network, Sydney, returned to Los Angeles in early December from a four-month business trip to Australia and New Zealand.

ALBERT E. (Hoot) GIBSON, of the Eastburn-Siegel Advertising Agency, Atlanta, on Dec. 12 joined WSM, Nashville, as director of promotion, merchandising and continuity. A graduate of Georgia Tech, he once managed the Golden Tornado football team.

CHARLES EATOUGH, formerly with the *Rocky Mountain News*, and Arthur J. Weaver, of a Denver packing company, have joined the sales department of KLZ, Denver. They replace Frederick C. Mueller Jr., now with General Outdoor Advertising in Kansas City, and Brian Elliott, now an account executive with the Robertson Agency, Denver.

HORATIO LOCKE, formerley sales manager of the Pine Balm Co., Monticello, Ill., has joined the sales promotion department of WOR, Newark.

ROBERT SMITH, salesman of WDAY, Fargo, N. D., married Mary Hector in mid-November.

HENRY M. JACKSON, San Francisco sales manager for CBS, has installed a radio transmitter on his yacht. The call letters are WCPW.

WILBUR EICKELBERG, general sales manager of Don Lee Broadcasting System, Los Angeles, has returned to his desk after an appendicitis operation.

NEAL BARRETT, manager of KOMA, Oklahoma City, has been elected vice-president of the Oklahoma City Kiwanis Club.

BEHIND the MIKE

BURT BLACKWELL, chief announcer of WAVE, Louisville, a contestant in the weekly CBS talent hunt program, *Gateway to Hollywood*, sponsored by Wm. Wrigley Jr. Co., Chicago (chewing gum), will appear on the Dec. 17 broadcast, playing opposite Mary Boland, film actress, in a comedy skit. Ruth Landwehr, wommen's program director of WTOL, Toledo, also is a contestant on the program. Ned Le Fevre, announcer of WFBM, Indianapolis, was a contestant on the Dec. 10 broadcast which featured Chester Morris and Phyllis Brooks.

ARTHUR CHAPMAN jr., former newspaperman in New York and Pittsburgh and more recently in publicity work for Jones & Laughlin Steel Corp., Westinghouse Electric and the New York World's Fair, has joined the press department of NBC in New York as assistant to Charles Pekor, trade news editor.

GERALD HOLLARD, of NBC script department in New York, is writing a weekly news letter on the New York stage for the *Chicago Daily News*.

JIMMIE WILLSON, program manager of WWL, New Orleans, has been selected as interlocutor for Loyola U's annual Freshman Minstrel Show.

MORRIS HICK, chief announcer of WIRE, Indianapolis, has taken six months leave to assist at WKBH, LaCrosse, Wis.

CRANE WILBUR, formerly a writer-director of Warner Bros. Studios, Hollywood, has joined the CBS *Big Town* program, sponsored by Lever Bros., as script editor.

ROBERT DeHAVEN, production manager of WTCN, Minneapolis, has returned to his desk following injuries suffered Dec. 6 in an auto accident. Mr. DeHaven was en route to the School Broadcast Conference in Chicago when the accident occurred.

KEN AITKEN has been appointed program manager of KDB, Santa Barbara, Cal., replacing Robert Boyd, transferred to the technical staff.

NORMAN H. BRINSLEY has been appointed program director of WKBB, Dubuque, Ia.

FRANCES MYERS, formerly of WEBC, Duluth, has joined the office staff of KOY, Phoenix.

DAVE BROWN, new to radio, has joined KFAC, Los Angeles, as account executive.

ED CURTIN, formerly news editor of NBC's press department, has been named director of public relations for the Greater New York Committee for the Celebration of the President's Birthday Ball, to handle all local radio and press publicity.

ROLAND HAMEL of the publicity department of WHN, New York, recently became the father of a baby boy.

BOB TROUT, CBS ace announcer, recently served as narrator for the Boy Scouts of America first motion picture, a two-reeler, in color, showing scout activities.

JIMMY McCULLA, announcer of KSO-KRNT, Des Moines, recently married Maryam Mefferd. Don Havens, of the accounting department, married Frances Dull on Thanksgiving Day.

TOM REYNOLDS, formerly chief announcer of KPAB, Laredo, Tex., has joined the announcing staff of KBST, Big Spring, Tex.

Proper Finnish

THERE'LL be no pronunciation errors if WJBK, Detroit, can help it. Chief Announcer Charles Sterritt called in three Chinese students for accurate pronunciation training during the Japanese - Chinese conflict. With two Polish hours daily on the station, the Polish names were no trick at all. And now Edward Barkkarie, WJBK engineer, has been rooted out for help on the present Finnish news. Barkkarie's parents came from Vasa, Finland, and he knows the right and wrong of Finnish names and places.

GUNNAR BACK, formerly program director of WJNO, West Palm Beach, Fla., has joined the announcing staff of WJSV, Washington, replacing Warren Sweeney, who is now with CBS in New York.

GEORGE PROVOL, production manager, and John Woolf, announcer of KDYL, Salt Lake City, recently underwent appendectomies. Fred Horwitz, of the KDYL sales department, and his family sustained minor injuries and bruises when their car was sideswiped by a truck recently.

DICK HETRICK, formerly with KSAN, San Francisco, has joined KROW, Oakland, Cal., as newscaster, replacing Don Avery, who resigned due to illness.

JOSEPH M. SEIFERTH Jr., formerly of WSMB and WBNO, New Orleans, has become advertising manager of *Shelter*, public housing magazine, published in New York.

NORTHRUP DAWSON, formerly of the script show production department of Benton & Bowles, has joined WCCO, Minneapolis, as assistant production manager.

DOUGLAS B. GRANT, program director of WMT, Cedar Rapids, Ia., is the father of a boy born Dec. 3.

DON LEWIS, recently voted "best looking" announcer of WWL, New Orleans, has been selected as a clothing model for spare time work by Motion Picture Adv. Co., local producer of commercial movie shorts.

RICH HALL of the CBS Hollywood music clearance department has closed a deal with Mills Publishing Co., that city, for publication of his song, "Once Upon a Moment".

PAUL LAW, formerly of WJBC, Bloomington, Ill., has joined the announcing staff of KFRU, Columbia, Mo., replacing Ernie Rea, who has joined WHAS, Louisville.

JUANITA MITCHELL has been added to the continuity staff of KVOO, Tulsa, Okla.

FENWICK JOB, formerly of the announcing staff of WHLS, Port Huron, Mich., has joined the production staff of CKOC, Hamilton, Ont. Norman Choate has been added to the CKOC announcing staff.

BOB GARRED, newscaster at KSFO, San Francisco, recently was transferred to the Hollywood studios of CBS.

ROBERT TRENDLER, chorus master of the music department of WGN, Chicago, married Annette Bretzlaff, WGN singer, on Dec. 4.

EDDIE ANDRUS, announcer of WTAR, Norfolk, has been appointed public relations officer of the Reserve Officers Association, Department of Virginia, in which he is a lieutenant.

FRED BRIGGS, member of the announcing staff at KYA, San Francisco, has been appointed m.c. for the *Early Birds* program.

Meet the LADIES



MARGARET FOSS

NEW home economist and director of women's shows at WDAY, Fargo, N. D., is Margaret Foss (Peggy to her pals), a North Dakota U graduate. Journalistic training at college comes in handy as she turns out continuity for homemaking programs. Her radio background includes service at KFJM, Grand Forks, N. D. Her newest WDAY show is *At Home With Margaret Foss*, offering recipes, news of women, club announcements and similar information.

Finished

WAYNE MACK, chief announcer of WGAR, Cleveland, recently received a criticism from a woman who wanted to set him right on his pronunciation of Finnish names. What the lady did not know was that Mack's real name is Vaino Mackinen, that his nationality is Finnish, and that in his youth he acted on the Finnish stage.

WILLARD POTT, formerly with George Olsen's band, has been named musical director of WHK-WCLE, Cleveland. Don Hyde has joined the announcing staff, and John Barnes and Elma Kendall the office staff of WHK-WCLE.

HELEN MORGAN, of the radio staff of the Leon Livingston Adv. Agency, San Francisco and before that an NBC actress, now appears three times weekly on the NBC Pacific Coast matinee show, *Bennie Walker's Woman's Magazine of the Air*, as woman's commentator.

FRED P. PFAHLER Jr. has been named program manager and Bill Smart promotion manager of WTOC, Savannah, Ga.

CHARLES STARK, CBS commentator on the *Odd Side of the News* program, was selected recently from a field of 50 contestants for the French Fellowship Award of the Barbizon School of Langauges.

AL HUNTER of the KFRC, San Francisco news bureau, recently became the father of a girl.

SAM HAYES, Hollywood commentator on the NBC-Pacific Red network program, *Sperry Breakfast News*, sponsored by Sperry Flour Co., has been assigned the announcer role in the 20th-Century Fox film, "He Married His Wife." This is Hayes' 91st picture assignment.

JIM McNAMEE, of KYW, Philadelphia, has announced his engagement to Jeanne Jackson.

PATRICK HALVORSON, formerly of WHO, Des Moines, has joined the announcing staff of WSKB, McComb, Mississippi.

WILFORD NICHOLSON, formerly of WHBB, Selma, Ala., has joined WAYX, Waycross, Ga., as announcer-engineer.

LEE COOLEY, KHJ, Los Angeles, announcer-producer, has resigned that post to join the New York cast of the CBS *Tune-Up Time* program, sponsored by Ethyl Gasoline. Besides handling commercial announcements, he will act as foil for Tony Martin on the weekly program, taking over Jan. 1.

LEO CLEARY is the Hollywood writer-producer of the thrice-weekly quarter hour NBC-Pacific Blue program, *Tippo the Clown*. He also portrays every character in the serial.

REGINALD SHARLAND, Hollywood co-writer and actor in the radio serial, *Watanabe & Archie*, married Herta Lynd, film and stage actress, in Santa Barbara, Cal., Dec. 2.

FRANKLIN LEWIS, sports editor of WGAR, Cleveland, has resigned as of Dec. 9 to return to the sports department of the *Cleveland Press*, with which he was associated before joining WGAR 2½ years ago. On Dec. 8 Lewis married Virginia Palmer.

HARLAN HAINES, formerly of WHBC, Canton, O., has joined WPAY, Portsmouth, O., as continuity editor. Robert Horn, WPAY newscaster, is the father of a girl born recently. Gwen and Orville Fields, continuity writer and salesman of WPAY since the station was founded in 1935, have joined the new WMAN, Mansfield, O.

JOHN CONRAD, graduate of the NBC Chicago announcers school, has joined the announcing staff of KTSM, El Paso, Tex.

LORENE NEYSTROM, radio editor of the *Chicago Herald-American*, suffered a fractured hip Dec. 4 when the car in which she was riding was side-swiped by a truck.

FRANK McGIVERN, formerly of WGN, Chicago, has joined the announcing staff of WJBC, Bloomington, Ill.

GALEN FROMME, fromerly of WEEU and WRAW, Reading, Pa., has joined the announcing staff of WBAL, Baltimore.

Lionel J. W. Benison

LIONEL J. W. BENISON, 53, president of the Benison Co., Montreal advertising agency with branch offices at Toronto and Vancouver, died Dec. 4 at Montreal after a short illness. Mr. Benison was born in Dublin, Ireland, and came to Montreal 33 years ago, entering the old Scroggie department store of which he subsequently became advertising manager. He operated his own agency for a short time, then joined the present firm of McConnell, Eastman & Co. as vice-president and manager of the Montreal office. In 1934 he started his own agency again. He is survived by his wife and six children, his father, two brothers and six sisters.

GEORGE ROSENBERG, Hollywood talent agent, has joined Columbia Management of California, that city, to handle radio and picture personalities.

send this COLLECT

Postal Telegraph
THE INTERNATIONAL SYSTEM

Commercial Cables · All America Cables · Mackay Radio

TELEGRAMS · CABLEGRAMS · RADIOGRAMS

CLASS OF SERVICE DESIRED			
DOMESTIC		FOREIGN	
TELEGRAM		FULL RATE CABLE	
DAY LETTER		DEFERRED CABLE	
NIGHT MESSAGE		NIGHT CABLE LETTER	
NIGHT LETTER		RADIOGRAM	
SHIP RADIOGRAM			

PATRONS SHOULD CHECK CLASS OF SERVICE DESIRED, OTHERWISE MESSAGE WILL BE TRANSMITTED AS A FULL-RATE COMMUNICATION

RECEIVER'S NUMBER

CHECK

TIME FILED

STANDARD TIME

Form 2-C

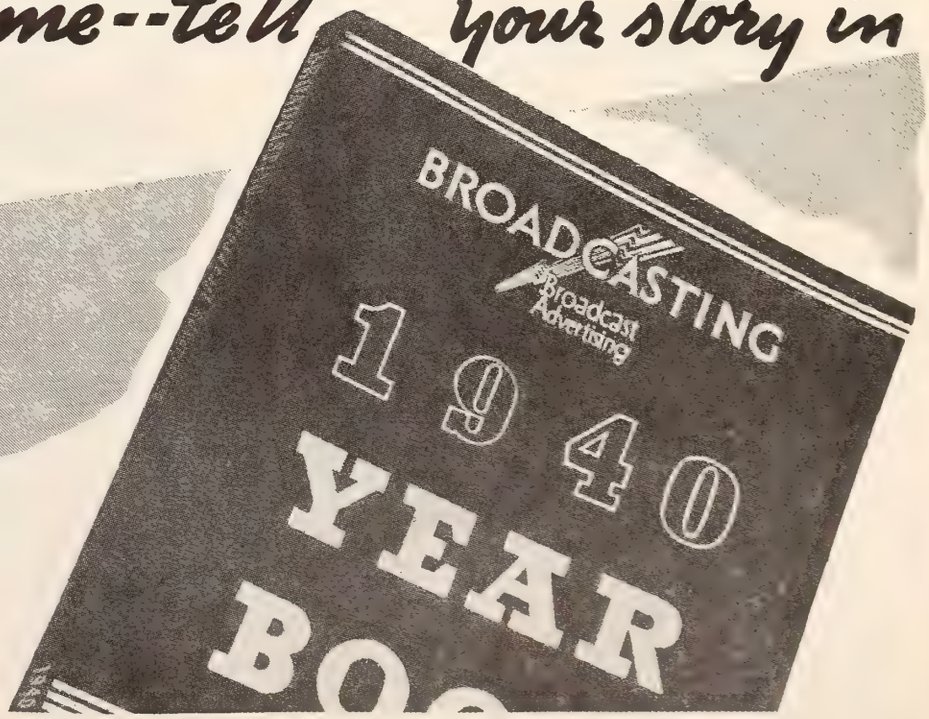
Send the following message, subject to the terms on back hereof, which are hereby agreed to

DEC. 15, 1939.

BROADCASTING PUBLICATIONS INC.,
NATIONAL PRESS BUILDING, WASHINGTON, D. C.

WE WILL USE (FULL) (HALF) (QUARTER) PAGE ADVERTISEMENT IN THE 1940 YEARBOOK NUMBER. COPY WILL REACH YOUR OFFICE BY DECEMBER 23.

There is still time--tell your story in



Full page	$192
Half page	$108
Quarter page	$ 60

frequency discounts apply



Sure, *NBC* look "Hollywood"

"Colossal" indeed is the Red's regular listening audience—day or night, male or female. It's by far the biggest in the business. "Stupendous" too, is the number of families who "listen most" to the Red. Nevertheless, they're facts proved by radio's most complete circulation study—the only one ever made which covers *both halves* of the radio audience!

With your own future profits in mind, consider two facts. First, among the many Red Network boosters are the beauty aid makers, who preferred the Red by a two-dollars-to-one margin over any other network during the first nine months of this year. Second, 79 national advertisers last year appropriated more money for the Red Network than for any other single advertising medium in the world—over $31,000,000!

This, we believe, is conclusive evidence of the confidence advertisers have in the Red Network's ability to sell goods. A confidence substantiated by facts unearthed in the only network survey ever made which covered not only the usual radio research territories, but the "Other Half" of the national radio audience as well—the previously "uncharted" areas where 51% of all U. S. radio-owning families are located!

New Light on Radio

The revelations in the "Other Half" story prove many things of greatest importance to advertisers. Facts are brought to the fore which no profit-minded advertiser can ignore.



*Women-wise advertisers of cosmetics and shampoos know what the Red can do. That is why they invested $1,204,000 in the Red Network during the first nine months of 1939—more than twice as much as in any other.

Red Network figures –but they're facts!

Puzzling time-buying knots are unraveled. Proof is given that *a CAB rating on the Red means a greater nationwide audience for a program than the same rating on another network.*

In short, a completely new conception of comparative network circulations and values has been born! As one agency executive put it "At last I understand how radio works, and *why* the Red Network produces extra results for my clients!"

Missing Extra Sales?

We believe that when you hear *all* of this astonishing story, you'll agree that there are reasons aplenty for the high regard in which the Red is held by present advertisers. You'll *know* why it is the country's No. 1 advertising medium . . . why, ever since network broadcasting began, it has aired the majority of the leading day- and night-time programs. The Red's *extra* national coverage means *extra* sales for you.

You are invited to join the Red's long list of distinguished, profit-wise customers!

NATIONAL BROADCASTING COMPANY
A RADIO CORPORATION OF AMERICA SERVICE

NBC Red NETWORK

The network *most* people listen to *most*

Studio Notes

THROUGH its *Jungle Journal* program on WPEN, the Philadelphia Zoo has been recognized for its educational work by the American Philosophical Society. Special listings of the Zoo program on WPEN now appear in the monthly publication of the Society.

WOL, Washington, on Dec. 11 observed its 15th anniversary. Although no special birthday program was presented, the event was publicized by station breaks throughout the day calling attention to the anniversary.

RECENT renewal contracts with SESAC have been signed by CBS, NBC, Texas State Network, McClatchy Group, Don Lee Network, Colonial and Yankee Networks, and WLW, Cincinnati.

KNX, Hollywood, recently claimed a scoop of nearly five hours over other Los Angeles county stations as well as local newspapers. When the United Press flash, "Russians Bomb Helsingfors Airfield", came over the KNX teletype at 1:02 a. m., Nov. 30, two minutes after the station had signed off, Pete Pringle, news bureau chief, got into action. With assistance of Tom Hanlon, CBS Hollywood night supervisor, he phoned the transmitter 20 miles away. They had the station back on the air in two minutes. Using the four-word bulletin as a lead, Pringle ad libbed a five-minute commentary, giving background of the Russ-Finn dispute.

WHEN CKLW, Windsor, Ont., recently had its annual Sunday night party in aid of the Canadian Red Cross, 3,000 had to be turned away from the Capitol Theatre where the show was staged. The theatre, which seats 2,000, was jammed with 2,900, who started to fill it early in the afternoon, although the show did not start until 8:30 p. m.

Pete Flops

WHEN Youngstown College recently acquired a penguin, yclept "Pete", for a football mascot, WFMJ in Youngstown, O., planned a special radio interview with the bird to introduce him to the community. Bought for $150, largely furnished by the Mahoning Natural Resources Council, and insured for his full purchase price, Pete promised to be an interesting subject for a radio interview. Brought to the studio, however, he turned out to be silent as a clam. He cavorted gaily all over the floor, making hairpin turns around piano legs and other vertical impedimenta, but not once during the program would he give voice to a quack or whatever sound a penguin makes, if any.



WHEN Johnny Morris Jr., diminutive callboy of Phillip Morris Cigarette fame, paused briefly in Lawrence, Kan., recently, he was the guest of the local WREN on a special five-minute program. Kansas radio fans flocked to the studio to hear the famous "Call for Philip Morris" as given by the expert Johnny, who also autographed hundreds of packages of cigarettes and posed for photographers. Smiling in real life as he does on the poster at his side, Johnny stands at left beside the WREN microphone while Verl Bratton, WREN manager, and John Bondeson (right), promotion director, stare.

RISE of 49.43% in national accounts on WMCA, New York, this year over 1938 was indicated in a report of new business recently released by Donald Shaw, WMCA executive vice-president in charge of operations. The overall rise in dollar volume of WMCA business is 22.96%, the report stated. New 1939 advertisers include: Axton-Fisher Tobacco Co., Warren Norge Co., Farnsworth Radio Co., Bushwick-McPhilbin Corp. (Sparton radios), Ex-Lax Mfg. Co., California Syrup of Figs, Louis Philippe, Immac, Philips Milk of Magnesia, Bi-So-Dol, Anacin Co., Watkins Mulsified Oil, and Dr. Lyons toothpowder.

MORE than 100 high school coaches, principals and football fans attended the recent dinner at the Terre Haute House honoring the All-Wabash Valley high school football team elected by high school coaches in conjunction with Luke Walton, sports commentator of WBOW, Terre Haute. Speakers of the evening, introduced by W. W. Behrman, WBOW general manager, included John Hefty, president of the Terre Haute Chamber of Commerce; Lou Brock, Purdue football player; Maynard Wheeler, president of the Wabash Valley Purdue Club, and Tennyson Edwards, president of the Indiana University Club. Walton presented the players selected on the All-Wabash Valley team.

KVAK, Atchison, Kan., on Dec. 3 started a series of weekly remote broadcasts from the local St. Benedict's Abbey presenting the Abbey's a capella choir in sacred music in conjunction with the observance of Solemn Mass.

WLS, Chicago, was host to 80 advertising men and agency account executives at a luncheon Dec. 5 in Chicago's Union League Club. Natural color motion pictures of the Illinois and Indiana State cornhusking contests were shown.

WSYR, Syracuse, recently carried a unique "battlefield" broadcast, sending ts mobile unit into the midst of special training maneuvers of the 108th Infantry, New York National Guard. For the broadcast commanding officers staged a combat revolving about the mobile unit so the WSYR special events staff, including E. R. Vadeboncoeur and Bill Rothrum, could describe the offensive and defensive maneuvers.

EIGHTH annual International Children's Christmas broadcast, in which the sons and daughters of foreign diplomats in Washington send Christmas greetings to their respective lands in their native tongues, will be heard on NBC, Dec. 20 from 5 to 5:45 p.m. The program also will be shortwaved throughout the world. It is expected more than 30 countries will be represented in the broadcast, which is to originate from the Washington Hotel, and will feature the U. S. Marine Band, directed by Capt. Taylor Branson.

WOL, Washington, cooperating with the local Loew's Theatres and the D. C. Playgrounds, is organizing a Christmas Cheer Club to facilitate the collection of toys and clothing for distribution to the city's needy children. Boxes have been placed in the lobbies of three Loew theatres in downtown Washington, where contributions may be deposited, and WOL is pushing the idea with spot announcements on the programs of Art Brown, Tony Wakeman and Walter Compton.

KFEL, Denver, will hold its 16th annual *Good Fellow Club Christmas Auction*, at which merchandise donated by local merchants is auctioned to the highest bidders and proceeds used to buy Christmas baskets for needy families, in mid-December, with three auctions scheduled for Dec. 14, 16 and 19. Under supervision of General Manager Gene O'Fallon, of KFEL, Harry Rosenthal and Ed Freeman, veteran auctioneers, will conduct the auction broadcast.

WGAR, Cleveland, in cooperation with the Cleveland Public Library, is sponsoring a campaign to secure books for shut-ins. Manager John Patt, who originated the idea, has enlisted the support of local women's clubs and welfare agencies. In addition to announcements and other special broadcasts, the drive will be climaxed by a two-hour show featuring local celebrities. Each book distributed will contain a special printed bookplate crediting WGAR and Sidney Andorn, special events director and supervisor of the campaign.

PYRAMID (Ky.) ISN'T ONE OF THE SEVEN WONDERS!

There's really nothing very wonderful about Pyramid, (Ky.). It's just another Kentucky hamlet which WAVE is not greatly interested in reaching. On the other hand, WAVE does *cover* the *Louisville Trading Area* —the largest concentration of buying power in the State! WAVE is the big favorite in this area because it is the *only* N.B.C. outlet within 100 miles of Louisville. Add this to our up-to-date Newsroom and choice local programs, and you will see why we command the attention of Kentucky's 1,070,918 *best consumers.* Write for our data book and get all the facts!

LOUISVILLE'S WAVE

INCORPORATED

1000 WATTS • • • 940 K.C. • • • N.B.C.

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

THE NORTHWEST'S LEADING RADIO STATION

KSTP

MINNEAPOLIS & ST. PAUL, MINN.

Soon

50,000 WATTS

N B C BASIC RED NETWORK

EDGAR FELIX, director of *Radio Coverage Reports*, 7 W. 44th St., New York, has reported that his organization recently has received many inquiries from agency time-buyers on the effect of recently granted changes in facilities for regional and local stations all over the country. The areas in which field crews measure for *Radio Coverage Reports* are governed principally by the dates of the important changes in facilities and modified by seasonal conditions. Orders from stations for *Radio Coverage Letters*, describing their service areas and competitive conditions, continue their upswing. Mr. Felix said, the number prepared in the second quarter of 1939 equalling the total for 1938. Close to 100 stations now are served by these uniform standardized statements of coverage, prepared by *Radio Coverage Reports*, he estimated.

KVOO, Tulsa, Okla., is enlarging its music library and re-cataloging its music, under supervision of Bert Baker, music librarian.

WRITTEN by and devoted to KFDA, Amarillo, the *Amarillo Times* has added a daily "Radio Roundup" column which includes daily program highlights, personal notes and items of general interest to radio listeners.

BUSINESS prospects in Canada radio look better than ever, despite Canada's active participation in the European war, Fin Hollinger, commercial director of CJLS, Yarmouth, N. S., reported upon his return from a business tour to Toronto and Montreal for the station.

ANNUAL campaign for funds to buy shoes for Washington's underprivileged youngsters, sponsored jointly by WJSV and the *Washington Daily News*, started early in December. Listeners and readers are urged to send in a dollar to be used in buying shoes—through large lot purchasing arrangements with local department stores, each dollar pays for one pair. On Dec. 2 WJSV carried an all-night request program, conducted by Arch McDonald, during which listeners requesting numbers pledged themselves to forward a dollar forthwith.

FIRST attempt to furnish state-wide coverage of a sporting event in Georgia succeeded late in November when the four-station Georgia Broadcasting System carried the Georgia-Auburn football game under sponsorship of Nehi Corp. (Royal Crown and Nehi beverages). Stations in the network include WATL, Atlanta; WGPC, Albany; WGAU, Athens, and WRBL, Columbus, which originated the grid broadcast. Pleased with the results, the sponsor is reported to be planning several similar state-wide broadcasts of games next season.

DAVID LOWE, conductor of the daily motion picture review program *The Sound Track* on WNEW, New York, on Dec. 4 started a regular five-minute review program of all New York theatrical premieres with a description of Maurice Evans' "*Hamlet*".

KOMA, Oklahoma City, late in November originated a two-part 66-minute broadcast of the celebration in Bartlesville, Okla., of the 66th birthday of Frank Phillips, Oklahoma oil tycoon and business leader, which was carried over a 44-station hookup created especially for the occasion. A KOMA special events crew including Manager Neal Barrett, Announcer Bob Duren and Engineer Orville Mills, along with Jack MacElroy, of KTUL, Tulsa, handled two separate pickups from Bartlesville, one heard from 2:30-3 p.m. and the other from 3:30-4:06 p.m. The 44 stations in the special hookup included KOMA and KTUL; KGNC, Amarillo; KWFT, Wichita Falls, Tex.; KOAM, Pittsburg, Kan.; KGBX, Springfield, Mo., and stations of the Texas State Network and Oklahoma Network.

KDYL, Salt Lake City, is including among its Christmas features promotion for the Junior Chamber of Commerce's home-lighting contest, for which the KDYL mobile unit visits homes entered in the contest for descriptions of the decorations and lighting effects. Climaxing the contest, KDYL will present winners in each division on a special program from the KDYL Radio Playhouse. Arrangements are supervised by Ames K. Bagley, Junior Chamber secretary, and Dave Simmons, KDYL special events chief.

TO SECURE monthly reports on its programs and service in the Tidewater area, WTAR, Norfolk, Va., is completing arrangements with 35 local business and professional men to form an advisory program board.

KVOO, Tulsa, Okla., has started its annual *Poor Children's Christmas* campaign, during which spot announcements and special programs are used to secure used or broken toys that can be repaired and distributed to needy youngsters of the community.

K. K. HACKATHORN, sales manager of WCLE, Cleveland, has announced a 15% increase in the station's rates, effective as of Dec. 1.

KTSA, San Antonio, is conducting a drive for used books to be distributed to shut-ins during the Christmas season. The campaign is conducted by Charles C. Shaw, KTSA news editor, in connection with his thrice-weekly *An Editor Views the News*. More than 400 books were contributed in the first four days of the program.

WITH conclusion of the first year of *Dawn Patrol*, all-night program heard on WIP, Philadelphia, the station has revealed some statistics on its first 12 months of operation: 26,520 telegrams and 31,428 pieces of mail; 27,768 musical selections played, and Fred Wood, conductor of the program, receives more telegrams than any other individual in Philadelphia.

WOR, Newark, will give its annual party for children of its employes on Dec. 16 with Bob Emery as m.c. of the quarter-hour program broadcast from the party and music by Louise Wilcher.

"ONLY KSFO WAS THERE"... one of a series



● Fame is often a burden.

● San Francisco, famed for her yearly outdoor Christmas trees, each year is burdened with the job of bettering the previous year's display. Public support and enthusiasm are urgent.

● San Francisco's Outdoor Christmas Tree Association sought out civic-minded KSFO. A big pep-luncheon with radio and screen stars, MC'd by Leo Carrillo, was planned. Would KSFO broadcast it?

● Right there, KSFO showmanship went to work. The luncheon was broadcast... but not at noon when the men-folks who trim outdoor trees were at work. The program was recorded and then, with plenty of ballyhoo, broadcast in a 9:30 p.m. spot.

● The Association says that it was a swell idea... and that San Francisco's outdoor trees will be more gorgeous than ever this year.

● But the point, after all, is that it's this sort of civic spirit, plus Columbia's great features and local showmanship, that keeps KSFO at the peak of popularity in Northern California.

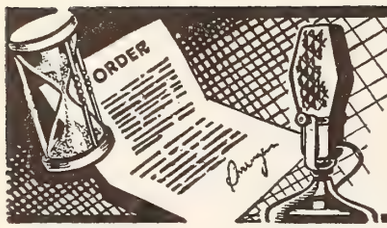
KSFO 560 KC

PALACE HOTEL
SAN FRANCISCO

COLUMBIA BROADCASTING SYSTEM

REPRESENTED NATIONALLY BY FREE & PETERS, INC.

WBAL
means business
in Baltimore



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WNAX, Yankton; KRNT, KSO, Des Moines; WMT, Waterloo

Crown Cork & Seal Co., Baltimore, *sa* series, thru Benjamin Eshleman Co., Philadelphia (WMT, KSO).
Pennsylvania Salt Mfg. Co., Philadelphia, *sa* series, thru Sherman K. Ellis & Co., N. Y. (KRNT, WMT, WNAX).
American Cranberry Exchange, New York (Eatmor), *sa* series, thru BBDO, New York (KSO, WMT).
Thomas J. Lipton, Hoboken (tea), 10 *sa* weekly, thru Young & Rubicam, N. Y. (WMT, KRNT, WNAX).
G. E. Conkey Co., Cleveland (feed), daily *sa*, thru Rogers & Smith, Chicago (KRNT).
Reid, Murdoch & Co., Chicago (Monarch food), 12 *sa* weekly, thru Rogers & Smith, Chicago (KRNT, WMT).
Griffin Mfg. Co., Brooklyn, daily *sa* thru Bermingham, Castleman & Pierce, N. Y. (WMT, WNAX).
Morton Salt Co., Chicago, *sp* series, thru Klau-Van Pietersom-Dunlap Assoc., Milwaukee (KRNT, WMT, WNAX).
Katz Drug Co., Kansas City, 5 *sp* weekly, direct (KSO).

WOR, Newark

Knapp-Monarch Co., St. Louis (household appliances), 3 *sp* weekly, thru Cramer-Krasselt Co., Milwaukee.
Richfield Oil Corp., New York, weekly *sp*, thru Sherman K. Ellis & Co., N. Y.
Modern Industrial Bank, New York, weekly *sp*, thru Metropolitan Adv. Co., N. Y.
New Jersey Bell Telephone Co., Newark, *sp* Dec. 22, direct.
Olson Rug Co., Chicago, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.

WHO, Des Moines

Hoxie Fruit Co., Des Moines, 6 *sp* weekly, thru R. J. Potts & Co., Kansas City.
Folger Coffee Co., Kansas City, 260 *t*, thru Lord & Thomas, N. Y.
Peter Paul Inc., Naugatuck, Conn. (10-Crown gum), 12 *sa* and *ta* weekly, thru Platt-Forbes, N. Y.
McConnon & Co., Winona, Minn. (home products), 2 *sp* weekly, thru McCord Co., Minneapolis.
Woodman Accident Insurance Co., Lincoln, 3 *t* weekly, thru Presba, Fellers & Presba, Chicago.

KGO, San Francisco

Ry-Lock Co. San Francisco (Venetian blinds) weekly *sa*, thru Gerth-Knollin Adv. Agency, San Francisco.
Pinex Co., Fort Wayne, Ind. (Pinex cough remedies), 12 *sa* weekly, thru Russell M. Seeds Co., Chicago.
Larus & Bro. Co., Richmond, Va. (Domino Cigarettes) weekly *t*, thru Warwick & Legler Inc., New York.

WARD, Brooklyn, N. Y.

K. Arakelian, New York (Mission Bell wines), weekly *sp*, direct.
Agash Refining Corp., Brooklyn (Italian Cook Salad Oil), weekly *sp*, thru Crown Advertising Agency, Brooklyn.
Aaron Stein Furniture Co., New York, 2 *sp* weekly, 13 weeks, direct.

WNEW, New York

"George White's Scandals", New York (Broadway show), 12 *sa* weekly, thru Blaine-Thompson Co., N. Y.
Jersey Bread Co., Paterson, N. J., (Hollywood bread), 5 *sp* weekly, 13 weeks, thru Richard A. Foley Adv. Agency, Philadelphia.
Adam Hat Stores, New York, 25 *sa* weekly, 4 weeks, thru Glicksman Adv. Co., N. Y.
Sachs Furniture Co., Newark, weekly *sp*, 26 weeks, thru Albert H. Hebert, Newark.
Sabert Music Studios, New York (home study music courses), 5 *sp* weekly, 52 weeks, thru Frank Kiernan Agency, N. Y.

CFCF, Montreal

Fruitatives Ltd., Toronto, (Fruitatives), 5 *ta* weekly, thru Lord & Thomas, Toronto.
S. H. Ewing Ltd., Montreal (seeds), 5 *sa*, weekly, thru United Radio, Montreal.
Reliable Toy Co. Toronto (dolls), *sp* weekly, thru Ronalds Adv. Agency, Toronto.
Salada Tea Co., of Canada, Montreal (tea), *sp* weekly, thru Thornton Purkis, Toronto.
White Laboratories, New York, (proprietary), 5 *ta* weekly, thru Baker Adv. Ltd., Toronto.
National Drug & Chemical Co., Montreal (proprietary), 3 *t* weekly, thru A. McKim Ltd., Toronto.

KOMA, Oklahoma City

Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 520 *ta*, thru Benton & Bowles, Chicago.
Household Magazine, Topeka, 6 *sp*, thru Presba, Fellers & Presba, Chicago.
Northwestern Yeast Co., Chicago (Maca), 65 *sa*, thru Hays MacFarland Co., Chicago.

WABC, New York

Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 3 *sp* weekly, thru Joseph Katz Co., Baltimore.
Paton Corp., New York (Yuban coffee), 3 *sp* weekly, thru Campbell-Ewald Co. of New York.

WMCA, New York

King David Memorial Park, Putnam Valley, N. Y. (cemetery), 6 *sp* weekly, 13 weeks, thru Austin & Spector, N. Y.

KROW, Oakland, Cal.

Goodrich Silvertown Stores, Oakland (tires), 3 *sa* weekly, direct.
Buffums Cheese Co., Oakland, 3 *sp*, weekly, direct.

WHN, New York

Wax Museum, New York, daily *sa*, 52 weeks, direct.

KNX, Hollywood

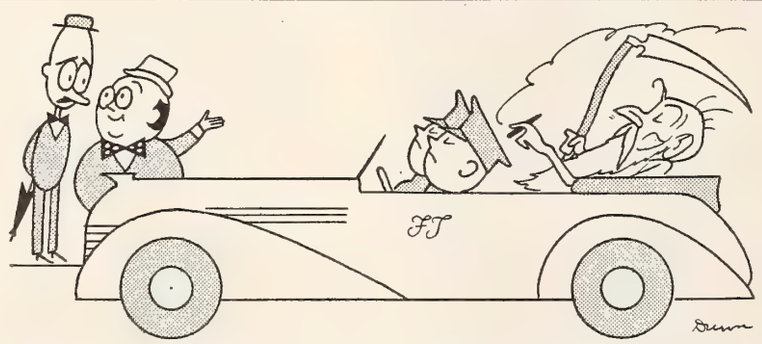
Minnesota Consolidated Canneries, Minneapolis (Butter Kernel Corn), 6 *sp* weekly, thru Long Adv. Service, San Francisco.
Pillsbury Flour Mills Co., Minneapolis (flour), 6 *sp* weekly, thru Hutchinson Adv. Co., Minneapolis.
Los Angeles Brewing Co., Los Angeles (Luxury beer), 3 *sp* weekly, thru Lockwood-Shackelford Adv. Agency, Los Angeles.
Helms Bakeries, Culver City, Cal. 3 *sp* weekly thru Martin Allen Adv., Los Angeles.
John Morrell & Co., Ottumwa, Ia. (E-Z Cut Ham), 4 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.
Cluett, Peabody & Co., New York (Sanforized), 6 *sp* weekly, thru Young & Rubicam, N. Y.
Swift & Co., Los Angeles (All Sweet Margarine), 7 *sa* weekly, thru Glasser Adv. Agency, Los Angeles.
Parrott & Co., Los Angeles (Speedimix pie crust), 6 *sp* weekly, thru Barton A. Stebbins Adv., Los Angeles.
Coast Federal Savings & Loan Assn., Los Angeles (banking service) 6 *sp* weekly, thru Robert F. Dennis Adv., Los Angeles.
Thrifty Drug Stores, Los Angeles (chain), 6 *sa* weekly, thru Milton Weinberg Co., Los Angeles.

KHJ, Los Angeles

Scheu Products Co., Los Angeles (orchard heaters), 2 *sa* weekly, thru Heintz, Pickering & Co., Los Angeles.
Dr. W. J. Ross & Co., Los Alamitos, Cal. (soap & dog food), 5 *sp* weekly, thru Ray Adv. Agency, Los Angeles.
Sears Roebuck & Co., Los Angeles (dept. store), 16 *ta*, thru Mayers Co., Los Angeles.
Household Magazine, Topeka, Kan. 6 *sp*, thru Presba, Fellers & Presba, Chicago.
Crowell Pub. Co., New York (Woman's Home Companion), weekly *sp*, thru McCann-Erickson, N. Y.

KPO, San Francisco

The Purex Corp, South Gate, Calif. (bleacher) 2 *sa* weekly, thru Lord & Thomas, Los Angeles.
Thomas J. Lipton, Hoboken (tea), 10 *sa* weekly, thru Young & Rubicam, N. Y.
Pacquin Inc., New York (hand cream), 140 *sa*, thru Wm. Esty & Co., N. Y.
Wood Briquettes Inc., Oakland (Prest-o-logs) 3 *sa* weekly, thru Emil Reinhardt Agency, Oakland.
Cook Products Corp., San Francisco (salad dressing) 4 *sa*, thru Rufus Rhoades & Co., San Francisco.



"He's retired in Washington since they put the 'Timekeeper' on WRC."

Pd. Adv.

KFI, Los Angeles

Beaumont Laboratories, St. Louis (cold tablets), 80 *sa* and 82 *ta*, thru H. W. Kastor & Sons Adv. Co., Chicago.
L. A. Sausage Co., Los Angeles (meats), 3 *sp* weekly, thru Darwin H. Clark Adv., Los Angeles.
Thrifty Drug Stores, Los Angeles (chain), 50 *sa*, thru Milton Weinberg Adv. Co., Los Angeles.
Golden Peacock Inc., Paris, Tenn., (cosmetics), 65 *ta*, thru H. W. Kastor & Sons Adv. Co., Chicago.
Thomas Leeming & Co., New York (cosmetics & Baume Benge), 140 *sa*, thru Wm. Esty & Co., N. Y.
National Funding Corp., Los Angeles (finance), 5 *sp* weekly, thru Smith & Bull, Los Angeles.
Procter & Gamble Co., Cincinnati (Dash), 5 *t* weekly, thru Pedler & Ryan Inc., N. Y.
Railway Express Agency, New York (shipping), 16 *sa*, thru Caples Co., N. Y.
Ford Dealer Adv. Fund, Los Angeles (autos), 100 *ta*, thru McCann-Erickson, Los Angeles.

WKRC, Cincinnati

Wander Co., Chicago (Ovaltine), 2 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.
Consolidated Drug Trade Products, Chicago, 6 *t* weekly, thru Benson & Dall, Chicago.
Northwestern Yeast Co., Chicago (Maca), 5 *sp* weekly, thru Hays MacFarland Co., Chicago.
Reid, Murdoch Co., Chicago (monarch food), 6 *sa* weekly, thru Rogers & Smith, Chicago.
Standard Oil Co. of Ohio, Cleveland (Sohio), 24 *sp* weekly, thru McCann-Erickson, Cleveland.
Burger Brewing Co., Cincinnati, 6 *t* weekly, thru Midland Agency, Cincinnati.
Red Top Brewing Co., Cincinnati, weekly *sp*, thru Jesse M. Joseph, Cincinnati.
Hecker Products Corp., New York (Presto cake flour), 5 *sa* weekly, thru Erwin Wasey & Co., N. Y.

WTMJ, Milwaukee

Bulova Watch Company, New York, 366 *sa*, thru Biow Company, N. Y.
Carter Products, New York (Arrid), 78 *ta*, thru Small & Seiffer, N. Y.
Thomas, J. Lipton, Hoboken (tea) 30 *sa*, thru Young & Rubicam, N. Y.
Luden's, Reading, Pa., 60 *sa*, thru J. M. Mathes, N. Y.
Railway Express Agency, New York, 16 *sa*, thru Caples Co., N. Y.
Northwestern Mutual Life Insurance Co., Milwaukee, 6 *sp*, thru Matteson, Fogarty, Jordan, Madison, Wis.
Keen-Rick Mfg. Co., Chicago, 26 *sa*, direct.

KSFO, San Francisco

Standard Beverages, Oakland (Par-T-Pak) 3 *sa* weekly, thru Emil Reinhardt Agency, Oakland.
Wood Briquettes, Oakland, Calif. (Prest-o-logs) 5 *sa* weekly, thru Emil Reinhardt Agency, Oakland.
National Funding Corp., Los Angeles (loans) 5 *sp* weekly thru Smith & Bull, Los Angeles.
Purex Corp. South Gate, Calif. (Purex), 12 *sa*, *sp*, weekly thru Lord & Thomas, Los Angeles.

KECA, Los Angeles

Larus & Bro., Richmond, Va. (Domino cigarettes & Edgewood tobacco), weekly *t*, thru Warwick & Legler, N. Y.
Knudsen Creamery Co., Los Angeles (dairy products), 2 *sp* weekly, thru Heintz, Pickering & Co., Los Angeles.
Union Pacific Stages of Cal., Los Angeles (transportation), 5 *sp* weekly, thru Beaumont & Hohman, Los Angeles.
Thrifty Drug Stores, Los Angeles (chain), 52 *sa* and *ta*, thru Milton Weinberg Adv. Co., Los Angeles.



WABC, today, is New York's most familiar commodity: *more thoroughly distributed among New York homes than any other product you can name!*

We've prepared a special study of New York radio stations and audiences. Write to the Columbia Broadcasting System, 485 Madison Ave., N. Y.

WABC 50,000 WATTS • 860 KILOCYCLES

Owned and operated by the Columbia Broadcasting System. WABC is the key station of the world's largest radio network

Radio Advertisers

GRAHAM GLADWIN Radio Productions recently was organized in Fresno, Cal., to provide individual account servicing for clients for the San Joaquin Valley in both spot transcriptions and live productions. Since its inception the company has brought 12 new accounts to stations in California—KMJ, KARM, KYOS and KTKC—largely spot business. They include: Walter Byde Hardware, Victor Equipment Co., Stone's Suit House, Tyners Health Systems, Kerr Rug Co., Kohler-Liberty Laundry, Hockett-Cowan Music Co., Beckman Furs, States Grill, P. B. Martin Shoe Co. and Louis Shoetorium.

EMIL BRISACHER & Staff, San Francisco, handling *I Want a Divorce* on 71 NBC-Red stations, has announced there additions to the cooperative sponsors: Haserot Co., Cleveland; Schnull & Co., Indianapolis; California Conserving Company, Honolulu. In addition General Grocer Corp., St. Louis, has added Little Rock and Memphis stations, and Lee & Cady, Detroit, has added WKZO, Kalamazoo.

WADHAMS OIL Co., Milwaukee, is sponsoring broadcasts of all Wisconsin U basketball games on WTMJ, Milwaukee. Russ Winnie, WTMJ sportscaster, will handle the broadcasts, which started Dec. 9 and will include a doubleheader New Year's Eve from Milwaukee Auditorium with Wisconsin playing Nebraska and Marquette opposing Iowa. Scott-Telander Adv. Agency, Milwaukee, handles the account.

MADISON TOBACCO Co., Louisville (Grad cigarettes), on Dec. 2 sponsored the broadcast of the annual Washington U-St. Louis U football game on KMOX, St. Louis. The game, which climaxed the St. Louis football season, was handled by France Laux and Cy Casper.

LOS ANGELES BREWING Co., Los Angeles (Eastside beer), a consistent user of radio, is sponsoring the thrice-weekly quarter-hour sports program, *The Inside Track*, on KFWB, Hollywood. Program features Sid Ziff, former *Los Angeles Herald-Express* sports editor, as commentator. Contract is for 13 weeks, having started Dec. 9. Firm, for its Luxury beer, is also sponsoring a thrice-weekly five-minute program, *Sports Round-Up*, with Tom Hanlon, on KNX, Hollywood. Lockwood-Shackelford Adv. Agency, Los Angeles, has the account.

Weber Record

WEBER Jewelry Co., St. Louis, feels it has set a radio advertising record — it has used every St. Louis station at one time or another, and since July, 1927, it has never been off the air. The firm claims that, as far as it can learn, it is the only retail store in the United States using radio continuously, every weekday and Sunday, through that many years. The Weber account is handled by Mrs. Mary Corbett, pioneer in radio, with the Ridgway Adv. Co., St. Louis.

TEXTILE PRODUCTS Co., Dallas, is sponsoring the participating *Barbara Brent* program three days a week on WFAA, Dallas. Rogers & Smith Adv. Agency, Dallas, handles the account.

H. F. RITCHIE Co. Products has purchased a total of 100 hours time on CHAB, Moose Jaw, Sask., through United Radio Advertising, Toronto.

DONALD D. DAVIS, president of General Mills, Minneapolis, on Nov. 30 announced the election of E. L. Schujahn, manager of grocery products operations at Buffalo, as vice-president of the Eastern division of General Mills and Washburn Crosby Co. He also announced election of E. H. Martin, manager of grocery products operations at Chicago, as a vice-president of the Central division, and Fenby Bausman, manager of the New York export office, as a vice-president of the Eastern division.

PHILLIP GILLIG, former executive vice-president in charge of the radio and major appliance department of Ludwig Baumann stores, New York, has joined Emerson Radio & Phonograph Corp., New York, as sales promotion manager.

W. T. GRANT Department Store, Fort Worth, is sponsoring 52 daytime half-hour shows direct from the store on KGKO, Fort Worth. The program, *Grant's Household Quiz*, features Scooter Tonahill as m.c. interviewing customers and store employes. Bruce Howard handles the remote control equipment from the store.

LINTON'S RESTAURANTS, Philadelphia, operating a chain of 25 restaurants in the city, is sponsoring the thrice-weekly quarter-hour dramatic program, *True Detective Mysteries*, Mon., Wed., Fri., 8:30-8:45 p.m., on WIP, Philadelphia. Scrpts are furnished by *True Detective Mysteries* magazine, and the live talent shows are produced and directed by G. Edward Wallis, WIP dramatic director, in WIP studios. Series was placed by Jerome B. Gray & Co., Philadelphia.

JORDAN MARSH Co., Boston department store, on Dec. 4 started *Jordan Marsh Hour*, 8-9 a.m. weekday mornings, on WBZ-WBZA, Boston-Springfield. The program, which features music, news and shopping information, is written and directed by John C. Dowd Inc., Boston advertising agency.

MORRIS PLAN BANK of New York, on Dec. 12 started a twice-weekly program of news observations on current events by John B. Kennedy, noted author and commentator, on WOR, Newark, Tuesday and Thursday, 7:15-7:30 p. m. Guest-stars are also featured on the programs. Gotham Adv. Co., New York, is the agency.

SUPREME BAKERY Co., Los Angeles (Town Talk Bread), frequent user of Southern California radio, through W. E. Long Co., Chicago, on Dec. 11 started for 52 weeks, a five-weekly quarter-hour program. *Town Talk Teletunes*, on KNX, Hollywood. Program features Jack Owens, baritone, in telephone request selections from listeners. He also announces the program as well as accompanies himself at the piano. Firm is also using 35 spot announcements weekly on that station and in addition on Dec. 11 started sponsoring a five-weekly quarter-hour program featuring Jay Burnett as *The Song Fellow* on KFI, Los Angeles. Contract is also for 52 weeks.

JOHN MORRELL & Co., Ottumwa (E-Z Cut Ham), consistent user of radio time, through Henri, Hurst & McDonald, Chicago, is sponsoring twice-weekly participation in *Norma Young's Happy Homes* program on KHJ, Los Angeles. Contract is for 13 weeks, having started Dec. 7. Firm is also sponsoring the thrice-weekly quarter-hour program, *Mr. Hamp Goes to Town*, on KNX, Hollywood, having renewed for 13 weeks, effective Dec. 6.

VAN DE KAMP'S Holland-Dutch Bakers, Los Angeles (chain), through California Adv. Agency, that city, is sponsoring a thrice-weekly quarter-hour program, *Parents Forum*, on KFAC. Contract is 13 weeks, having started Nov. 21. Program is tied-in with *Parents Magazine*, New York, which answers all questions on child training. Kay Kirkwood is commentator. John Kennedy handles the commercials.

DEALER'S CHOICE



Nathan Lebedeker

*SEVENTH OF A SERIES

Mr. Nathan Lebedeker, Manager of "Stephen's", one of Rochester's larger women's apparel houses, prescribes a good Sunday program over WHEC as a sure cure for a Rochester "Blue Monday".

Mr. Lebedeker speaks from experience. Stephen's have carried a half-hour program over WHEC, Sundays at noon, *CONTINUOUSLY* for the past four and one-half years,—used WHEC *EXCLUSIVELY* to build Monday business. And big Mondays have helped in a big way to make Stephen's the big and progressive store that it is today.

Rochester merchants know Rochester's listening preferences first hand;—back their opinion of WHEC with their own hard dollars!

WHEC ROCHESTER

BASIC CBS

Representatives:

PAUL H. RAYMER CO.

New York Chicago Detroit

San Francisco



BIG birthday cake, commemorating the 1,000th broadcast of Clellan Card's *Almanac of the Air* for Northrup King & Co. on WCCO, Minneapolis, was presented Dec. 1 by WCCO General Manager Earl H. Gammons (left) to Vice-president Linden King (right), of Northrup King. In the center giving wrapt attention to the candle-lighting ceremony is Card, who has conducted the regular early morning quarter-hour of general horseplay for the last three years. The anniversary was observed with a special program in the WCCO studio auditorium, at which 450 Northrup King executives and employes were guests.

CROSLEY DISTRIBUTING Corp., New York, from Dec. 11 until Christmas will sponsor three quarter-hours weekly of Martin Block's *Make Believe Ballroom* program on WNEW, New York, to promote Christmas sales of Crosley radios. Last use of radio by the company was a campaign this fall on WJZ, New York, of programs giving football scores and news following leading games. J. M. Mathes, New York, is the agency.

MODERN INDUSTRIAL BANK, New York, on Dec. 11 started Johannes Steel's news commentary program on WMCA, New York, Mondays through Fridays, 7:45-8 p.m. Metropolitan Adv. Agency, New York, is agency.

FLORIDA CITRUS EXCHANGE, Tampa, which recently started four-weekly participations on the *Pure Food Hour* on WOR, Newark, for Florigold oranges, is using one-minute spot announcements six times weekly on KYW, Philadelphia, and WSYR, Syracuse. Erwin, Wasey & Co., New York, handles the account.

KYW, Philadelphia, has signed *Singin' Sam*, formerly heard on the networks, for a new five nights weekly series sponsored by the local Coca Cola Bottling Co., placed through Feigenbaum Adv. Agency, Philadelphia. He started Dec. 11 and is heard at 6:45 p. m.

A SELLING CREED
Laird Cites Fundamentals of Merchandising

MERCHANDISING creed stressing the importance of sound facts and correct interpretations of fact was outlined Dec. 6 by J. Kenneth Laird, account executive of Young & Rubicam, at a meeting of the Cincinnati Advertisers' Club. Among "Opportunity Patterns" to help plan a fact-finding expedition and interpret the facts after they are found, he listed:

1. Find the elements of success in your field; combine them in a new way.
2. Don't fight a strong trend; climb aboard and ride it.
3. Locate the narrows and build a fort.
4. Find out what's blocking your product; blast it out.
5. Find out why your present users buy your product; use the same story to get new users.

SCHEU PRODUCTS Co., Los Angeles (orchard heaters), seasonal users of radio, in a 12-week campaign which ends Feb. 18, is using two spot announcements weekly on three Southern California stations, KHJ KVOE KDB. Agency is Heintz, Pickering & Co., Los Angeles.

PROCTER & GAMBLE Co., Cincinnati (American Family flakes), on Jan. 1 starts *Painted Dreams*, five weekly 15-minute dramatic show, on WGN, Chicago, for 52 weeks. H. W. Kastor & Sons Adv. Co., Chicago, handles the account.

White King Soap Plans Pacific Coast Expansion

LOS ANGELES SOAP Co., Los Angeles, currently sponsoring Phil Stewart's thrice-weekly quarter-hour philosophical program, *Dealer in Dreams*, on KNX, Hollywood, for Scotch Soap, will extend coverage of the broadcast to include 7 CBS Pacific Coast stations (KNX KSFO KARM KVI KOIN KIRO KFPY), and exploit White King Soap instead of the former product. Contract is for 52 weeks and broadcasts will be increased to five weekly, Monday thru Friday, 5:15-5:30 p. m. (PST).

The firm, currently sponsoring the weekly half-hour *Spelling Bee-Liner* with Tom Breneman on KNX, for its Sierra Pine Toilet Soap, on Jan. 7 will also expand coverage of that program to include the same 7 CBS Pacific Coast stations, Sunday, 2-2:30 p. m. Contract is also for 52 weeks. An extensive merchandising and promotion campaign will be launched in conjunction with both shows. Details are now being worked out by Raymond R. Morgan Co., Hollywood agency servicing the account. Los Angeles Soap Co., for its various products plans to continue the use of spot announcements in western states not covered by these programs.

IRNA PHILLIPS, author of four headline NBC script shows, has completed advance scripts through Jan. 15 and is vacationing on the West Coast. Miss Phillips writes *Guiding Light, Woman in White, Road of Life, Right to Happiness.*



KSCJ
SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

NO!

No commitments from national advertisers, please, until after December 25th!

WBIG believes that its duty lies first with its regional and local wholesale and retail outlets at this time, in assisting them in clearing their shelves during the greatest Christmas trade in the history of this region, the richest and most populous area in the South.

So, in order that we may give good radio service, in addition to the necessary aid to commerce, WBIG will accept no new commitments except from local and regional advertisers, until after the holidays.

After all, the wholesale and retail outlets deserve all the special service that can be rendered and we are reciprocating the friendly service that they have rendered WBIG so faithfully . . . for many years!

So, just put WBIG on your list for your advertising drive for the coming year . . . and we wish for you and yours

A Merry Christmas and Happy New Year!

CBS COLUMBIA AFFILIATE

5000 Watts Day
1000 Watts Night

WBIG
in Greensboro, N.C.

Edney Ridge, *Director*
George P. Hollingbery Co.
National Representatives

CFCF
MONTREAL

first
IN
CANADA'S
RICHEST
MARKET

Entertainment: . . . Programming: . . . news and sporting events—these are some of the reasons why CFCF is the *most listened-to* station in Canada's metropolis. That is why, year after year, National advertisers are quick to renew contracts.

CFCF and Short Wave CFCX
owned and operated by
CANADIAN
MARCONI
COMPANY

Representatives:
CANADA
All Canada Radio Facilities
U. S. A.
Weed & Company

NBC affiliate

CFCF
dominates a
BI-LINGUAL
AUDIENCE
of over
1,000,000

Agency Files Suit

SUIT for $63,778 was filed Nov. 28 in New York Supreme Court by Austin & Spector Co., New York, against Eastern Wine Corp., a former client, which recently appointed H. C. Morris & Co., New York, its new agency. Austin & Spector claims its services were engaged Feb. 1, 1938, to handle advertising for Chateau Martin wines, and that, after placing announcements on three stations, it was discharged Oct. 1, 1939, when it owed the stations for time, together with commissions and other costs, a total of $63,778. The wine company has denied the charges, but asks, if payment is required, that the money be turned over to the stations, not to the agency. The answer also claims that it is customary when an agency is discharged, the 15% commission should be paid to the new agency, which the stations refuse to do.

Australia Restricts Discs

A CABLE Dec. 11 from the Macquarrie Network, Sydney, Australia, to Ralph L. Power, its American representative, states that drastic war monetary control legislation places transcription pressings and stampers from dollar countries on the prohibited list, but importation is permitted of mother matrices in proportion to the transcription purposes for the year ended last June. Thus American producers must supply matrices in lieu of pressings. Australian importers of American transcriptions must apply immediately for licenses in Canberra, Australian capital. These are the only terms under which the Government will permit future trade, the only deviation being permission for free sample discs. The prohibition does not apply to goods already ordered and paid for, providing they arrive in Sydney before Feb. 29.



Covering the only area in Montana in which there is any concentration of population
Gene Furgason & Co., Representative

This picture reproduced on copper will be sent you on request.

Mail Display

NEW sales technique has been developed by Dan Dwyer, of WSYR, Syracuse, N. Y. Peddling a participating program to a prospective additional sponsor recently, Dwyer carried with him into the prospect's office a basketfull of fan mail for the program. Purely by accident the basket was spilled and letters scattered all over the room. Everybody in the office started retrieving letters and immediately began noticing remote postmarks and other evidence of the feature's wide reception. The accidental spill did such an effective job of emphasizing the fan mail that now, whenever Dwyer brings such items to a prospect's office, he always manages to trip and spill them.

Piano Course Spots

SEE-NOTE PUBLISHING Co., Hollywood (piano self-instruction), new to radio, in a two-week test campaign which ended Dec. 15, used a thrice-weekly quarter-hour program featuring the George Antheil system of piano study, on WHBL, Sheboygan, Wis. Following the Christmas holiday, the firm plans a series of similar programs on a group of 10 or more midwestern stations, placing through L. C. Cole Adv. Agency, Hollywood. List is now being made up.

New Program Service

ERICK DON PAM, vice-president and general manager of Ayers-Prescott, New York, has resigned to become president of his own company, American Radio Newsreel Inc., with offices in the RCA Bldg., New York, and studios in the General Electric Bldg. Mr. Pam will take with him the twice-weekly quarter-hour recorded interviews program *American Radio Newsreel*, formerly produced by Ayers-Prescott [BROADCASTING, Dec. 1]. The company will act also as a managerial agency and will offer script services and packaged network shows. S. Kirby Ayers, vice-president and treasurer, will take over all radio production of Ayers-Prescott, fulfilling Mr. Pam's former duties.

WWNC
ASHEVILLE, N. C.
Full Time CBS Affiliate 1,000 Watts

Tobacco Money!
Holiday Money!

Asheville's big burley Tobacco market opening early in December. Industry in high gear. Pay rolls mounting. Holiday spending unleashed. So "air" your sales message over WWNC—only blanket radio coverage of this busy area. And hurry!

TRANSCRIPTIONS



E. A. BYWORTH, president of Associated Broadcasting Co. Ltd., Toronto and Montreal, has resigned to take over the Toronto Associated Broadcasting Co., complete with staff and offices, which will operate as Commercial Broadcasting Services Ltd. Officials in the new company are Mr. Byworth, president; J. C. Tobin, former transcription director with ABC, vice-president. Commercial Broadcasting Services offers live and transcribed shows, custom recording, audience participating and quiz shows, time placement and other services.

WALTER P. DOWNS, formerly radio executive of MacLaren Adv. Co., Montreal, has formed under his own name a producing firm with Marcel and Roger Baulu in charge of the French department. The new organization also represents Associated Music Publishers of New York and Kasper-Gordon of Boston. Offices are maintained at 2313 St. Catherine St., W., Montreal.

AS OF Nov. 15, 3,101 selections were included in a listing of NBC *Thesaurus* transcriptions. Classified by types of music, this included 891 dance selections, 256 vocal and 93 instrumental solos in the popular music section; 440 instrumental group selections, 112 instrumental and 666 vocal solos in the concert music section; 161 symphonic selections; 381 hillbilly music selections, and 101 scene-setting and sound selections.

STANDARD RADIO announces the following new subscribers to and renewals of its Standard Library Service: WELL, Battle Creek, Mich.; KFVD, Ft. Dodge, Ia.; KORN, Fremont, Neb.; KGER, Long Beach, Cal.; WKY, Oklahoma City; WIRE, Indianapolis; WKRC, Cincinnati; WLAW, Lawrence, Kan.; KWAL, Wallace, Ida.; WLBL, Stevens Point, Wis.; WBRK, Pittsfield, Mass.; KAND, Corsicana, Tex.; WHBQ, Memphis.

NEW subscribers to Charles Michelson's *Speedy-Q* sound effects library are Columbia University, New York, and stations WCKY, Cincinnati; WBEN, Buffalo; WNBC, New Britain, Conn., and WOPI, Bristol, Tenn.

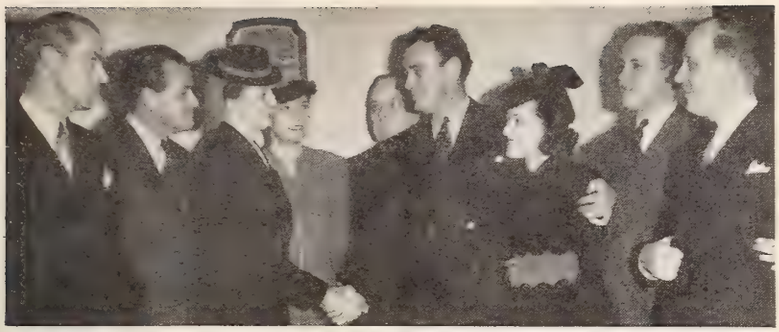
LEWIS Recording Studios Inc. recently was formed, with headquarters at 1040 Geary St., San Francisco, and with Samuel Lewis, who formerly conducted his own advertising agency in that city, as president. Other officers of the company include Maurice Gunsky, vice-president; Sam Moore, vice-president, and Ida S. Baer, secretary.

EARNSHAW RADIO Productions and Earnshaw-Young Inc., Los Angeles transcription and program producers, have moved their offices to 1151 S. Broadway. Firms have appointed the Walter Biddick Co., Los Angeles, as exclusive sales agents.

KPO and KGO, San Francisco, and KLX, Oakland, Cal., have subscribed to the new transcription service of Davis & Schwegler.

CHARLES MICHELSON, New York electrical transcription company, will move to 67 W. 44th St. about Jan. 1.

KMOX, St. Louis, for the fifth consecutive year is carrying on a campaign against the smoke evil in that city. Each Sunday evening Harry W. Flannery, special events commentator, interviews authorities to bring out the best methods of burning coal with an eye on smoke abatement, giving an opportunity to experts to express intelligent and experienced opinion on the problem.



WHEN members of the Chicago Women's Advertising Club recently expressed a desire to learn just how a radio broadcast is developed and sold, NBC turned the *Girl Alone* show into a guinea pig for the club, and presented the complete story of the broadcast from its inception to its present status as a leading daytime commercial broadcast. Left to right are: H. C. Kopf, sales manager of NBC, Chicago; Pat Murphy, *Girl Alone* star; Helen Vance, president, Chicago Women's Advertising Club; Fayette Krum, author of *Girl Alone;* Paul McCluer, asst. sales manager, NBC; Sidney N. Strotz, general manager, central division, NBC; Betty Winkler, *Girl Alone* star; William Weddell, sales counsellor, NBC; Emmons C. Carlson, adv. & sales promotion manager, NBC.

Agencies

H. CHARLES SIECK Inc., Los Angeles advertising agency, has established a new department specializing in food accounts, according to H. Charles Sieck, head of the firm, who simultaneously announced appointment of John Dingee as account executive and director of that division. Agency has also added Howard L. Tullis as account executive.

THURSTON G. McGUFFICK, for several years space buyer and media analyst of McCann-Erickson, San Francisco, has been named sales development manager for Pacific Outdoor Adv. Co., Los Angeles. He will be succeeded at the McCann-Erickson office by John A. Nelson, who will be assisted by Phipps Rasmussen on spot radio, Chester J. Doyle on newspapers, and Al C. Nelson on outdoor and car card advertising.

ROS METZGER, radio director of Ruthrauff & Ryan, Chicago, recently composed and published the song "One Cigarette For Two". The popular tune was introduced by Dorothy Lamour on a recent *Chase & Sanborn Hour* program. Ager, Yellen & Bornstein, New York, is the publisher.

RICHARD COMPTON, president of Compton Adv., New York, is director of the advertising division of the 33d annual Christmas Seal Sale campaign now in progress.

ADDISON SMITH, a member of the Hollywood staff of Benton & Bowles, has been transferred to the radio production department of the agency's New York office.

WILLIAM B. DOVER has severed his association with the Orsatti Agency, Beverly Hills, Cal., talent service, and has gone to New York to establish his own business, handling talent and material adaptable to Hollywood. He will also handle radio for Hollywood talent and writers, as well as represent West Coast agencies who currently have no New York representative.

WESTERN ADV. Co., San Diego, Cal. agency, has established Los Angeles offices at 650 S. Grand Ave., with Harriet W. Kelly in charge as manager. Royal B. Lee, president of the firm, is now in New York establishing an eastern branch office.

L. C. COLE ADV. AGENCY, San Francisco, has established Southern California offices at 1651 Cosmo St., Hollywood, with Irene Wigton in charge as manager.

F. G. MULLINS, former vice-president of the Pacific National Adv. Agency, Seattle, has resigned to become manager of the Seattle office of Ruthrauff & Ryan, replacing Fred Duerr, who has been transferred to the agency's San Francisco office.

SAM WINGFIELD, formerly president of his own publicity agency, Wingfield Associates, New York, has joined the publicity department of J. M. Mathes, New York, to handle all publicity on *Information Please*, NBC program sponsored by Canada Dry Ginger Ale. Mr. Wingfield was previously with Kenyon & Eckhardt, New York, and handled radio publicity for the Canada Dry account when it was handled by N. W. Ayer & Son, New York, and sponsored *Jack Benny* on NBC.

Form New Agency

MAUBERT ST. GEORGES, formerly of N. W. Ayer & Son, Geare-Marston, and Erwin Wasey & Co., and Stanley J. Keyes Jr., also of Erwin, Wasey & Co., have formed a new agency, St. Georges & Keyes, at 250 Park Ave., New York. Telephone is Plaza 3-6920. The agency, of which Mr. St. Georges is president and Mr. Keyes vice-president, will specialize in dealer promotion of nationally distributed merchandise as well as general advertising copy.

A. B. MUELLER, formerly advertising manager of The Paraffine Co., San Francisco, and first president of Industrial Marketers of Northern California, has been appointed sales manager of Facts Consolidated, San Francisco research firm.

LOU WERTHEIMER, formerly an executive of 20th-Century Fox Film Corp., has joined the Hollywood talent agency operated by Walter Kane. Under the new setup, the firm will be known as Kane-Wertheimer Agency Corp., with offices continuing at 8485 Sunset Blvd.

SCHWIMMER & SCOTT, Chicago agency, has given employes who have been with the agency a year a Christmas bonus of a month's salary, with a substantial bonus for all employes who recently joined the agency.

EMIL MOGUL, former executive secretary of Austin & Spector, New York, is forming his own advertising agency in New York, to be known as the Emil Mogul Co. No offices have been leased as yet, and details on personnel or accounts will not be released until late in December.

EGMONT SONDERLING, general manager of United Broadcasting Co., Chicago, is the father of a boy born Dec. 1.

New Chicago Agency

FRANK R. STEEL & Associates, new Chicago agency, has opened offices at 360 N. Michigan Ave., and will specialize in radio accounts. Among the new agency's accounts are Princess Pat Ltd., Chicago; Oshkosh Trunks Inc., Oshkosh, Wis.; and these Chicago accounts: Venus Foundation Garments Inc., Lucille Young Co. (cosmetics), S. Dresner & Son Inc. Of the accounts, Princess Pat is the only one now using radio, but the others are considering its use, according to Mr. Steel. For the last six years, Mr. Steel has been vice-president and radio director of McJunkin Adv. Co., Chicago, and has handled a number of important radio accounts. Prior to joining McJunkin, he was vice-president and radio director of Critchfield & Co., Chicago agency, which position he held from 1928-33. Mr. Steel, a native of California, is a graduate of California U and received his M.A. degree from Harvard in 1911.

A ROSTER SURVEY . .

will show you which sustaining programs can be sold locally and which ones should be changed or killed.

A roster survey will help improve your station operation.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK

SEASON'S GREETINGS!

WNEW NEW YORK

To you — who have helped make 1939 our biggest year— the merriest of Merry Christmases and the most prosperous of New Years!

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY
5000 WATTS BY DAY—1000 WATTS BY NIGHT
1250 KILOCYCLES

But We Know

Don't We, Doc!

WWVA

OUR "Doc" is just an intelligentsia-ridiculed hill-billy, who can tear the lid off the question box that is on the hunt for the "FAN LOYALTY CLUE". A college psychologist is so much Greek to *our* "Doc", but man alive, what a sock he's got when it comes to box tops!

RATING? Sure, he's got it—"Fan Loyalty" takes care of where he stands, because that's what he's got aplenty!

HOW DOES HE GET IT? Hits 'em where they live! That's the way every Mother's son at WWVA does business.

If you want the clue to "Fan Loyalty", turn your light our way!

5,000 WATTS AT WHEELING, WEST VA.
COLUMBIA Station at Eleven-Sixty
on 2,085,666 Radio Dials
JOHN BLAIR CO — National Representatives

Canadians to Meet

THE SIXTH annual convention of the Canadian Assn. of Broadcasters will be held at the Mount Royal Hotel, Montreal, Jan. 22-24, according to T. Arthur Evans, CAB secretary-treasurer. No agenda has as yet been lined up, but among subjects to be discussed will be the Canadian copyright situation, network problems, and most likely special problems relative to the war. Harry Sedgwick, CFRB, Toronto, president of the CAB, will preside.

RECENT subscribers to United Press News Service are stations KVOO, Tulsa; KTRH, Houston; WMPS, Memphis; KXOX, Sweetwater, Tex.; WTBO, Cumberland, Md.

WRNX
5000 WATTS
DAYS
Coming events cast their shadows...
No change in programming or policy. Better service to Metropolitan New York including its 6,982,635 foreign citizens.
Now operating 1000 WATTS DAY AND NIGHT
WBNX NEW YORK
The Station that Speaks Your Language

Reps

LOU STERLING, head of Lou Sterling & Associates, North Hollywood, Cal., advertising agency, who is also associated with the new XERB, Lower California, Mexico, has gone to Chicago to appoint a United States sales representative for the station.

NED COSTELLO, of the New York office of the Katz Agency Inc., has been transferred to the firm's Chicago office.

WSVA, Harrisonburg, Va., has appointed Joseph Hershey McGillvra as its exclusive national representative, replacing Sears & Ayer.

HAROLD HIGGINS, head of the Chicago office of WOR, Newark, is the father of a baby boy, Harold Frank, born Dec. 2.

GEORGE P. HOLLINGBERY Co., national representative firm, announces the exclusive representation of WIRE, Indianapolis, effective Jan. 1.

WHK-WCLE, Cleveland, and WHKC, Columbus, O., has reappointed Radio Advertising Corp. as national representative for another year, effective Jan. 1.

Harvester's Tour

INTERNATIONAL HARVESTER Co., Chicago, will sponsor more than 40 personal appearances this winter of a group of WOWO, Fort Wayne, Ind., artists featured on the *Hoosier Hop*, originated by WOWO for NBC. The personal appearance schedule includes various cities within a radius of 100 miles of Fort Wayne. The company is circularizing the WOWO area with 50,000 mailings to homes, publicizing each local show.



DEER hunters stopped at WHBL, Sheboygan, Wis., the other day to exhibit the spoils. Howard Wilson, head of Howard H. Wilson Co., national representatives, bagged the deer. Left to right are Harlan Oakes, of the Wilson Chicago office; Mr. Wilson, Ed Cuniff, manager of WHBL; Mrs. Wilson and Horace Hagedorn, head of the New York office of Howard H. Wilson Co.

Hearing Set for Dec. 18 On WSAL Revocation

FORMAL hearing on revocation proceedings against WSAL, Salisbury, Md., based on charges of purported lack of financial responsibility and transfer of license without authority, was ordered by the FCC to begin Dec. 18 in Washington. The licensee is Frank M. Stearns. Glenn D. Gillett, consulting engineer, also was named a party, in view of financial interest in the station.

Hearing on the renewal of license of WBAX, Wilkes-Barre, Pa., was ordered for Jan. 16 under a tentative calendar. The station license is held by John H. Stenger Jr. but litigation developed over ownership and operation of the outlet. The hearing was ordered on the matter of control, with Mr. Gillett also a party.

AGENCY Appointments

STEUART & Son, Baltimore (Golden Crown corn syrup) to Courtland D. Ferguson Inc., Baltimore. Using transcribed announcements on WBAL, Baltimore. May extend radio into its Southeastern territory.

AMMON LABORATORIES, St. Paul (mouth wash), to Harold S. Chamberlain & Associates, St. Paul. Using radio and newspapers.

DOG & CAT Food Products, New York (dog and cat food), to H. W. Fairfax Adv. Agency, New York. Using radio and newspapers.

FAIRYFOOT PRODUCTS Co., Chicago (foot remedies), to Simmonds & Simmonds, Chicago.

GROCERY STORE PRODUCTS Co., New York (Foulds & Golden Age products), to Sherman K. Ellis & Co., N. Y.

PRINCESS PAT Ltd., Chicago (cosmetics), to Frank R. Steel & Associates, Chicago.

SAWYER BISCUIT Co., Chicago, to Neisser-Meyerhoff Agency, Chicago.

FLORY MILLING Co., Bangor, Pa., to Wildrick & Miller, New York. Probably will use local spot radio for branch mills in Pennsylvania and New Jersey.

LEISY BREWING Co., Cleveland, to BBDO, Cleveland.

AAAA's New Volume

VOLUME VIII-b of *Market & Newspaper Statistics* has just been released by the American Assn. of Advertising Agencies. It deals with 67 cities with population in excess of 100,000 in the United States and Canada in which newspapers were audited to March 31 and June 30, 1939. Included are latest figures on population, number of families, English reading persons (English speaking persons for Canadian cities), income tax returns, audited newspaper circulations, linage, retail rates, general rates, the differential between retail and general rates, and an analysis of those sections of ABC Audit Reports which deal with circulation inducements. Volume VIII-a, covering 58 cities in which newspapers were audited to Sept. 30 and Dec. 31, 1938, was issued last June.

Title Suit Dropped

SUIT of Beth Brown, author, seeking an injunction to restrain the broadcasts of the Bristol-Myers Co. *For Men Only* program for Vitalis was discontinued in New York Supreme Court Dec. 4. Miss Brown filed suit against NBC, Pedlar & Ryan, Bristol-Myers Co. and the Crosley Corp., claiming she had created the title for a novel and had exclusive rights to it.

HOW TO EAT and grow thin!



Portland baker uses KEX to build sales...

MORE THAN EVER Davidson's Spun Bread is a "buy-word" in the Portland retail trading area. Not content with holding its market with a quality loaf, Davidson's advertising counsel is working constantly to achieve increased sales.

Principal factor in the sales campaign is Oregonian radio station KEX. Over the air waves and into thousands of homes goes the *Patty Jean* program on diet and exercise and how to eat and grow thin on three good meals a day. Needless to say, Davidson's Spun Bread figures prominently in all menus.

"We are pleased with the mail we are getting from our Patty Jean program on KEX", says E. F. Davidson, president of the bakery.

"Thousands of women in the Northwest are listening to Patty Jean daily . . . exercising . . . losing excess pounds . . . and eating Davidson's Spun Bread."

MORAL: Build sales and profits in the rich Oregon market with The Oregonian's radio stations KEX and KGW.

KGW 620 KC 5000 WATTS DAYS 1000 WATTS NIGHTS NBC RED

RADIO STATIONS OF THE OREGONIAN PORTLAND • OREGON

KEX 1180 KC 5000 WATTS CONTINUOUS NBC BLUE

National Representatives—EDWARD PETRY & CO. INC.
New York Chicago Detroit St. Louis San Francisco Los Angeles



She's helping others to health! And you can too . . . if you resolve right now to mail no letter—send no package—unless it is decorated with the Christmas symbol that saves lives.

Since 1907, the annual sale of Christmas Seals has helped to support the campaign to eradicate tuberculosis in the United States.

During these years of concentrated effort, the death rate from tuberculosis has been cut three-quarters! Yet, tuberculosis still kills more people between the ages of 15 and 45 *than any other disease!*

No home is safe from tuberculosis until *all* homes are safe.

The National, State and Local Tuberculosis Associations in the United States

1939 BUY CHRISTMAS SEALS

Specializing in RECORDED Spot Announcements for LOCAL Advertisers

We Supply SCRIPT • CAST SOUND EFFECTS

Walter Patrick Kelly
RKO Bldg • Radio City • New York

Bacon Named by BBC; Avery to Join Chicago Free & Peters Office

WITH resignation of Lew Avery as director of sales of WGR and WKBW, Buffalo, to join the Chicago office of Free & Peters, national station representatives, announcement was made by I. R. Lounsberry, executive vice-president of Buffalo Broadcasting Corp.



Mr. Bacon



Mr. Avery

of the appointment of John A. Bacon to the sales post. Both appointments are effective Jan. 1.

Mr. Avery for the last six years has headed the sales department of the Buffalo stations and is well known in industry and agency circles. He was chairman of the NAB Sales Managers' Division last year and was an important factor in the founding of the group. Free & Peters includes the BBC outlets among the stations it represents.

Mr. Bacon until recently was national advertising manager of the *Buffalo Times*, Scripps-Howard paper which post he held for seven years. During the preceding three years he was national advertising representative in New York for the Scripps-Howard Newspapers. He has been active in both Chamber of Commerce and Greater Buffalo Advertising Club activities and is well known in both national and local advertising circles.

Mr. Avery began in radio in 1917 when he became a station designer, announcer, engineer, manager and owner. In April of that year—three years before the advent of broadcasting as such—he went on the air with a half-kilowatt open-core transmitter with Leyden Jar condensers and a rotary spark gap. The station was closed under Federal Government orders. In 1926 he became an announcer and production man for WGY, Schenectady, and in 1928 joined the Mohawk-Hudson Power Corp. as assistant advertising director. Early in 1930 he joined BBDO, New York, and was assigned to radio on all local accounts between Albany and Detroit. He joined WGR-WKBW in 1932 as manager of planning and service and became director of sales in January, 1933.

Utilities Use Air

THE utility gas companies of metropolitan New York on Dec. 4 started a 13-week series of quarter-hour musical programs, *Home Harmonies*, on WMCA, New York. The program, featuring Ted Steele on the Novachord, is heard Sundays, 5:45-6 p.m., and Monday through Friday, 6:30-6:45 p.m. Sponsored by The Group of Eight Gas Utilities Companies, the account was placed through BBDO. Companies listed in the sponsoring association are Brooklyn Borough Gas Co., Brooklyn Union Gas Co., Consolidated Edison Co., Kings County Lighting Co., Long Island Lighting Co., New York & Richmond Gas Co., Public Service Co. of New Jersey, and Westchester Lighting Co.

FCC Show Cause Order Is Challenged By WINN Pending Ruling on WGRC

AUTHORITY of the FCC to issue an "order to show cause" why its construction permit should not be recalled, was questioned by the Kentucky Broadcasting Co. of Louisville in its response filed Dec. 5 with the Commission. On Nov. 20 the FCC had cited the corporation, which tentatively has been assigned the call letters WINN, on the ground that it is not financially qualified to operate the proposed station, based on its own contentions.

William A. Porter, Washington attorney for the proposed new 100-watter, pointed out that after the construction permit had been granted last May, WGRC, New Albany, Ind., across the river from Louisville, had appealed from the decision and the appeal now is pending. He contended that exclusive jurisdiction of the entire matter was thereby lodged in the U. S. Court of Appeals for the District of Columbia and that the Commission is without jurisdiction to issue a show cause order or take any other action affecting the status of the construction permit until there is a final adjudication.

Going Ahead

Issuance of the show cause order established another precedent in the revised legal procedure of the FCC. It grew out of the contention by the prospective station, headed by D. E. (Plug) Kendrick, general manager of KITE, Kansas City, that the FCC, in granting fulltime to WGRC, had set up a competitive situation which "would result in such severe loss of operating revenue" to the proposed station as to "impair the service which it could render." [BROADCASTING, Dec. 1].

In his response, Mr. Porter produced affidavits from principals in Kentucky Broadcasting Co., including himself as counsel, designed to show that the corporation was actively proceeding with installation of the new station and that it would suffer severe financial loss if the construction permit were revoked or otherwise set aside. Moreover, he contended that the allegations made in WINN's petition for rehearing of the WGRC grant could not be construed as an admission or evidence of facts prejudicial to the rights of the Kendrick group. It was held that issuance of a license covering the construction permit for the operation of the new station is simply a "ministerial act" and that he believed the company as the holder of a construction permit may exercise "such substantive rights and such procedural remedies as are available to the licensee of a radio station."

Because the construction permit was issued to WINN prior to the granting of the WGRC application for fulltime on 1370 kc., the Kentucky corporation stated it believed it had the right to petition the Commission to exercise the same remedies against WGRC which the latter had been permitted to exercise against his company "so that the matter would remain in status quo until such time" as the Court of Appeals has rendered its decision on the appeal of WGRC.

It was contended that WINN, in its petition for rehearing, in no way meant to abandon the construction permit and operation of the new station and that since the construction permit was issued, the corporation had contracted for material, equipment and supplies amounting to $6,254.90 together with a site and location in the Tyler Hotel. In addition, it has spent another $6,808 in prosecuting its application and for other expenses, all of which would be a complete loss should the Commission recall and revoke the permit.

It was brought out there is $12,000 in cash deposited in a Louisville bank aside from the two negotiable promissory notes executed by Mr. Kendrick, each amounting to $6,500, which would mean that upon demand the corporation would have $25,000 in cash. In addition, it was stated Mr. Kendrick had agreed and bound himself to lend the corporation another $25,000 if and when called upon.

Mr. Porter mentioned that he had handled the Kentucky Broadcasting Corp. application from its inception and that the company had left the manner and method of prosecuting the application to his judgment and discretion. He said he was directed by the corporation to take whatever steps he deemed necessary to protect its interests and consequently had protested the Commission's action in granting the WGRC full time application. The FCC was asked to vacate and set aside its show cause order.

FINCH

Facsimile

The new money maker for broadcasters

Let us show you the potential earning power of Finch Facsimile — the system that prints news of the world while it happens.

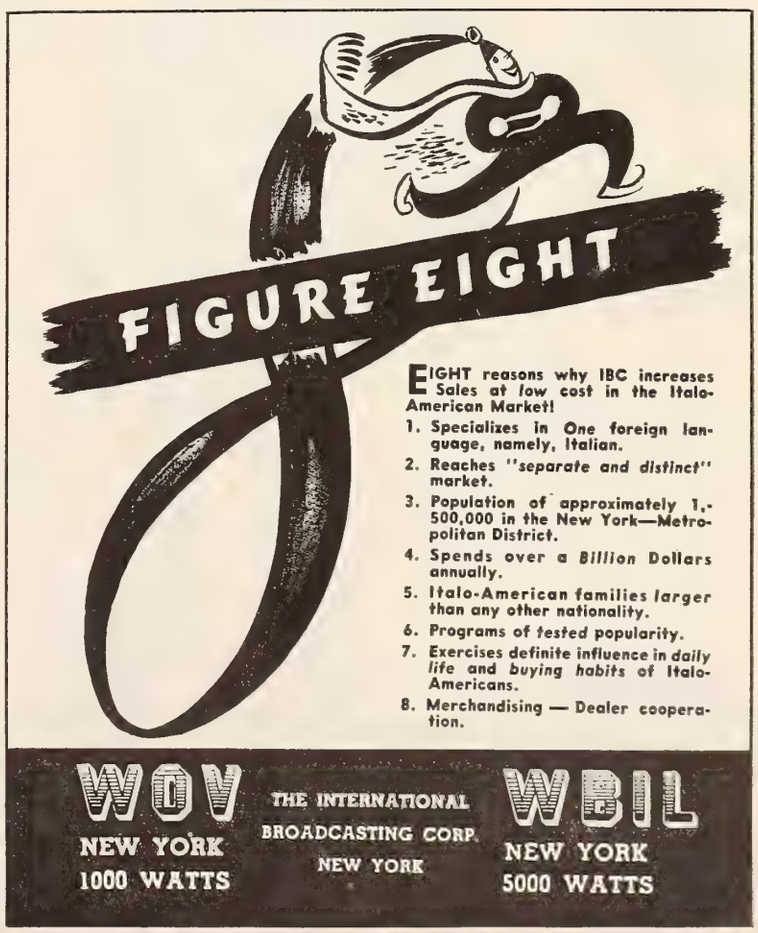
Radio engineers and executives are invited to write for particulars or to inspect Finch Facsimile Station W2XBF in daily operation at 1819 Broadway.

Finch Telecommunications, Inc.

Passaic, N. J.

Aircraft Laboratory, Bendix, N. J.

New York Sales Office:
1819 Broadway
(Tel. Circle 6-8080)



BASKETBALL "package" on WIRE, Indianapolis, including a comprehensive layout of prediction, commentary and play-by-play broadcasts, has been bought by Railroadmen's Federal Savings & Loan Assn. The contract includes *Basketball Express*, furnishing scores Wednesdays and Fridays, 10:15-10:30 p. m.; special programs of scores on Indiana high school sectional tourneys and play-by-play broadcasts from regional, semi-final and final state contests, handled by Vic Lund. The broadcasts run from Nov. 29 through March.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

To All of You—A Merry Xmas, A Happy and Prosperous New Year

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives
PAUL H. RAYMER COMPANY

Purely PROGRAMS

Wildlife Week

TO STIR interest in National Wildlife Restoration Week, March 17-23, the National Wildlife Federation is offering free a series of 13 transcribed dramatizations dealing with conservation and restoration of wildlife and natural resources. The series includes 12 quarter-hour and one half-hour concluding show. Scripts for the series were prepared under supervision of Bill McCormick, with production in charge of Stephen McCormick and Frank Blair, and special music and arrangements by Arthur Brown, all of WOL, Washington. The transcribed series is an outgrowth of the weekly *Wildlife* programs originated in Washington by WOL for MBS for the last 18 months.

* * *

Party for Wives

BUILT around a party that starts in the studio a half-hour before the broadcast, WMAL, Washington, has started the new monthly half-hour, *Affiliated Wives, Incorporated*. Although only wives are admitted to full membership, single women are taken into the parties on probation. At the party-broadcast refreshments are served and two home economists act as advisers on each program. Visitors bring along questions which are answered by other women in the group.



THE STAFF of WWJ, Detroit, dressed these dolls for the Detroit Goodfellow's organization, which supplies Christmas baskets. Doll among dolls is Beth Emerey, guest relations secretary.

Youth at Liberty

BOYS and girls of high school and junior college age seeking employment are given an opportunity to tell of their hopes, aims and ambitions on the weekly half-hour program, *Here Comes Youth*, which is sponsored by the California Typewriter Exchange, Los Angeles, on KFAC, that city. Sob stuff is barred. Participants respond to a series of questions pertaining to the particular job sought. Ted Williams, conducting the program, invites prospective employers to phone the station if they have a job to fit the need. Program is endorsed by social service and civic organizations.

* * *

Lotto Songs

CASH prizes, ranging from $25 to $100, are offered listeners winning the *Songo* game sponsored on WIP, Philadelphia, by Nevins Stores. Calling at a Nevins store listeners pick up a "lotto" card with names of popular songs printed in the squares. On the program 18 to 20 songs are played. The first listener recognizing the songs whose names fill in a continuous line on the lotto chart and calling the station wins one of the varying cash awards. The $100 prize is given for a slogan in addition to the filled line. Account was placed by Philip Klein Agency, Philadelphia.

* * *

Fun at Auction

MANY offers of cash for satisfaction of unpredictable demands, i.e., $4 for a look at the marriage license of anyone in the audience, or $2 for a set of knitting needles, are the backbone of *Crazy Auction*, sponsored on WTMV, East St. Louis, by Zerweck Jewelry Co. The half-hour show, held Friday evenings from the stage of the local Majestic Theatre, features Bill Davis as the Crazy Auctioneer and Fred Moegle as commercial manager.

* * *

Local Announcements

SO MANY requests were received by WIBC, Indianapolis, for free civic announcements that the station has built a program specifically for gratis spots. The show, *Community Corner*, is broadcast twice-weekly, Monday and Thursday, 2:15-2:30 p.m. The announcements are made against a background of transcribed music.

Musical Breaks

STATION breaks in verse and music are being developed by WOL, Washington, to relieve the droning monotony of station identification. Sung to snatches of original tunes come such gems as: "How is this for a station yell? Washington! Washington! WOL!" (for Tony Wakeman's *Sportspage of the Air*) or "Next comes the news, we're here to tell. First in Washington is WOL!"

The Religious Side

PROTESTANT, Catholic and Jewish churches of the Twin Cities are cooperating with KSTP, St. Paul, in the weekly *Religion Looks at Life* program. On each of the Sunday programs a priest, a rabbi and a Protestant minister participate in an informal discussion of some current topic. The programs are conducted without script or rehearsal. St. Paul and Minneapolis clerics are presented on alternate weeks.

* * *

Posies at Night

CONDUCTED by a woman commentator pseudonymed Martha Gale, also the name of a line of women's dresses, *A Bouquet to You*, sponsored on WJLS, Beckley, W. Va., by Rahall's dress shop presents a bouquet five nights weekly to some lady selected from the store customer list. The flowers are delivered while the program is in progress.

50,000 WATTS

AT YOUR

SERVICE



Now you can take advantage of KWKH's 50,000 watts power to reach more people within 150 miles of Shreveport than live in the entire state of Louisiana . . . power that will provide the millions of people within the Shreveport trade area with clear, powerful reception of your sales message.

COLUMBIA BROADCASTING SYSTEM

KWKH

REPRESENTED BY THE BRANHAM CO.

A Shreveport Times Station
SHREVEPORT, LOUISIANA

WE HAVE THE

"GO" SIGNAL

Ready in About Two Weeks

5000 WATTS NIGHT

Already

5000 WATTS DAY



KTUL

TULSA'S

Friendly

CBS STATION

Free & Peters, Rep.

Santa Answers

A DAILY quarter-hour program, *Calling the North Pole,* audience participation Christmas series directed to youngsters, is sponsored by a local department store on KTKC, Visalia, Cal. Two studios are used. Program is designed to make the youngsters in the studio audience believe they are witnessing a shortwave contact with the North Pole and Santa Claus. From the second hidden studio he answers all questions put to him by the children. His voice is brought to them through the speaker. The series will culminate with a Christmas Party at the store, when Santa Claus greets the children in person.

* * *

Double or Nothing

NEW type of quiz program has been originated on WOL, Washington, by Walter Compton. Contestants on the weekly show are fed questions, with cash award for each correct answer. The contestant then is offered additional prize money for information pertinent to the answer, if supplied within a minute. The additional award varies with the amount of information supplied. After "running their bill up" during the one-minute period, Compton dares the contestant to a "double or nothing" question, contestant receiving nothing if he fails, twice as much if he gives the correct answer.

* * *

Religious and Civic

TWO PUBLIC service programs are currently broadcast on WELI, New Haven, to keep local listeners posted on the activities of various organizations in the greater New Haven area. One, *Church Billboard,* is devoted to news and notices of religious organizations and their affiliated societies, and is heard thrice-weekly at 8 a. m., while the other, titled *The Club Forum,* and sponsored twice-weekly by Ogden and Schlick, local jewelry firm, features news of all other clubs and associations. Programs are produced by Robert Howell of WELI.

* * *

Youthful Quizzers

KELLOGG Co. of Canada, London, Ont. (cereal) on Dec. 2 started a boys and girls interview half-hour program Saturday mornings on CFRB, Toronto. A number of different people are brought to the studio for the boys and girls to interview. Typical was one Saturday morning trio of interviewees, an organ grinder, a model airplane maker, a leading rugby player. J. Walter Thompson Co., Toronto, placed the account.

* * *

People's Choice

LISTENERS vote on some question of current interest each week to supply the framework for the *Poll of the People* feature heard five days weekly on the *Early Bird* program sponsored by Meadolake Foods on WFAA, Dallas. Listeners are given a question each day, vote by postcard, and hear the results of their voting on the program.

* * *

Biblical Quiz

WITH a handsome New Testament Bible as prize, church members compete in answering questions based on Biblical excerpts on *Bible Question Box,* sponsored on WIRE, Indianapolis, by Meigs Publishing Co., publishers of religious music and other church supplies.



HUNCHED with excitement over nimble fingers and flying needles stands Dave Driscoll, special events ace of WOR, Newark, as he describes a recent crocheting speed contest. One featured contestant was Alan Courney (seated center), conductor of WOR's *Housewives' Delight* program, who put up a good fight but did not win against such established experts as Mrs. E. N. Noble. national crochet champion (right), and John Miller, men's champ, and Mrs. Lavinia Cervone, New York City speed crochet champion (not shown in picture). Al Josephy, of the WOR special features staff, is standing directly behind Courtney.

* * *

Keystone Dawn

ALL KINDS of farm news and information are furnished listeners of *Sunrise Roundup,* heard six days weekly from 6:30-7 a. m. on WHP, Harrisburg, Pa. The program, presented in cooperation with the State Department of Agriculture, is personally supervised by John H. Light, secretary of the Department, and is announced, written and produced by Russ Brinkley. Against a musical background, the program furnishes market and shipping reports and a five-minute talk by a Department of Agriculture official or a farm specialist from Pennsylvania State College.

* * *

Music by Schools

SPONSORED by a local music store, *Daveau Music Hour* on WDAY, Fargo, N. D., presents transcribed half-hour shows featuring high school bands and orchestras of neighboring towns. The special events staff visits the various schools, transcribing the special concerts by the individual organizations.

* * *

Out of the Limelight

TYPES of Americans who have contributed much toward making this nation great, although never winning wide acclaim, are the subject of the series of twice weekly quarter-hour programs, titled *Unsung Americans,* on MBS, conducted by Dr. Frank Kingdon, president of the University of Newark.

* * *

Religious Reporter

KEITH KERBY, KSFO, San Francisco, recently launched a new Sunday program, *Religious News Reporter.* The program contains a contest feature. The first contest offers a prize for the best essay on "Why I Am Thankful for Religious Liberty".

* * *

From Actual Sites

THE original scenes of famous orations which marked great moments in history are the basis of the new *Echoes of History* series, presented on alternate Wednesdays on NBC-Blue under auspices of General Federation of Women's Clubs.

Live Auction

ACTION at an auction reached an all-time peak during a recent remote carried by KGHL, Billings, Mont., featuring a jeweler's closeout. So well did the auctioneer sell his merchandise that a listener called long distance to say he wanted to buy a watch. As the live bidders in the store sought a watch, the long distance bidder had his offers relayed by a KGHL announcer who happened to answer the phone. After three watches, the telephone bidder won out. The sponsor, the Gansle Jewelry Co., has quadrupled its radio advertising.

Orchids For Ladies

LUXURY of an orchid is afforded some feminine listener each week through a stunt engineered by Jean Fay in connection with her thrice-weekly program on KYA, San Francisco. Each week Miss Fay awards a big orchid to the woman submitting the best suggestion for a radio idea.

* * *

Name the Killer

BOWER Co., Phoenix (printers and stationers), sponsoring the thrice-weekly quarter-hour transcribed dramatic program, *We the Jury* on KOY, that city, offers prizes from its stock to the first persons who phone in the correct answer to the question, "Who Did It?" after each broadcast.

Holiday Song Gifts

DAILY until Christmas, Arizona Network listeners are invited to phone in "song gifts" to friends. Al Becker, KOY, Phoenix, staff organist, who is featuring yuletide songs and Christmas carols on a special daily broadcast, fulfills all requests, announcing who the gift song is from and to whom dedicated.

* * *

"Uncle Don" Nationwide

CHILDREN'S program on WOR, Newark, conducted by "Uncle Don", on Dec. 5 started on a coast-to-coast MBS network, Tuesdays, Thursdays and Saturdays, 5:30-5:45 p. m. The program is also heard cooperatively sponsored on WOR Monday through Saturday, 6-6:30 p. m., and is sponsored on five MBS stations by Maltex Co., on the same schedule.

LANG-WORTH planned programs

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York

? IT'S NO MYSTERY ?

"The Case of Greater Advertising Results" clears up all the clues to the Greater Cleveland Market. It's the story of the remarkable results you get by using the

WHK - WCLE Merchandising Plan

Send for your copy Supply is limited

▲

WHK & WCLE Cleveland
THE UNITED BROADCASTING COMPANY

375 solid hours

of play-by-play

SPORTS

on KMBC within the past year!

●

All miked by

WALT LOCHMAN

The Middle West's biggest radio draw!



Backed by BUILD UP on KMBC . . newspaper ads . . taxicab tire covers . . personal appearances.

●

It's a HOT BUY—this tremendous tailor-made audience for the two five-minute KMBC Sportscasts with Walt Lochman *now available* 6:10 pm and 9:40 pm.

Ask Free & Peters

KMBC

OF KANSAS CITY

The Program Building and Testing Station

Equipment

RCA MfG. Co., Camden, has announced the following sales of RCA transmitter equipment: WBIL, New York, and WMCA, New York, 5-DX 5,000-watt transmitter; WCAR, Pontiac, Mich., 1-G 1,000-watt transmitter; WMOG, Brunswick, Ga., WARM, Scranton, Pa., and WLBJ, Bowling Green, Ky., 250-K 250-watt transmitters, and KVCV, Redding, Cal., 100-EM modulator unit.

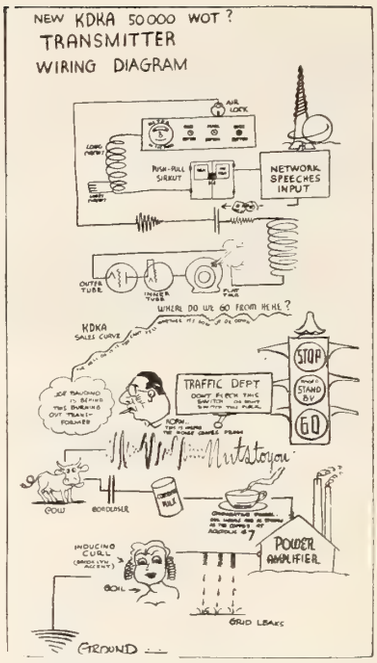
HARRY L. SOMMERER, associated with RCA-Victor for 30 years in various positions and recently assistant to Robert Shannon, executive vice-president of RCA Mfg. Co., has been appointed manager of manufacturing for the company's plants located at Harrison, N. J., Hollywood, Indianapolis and Camden, where he will make his headquarters.

H. P. LITCHFIELD, branch manager of Graybar Electric Co., Newark, N. J., has been named general commercial sales manager in the general executive offices, effective Dec. 18. Mr. Litchfield joined the supply department of Western Electric Co. (now Graybar) in 1915, and was named Newark branch manager in 1925.

DR. CLINE M. KOON has joined Universal Microphone Co., Inglewood, Cal. to undertake a survey of recorders and play-back equipment in schools and colleges and is now on a tour of the 11 Western States. Dr. Koon for several years was assistant director of the *Ohio School of the Air* and later senior specialist in radio and visual education with the U. S. Office of Education.

WLS, Chicago, has installed Zeon fluorescent tubing in its studio D, replacing the former flush type lighting reflectors with high wattage consumption. The functional lighting installation is claimed to eliminate shadows from scripts while they are being read.

THREE RCA-Victor instantaneous disc recording units, installed in a specially equipped truck, will be used on a two-year expedition to Africa sponsored by the World Travel Club of Rochester, Minn., for the recording of African music, folk lore and customs. David Griffin, president of the Club and head of the expedition, plans to synchronize sound recordings of the scenes he photographs with motion picture cameras for later use in American schools and on lecture platforms. The expedition will also record messages from American and English missionaries to their home churches.



SCHEMING a schematic drawing of a 50,000 "wot" transmitter, or a sales promotion man's impression of an engineer's impression of a wiring diagram. This is the masterpiece of W. B. McGill, KDKA sales promotion manager and former commercial artist, drawn in connection with KDKA's recent dedication of its new transmitter.

WITH the granting of 5 kw. night to KMBC, Kansas City, making that station 5 kw. fulltime, Arthur B. Church, president, announced that construction of a 540-foot Blaw-Knox uniform cross-section antenna will begin as soon as delivery can be made, and that the station hopes to be operating with the new power about Feb. 1. More land east of the present transmitter site has been acquired to extend the ground system. Contracts totaling $30,000 for the improvements have been let.

RCA transmitter and studio equipment and a 180-foot Wincharger tower have been ordered for the new WHUB, Cookeville, Tenn., 250 watts on 1370 kc., which M. L. Medley, licensee, reports will start operating about Feb. 15, 1940. James Turner has been chosen manager and Charles R. Duke chief engineer, but the rest of the staff has not yet been selected.

MONITORS ORDERED FOR ALL STATIONS

ALL LICENSEES of broadcast stations, other than standard, were notified Dec. 4 of the requirement which became effective last Sept. 15 that all such stations be equipped with frequency monitors, to prevent excessive deviation. In a notice to relay, international, high-frequency, non-commercial educational, facsimile, television, and developmental broadcast stations, FCC Secretary T. J. Slowie brought out that Section 4.2 of the rules governing broadcast services other than standard broadcasts specifies installation of frequency monitors having an accuracy sufficient to determine that the operating frequency is within one-half of the allowed tolerance.

Declaring that this section became effective Sept. 15, Mr. Slowie said any station not now having the required monitor "shall not operate until such monitor is obtained and placed in operation." The notice emphasized that a frequency monitor is required and that a frequency meter is not acceptable. Monitors designed for amplitude modulation, he said, may be used in conjunction with stations employing frequency modulation, with the understanding that these monitors will only give an indication of the center frequency on no modulation. Pointing out that monitors are ordinarily calibrated at the laboratory of the manufacturer, the notice specified, however, that maintenance of the constancy of calibration is the responsibility of the licensee. Licensees must be prepared to demonstrate to an FCC representative the frequency monitor has the required accuracy.

It was pointed out that licensees operating two or more stations at the same location coming within the purview of the rule may operate one monitor if arrangements are made to switch the monitor from one transmitter to another by a simple operation and no adjustments are required on each frequency. Relay stations must provide the necessary means for determining that the frequency of the station is within the allowed tolerance, the notice states. The measuring equipment used may be located at the relay station, at a center location or the receiving location.

CKAC MONTREAL

Covers 90% of the population of the PROVINCE OF QUEBEC

CANADA'S BUSIEST STATION

IN

CANADA'S MOST UNIQUE MARKET

THE COLUMBIA STATION IN MONTREAL

U. S. & TORONTO, CANADA, JOE. H. McGILLVRA—MONTREAL, PHIL LALONDE

Christmas Gift Order Form

Please send BROADCASTING for One Year as my Christmas Gift to:

Name _____

Address _____

City _____ State _____

Name _____

Address _____

City _____ State _____

Name _____

Address _____

City _____ State _____

Name _____

Address _____

City _____ State _____

Name _____

Address _____

City _____ State _____

Name _____

Address _____

City _____ State _____

Send bill to _____

_____

_____

BROADCASTING
Broadcast Advertising

1940 YEARBOOK Number Included

FIRST CLASS
Permit No. 1208-R
(Sec. 510 P. L. & R.)
Washington, D. C.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in The United States

4c POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,

NATIONAL PRESS BLDG.,

WASHINGTON, D. C.

Racing Programs Probed in Chicago

Track Results Considered in Same Status as All Sports

HORSE racing broadcasts on Chicago stations are being investigated by U. S. District Attorney William J. Campbell following the alleged removal of telephones from local bookies. Whether or not radio programs are being used to supplant the telephone service is the issue.

Meantime in Washington, although it was reported late in November that Mr. Campbell had asked William J. Dempsey, FCC general counsel, for an opinion on whether the FCC feels race information is "in the best public interest" [BROADCASTING, Dec. 1], Mr. Dempsey indicated Dec. 12 that he had received no such request. Although the government drive against tipster services continues, neither the Justice Department nor the FCC has reported any new developments beyond the Chicago activity.

WCFL, WAAF and WIND have been airing racing programs all season and no new racing programs have gone on the air since the wire service of M. L. Annenberg's nationwide News Service recently was withdrawn. Officials of WIND and WCFL have been questioned by the District Attorney's office, but WAAF has not yet been approached in the matter.

Chicago station men consider their racing programs as any other sports program. And since the networks carry outstanding racing events, such as the Kentucky Derby, it is difficult to see the difference between the broadcasting of one horse race and five horseraces, they maintain.

Handicap Programs

Two handicapper programs are aired each morning on Chicago stations, *Sport of Kings* on WAAF and *Willie Winn* on WCFL. A 6 o'clock program of racing results is also aired on WCFL under sponsorship of Winning Horse Publication. WIND broadcasts a racing and general sports program from 1:45 through 5 p.m. daily.

During the Chicago racing season WIND broadcast direct from the local tracks. As the season closed WIND was willing to take racing results from Nationwide or any other accredited service. But just as the Chicago racing season closed, the Annenberg investigation started and Nationwide service was discontinued.

When this service was closed, WIND arranged for its own correspondents at Bowie, Pimlico, Tanforan and the Fairgrounds, and broadcast the results after the correspondents had phoned them in. On the WIND racing program, odds and code numbers are not broadcast, nor are scratch sheets given. Moreover, no post times are announced.

The racing portion of the WIND sports program is sponsored race by race. Sponsors include Axton-Fisher Tobacco Co.; Alka-Seltzer, Lewis Cigar Co. and Rockola Mfg. Co. The racing programs on all Chicago stations are continuing.

Powel Crosley Jr., head of Crosley Corp. and operator of WLW and WSAI, Cincinnati, who is also owner of the Cincinnati Reds baseball club, has been commissioned an honorary colonel on the staff of Gov. Miles of New Mexico.

Any Hope?

A UNIQUE method of seeking a job after Jan. 1, when his station goes off the air by reason of its sales and merger with a New York station owned by Arde Bulova [BROADCASTING, Nov. 15, Dec. 1], John L. McClay, announcer of WPG, Atlantic City, has published a neat little booklet titled "Any Hope?" which he has circularized among station managers. Written in whimsical style, yet setting forth his experience and qualifications, it shows unusual alertness.

Cuban Wave Shifts

(*Continued from page 15*)

kc. interference was caused to other stations on the frequency in the United States, as well as to CMQ.

During the height of the interference caused by CMQ's operation on 870 kc. the FCC authorized the U. S. stations to use 5,000 watts night power to override the interference. While the increased power helped, it did not entirely ameliorate the difficulty.

In addition to the CMQ and CMBC frequency shifts, nine proposed stations, of 1,000 watts each, were allocated by the decree, along with frequency shifts for five existing stations. The nine new assignments are: 570 kc. for a station in Piner del Rio; 740 in Jovellanos, 570 in Santa Clara, 870 in Ciego de Avila, 610 in Camaguay, 570 in Holguin, 640 in Santiago de Cuba, 730 in Victoria de las Tunas and 760 in Guantanamo.

The additional shifts, which became effective on Dec. 1 were CHAR, Pinar del Rio, on 940 kc.; CMHW, Santa Clara on 950 kc.; CMJX, Camaguay, on 900 kc.; CMBL, Havana, on 720 kc. and CMK, Havana on 750 kc.

The decree stated that all of the changes, reservations and assignments have a provisional character and can be modified as many times as the Secretary of Communications may deem advisable to maintain a better service.

Moore Paint Returns

BENJAMIN MOORE & Co., New York (paints and varnishes), on Feb. 24 will start its annual campaign of quarter-hour programs featuring talks on interior decorating by *Betty Moore* on 43 NBC-Red stations, Saturdays, 10:30-10:45 a. m. The campaign is run each year during the housecleaning and moving season. Account is handled direct.

WOL

WASHINGTON, D. C.

1,000 Watts

DAY & NIGHT

Affiliated With the Mutual Broadcasting System

1230 KC.

CBS New Lecture Bureau

COLUMBIA ARTISTS, New York, has established a new lecture bureau under the direction of Isabel R. Scott, former president of Outstanding Artists, New York. Lecturers now handled by the new bureau include H. V. Kaltenborn, Ted Husing, Bob Trout, Elmer Davis, Howard Pierce Davis, Mr. and Mrs. Rolf Kaltenborn, Frank Armitage, Bill Henry, Paul White and others to be added.

JAN SIBELIUS, noted Finnish composer now in Helsinki with his family, on Dec. 4 cabled John F. Royal, NBC vice-president in charge of programs, that he "regretfully" declined Royal's offer to come to America as guest conductor of the NBC Symphony Orchestra.

CBS Spots on WAAT

CBS has bought several spot announcements daily on WAAT, Jersey City, to publicize and promote some of its programs. This is not connected with the survey conducted this fall by CBS [BROADCASTING, Sept. 15] for which the network placed announcements on more than 100 stations in rural areas. Results of this survey are now being tabulated.

TO SYMBOLIZE its two networks, NBC-Chicago has changed the elevator signal lights from red and green to red and blue.

Merry Christmas

and

A PROSPEROUS NEW YEAR

from

NBC STATION

WTCN

ST. PAUL MINNEAPOLIS

The Northwest's Most Popular Radio Station

Owned and Operated by the
ST. PAUL DISPATCH - PIONEER PRESS

and

MINNEAPOLIS TRIBUNE and TIMES - TRIBUNE

FREE & PETERS INC.

National Representatives

New York, Chicago, Detroit, Los Angeles, San Francisco, Atlanta

Management Changes Made at KMMJ, KANS

CHANGES in the management of KMMJ, Grand Island, Neb., and KANS, Wichita, were announced Dec. 13 by Don Searle and Herb Hollister, co-owners of the stations. Jack Todd, for the last few months manager of KMMJ and before that assistant manager of the Wichita station, was transferred back to Wichita as general manager of the NBC outlet, having completed the reorganization of the KMMJ staff. He succeeds Herb Hollister, who on Jan. 1 takes over the vice-presidency and general management of KFBI, Abilene, which holds an authorization to remove to Wichita [BROADCASTING, Dec. 1]. Mr. Hollister will also supervise the direction of KANS. Messrs. Hollister and Searle constitute a partnership owning KANS.

Ted Matthews, former general manager of WNAX, Yankton, S. D., and more recently national sales director of WKZO, Kalamazoo, was named general manager of KMMJ, succeeding Mr. Todd. Mr. Searle is president and principal owner of KMMJ, with Mr. Hollister holding a minority interest.

New Thesaurus Subscribers

ELEVEN new stations have signed in the last four weeks for *NBC Thesaurus* library service: WMAN, Mansfield, Ohio; WENY, Elmira; WMFF, Plattsburg; WTBO, Cumberland, Md.; WHBU, Anderson, Ind.; KHBG, Okmulgee, Okla.; WCAR, Pontiac; WBHP, Huntsville, Ala.; KTSM, El Paso; WROL, Knoxville, and KWAL, Wallace, Ida.

WIBC

"INDIANA'S FRIENDLY STATION"

Has A Greater Listening Audience (Daytime) Than Any Other Central Indiana Station

Howard Wilson Co.
Nat. Reps.

WIBC
INDIANAPOLIS
1000 Watts -- 1050 kc



SECOND annual clinic of Central States Broadcasting System (KFAB-KOIL-KFOR) was held Dec. 3 in the system's Lincoln studios. The half-day session was started last year by Don Searle, CSBS general manager. Jud Woods, Lincoln manager, and his staff were hosts. Procedure included a general meeting of all staff members in which the year's activities were reviewed and members praised for their cooperation. Departmental sessions went into various phases of CSBS activity, with Had Hughes, KOIL program director, in charge of announcers, producers and talent; Jud Woods, Lincoln manager, in charge of continuity; Frank Pellegrin in charge of sales, and Mark Bullock, chief technical supervisor, in charge of engineers. Mr. Searle will study secretarial reports of the group sessions and discuss them with department heads. Joe W. Seacrest, vice-president, thanked staffmen for giving up their Sunday for the clinic. In photo are (l to r) Mr. Bullock; Mr. Hughes; Paul Dodd, auditor; Mr. Searle, Mr. Pellegrin; Mr. Woods.

Decline Seen in Drama Strips

(Continued from page 16)

of KIRO, Seattle, pointed out that the problem of a predominance of serials on the network has bothered the station considerably. About a year ago, he said, the station inaugurated a rather elaborate plan to publicize programs and hardly a station break goes by without some mention of subsequent programs. "We find there isn't much we can say about most strip shows, consequently such programs as 'Singing Sam' etc. are mentioned far more often in these announcements than strip shows," he said.

Plez S. Clark, business manager of KFH, Wichita, said "we detest this deplorable condition and we are doing everything possible to create more musical programs for daytime broadcasting." While several musical programs are used, he added the stations did not feel this offset the super-abundant number of dramatic serials. Since KFH is affiliated with the *Wichita Eagle*, the station uses the newspaper to call attention to musical programs along with publicity on the air.

Philip G. Lasky, general manager of KSFO, San Francisco, said that while it is true the thought has been that strip dramatics substantially produce results and that few advertisers have felt the need of a different type of program, he favored all possible promotion to programs of accounts "who have the spirit to break away from tradition and sponsor a musical feature." Applauding the Patt effort, he declared it is to the station's advantage to produce results for them and consequently assure more even daytime program balance.

Lincoln Dellar, general manager of WBT, Charlotte, said the station has urged local advertisers to use more musicals as an interlude between serials and he heartily agreed that a wider use of musical programs during the daytime would work toward much better program balance for all stations who have an overload of dramatic serials.

Gardner Cowles Jr., president of Iowa Broadcasting System, advised Mr. Patt he thought the suggestion was "eminently sound" and declared he was taking it up at once with his station executives.

Earle J. Glade, executive vice-president of KSL, Salt Lake City, paid tribute to Mr. Patt for his "splendid leadership" and suggested that it might be wise to encourage musical serials which have brief continuity of dramatic interest running through them but rather preponderantly musical. He said he could understand that there is a continuity of interest in dramatic strips that tie the listener to them, but felt that musical programs could be equally effective in point of return if the matter is given earnest consideration.

Gunnar O. Wiig, general manager of WHEC, Rochester, said he considered the "talk problem" so serious that some eight months ago he presented a complete analysis of WHEC's schedule on the basis of talk vs. music. The report covered not only drama episodes but talk vs. music on comedy and so-called variety programs presented daily. "The woeful lack of music was very evident at the time of the sumbitting of this report," Mr. Wiig said.

Franklin M. Doolittle, general manager of WDRC, Hartford, commended the Patt suggestion. He expressed some doubt, however, whether the effort would accomplish the desired result "as the advertising agencies all seem to want the type of program which is the style at the moment and sooner or later they give way to the latest fad. I think we will all be glad when the present tendency gives way to something else."

Earl H. Gammons, general manager of WCCO, Minneapolis, said the problem was one all broadcasters have to face. He asserted he was anxious to watch the outcome of such programs as *Smilin' Ed McConnell*, Hormel daytime program on CBS. "If these clients find the trend toward musical shows, the situation probably will take care of itself," he said.

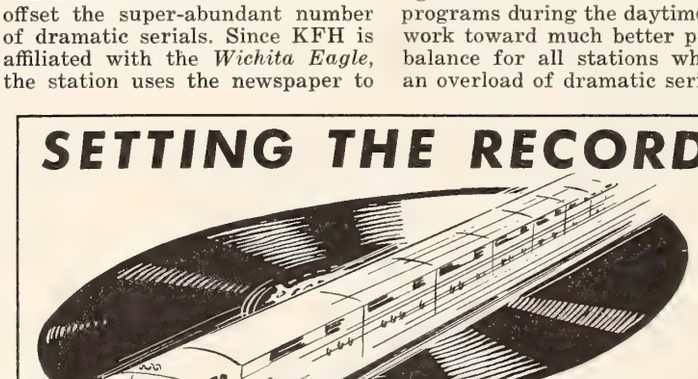
Hopes for New Trend

George D. Coleman, general manager of WGBI, Scranton, expressed wholehearted agreement with the suggestion. He said his station hoped the campaign would bring about "a new trend."

Earl G. Thomas, commercial manager of WFBM, Indianapolis, said a great opportunity exists for some advertiser to do an outstanding daytime musical job on either of the networks. He added, however, that "just so long as the 'soap operas' continue to ring the bell in the grocery cash register, we're going to have daytime serials." Explaining that WFBM has used open daytime periods for local musical programs, he said that if the mail report is any barometer, the effort is bearing fruit.

Harold E. Smith, general manager of WOKO, Albany, deprecated the preponderance of strip shows, especially the "sob sister type." He said he favored the idea of more frequent spot announcements calling attention to other types of programs "to override the monotony of the other programs."

SETTING THE RECORD!



Skill and precision make a winner. WHN's engineering craftsmanship combines with Fairchild Precision Equipment to lead the transcription field in finest reproduction of programs or announcements. Have you our transcription rate card?

WHN
TRANSCRIPTION SERVICE
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HOUSE QUESTIONS FAST WSB ACTION

QUESTIONING of FCC members as to why the Commission had so expeditiously handled the sale of WSB, Atlanta, by the *Atlanta Journal* to James M. Cox, publisher and station owner [see page 13], highlighted the hearing of the House Appropriations subcommittee Dec. 13, in connection with the FCC appropriation for the 1940 fiscal year which begins next June.

Rep. Wigglesworth (R-Mass.), frequent critic of the FCC, popped that question at Chairman Fly and other FCC witnesses along with inquiries about the purported failure of the Commission to inquire into the fiscal responsibility of a station applicant in North Carolina and the purported undisclosed ownership interest of Arde Bulova, New York watch manufacturer, in WCOP, Boston. He followed with customary questioning regarding transfers and purported network domination in the industry. Rep. Dirkson (R-Ill.) pursued a similar line of questioning.

Generally speaking, the subcommittee appeared less antagonistic than in the past, particularly after FCC officials outlined the manner in which the reorganized FCC was seeking to clarify regulatory practices. Chairman Fly, Chief Engineer E. K. Jett and General Counsel William J. Dempsey carried the weight of the FCC testimony in support of an appropriation of $2,100,000 for the new year recommended by the Budget Bureau. This was about a million short of what the FCC sought, however.

ALL-NIGHT DRIVE For Charity Planned by KNX And Newspapers

THE *Los Angeles Times*, which led the campaign and was the first to yank radio news columns from West Coast newspapers approximately two years ago, will sponsor in conjunction with KNX, Hollywood, a special all-night charity broadcast on that station Dec. 16 for the benefit of the Salvation Army Christmas fund. The newspaper has been giving prominent space to the event, with pictures and stories.

The *Times*, with cooperation of the station, has lined up donated talent from radio and motion pictures for the broadcast, which starts at 10 p.m. *Lum & Abner* are to m.c. the program. Cash from listeners will be collected gratis by Western Union messengers. May Co., department store, has donated its switchboard and operators who will relay donors' messages to Western Union.

FTC Complaints

THE Federal Trade Commission on Dec. 6 issued a complaint charging Continental Baking Co., New York, with price discrimination in violation of the Robinson-Patman Act. The FTC announced Dec. 8 that Midland Television Inc., Kansas City, Mo., has entered into a stipulation to discontinue misleading pictorial representations in its advertising matter.

Expect ASCAP Report

RADIO committee of the American Society of Composers, Authors and Publishers, appointed to study the problem of ASCAP-broadcasting relations and to make recommendations to ASCAP regarding future policies, is expected to make a preliminary report at the December meeting of the board of directors, according to E. C. Mills, chairman of the Society's administrative committee. Because of the holidays, he said, the date of the meeting will be moved up from the usual last Thursday of the month, probably to the 20th or 21st, although the exact date has not been set.

International Fan Mail

TOTAL of 4,051 leters for November was received by the NBC International Division of the Audience Mail Department, setting a new record. Until August, 1938, the Division mail has never totalled more than 650 letters for any month, nor had the mail from Latin America ever passed 45 letters a month. Audience interest all over the world increased at that time to such an extent that August, 1938, brought in 1,347 letters, of which 700 were from Latin America. Divided according to languages, the November totals were: Spanish 1,222, Portuguese 332, French 788, German 476, Italian 313, English 579 (broadcast on a European beam), and American 341 (*The American Hour* broadcast on a Latin-American beam).

RIGGIO TOBACCO Co., New York (Regent cigarettes) has started United Press news three night quarter-hours a week on WGN, Chicago, supplementing the list announced in the Dec. 1 BROADCASTING. Agency is M. H. Hackett Inc., New York.

Power Jump, Net Tieup, Are Observed by WROK

TO CELEBRATE its affiliation with MBS on Dec. 1, WROK, Rockford, Ill., operating with 1,000 watts day and 500 night on 1410 kc., broadcast a series of special programs, including both local dedicatory ceremonies and salutes via the network. The station's inaugural connection with the network at 8:30 p. m. brought an MBS salute to Rockford and WROK during the Benay Venuta program, which was followed on the evening schedule with regular network band pickups and the regular transatlantic broadcast by John Steele, MBS commentator in London.

MONEY TALKS!

You pay for "talk" when you buy time! WAIR listeners pay to listen, by buying your product in such volume as to return you a handsome profit.

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

America's Most Popular Hero! The Man of a Thousand Adventures!

POPEYE

Now Available as a Live Show or for a National Spot Advertiser!



POPEYE the Great—in a sensational, new series of adventures! A program that will be hailed by every youngster in America. Millions of children now follow Popeye, Olive Oyl and Wimpy in more than 600 newspapers. Other millions rock movie theatres with applause whenever Popeye has been announced in over 100 animated cartoons.

Now this new POPEYE series, either as a live show—3 times a week, or as a transcription program for a national spot advertiser is ready for sponsors who want to "cash in" on the sales value of the most popular comic character in America!

Under the supervision of King Features Syndicate and the William Morris Agency.

for all information and rates write

Gellatly Inc.

30 Rockefeller Plaza **New York, N. Y.**



THESE BROADCASTERS of the 12th NAB district, comprising Kansas and Oklahoma, pledged their financial cooperation to the Broadcast Music Inc. plan at a meeting Dec. 11 in Tulsa. Representatives of 27 stations were present and 18 signed up. A dozen stations were not represented. Left to right, front row, (seated): Clair Foster, KGGF, Coffeyville; Milton B. Garber, KCRC, Enid; K. W. Trimble, KTSW, Emporia; Joe Lee, KGFF, Shawnee; Tams Bixby, KBIX, Muskogee; Milton Blink, Standard Radio. Second row l to r (seated): Harry Schwartz, KOME, Tulsa; Harold V. Hough, WBAP, Fort Worth and KTOK, Oklahoma City; NAB President Neville Miller; Herb Hollister, KANS, Wichita, district director, who presided; Gayle Grubb, WKY, Oklahoma City; Hugh Powell KGGF. Last row l to r (standing): R. J. Laubengayer, KSAL, Salina; Ben Ludy, WIBW, Topeka; P. S. Clark, KFH, Wichita; Clark Luther, KFH; Jack Whitney, KADA, Ada; Tams Bixby Jr., KBIX; Clem Morgan, KIUL, Garden City; Ken Douglas, KTOK; Willard Egolf, KVOO, Tulsa; Pat Buford, KHGB, Okmulgee; Owen H. Balch, KCKN, Kansas City; Norvell Slater, KVOO; Neal Barrett, KOMA; Bill Gillespie, KTUL, Tulsa; Bill Way, KVOO.

NAB Music Project Supported

(Continued from page 18)

jority of the broadcasters present, representing some 30 stations, pledged their support. The district, however, includes some 90 stations. Mr. Miller joined Directors John E. Fetzer and William H. West in explaining the project.

At the Dec. 5 meeting in Dayton of District 7, comprising stations in Kentucky and Ohio, representatives of two dozen stations indicated full support of the program. Because of the registration laws in the State, actual subscriptions could not be discussed or accepted—a condition which prevailed in several other districts. J. H. Ryan, district director, presided, with Mr. Miller delivering the keynote speech.

The meeting Dec. 8 at Omaha, for District 10, comprising Iowa, Missouri and Nebraska, proved to be spirited, but 13 stations of the 28 represented pledged their subscriptions. All told, there are 51 stations in the district, four of which have not yet been constructed. President Miller announced following the session that more than 35% of the stations in the district subscribed or promised to subscribe to the project.

John J. Gillin, Jr., district director and general manager of WOW, Omaha, who presided, explained that WOW could not join the project at this time since it is owned by the Woodman of the World Life Insurance Society which is forbidden under State insurance laws to invest funds in such an activity. J. O. Maland, of WHO, Des Moines, however, launched the subscription drive with a commitment from his station. It was reported the meeting had a pre-arranged air of opposition and there was spirited discussion. Ed Craney, manager of KGIR, Butte, attended the session and took issue with certain phases of the project.

Rev. W. A. Burk, of WEW, St. Louis, raised the code issue and after a discussion in which Don Searle, of Central States Broadcasting Co., member of the Code Compliance Committee, participated, the district group voted in favor of a "liberal interpretation of the code." There was considerable discussion also on the AFM contract, with the district voting as opposed to any increase in allotments.

The District 14 meeting, comprising broadcasters from Colorado, Idaho, Utah, Wyoming and Montana, adopted a resolution approving the plan for Broadcast Music. Mr. Craney, who attended this session, was a speaker but did not vote. Approximately a score of stations, of the 40 in the district, were represented. O. P. Soule, representing KTFI and KSEI, offered the resolution. In addition to Mr. Craney, State Senator C. P. Ritchie, of KGHF; Earl Glade of KSL, and Ed Yocum, of KGHL, discussed the proposition.

At the District 12 meeting, comprising Kansas and Oklahoma, held in Tulsa Dec. 11, 27 representatives from 21 stations attended the session. Eighteen of the stations signed up for the Broadcast Music project. A dozen were not represented. Herb Hollister, director of District 12, presided at the meeting, which also was addressed by President Miller.

At Boston Meeting

Attending the Boston meeting were:
P. W. Morency, WTIC
John Shepard 3d, Yankee Network
Joseph L. Miller, NAB
Sheldon B. Hickox Jr., NBC
Earle B. Clement, WLNH
Mildred P. Stanton, WORC
Robert W. Booth, WTAG
John W. Haigis Jr., WHAI
James L. Spates, WHAI
W. C. Gartland, NBC
Frank E. Chizzini, NBC
David M. Kimel, WLAW
M. William Noble, WLAW
George Lasker, WORL
Ashley L. Robinson, WORL
Alfred J. Pote, WMEX
William S. Pote, WMEX
E. E. Hill, WTAG
Quincy A. Brackett, WSPR
C. Glover DeLancy, WTHT
Cedric W. Foster, WTHT
Walter Haase, WDRC
Edwin J. Morey, WNLC
S. P. Willis, WPRO
John J. Boyle, WJAR
Harold Thomas, WBRK-WATR
William T. Welch, WSAR
L. Thomas, WBRK
Linus Travers, Yankee Network
George F. Kelley Jr., WFEA-WRDO-WCSH
A. S. Moffat, WMAS-WLLH
K. F. Horton, WEEI
L. G. del Castillo, WEEI
John Holman, WBZ
G. Harrison, Colonial Network
S. M. Kaye, NAB
J. Arnold Farrer, W1XOJ

At Dayton Meeting

At the Dayton meeting were:
Robert Mackenzie, WCMI
Gilmore N. Nunn, WLAP
James Cox, WAVE
Nathan Lord, WAVE
W. Lee Coulson, WHAS
Robert L. Kennett, WHAS
Mrs. Edythe Ferne Melrose, WJW
Harold Sutherland, WJW
Ted Winter, WJW
C. A. Rowley, WICA
R. B. Rowley, WICA
Felix Hinkle, WHBC
James Krautters, WCKY
N. A. Latham, WKRC
Jerry Branch, WLW
E. K. Bauer, WSAI
Carl Everson, WCLE-WHK-WHKC
Gene Carr, WGAR
Vernon Pribble, WTAM
Richard A. Borel, WBNS
William Orr, WBNS
Kenneth Johnston, WCOL
Neal Smith, WCOL
J. Leonard Reinsch, WHIO
Dave Brown, WHIO
Ronald B. Woodyard, WING
Don Ioset, WLOK
Ralph Patt, WPAY
J. H. Ryan, WSPD
E. Y. Flanigan, WSPD
George L. Young, WSPD
Stanton P. Kettler, WALR
M. M. Blink, Standard Radio
Maurice Wetzel, NBC Thesaurus

Demand for Scripts

MOST radio listeners have never seen a radio script, but they want to. The other morning, on its early show called *Morning Minstrels*, WLS, Chicago, made one offer of a script to any listener writing in. In three days 2,672 requests were received.

At South Bend Meeting

J. H. Keene, WTRC
R. R. Baker, WTRC
Martin Leich, WGBF
W. C. Swartley, WOWO
Ford Billings, WOWO
C. F. McLaughlin, WIBC
R. E. Bausman, WIRE
W. W. Behrman, WBOW
J. F. Hopkins, WJBK
O. F. Uridge, WJR
Howard Loeb, WFDF
John E. Fetzer, WKZO
Grant Ashbacker, WKBZ
Angus D. Pfaff, WHLS
Ken Rice, WDWS
W. E. Hutchinson, WAAF
Marie Clifford, WHFC
William H. West, WTMV
Edgar L. Bill, WMBD
Walter Koessler, WROK
Charles C. Caley, WDZ
J. F. Kyler, WCOL
H. R. LePoidevin, WRJN
J. Born, WHBL
Joseph A. McDonald, NBC
Donald Marcotte, NBC
Maurice Wetzel, NBC
Milton Blink, Standard Radio

At Omaha Meeting

S. D. Quarton, WMT
Wm. B. Quarton, WMT
Ben Hovel, WOC
Buryl Lottridge, WOC
O. H. Preus, KGCA
Craig Lawrence, KSO
Harold Fair, WHO
J. O. Maland, WHO
Woody Woods, WHO
Wm. M. Brandon, WHO-WOC
Hale Bondurant, WHO
F. C. Eighmey, KGLO
William E. MacDonald, KFNF
J. D. Rankin, KMA
Earl E. May, KMA
Owen Saddler, KMA
J. C. Rapp, KMA
R. H. Sawyer, KMA
C. W. Corkhill, KSCJ
C. W. Corkhill Jr., KSCJ
R. L. Rose, KWOS
Karl Koerper, KMBC
Dean Fitzer, WDAF
Don Davis, WHB
John T. Schilling, WHB
Barton Pitts, KFEQ
Merle S. Jones, KMOX
Father W. A. Burk, WEW
C. W. Benson, WIL
E. P. Shutz, WIL
Jack Todd, KMMJ
Clark Standiford, KORN
Lloyd C. Thomas, KGFW-KHAS
Don Searle, KOIL
Art Thomas, WJAG
W. I. LeBarron, KGNF
Vernon H. Smith, KOWH
J. J. Gillin Jr., WOW
H. O. Peterson, WOW
Rainey T. Wells, WOW
Wm. Ruess, WOW
Foster May, WOW
R. C. Wentworth, Lang-Worth
M. M. Blink, Standard Radio
Paul F. Peter, NAB
Ed Craney, KGIR
Herb Hollister, KANS
Maurice Wetzel, NBC

At Denver Meeting

Frank Bishop, KFEL
Milton Blink, Standard Radio
Frank C. Carman, KUTA
R. E. Carroll, KWYO
E. B. Craney, KGIR-KPFA
T. C. Ekrem, KVOD
S. S. Fox, KDYL
Earl J. Glade, KSL
Don Hathaway, KDFN
Paul Heitmeyer, KLO
Charles Howell, KFXJ
Rex Howell, KFXJ
Frank E. Hurt, KFXD
Don McCaig, KFEL
H. L. McCracken, KVRS
Holly Moyer, KFEL
Joe Myers, KFEL
Gene O'Fallon, KFEL
R. H. Owen, KOA
W. D. Pyle, KVOD
C. P. Ritchie, KGHF
Ivor Sharp, KSL
O. P. Soule, KTFI-KSEI
Hugh B. Terry, KVOR
W. E. Wagstaff, KDYL
Wm. S. Wales, KFKA
R. C. Wentworth, Lang-Worth
Edw. M. Yocum, KGHL
Lloyd Yoder, KOA
L. L. Hilliard, KGKY
Paul Peter, NAB

Toscanini's Holiday

FOLLOWING the Dec. 2 broadcast of the NBC Symphony Orchestra, Arturo Toscanini started on a holiday tour of the West, through California by motor, stopping en route to attend concerts by his noted son-in-law, Vladimir Horowitz. Returning to his home at Riverdale, N. Y., for Christmas, Toscanini will prepare for his second series of NBC concerts, which start March 16, 1940.

NBC to Televise From Dance Hall

TELECASTING the first Television Ball from the grand ballroom of the Waldorf-Astoria Hotel, New York, the night of Dec. 15, will put the severest strain on both their experience of seven months of regular television operation and on their mobile equipment, NBC video engineers state.

In televising the ball, a charity function for the Goodard Neighborhood Center, conducted by a committee with which NBC has closely cooperated, the field crew under the supervision of Harold See will attempt to duplicate studio practice and image quality without the help of studio illumination and other permanently installed facilities.

To Use Two Cameras

Two cameras will cover the fashion revue presented on the stage of the ballroom, one camera following the models as they come from the wings and another giving close-ups as they reach the center of the stage. The following floor show will be picked up from a small square in the center of the ballroom. Augmenting the regular illumination, ten incandescent solars, totaling 50 kw., will be mounted in five second-tier boxes. During the fashion revue, all units will be played on the stage. Then both cameras and lights will be focussed on the center of the ballroom floor to pick up the entertainment. It is hoped that the concentration of light in this area will approximate studio conditions.

The cameras, located on the fourth floor of the Waldorf-Astoria, will be connected with the units of NBC's television field station, to be stationed in 49th St., by more than 250 feet of camera cable. Burke Crotty, in charge of NBC's outside telecasts, will direct the program from the interior of the pickup unit. Relay to the Empire State tower will be effected from the transmitter unit over an antenna perched on a setback of the Waldorf-Astoria's seventeenth floor.

An additional installation of about a dozen standard receivers will be made in the foyer, directly off the grand ballroom, so that persons attending the Television Ball will have the opportunity of witnessing the image on the air. Before and after the telecast, scheduled from 11 to midnight over W2XBS, a "jeep" unit will be operated to televise guests.

WSIX

"The Voice of Nashville" Tennessee

Offers maximum coverage in the Nashville market at minimum rates. Established programs available for sponsorship.

Mutual Broadcasting System

HEADLEY-REED CO., NATIONAL REPRESENTATIVE

Supreme Court Review Granted

(*Continued from Page 18*)

ory involved in these and other cases has been consistently advanced by FCC General Counsel William J. Dempsey and Assistant General Counsel William C. Koplovitz. It is expected that the FCC will seek certiorari on the Jacksonville case also, consistent with its past policy.

With the acceptance of the Sanders appeal, three cases now are pending before the Supreme Court involving the FCC—all on petition of the regulatory body. The other two are the so-called Pottsville and Heitmeyer cases, involving new station grants in Pottsville, Pa., and and Cheyenne, Wyo., and go only to the question of power of the court to take jurisdiction over matters which the FCC claims is exclusively its administrative province under the statute. These latter cases are slated for argument before the court early in January. It is presumed that the Sanders case will be argued in February.

Opposes Review

WKBB, Dubuque, opposed the FCC petition for review in a brief filed with the Supreme Court Dec. 1. It pointed out that the questions presented were whether the licensee of an existing station will suffer "serious and irreparable economic injury" as the result of the construction and operation of the proposed new station, and whether the failure of the Commission to make a finding concerning the economic effect which the construction and operation of the new station will have upon an existing station in the same community is "reversible error".

The lower appellate court, in its opinion Dec. 11 in the Troy cases, referred to its recent decisions in the Sanders and Yankee Network cases, that only destructive competition provided grounds for appealable interest. It pointed out that it also had stated that the statute does not permit an appeal by one whose interests are only affected "incidentally".

Public Interest

The court said that even though in a particular case the FCC may cause injury to an existing licensee, as long as its determination is supported by the substantial evidence, there is no ground or reason for judicial interference. A person who challenges a decision of the FCC must show that the Commission's action of which he complains is contrary to the public interest, convenience and necessity, the court said.

"This being true, it follows that no showing of injury, suffered or threatened, would be sufficient unless it appeared that, as a result of such injury, the public interest, convenience or necessity would suffer. This may seem a harsh rule and a difficult burden, but it is the rule which governs one who enters this field of enterprise and it is a burden which he cannot escape."

The court concluded that no statement of reasons is sufficient to support an appeal under Section 402(b) (2) unless it speaks in terms of public interest, or in equivalent terms. It held the reasons assigned by the Albany stations were not sufficient and that the most that could be read into them was a contention that the Commission's decision will result in "deterioration" of their service. It added it is quite possible that the public interest may be better served by the coming of a new broadcast station into the community "even though the result may be some reduction in income and some deterioration in the service of the appellants' stations. * * *

"Unless an appellant assigns a reason which alleges abuse of the Commission's discretionary power, there is no reason to assume that he is able to prove an abuse of that power, which militates against the public interest."

In the Jacksonville case, Associate Justice Miller, in an opinion concurred in by Chief Justice Groner and Justice Edgerton, held that the reasons assigned by the existing Jacksonville stations clearly indicated the ground upon which the Commission's decision was challenged. It held that their statement of reasons was sufficient to fit the requirement of the statute and therefore denied the FCC's motions to dismiss.

Coty One-Timer

COTY Inc., New York (cosmetics, perfumes), on Dec. 12 sponsored a special broadcast on 24 CBS stations, featuring a concert by Marcelle Denya, noted French opera singer, from Mt. Holyoke College, Springfield, Mass. The program marked the American radio debut of the soprano, who plans a series of recitals in American colleges to promote interest in French music. J. D. Tarcher & Co., New York, handles the Coty account.

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N.B.C.

MISSISSIPPI SALES ON!

Latest authentic figures show 1939 local sales up 8% over 1938.

Sales Tax figures indicate 9% increase of sales volume.

Gasoline consumption up 9%.

Invest your advertising dollars with WJDX, the dominant radio station in the steadily-growing Mississippi market.

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

Lost... Found...

ONE OVERWORKED EXECUTIVE

HAVING THE TIME OF HIS LIFE AT A COLLIER HOTEL



YOU HAVE MORE FUN. Collier knows more about Florida than almost anyone. That's why you find Collier Hotels at the smartest resorts, with magnificent beaches, wonderful sporting facilities and everything you want for a perfect vacation.

YOU GET MORE FOR YOUR MONEY By operating TWELVE hotels under ONE management Collier saves money which is passed on to you in the form of lower rates.

● Send today for your copy of the fascinating new Collier Florida Folder, with all rates. It will help you choose the resort and hotel that will suit your taste and pocket best. Write Hotels or N. Y. Office 745 Fifth Avenue. Ask your Travel Agent.

GEORGE H. MASON
Pres. & Gen. Mgr.

HOTEL MANATEE RIVER . . . . . Bradenton
HOTEL CHARLOTTE HARBOR . . . . Punta Gorda
HOTEL SARASOTA TERRACE . . . . . Sarasota
HOTEL TAMPA TERRACE . . . . . Tampa
HOTEL FLORIDIAN . . . . . Tampa
USEPPA INN . . . . . Useppa Island
GASPARILLA INN . . . . . Boca Grande
EVERGLADES INN . . . . . Everglades
ROD & GUN CLUB . . . . . Everglades
HOTEL ROYAL WORTH . . . . . W. Palm Beach
HOTEL DIXIE COURT . . . . . W. Palm Beach
HOTEL LAKELAND TERRACE . . . . . Lakeland

COLLIER FLORIDA COAST HOTELS

AND ASSOCIATED HOTELS • 745 FIFTH AVE., NEW YORK

Blond Rodent

AN ALBINO gopher, of which there are only two on record, according to scientists, was shot and killed near the KYA, San Franscisco transmitter recently by F. J. Chrisman, KYA technician. Guessing that the little creature was a rare specimen, Chrisman took the carcass to the curator of the Academy of Sciences in Golden Gate Park. The albino is to be stuffed by the Academy and put on permanent display there.

KGVO

Dominates the largest wholesale center between Butte and Spokane.

Statistics prove it!
Advertisers know it!
Send for ALL the facts.

National Representatives
BURN-SMITH CO., INC.
New York and Chicago

5000 w. day • 1000 w. night

MISSOULA • MONTANA

Radio Dominates Leisure of Children

St. Louis Study Shows 14 Hours a Week Listening

RADIO listening is one of the major, if not the major, leisure time activity of children, since they spend an average of 14 hours a week at the loudspeaker, according to a survey conducted by Dr. John P. McKay, principal of the West Richmond Heights School, St. Louis. Dr. McKay carried on the survey for two weeks last February in 40 St. Louis and 17 St. Louis County schools, with the cooperation of Superintendent of Instruction Henry J. Gerling and 11 county superintendents.

Results of the survey were compiled from record books kept by 1909 sixth-grade pupils. Ninety-one programs scheduled on local stations were listed in the book, with space for the addition of others, and the children kept a record of broadcasts heard over a two-week period.

Preferred Days

The days of the week ranked with respect to the length of time the children listened were Thursday, Monday, Tuesday, Wednesday, Sunday, Friday and Saturday, Dr. McKay found. On Saturday of the two-week period, the children listened less than half the median daily time. The children listened more than twice as much the first four week days as they listened the last three days, namely, Friday, Saturday and Sunday. They listened approximately half the amount of time they attended school.

Monday ranked first and Thursday second in listening time with the boys, while with the girls the positions of the two days were reversed, it was shown. The other five days ranked the same, with respect to time listened, for boys and for girls.

The median daily length of time the girls spent listening to the radio at home was .16 of an hour or 9.6 minutes more than that of the boys. The median weekly listening time of the girls was slightly over an hour more than that of the boys. In fact, the girls listened more than the boys every day with the exception of Wednesday, when the boys listened 3.6 minutes more than did the girls, according to Dr. McKay.

Since 56 programs, or 61.5% of the 91 studied, came on the air on or after 6:30 p. m. (CST), it is evident that attending the picture show could have had some effect on the amount of time the children listened to the radio. In this connection it is significant that 99.8% of the boys, and 69.3% of the girls averaged attending the picture show once a week. Furthermore, the average weekly time the boys spent at the picture show was approximately 55 minutes more than the girls, while the average weekly time spent listening to the radio was one hour and eight minutes less.

Serials Secondary

Dr. McKay found the children listened to children's serials 17.2% of their total listening time. Seven children's serials were found within the first 25 when ranked with respect to the total number of hours listened, and one when ranked by the "percentage of time" method. Thus it is seen that the children spent a considerable amount of time listening to children's serials, even though these programs were not the most popular with the group studied. The children's serials ranked higher with the boys than with the girls.

The types of programs most popular with the group studied were dramas with plenty of motion; variety programs including comedy, music and drama; and audience participation programs. There were eight dramas or sketches, eight comedy and music programs, three audience participation programs, and two variety programs included in the 21 popular programs described in Chapter V of the study.

The dramas or sketches included one full hour length play starring a Hollywood actor and actress who clean up the undesirable elements in a fictitious city, one 30-minute anti-crime drama, one 30-minute original play, one 15-minute dramatic sketch, one 30-minute continued dramatic serial starring an actress in a very emotional story, and one 30-minute drama or sketch relating the experiences of a reformed crook.

Considering the 25 programs most popular with the boys and the 25 programs most popular with girls, when ranked by the "percentage of time" method, it was found that 21 of the programs were common to both lists; namely; Lux Radio Theatre; Gang Busters; Charlie McCarthy (Chase and Sanborn); Jello Program (Jack Benny); Big Town; Al Jolson; Joe Penner; Major Bowes Amateur Hour, Tom Mix Straight Shooters; Helen Menken in Second Husband; George Burns and Gracie Allen; Alias Jimmie Valentine; Hobby Lobby; Eddie Cantor; Mr. Keen, Tracer of Lost Persons; Joe E. Brown; Pick and Pat; Ask-It-Basket; First Nighter; We, the People; and Al Pearce's Gang. The four programs that were found in the boys' list of 25 that were not found in the girls' list were Dick Tracy, Terry and the Pirates, Town Hall, and Don Winslow of the Navy. Three of these programs were the children's serial type, indicating that the boys listened to more of these action-type stories than did the girls.

Choice of the Girls

The four programs that were found in the girls' list of 25 that were not found in the boys' list were Kate Smith, Campbell Playhouse (Orson Welles), Professor Quiz, and Wonder Show (Jack Haley). Thus, with the girls, three of the children's serials were crowded out by a variety hour program, a full length hour drama, an audience information program, and a comedy and music program.

The fact that the children spent a large amount of time listening to the radio at home, which was definitely voluntary on their part, indicates that this activity was providing in a vicarious manner experiences which children want and may need, the survey indicated.

The amount of time spent listening to so-called adult programs was said to indicate the children enjoyed them immensely. This was thought to subject them to experiences ordinarily deemed suitable for older persons, tending to make the children sophisticated beyond their years in some respects.

It is generally well known that radio stars become popular on the screen and vice versa, the survey concluded.



Announcement:

The Soybean Center of the World Now Served by Station

- FORMERLY STATION WJBL
- POWER INCREASED TO 250 W.

QUICK MARKET FACTS: Cash crop of soybeans brings us $32,000,000. Retail business up 12 to 17%. Population of area served by WSOY—750,000 people—95% native white. Farm business excellent. State of mind—very good.

QUICK STATION FACTS: A local station with regional average because of ideal ground conditions—a good channel—and excellent equipment. One of oldest radio stations in America (among first 12) formerly WJBL. 250 watt. 1310 on your dial. On air 18 hours daily.

For A Big Chunk of Illinois . . . WSOY, Decatur, Ill.



You can judge the Worcester Market by Savings

$904 PER CAPITA

WTAG WORCESTER, MASS. NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., Inc.
National Representative

Hiatus Declared In AFM Rule on Library Numbers

AMERICAN Federation of Musicians has given the producers of transcription libraries a breathing spell until Jan. 14, next scheduled meeting of the union's executive board, before putting into effect its new rule on the making of library recordings, which would raise the cost to almost fantastic proportions. Transcription producers will be permitted to submit briefs.

Transcriptions are made under an agreement reached with the union in September, 1938, calling for a scale of $18 per man per 15-minute program. At that time Joseph N. Weber, AFM president, agreed with transcription manufacturers that as applied to library discs this would be interpreted to mean 15 minutes of music. This fall the union told the transcribers this interpretation was incorrect and that the scale was intended to cover a complete quarter-hour program including script or dialogue.

Purpose of Rule

As a concession to the transcription makers, the union proposed a new rate for half-hour programs of $24 per man with the understanding that two quarter-hour programs could not be lumped as a single half-hour program. A letter written by Mr. Weber Nov. 9 set forth these rates and added "if the electrical transcriptions are made for scripts or some other dramatic episodes or anything in which music or dialogues alternate, then the musicians can only render services if the script is recorded in its entirety at the time the music is recorded." At that time Weber said that the rule was intended to prevent recording in a single period a large number of musical themes and interludes to be dubbed into dramatic transcriptions.

About three weeks ago, NBC *Thesaurus* engaged Al Donahue and his orchestra to make a half-hour recording, consisting of six or seven musical selections with the customary spaces between, enabling the subscribing station to insert local announcements between selections or to use individual selections on the disc as part of a program composed of numbers from a group of recordings in the *Thesaurus* Library.

The recording was done at the new rate of $24 per man for the session, with no complaints from either the NAB, AFM or Local 802 in New York. Last week an identical contract was submitted by NBC for Reggie Childs, but this time Local 802 attempted to cancel the recording date, finally permitting the record to be made with the understanding that the rate of payment would be settled later.

On Dec. 6, AFM sent a letter to transcribers advising them "that the rule provides that for 15 minutes of recording which may be made during one hour and 15 minutes inclusive of rehearsals, the price shall be $18 per man and this means that the 15-minute recording must be for one program. It does not mean that on one disc enough music can be recorded to be used on programs on different discs, each carrying a different script. In other words, music and script is one program and as such must be individually recorded on one and the same disc.

"Our local union," it was stated "has been so advised and furthermore a rule now applies that every member of our organization has to submit each week to the local union a report of all recordings made by him whether for a whole program or not and the time consumed so as to avoid erroneous interpretations of the rule of the Federation concerning the services of its members in making recordings." Union contention is that under this rule each selection on a library record should be considered as a single program, an interpretation which would raise the cost of the Childs record from $600 to $4,200, an increase of 600%. This would make its use virtually prohibitive.

Mark Woods and John McDonald of NBC and Charles Gaines of World Broadcasting System conferred with G. B. Henderson and Thomas Gamble of Weber's staff on Dec. 9. It was evident that there was a complete misunderstanding by the union of what a library service is or what it does and that the recorders on their part had evidently misunderstood the union rules regarding recordings.

Transcription men also pointed out that when a union musician makes a transcription he is paid a fee covering its use on the air but that radio stations deprived of transcriptions can purchase phonograph records and play them without any payment to the musicians for their use. Furthermore they stated that they cannot afford to use any big name talent on these library discs but must hire lesser known musicians for whose employment the union has been fighting. When stations buy phonograph records, however, they naturally use name talent almost exclusively.

New Porto Rico Outlet

A NEW regional station in Ponce, Porto Rico, was authorized for construction by the FCC in a decision Dec. 13 granting authority without a hearing to Porto Rican American Broadcasting Co. Inc. to use 1,000 watts fulltime on 1340 kc. The stockholders are a group of Porto Rico business men, with Juan Luis Boscio, president, 97 shares; Felipe Segara Serra, vice-president, 97 shares; Miguel Soltero Palermo, treasurer, 96 shares; Francisco Rebollar, secretary, 10 shares. Senor Palermo will be manager.

SPONSORS *of* RADIO PROGRAMMES *and* The Maritime Broadcasting Company, Operators *of*

CHNS

Halifax, Nova Scotia,

Will Celebrate a *MERRY CHRISTMAS* This Year With the BEST BOOKINGS We Ever Have Had. We Hope Business is as Good With You.

Cheerio!

KEY-STATION REPRODUCTION

IN THIS *Studio by Johns-Manville*



Studio, Station WFMJ, Youngstown, Ohio

High fidelity assured in WFMJ's new studios with J-M Sound-Control Materials and Methods



NO KEY STATION offers better program reproduction than does WFMJ, Youngstown, Ohio. One good reason is that acoustics in studios and control rooms are correct for any type of program. Here, J-M Acoustical Engineers have prevented reverberation, distortion and feedback with J-M Sound-Control Materials and Methods. Programs go on the air exactly as they are heard in the studio... broadcast quality is effectively safeguarded.

Hundreds of stations from coast to coast have protected high fidelity with the help of the J-M Acoustical-Engineering Service. If you are planning to modernize existing studios or build new ones, send for Brochure AC-21A on J-M Sound-Control Methods for Broadcast Studios. Write Johns-Manville, 22 East 40th Street, New York, N. Y.

JM PRODUCTS

JOHNS-MANVILLE

SOUND-CONTROL MATERIALS AND ACOUSTICAL-ENGINEERING SERVICE

Radio Literary Influence On Children Is Discussed

EFFECT of radio upon the literary interests of children was the subject of a joint conference held Dec. 8-9 by the Association for Arts in Childhood, New York, and the elementary education department of New York U. Murray Dyer, scriptwriter of CBS, spoke on "Adapting Children's Stories for Radio Presentation". Bringing out that radio and literature complemented each other, Alton O'Steen, research associate at Ohio State U, discussed the "Relation of Radio to Children's Reading Interests." The increased use of radio in rural schools was the theme of the address by Anna G. Kennedy, senior superintendent of school libraries of the New York State Department of Education.

Boyer Returns

CHARLES BOYER, film actor, will return to the NBC *Woodbury Hollywood Playhouse* series, sponsored by John H. Woodbury Co., Cincinnati (soap), with broadcast of Jan. 3. He will replace Jim Ameche on the weekly dramatic show, Wednesday, 8-8:30 p. m. (EST), with West Coast repeat, 6:30-7 p. m. (PST). Boyer withdrew from the dramatic program several months ago for war service in France. He has been relieved from duty. Herbert Marshall, film actor, took over Boyer's assignment on the show for nine weeks, and then gave way to Jim Ameche and Gale Page, who are currently heading the series. Lennen & Mitchell, New York, has the account.



National Representatives:

Forjoe & Co., New York

Radio Time Agency

Chicago

Fertilizer Drive

SMITH-DOUGLASS Co., Norfolk (fertilizer), on Dec. 11 started a new program, *Smith-Douglass Family Party*, on a special hook-up of six stations in North Carolina. WPTF, Raleigh, is the originating station, feeding the program to WRAL, Raleigh; WGTM, Wilson; WGBR, Goldsboro; WEED, Rocky Mount; WFTC, Kinston. WAIR, Winston-Salem, will join the State network Jan. 8. Program is broadcast six days weekly on WPTF, 12:15-12:30 p. m., and fed to the network three times a week, on Mondays, Wednesdays and Fridays. Business was placed through Lawrence G. Fertig & Co., New York.

Prune Discs on 10

PRUNE GROWERS OF CALIFORNIA, San Francisco, seasonal users of radio, through Lord & Thomas, that city, on Jan. 9 will start for 13 weeks using a twice-weekly quarter-hour transcribed program on 10 eastern and midwestern stations. List is now being made up. Tentatively titled *Hollywood 10,000*, the dramatic series of plays will be based on life among film extras of Hollywood. Featured will be William Farnum. Ken Carpenter is to announce. James Fonda, Lord & Thomas, Hollywood producer, will direct production. An extensive merchandising and promotional campaign will be launched.

Eastern Wine Adds

EASTERN WINE Corp., New York, recently added four stations to the list carrying spot announcements for Chateau Martin wines, varying between 11 and 75 spots weekly. New stations are WMBG, Richmond; WHKC, Columbus, O.; WELI, New Haven; WEBR, Buffalo. Until the present expansion, the company has been sponsoring nine quarter-hours and 54 spots weekly on WHN, New York; four hours of programs and 42 spots on WNEW, New York; one hour and 42 spots on WAAT, Jersey City, and one hour and 75 spots on WOV-WBIL, New York. According to H. C. Morris & Co., New York, the agency in charge, the following stations may be added to the campaign before Christmas: WSYR and WFBL, Syracuse; WSAY, Rochester; WABY, Albany.

WFBL
SYRACUSE
54 Grocery Accounts—
—56 Drug Accounts
. . . Highest on record!
Every dollar that food and drug advertisers spend has to count. That's why WFBL has 54 Grocery and 56 Drug accounts this month—the highest on record! WFBL brings more dollars into more stores. And WFBL Merchandising Service inspires more grocers to get behind the products advertised with more window and counter displays. For time rates and complete facts about WFBL merchandising service, write
WFBL
Syracuse, N. Y.
or Free & Peters, Inc.
National Representatives

Too Much Luck

JIM BELOUNGY, chief engineer of WBT, Charlotte, N. C., went hunting in Pisgah National Forest recently. Regulations allow three days maximum time for bagging one deer. Beloungy set out at 7 a.m., all set for an invigorating three days in the wilderness. By 9 a.m. he had bagged a big 8-point buck—and the balance of the three days was spent as usual, at work.

Gov. Cox Buys WSB

(*Continued from page 13*)

than 30 years has owned the controlling stock in the *Journal*. Of the shares purchased, Gov. Cox himself acquired 2,222 4/18th; the Evening News Publishing Co. of Dayton, 169 3/18th, and Springfield Newspapers Inc., 1,666-12/18ths. The Miami interests did not participate.

Officers of the Journal Co. were listed as Inman Gray, president; James R. Gray, vice-president and editor; John A. Brice, vice-president and general manager, and J. L. Williford, secretary and treasurer. The 4,058 shares of common stock were acquired as follows: From James R. Gray, 629; Inman Gray, 629; Cordelia Gray Brumby, 604; Frances Gray Yankey, 454; John Morton Smith, 541; Mrs. James R. Gray, 334; Mary Inman Pearce Smylie, 302; Jennie Gray Pearce, 302; John A. Brice, 229; J. L. Williford, 31. Fractional shares also were included.

The financial statement covering WSB listed the transmitter, other equipment and real estate as having an investment value of $362,549.91, a replacement value of $286,507.90 and a depreciated value of $207,746.07. The Western Electric 50,000-watt transmitter, installed in February, 1933, had an actual cost of $140,936.

The Gray family, it is reported, has been interested in disposing of the property since the death several years ago of Maj. John S. Cohen, who had been publisher and general manager of the newspaper and the directing head of the station. The newspaper, it is understood, has been losing money—practically since that time.

Since WAGA's participation did not involve actual transfer of the control of that station, FCC approval was not necessary under the rules. However, ultimate disposition of the control must receive Commission approval.

INSURED RECEPTION
McCLATCHY STATIONS
COVER INNER
CALIFORNIA
PAUL H. RAYMER COMPANY
NEW YORK
CHICAGO SAN FRANCISCO

Federal Trial Ordered For J. W. Williams on Impersonation Charge

JOSEPH WILLIAM WILLIAMS, 47, charged with impersonating an officer of the FCC in connection with efforts to gain employment from V. O. Stamps, of Dallas, applicant for a new local station there, on Dec. 5 was bound over to the winter term of Federal court in that city on bond of $2,500 by U. S. Commissioner John Davis. He failed to make bond and will be tried some time in January.

Williams, known as J. Bill Williams in broadcasting circles, admitted serving a sentence in Huntsville, Tex., prison in 1916 on a charge of swindling. He also admitted deserting from the Army as well as serving two years in Leavenworth and several months in a prison camp in California in connection with a check transaction.

Among witnesses at the hearing in Dallas were T. J. Slowie, FCC secretary, who said none of the FCC commissioners knew Williams and that the Commission had had complaints about his activities from stations in Houston, Little Rock, Hot Springs, Phoenix and Dallas; T. Frank Smith, manager of KXYZ, Houston, applicant for a new local there, who said Williams had solicited and been refused employment; Howard Shuman, holder of a CP for a new local in Hot Springs, who verified Mr. Stamps' assertion that Williams had said he "lived with one of the commissioners" who had "sent him down to help Stamps," and various others who testified of Williams impersonations.

Assistant District Attorney Clyde Hood amended the two complaints to read: "knowingly and feloniously falsely pretended to be an agent, representative or employe of the United States of America, to wit, an agent representative and employe of the FCC to defraud."

New Sterling Series

STERLING PRODUCTS, New York, which recently acquired the Ironized Yeast account from J. G. Dodson Proprietaries, Atlanta, is reported to be starting a new program titled *Port of Missing Heirs* on Dec. 19 on 61 CBS stations, Tuesdays, 8:30-8:55 p.m., the spot recently vacated by the Lifebuoy *Tuesday Night Party*, sponsored by Lever Bros. Although Blackett-Sample-Hummert, New York, has been the exclusive agency for all Sterling Products accounts, Ruthrauff & Ryan, New York, will continue to handle the Ironized Yeast account.

New Artists Pacts

CBS, through Columbia Artists and Columbia Concerts Corp. and NBC, through its Artists Service, on Dec. 11 signed contracts with the Screen Actors' Guild and the American Guild of Musical Artists whereby the networks have the right to act as agent for actors and artists in the motion picture and concert field. Clauses providing the artists proper representation and fixed minimum commissions are included in the contracts.

AMERICAN GUILD of Musical Artists and the Screen Actors Guild, affiliate unions of the Associated Actors & Artistes of America, New York, will transfer their New York offices along with Theatre Authority, New York, to 545 Fifth Ave. after Jan. 1.



MEMBERS of the Chicago and New York staffs of Transamerican Broadcasting & Television Corp. met in Cincinnati Dec. 8-10 for a conference with WLW officials and department heads. After business sessions Friday and Saturday the entire group went on a hunting excursion into Kentucky as guests of Robert E. Dunville, general sales manager of WLW, and James D. Shouse, vice-president of Crosley Corp. in charge of broadcasting. Here are (front row, l to r) Walter A. Callahan (standing), manager of the Transamerican Chicago office; Miss Buelah Strawway, merchandising director of WLW; Mr. Dunville, and William Oldham (standing), sales promotion manager of WLW; (back row) George Biggar, program director of WLW; Eldon Park, of the WLW sales service department; E. K. Bauer, WLW business manager; Murray Grabhorn, of the Transamerican New York office; Richard W. Garner, sales service manager of WLW; John Hartfield, of the Chicago office; C. P. Jaeger, of the New York office, and Warren Jennings, of Chicago office.

Mu$ico Prize Contest To Become Nationwide

MUSICAL prize contest called *Mu$ico* now sponsored by National Tea Co. on WGN, Chicago, and the Kroger Grocery Co. on WMBD, Peoria, will be expanded on a national basis soon after Jan. 1, according to officials of H. W. Kastor & Sons Adv. Co., Chicago. It is understood perhaps 45 stations will be used nationally with various grocery chains sponsoring the program in varying markets.

The half-hour Friday evening show has aroused considerable interest in Chicago. Fashioned after Bingo, *Mu$ico* is based on the identification of musical numbers, played by a studio orchestra and checked on cards distributed by the sponsors. During the 10 weeks the show has been broadcast on WGN, more than a million cards have been called for each week by listeners who get the cards free of charge at their neighborhood National Tea stores. It is said that more than 60 letters are received by WGN weekly as a result of *Mu$ico* and in addition to cash prizes 23,000 shopping bags full of groceries have been distributed to winners since the program began.



Woods Tells Labor Body Of Television Problems

MARK WOODS, vice-president of NBC, met Dec. 12 with the joint television committee of Actors Equity Assn., Screen Actors Guild and American Federation of Radio Artists, which is attempting to formulate standards of wages, hours and conditions for actors employed before the video cameras. Mr. Wood gave the committee a picture of the costs the broadcaster already has in maintaining regular television programs on the air with no return on his expenditures possible at the present, for the consideration of the group in drafting its demands. While varying reports have emanated from the various factions of the committee regarding results achieved during the past month's meetings, it is generally agreed that progress has been made and that a report will be ready for presentation to the unions for approval in the near future.

MOHAWK PETROLEUM Corp., Los Angeles, on Dec. 8 auditioned a weekly half-hour CBS studio audience participation quiz program, *Mohawk Pow-Wow*, featuring Tom Hanlon as m.c. If accepted, it likely will be released to CBS Pacific Network shortly after Jan. 1. Russ Johnston, CBS Pacific Coast program director, produced the audition. Charles Morin, San Francisco manager of Radio Sales, participated.

Stock Lingo

LISTENERS of Jim Poole, livestock reporter of WLS, Chicago, have sent him so many requests for explanations of his chatter that he has compiled a dictionary of stockyard definitions. Among the definitions recently published in the *Prairie Farmer* are: Crows, lambs that don't respond to food; Sunfish, narrow, thin-chested cattle; Mice, undersized lambs; Gamblers, steers of uncertain quality.

Illinois Meat Series

ILLINOIS MEAT Co., Chicago (Ready Meat), soon after Jan. 1 will start an half-hour Wednesday evening show titled *Broadcast* on an undetermined number of MBS stations. Format of the show is similar to *Mu$ico* and it is owned by the owners of *Mu$ico*, Clef Inc., Chicago. It is understood that cards will be distributed through grocery stores and that the game will center around the selection and identification of famous names in the news and sporting pages. The sponsor is introducing a new line of ready-prepared meats produced under its brand name of Broadcast. Neisser-Meyerhoff, Chicago, handles the account.

AFRA NEGOTIATES KYW, WGY PACTS

AMERICAN Federation of Radio Artists and NBC have completed contracts covering staff announcers employed at the network's programmed stations KYW, Philadelphia, and WGY, Schenectady. Pacts are for three years, with provisions for revision during that period. Both contracts call for 40-hour, five-day weeks, and both provide for immediate 10% increases for announcers. Negotiations were begun nearly a year ago, but were interrupted and only resumed recently.

AFRA negotiations with WXYZ, Detroit, are nearing completion, it was reported Dec. 12, although no contract had been signed. Major James P. Holmes, union's national field representative, has been in Detroit for some time, conferring with George Trendle and Allen Campbell, station president and general manager.

Union's committee on transcriptions is nearing the end of its work on a code covering artists employed in making recorded programs, after running into unforeseen difficulties that have prolonged the task far past the time originally scheduled for submission of the code to AFRA members for approval.

ACA and WBNX Sign; WQXR Vote Is Ordered

AMERICAN Communications Assn., CIO union, reports that an agreement has been signed with WBNX, New York, covering all English announcers. Contract, signed Dec. 5 retroactive to Dec. 1, provides for a 40-hour, five-day week, two weeks vacation and sick leave with pay, salaries to start at $37.50 per week, $7.50 more than the previous minimum, and a general increase of $2.50 weekly for announcers.

Sidney Adler, ACA organizer, is in Baltimore negotiating a new contract with WCAO, covering all regular employees, announcers, news editors, etc., as well as technicians. Negotiations have also been started with WCBM, Baltimore, where six technicians have recently joined ACA.

The battle of technicians at WQXR, New York, where right to represent the engineers is claimed by both ACA and the AFL technical union, IBEW, should soon be concluded. The National Labor Relations Board, after a hearing Dec. 11, said an election will be held within 30 days.

*The only full time station in Ohio's 3rd largest market**

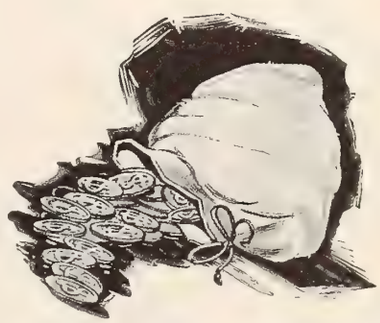
WFMJ

(250 watts)

Youngstown Ohio

*Printers' Ink Market Exploration Bulletin, Sept. 29, 1939

(FACTS ABOUT BALTIMORE)



"What makes a market good-- PEOPLE or MONEY?"

The answer is "BOTH." Baltimore is a BIG market any way you look at it. Population about **1 MILLION** (949,247).

1938 Retail Sales: **$372,770,000.**

Index of buying power (according to "*Sales Management*" survey, April 10, 1939)—**117** (national index, 100).

Bank deposits total **$669,976,836**—ONE THIRD of which are in *mutual* savings banks.

Make your advertising investment in a growing market. Use Baltimore's "first choice" radio station.

WFBR

BALTIMORE

National Representatives

EDWARD PETRY & COMPANY

★ ON THE NBC RED NETWORK ★



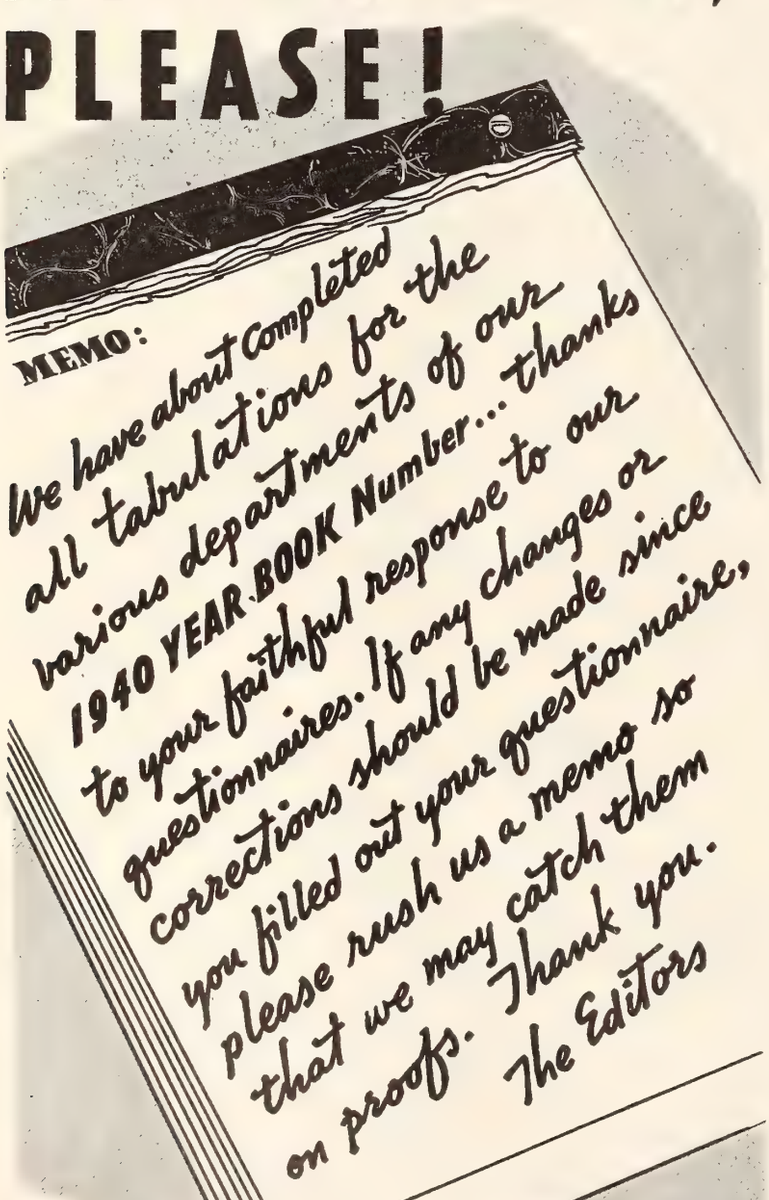
Associated Newspapers

Old Bill and Bert Find a Better 'Ole in a New War (apologies to Bairnsfather).

Sick of Judging

ALL BUT ill, Rex Davis, chief announcer of WCKY, Cincinnati, returned from Brooksville, Ky., recently after judging a cake-baking contest held under WCKY auspices — during which Davis personally tasted portions of 53 chocolate cakes. Chronicling his adventure upon his return, he was informed bluntly by France Raine, *Cincinnati Times-Star* radio editor and a culinary expert, the best and proper manner of judging cakes is not to taste them, but to examine their texture and general appearance.

ATTENTION, PLEASE!



BROADCASTING

National Press Bldg. Broadcast Advertising Washington, D. C.

Reargument Is Sought In Decision on KSFO

REARGUMENT before the U. S. Court of Appeals for the District of Columbia of the court's decision in the case involving lease of KSFO, San Francisco, by CBS, was sought in a pleading filed Dec. 14 by the FCC, in which it questioned the court's procedure in recent decisions. While the court has six members, only three have been participating in FCC appeals, with the result, the Commission alleges, that confusion and conflict exist.

The FCC also is expected to ask the court to hear oral argument in connection with the appeal of WAPI, Birmingham, from the FCC decision denying a lease arrangement, in which CBS also would have participated. The lease issues in the two cases are viewed as identical.

Televising 'Gone With Wind'

NBC will televise the New York premier of the motion picture "Gone With the Wind" Dec. 19, picking up celebrities as they cross the sidewalk and also presenting interviews before the camera in the lobby of the Capitol Theatre. Pickups will be fed to the mobile unit, parked across the street from the theatre entrance and thence shortwaved to the W2XBS transmitter in the Empire State Bldg. Television's act in tying in with movie exploitation is seen as a placating move toward the movie companies, who have been reluctant to supply television with films for use on the air.

AP Takes No Action

BROADCASTING of news, both sustaining and commercial, was the subject of much informal discussion by the members of the Associated Press executive committee during the two-day meeting in New York, Dec. 5-6, but no official action was taken on any change in the press service's present set-up for handling the broadcasting of its news.

QUAKEH OATS Co., Chicago (cereals), has added an extra four weeks, as of Aug. 26, 1940, to its contract with NBC for the *Quaker Party* to parallel its recent renewal with Tommy Riggs and Betty Lou, star talent of the program, through Sept. 23, 1940. Program is heard on 59 NBC-Red stations, Mondays, 8-8:30 p. m. Agency is Ruthrauff & Ryan, Chicago.

DODGE DEALERS of Chicago on Dec. 17 starts a half-hour Sunday noontime show called *Meet the Band* on WBBM, Chicago. The program will feature a name band each week. Engraved gold batons will be presented orchestras leaders selected to appear on the program. Ruthrauff & Ryan, Chicago, handles the account.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Make Believe Ballroom On WNEW, New York, Acquires New Accounts

TOTAL of three hours and 45 minutes was added Dec. 8 to Martin Block's *Make Believe Ballroom* program on WNEW, New York, the station announcing that all time on the program was sold with the start of two new accounts—Crosley Distributing Corp., New York, on Dec. 11, sponsoring three quarter-hours weekly for Crosley radios, and K. Arakelian, on Dec. 8 sponsoring six quarter-hours weekly for Mission Bell wines.

During the first week in December, the Broadway production "Swingin' The Dream" started three quarter-hours weekly of the *Ballroom* program, through Buchanan & Co., New York, to make a special ticket offer to listeners. The offer to match each ticket reservation made by a man with a ticket for a girl resulted in 1,120 advance reservations for the show following one two-minute plug by Martin Block on the program Dec. 5.

Following the recent signing by Block of a new five-year contract with the WNEW Artist's Bureau, the radio feature story of the week in *Time* Magazine, Dec. 8 was built around the history of the *Make Believe Ballroom* program and how Martin Block started on the road to his present success. On Dec. 12, *Pic* Magazine ran a two-page spread featuring Block's semi-annual orchestra popularity poll.

Hudson Products, New York (Polident tooth cleanser), on Dec. 8 started *Arbitration Board*, Fri-9-10 p. m., for 52 weeks on WHN, New York. Brown & Thomas, New York, is agency. Restland Memorial Park, East Hanover, N. J. (cemetery), on Dec. 17 will start *The Bowery Mission*, Sunday 3-4 p. m., for 52 weeks on WHN. The cemetery, a radio user for several years, also is shifting its weekly quarter-hour of organ music on WHN from Sunday to Friday. Hudson Adv. Co., New York, handles the account.

ADAM HAT STORES, New York, in its series of fight broadcasts on NBC-Blue, will sponsor the Scalzo-Chavez non-title featherweight bout Dec. 22, and on Jan. 5 Sam Taub and Bill Stern will describe the Bettina-Apostoli non-title light heavyweight fight. Glickman Adv. Co., New York, handles the account.

Hays'

Hamless Hammond

Every afternoon, five days a week, thousands of radio listeners in the nation's 9th market tune to St. Louis KWK for 15 minutes of sizzling, scintillating swing supplied by Rich Hays, the boy who keeps the "Ham" out of the Hammond. Side remarks and oral footnotes delivered with abandon by Allen C. Anthony* round out a swift-pace quarter-hour.

It's called the "Swing Clinic", and we KNOW it's got the listeners. Proof: Over 90 "'Swing Clinic' Classes" have been organized in St. Louis and other cities in the KWK listening area.

The "Swing Clinic" may furnish the diagnosis for YOUR St. Louis sales problem. Call the Paul Raymer office.

***Yes, the one that "Dr. I. Q." borrows from us on Mondays.**



MR. STOLL

Clarence G. Stoll Named Head of Western Electric

CLARENCE G. STOLL, operations vice-president of Western Electric Co. since 1928, on Dec. 12 was elected president, succeeding Edgar S. Bloom. Mr. Bloom retires Dec. 31 upon reaching age 65, in accordance with Bell System practice, ending 43 years service, and will become director of purchases of the British Purchasing Commission.

Mr. Stoll was born in 1883 at Mt. Joy, Pa., was graduated from Penn State in 1903 and entered WE's student training course at Chicago where he received pay of $10.15 a week. By 1908 he had become engineer of methods and later head of the manufacturing branch in New York. In 1912 he was named shop superintendent in the Antwerp factory and served until war forced its closing. Returning to this country, he advanced through important posts at Chicago and in 1923 was named head of the Hawthorne Works in that city. Three years later he was moved to New York and elected vice-president and director. Since 1928 he has directed all WE operations.

Charles R. Walgreen

CHARLES R. WALGREEN, 66, head of the chain drugstore company bearing his name, died in Chicago Dec. 12. Mr. Walgreen's chain of Chicago stores are prominent users of radio advertising. Born in Dixon, Ill., Mr. Walgreen began his career in 1893 as an $18-a-week drug clerk in Chicago.

NEW stations subscribing to International News Service to start after the first of the year include WFBR, Baltimore; KFBI, Abilene, Kan.; KELD, El Dorado, Ark., and WSAV, Savannah.

Late Personal Notes

DAVID SARNOFF, president of RCA and chairman of the board of NBC, paid a five-minute call on President Roosevelt at the White House Dec. 11. He said afterward that international broadcasts and television had been discussed.

J. M. HAYES, former manager of the Chicago office of Radio Transcription Co. of America, has joined the sales staff of NBC Electrical Transcription Service in New York, to contact stations on behalf of *NBC Thesaurus* and NBC's syndicated recorded programs. W. C. Gartland, former sales manager of Star Radio Programs, New York, also has joined the sales staff of NBC Transcription Service.

G. R. STEWART, formerly account executive of John H. Dunham Co., resigned recently to become advertising manager of Brunswick-Balke-Collender Co., Chicago, where he will have charge of the advertising of the company's three divisions.

WILLIAM R. HEMRICH, formerly advertising manager of Armour Co., Chicago, and more recently an account executive with Stack-Goble Adv. Agency, Chicago, has been named advertising manager of Visking Corp., Chicago (synthetic sausage casings).

EMERSON WALDMAN, formerly with Steve Hannigan, New York publicity agent, and previously in the NBC special events department in Washington, has been appointed to handle radio publicity for the Greater New York Committee for the Celebration of the President's Birthday Ball, assisting Ed Curtin, director of public relations. Henry Doherty, formerly of NBC, handles newspaper publicity.

SYLVIA PRESS, formerly director of publicity of WINS, New York, has joined CBS as assistant to Herbert Swope, trade news editor in New York.

WILEY SHOLAR, football commentator heard regularly the last six seasons on WBIG, Greensboro, N. C., who is also a well-known gridiron official, has been named umpire for the Rose Bowl Game in Pasadena.

MAJ. EDNEY RIDGE, director of WBIG, Greensboro, N. C., again has been designated by the Kate Smith All-Collegiate Football Committee to present Bulova watches awarded by her to the State's All-America players.

RAY REEVES, sports announcer of WRAL, Raleigh, N. C., has resigned to return to his home in New York for an indefinite period due to illness.

FRED REINHARDT has resigned from the sales staff of WHBF, Rock Island, Ill., to rejoin the announcing and continuity staff of WGIL, Galesburg, Ill.

HERMAN S. HERMANSON, new to radio, has joined the sales staff of KOIL, Omaha. Bill Baldwin, after several months in San Francisco radio, has returned to the KOIL announcing staff.

STEELE MORRIS, of the CBS Hollywood sales promotion department, is the father of a girl born Dec. 10 in Pasadena, Cal.

GEORGE MENARD, announcer of WLS, Chicago, is the father of a baby girl born Dec. 9.

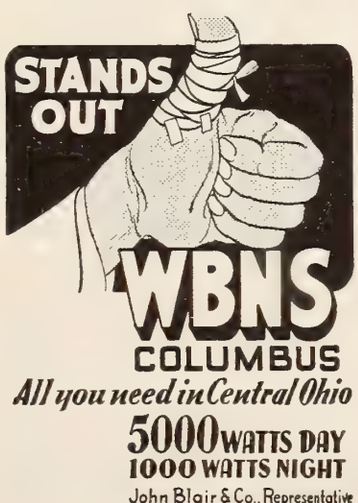
EDGAR SNOW, new to radio, has joined KOY, Phoenix, as junior announcer.

To Honor Shouse

A TESTIMONIAL dinner will be tendered Dec. 19 in Cincinnati to James D. Shouse, vice-president of the Crosley Radio Corp. in charge of broadcasting, with such figures as Gov. John W. Bricker of Ohio and Senator Robert A. Taft heading the list of notables. Toastmaster will be Albert H. Morrill, president of the Kroger Grocery & Baking Co. Addresses will be delivered by Senator Taft, Mayor James G. Stewart and Col. C. O. Sherrill, city manager of Cincinnati.

AMONG radio notables attending the winter Gridiron dinner of Washington correspondents Dec. 9 were Gardner and John Cowles, the Cowles stations; Niles Trammell, NBC executive vice-president; Edward Klauber, CBS executive vice-president; David Sarnoff, RCA president and NBC chairman; Harry C. Butcher, CBS Washington vice-president.





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PONTIAC, MICHIGAN*

** Here, in the heart of the motor industry, all plants are busy and the men are working extra shifts.*

Wrigley Auditions

WILLIAM WRIGLEY Jr. Co., Chicago (Doublemint gum), soon after Jan. 1 will start a new half-hour Sunday afternoon show to replace the *Gateway to Hollywood* series, according to officials of CBS-Chicago. The *Gateway* program was directed by Jesse Lasky and was tied-in with RKO pictures. It is understood that Neisser-Meyerhoff, Chicago, is the agency handling auditions for the new winter show.

Joins MBS War Staff

PAUL SCHUBERT, naval and gunnery expert, author and commentator, has joined MBS' staff of war observers and is giving quarter-hour broadcasts discussing the naval problems of the warring nations at frequent intervals. His first broadcast on MBS was Dec. 6. Mr. Schubert, a graduate of Annapolis, resigned from the Navy to start his writing career, and has done foreign correspondence for the *Saturday Evening Post* and BBC.



IN APPRECIATION of the cooking school staged in conjunction with the Northern Kentucky Independent Food Dealers' Assn. Food Show, held recently at Covington, Ky., the Association presented Marsha Wheeler, home economist of WSAI, Cincinnati, with a portable radio. The cooking school, broadcast by WSAI, was credited with drawing large crowds to the Food Show. At presentation time are shown (l to r) Ben Kees, Association director; Dewey Long, WSAI general manager; Larry Baumbach, Association secretary, and Marsha Wheeler.

TBS Plans Debut

(*Continued from page 17*)

cord all programs for delayed broadcast.

Reports that disagreement between the New York and Chicago offices of Blackett-Sample-Hummert over the placement of business with TBS had led to a breach that might culminate in a disruption in the agency and the formation of two new agencies, one in Chicago headed by Hill Blackett and Glen Sample, and another in New York headed by E. F. Hummert and Duane Jones, vice-president and general manager of the New York office, were pooh-poohed by executives of the agency, who characterized them as "just some more wild rumors".

Purchase of the 20 hours weekly on TBS was said to be "good business for our clients because it gives them a network at a price." Even if the coverage afforded by TBS proves to be only supplementary to that of NBC and CBS it still will be worth while, the agency said, pointing to its continued use of WMCA, New York, to rebroadcast in the evenings two hours of script shows heard in the daytime on NBC and CBS outlets in that city as evidence supplementary coverage pays.

While this definitely eliminates Mutual's chances of getting this business from the agency's New York office, MBS is still negotiating with the firm's Chicago executives for business placed there. However, Blackett - Sample - Hummert has no immediate intention of canceling its programs on NBC or CBS, it was stated, but will continue them, at least for the present, along with its use of TBS facilities.

CBS on Dec. 16 has arranged the first of the special programs to be scheduled by networks and stations throughout the country to further the drive for funds to fight infantile paralysis, which closes with the President's Birthday Ball on Jan. 30. Speakers of the Committee for the Celebration of the President's Birthday will be Keith Morgan, committee national chairman; Kate Smith, CBS songstress, who will serve as program hostess; Bill Corum, sports columnist; Bob Trout, CBS commentator.

WHAT is said to be a unique contract for a radio artist is the one recently signed by Whitey Ford, m.c. and comedian of *Plantation Party*, for 156 appearances or three years of consecutive broadcasts without any cancellation clauses. The series is sponsored by Brown & Williamson Tobacco Co. for its Bugler tobacco.

J. LESLIE DOSS, manager of WJRD, Tuscaloosa, Ala., owned by J. R. Doss Jr., has applied to the FCC for a new 250-watt station on 1500 kc. in Bessemer, Ala.

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Many stations find this exact measuring service a great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
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66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.

Forms close 25th and 10th of month preceding issues.

Help Wanted

Employees—Let us help you get a position through our National Radio Employment Bureau. Paramount Distributors, Box 864, Denver, Colo.

Salesmen—Group of stations operating under same management has two positions available for experienced time salesmen. Good opening for right men with opportunity for advancement. Write in full detail Box A623, BROADCASTING.

Situations Wanted

Commercial Manager with ideas that sell. Local, network station experience. Employed. Box A628, BROADCASTING.

Announcer wants position with station. Write continuity, news, programming, references. Box A632, BROADCASTING.

Announcer wants position with station. Writes continuity. Five years experience. Good references. Box A627, BROADCASTING.

Chief Engineer—Experienced in all phases of Broadcasting and construction, desires opportunity with new or progressive station. Married. Box A629, BROADCASTING.

Newscaster-Announcer-Writer — 29, finish working way through School of Journalism January. Well travelled. Special training speech, radio journalism. Practice University station. Box A626, BROADCASTING.

Production Man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A630, BROADCASTING.

For Sale—Equipment

Field intensity meter—RCA 75 B, latest model. Excellent condition, sacrifice for cash. Box A622, BROADCASTING.

Wanted to Buy

Wanted, used 5 KW RCA, Western Electric, or Collins transmitter. Furnish details and price first letter. Box A625, BROADCASTING.

Western Electric Direct Current Generator Type M-3, Form 20, compound wound, 85 amperes, 24 volts, speed 1200 r.p.m., 2.04 kilowatts. Used with most older 5 kilowatt Western Electric transmitters. State condition and price. Station WIS, Columbia, S. C.

Wanted to Lease

Would like to lease a condemned 5,000 Wt. transmitter for research work. Box A631, BROADCASTING.

For Rent—Equipment

G. R. standard signal generator, radio detector, G. R. radio frequency bridge for making antenna impedance measurements; oscillographs, distortion measuring equipment, RCA 75B field intensity meter for rent at reasonable rates. Allied Research Laboratories, 260 E. 161st St., New York City.

in the CONTROL ROOM

HERMAN FLOREZ, chief engineer of Paramount Broadcasting Corp., operating WVFW, Brooklyn, returned Dec. 11 from Bogota, Colombia, via Pan American Airways, after having installed a point-to-point radiotelegraph system for the Colombian Ministry of Communications.

RUSS THOMPSON, engineer of WBBM, Chicago, has returned to the studios following his recovery from a fractured leg.

RICHARD T. SAMPSON, chief engineer of KFXM, San Bernardino, Cal., has applied to the FCC for a new station in Riverside, Cal., to operate with 250 watts on 1420 kc.

TRUMAN W. CRAINE, formerly with WNBC, New Britain, Conn., has joined the control staff of WBZ, Boston, succeeding Dick Hammond, who has become chief engineer of the new WESX, Salem, Mass.

GIL DOUD, assistant sound engineer of KHJ, Los Angeles, is in a hospital recovering from serious injuries received in a recent auto accident.

J. H. SPECK has joined the technical staff of WFAA, Dallas, and has been assigned to operation of W5XD, the WFAA ultrahigh frequency station, and W5XR, facsimile transmitter.

FRANK LIGOURI, of the engineering staff of KSO-KRNT, Des Moines, recently married Elizabeth Acri.

RAY BRULAND has joined Mission Bell Radio Co., Los Angeles, as assistant chief engineer.

DON SORENSON, formerly of KSL, Salt Lake City, has joined the engineering staff of KUTA there.

EMERY MILBURN, formerly of KHUB, Watsonville, Cal., has joined the engineering staff of KVCV, Redding, Cal.

RUSSELL SHETTLER has been appointed chief engineer of WLOK, Lima, O., succeeding S. L. Gladfelter.

ARTHUR D. GALBRAITH, KHJ, Los Angeles, technician, is the father of a girl, born late in November.

BOB FETTERMAN, engineer of WIBG, Glenside, Pa., is the father of a baby girl born Dec. 7.

IBEW Local Formed

FORMATION of Local Union No. 443 of the International Brotherhood of Electrical Workers in Montgomery, Ala., was announced Dec. 4 by John A. Thompson, chief engineer of WCOV, Montgomery. He stated technicians of WCOV and WSFA had presented an agreement for negotiation to station managers, with conferences expected to get under way shortly.

AMERICAN Radio Relay League, West Hartford, Conn., has published the 1940 edition of *The Radio Amateur's Handbook* [$1 paper, $2.50 buckram bound]. The new 576-page handbook, completely revised, includes a topical index and 120-page catalog section of amateur radio equipment, along with numerous illustrations, charts and tables.

SOCIETY of Motion Picture Engineers has announced its 46th semi-annual convention will be held April 22-25, at the Chalfonte-Haddon Hall Hotel, Atlantic City.

THE FCC on Dec. 9 issued a new log of radio stations in emergency services, including municipal police, State police, interzone police, marine fire, special emergency and forestry stations.

Bombarded

EDWARD RECTOR, chief engineer, and Eugene Stephens, of the transmitter staff of WKZO, Kalamazoo, Mich., are getting used to narrow squeaks. During a Thanksgiving Day transmitter trick for the pair a bullet shattered a window in the transmitter house, spattering glass all over desks and chairs. Sheriff's officers upon investigation found two adolescents practicing marksmanship with a rifle some distance away, shooting at a target directly in line with the transmitter. Last year Stephens had climbed two-thirds of the way up the 325-foot antenna when lightning struck the tower. He calmly fastened himself to the tower with his belt, while Rector climbed to his rescue. "Our experience in the Thanksgiving Day bombardment was not nearly as close an escape," commented Rector. "That bullet missed my head by all of six inches!"

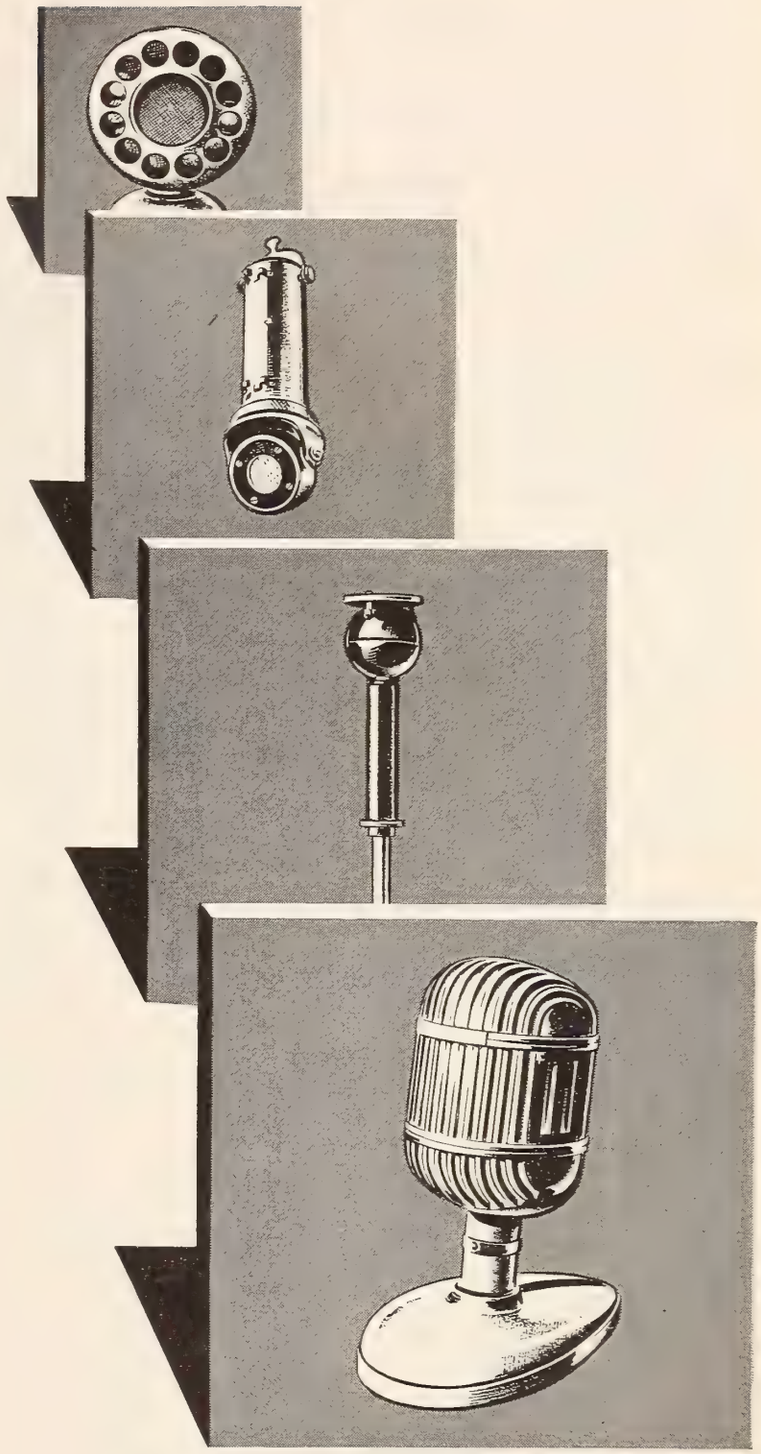
NAME JETT, GROSS TO CHILE SESSION

CHIEF ENGINEER E. K. Jett and Gerald C. Gross, chief of the International Section, were named Dec. 5 by the FCC to represent it on the U. S. Delegation to attend the Inter-American Radio Conference in San Diego, Chile, which begins Jan. 17. State, Army, Navy and Civil Aeronautics Authority will each have one representative on the Delegation, preliminary conferences for which were begun Dec. 1 by the State Department. Dealing with allocation and use of shortwave frequencies for all modes of service, standard broadcasting per se will not come into the deliberations.

At the preliminary conferences under State Department auspices, Chief Engineer Jett delivered a preliminary report on high-frequency broadcasting and allocation of the radio spectrum. At subsequent meetings prior to departure of the delegation, the preparatory Committee will adopt final instruction reports for the Conference.

Among the engineers attending the preliminary conferences, aside from representatives of the various Government agencies, were E. K. Cohan, CBS technical director; Dr. C. B. Jolliffe, RCA engineering head, and his assistant C. E. Pfautz; Harold B. Rothrock, representing the Clear Channel Group, Lloyd Espenschied, Bell Telephone Laboratories; Francis M. Ryan, AT&T, K. B. Warner, American Radio Relay League, and Paul Goldsboro and F. L. Moseley, Aeronautical Radio Inc. Francis C. DeWolf, assistant chief of the Division of International Communications of the State Department, is presiding at the preliminary conferences.

Harvey B. Otterman, of the Department, is chairman of the subcommittee handling non-technical and cultural questions to be considered at the Inter-American Conference while Major Gen. J. O. Mauborgne, chief of the Army Signal Corps, heads the technical subcommittee.



PROGRESS

• In a very short span of years, radio has progressed from the simple carbon mike to the sensitive cardioid mike . . . from the single experimental stations to broad networks and sponsored programs.

Today special telephone circuits link the country in extensive networks for program transmission. Special telephone facilities are constantly at the call of radio. And in Bell Telephone laboratories, day-in and day-out, trained men are seeking and finding improved methods and equipment to benefit the radio industry.

BELL SYSTEM

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 30 TO DECEMBER 13, INCLUSIVE

Decisions . . .

NOVEMBER 30

WSOC, Charlotte, N. C.—Temporary renewal pending receipt of applic.

DECEMBER 1

KSD, St. Louis—Granted motion accept amendment to applic. to 5 kw N directional. Watertown Bcstg. Corp., Watertown, N. Y. —Granted amendment applic. to 1210 kc.

DECEMBER 4

MISCELLANEOUS—WWRL, New York, extended effective date of order of 12-5-38 in Brooklyn cases for 30 days from 12-1-39; KSAL, Salina, Kan., granted mod. CP change antenna, new equip.; WGRC, New Albany, Ind., granted mod. license move studios; WAZL, Hazelton, Pa., granted mod. CP new equip.

DECEMBER 5

KFSG, Los Angeles—Granted mod. license N to 1 kw.

KGKY, Scottsbluff, Neb.—Granted voluntary assignment license to partnership of L. L. and Ruth K. Hillard, and R. M. Stewart, d/b Hilliard Co.

WSMB, New Orleans—Granted mod. CP change antenna, increase N to 5 kw.

WTOL, Toledo—Granted CP increase to 250 w unl.

KWOC, Poplar Bluff, Mo.—Granted CP increase to 250 w unl.

WJPR, Greenville, Miss.—Granted mod. license N to 250 w.

DECEMBER 6

KMBC, Kansas City; WRC, Washington; KFWB, Los Angeles; WCAE, Pittsburgh; WDAE, Tampa, Fla.; KWSC, Pullman, Wash.; WFBC, Greenville, S. C.—Granted increases to 5 kw N.

KOVO, Provo, Utah; WDWS, Champaign, Ill.; KRBM, Bozeman, Mont.; WFKJ, Youngstown—Granted increases N to 250 w.

KDNT, Denton, Tex.; KVAK, Atchison, Kan.—Granted 100 w unl.

WMSL, Decatur, Ala.—Granted 250 w unl.

Worcester Co. Broadcasting Corp., Worcester, Mass.—Denied reconsideration action 11-21-39 denying intervention in re applic. C. T. Sherer Co., Worcester.

DECEMBER 8

MISCELLANEOUS—Ralph M. Lambeth, Greensboro, N. C., granted amendment CP to 1380 kc 500 w D; WFLA, Tampa, granted intervention WROL applic.; KTEM, Temple, Tex., granted intervention applic. Chilton Radio Corp., Dallas, and V. O. Stamps, Dallas; V. O. Stamps, Dallas, granted order take depositions; Olney Bcstg. Co., Olney, Ill., granted motion withdraw and dismiss without prejudice applic. new station; Valley Bcstg. Co., West Point, Ga., granted continuance hearing; WSAL, Salisbury, Md., hearing set 12-18-39; WHDH, Boston, hearing shifted to 1-15-40; KFI and Clear Channel Group—Dismissed without prejudice petition to intervene in WHDH applic.

(By Administrative Board)

WPAD, Paducah, Ky., granted CP new trans.; WBZ, Boston, granted mod. CP; KXOX, Sweetwater, Tex., granted license new station 1210 kc 250 w D; KFDA, Amarillo, Tex., granted CP increase to 250 w; WKST, New Castle, Pa., granted mod. license to WKST Inc.; KORN, Fremont, Neb., granted mod. CP re radiator, equip.

DECEMBER 11

(By Administrative Board)

MISCELLANEOUS — KWFC, Hot Springs, Ark., granted mod. CP trans., studio sites, new equip., radiator on condition grant is construed as finding in appeal proceedings or any issues involved; WSYB, Rutland, Vt., granted license increase to 250 w unl.; WLTH, Brooklyn, granted license antenna on condition grant is not construed as finding in Brooklyn cases; WENY, Elmira, N. Y., granted license new station 1200 kc 250 w unl.

WENY, Elmira, N. Y., grated license new station 1200 kc 250 w unl.

DECEMBER 12

KGMB, Honolulu—Granted mod. CP to Hawaiian Bcstg. System, and increase N to 5 kw.

WMFJ, Daytona Beach, Fla.—Granted CP new equip., increase to 250 w.

KHBG, Okmulgee, Okla.—Granted CP change equip., increase to 250 w unl.

KVCV, Redding, Cal.—Granted CP increase to 250 w.

(By Administrative Board)

MISCELLANEOUS — WMPS, Memphis, granted CP change trans.; KALE, Portland, Ore., granted mod. CP change antenna, trans.; WKAR, E. Lansing, Mich., granted mod. CP new trans.; WTSP, St. Petersburg, Fla., granted license 1370 kc 100-250 w unl.; KNOW, Austin, Tex., granted license 1500 kc 250 w unl.; KADA, Ada, Okla., granted mod. license to move studio.

DECEMBER 13

WSB, WEGG, Atlanta—Granted auth. transfer control of Atlanta Journal Co. to James M. Cox, Springfield Newspapers Inc., Evening News Pub. Co. for $1,826,125. (Mr. Cox agrees to buy all preferred nonvoting stock, 1,175.6 shares of $100 par, for $117,560.)

KOIN, Portland, Ore.—Granted CP directional, increase N to 5 kw.

KTUC, Tucson, Ariz.—Granted mod. license N to 250 w.

KSIM, Salem, Ore.—Granted mod. license D to 1 kw.

WDAF, Kansas City—Granted mod. license N to 5 kw.

SET FOR HEARING—WPIC, Sharon, Pa., CP increase to 1 kw.

MISCELLANEOUS—Portorican American Bcstg. Co., Ponce, P. R. granted CP new station; KIRO, Seattle, dismissed petition for rehearing re KMPC applic. increase power.

Proposed Decisions . . .

DECEMBER 13

NEW, H. C. Reese, Phoenix, Ariz.—Proposed findings of Fact and Conclusions of 12-1-39 set aside and instead proposes grant of CP 1200 kc 100-250 w unl.

Applications . . .

NOVEMBER 30

WEMJ, Marquette, Mich.—Mod. license to unl.

KTHS, Hot Springs, Ark.—Extension exp. auth. Simul.—WBAL etc.

KADA, Ada, Okla.—CP increase to 250 w.

KOCA, Kilgore, Tex.—CP move trans., change antenna.

WDOD, Chattanooga—CP directional N, increase to 5 kw N & D, move trans.

WCBD, Chicago—Mod. license to 830 kc 5 kw D.

NEW, Albert Joseph Meyer, Powell, Wyo.—CP 1500 kc 250 w unl.

KLAH, Carlsbad, N. M.—Mod. license to 250 w N & D.

DECEMBER 1

WCNW, Brooklyn—Mod. license to 250 w N & D.

KADA, Ada, Okla.—Mod. license to move studio.

NEW, Hazlewood Inc., Orlando, Fla.—CP 1390 kc 500 w 1 kw D, amended to 1200 kc 250 w.

KTHS, Hot Springs, Ark.—CP new trans., directional N, change to 1060 kc 50 kw unl.

NEW, Kingsport Bcstg. Co., Kingsport, Tenn.—CP 1370 kc 250 w unl.

NEW, J. Leslie Doss, Bessemer, Ala.—CP 1500 kc 250 w unl.

WWNC, Asheville, N. C.—CP new trans., directional antenna N, increase 1 to 5 kw.

KPLT, Paris, Tex.—Auth. transfer control to Mary Jo Mayse.

WTSP, St. Petersburg, Fla.—Mod. license to 250 w N & D.

DECEMBER 4

WBAL, Baltimore—Extension exp. auth. Simul.—KTHS, WJZ, etc.

NEW, Fort Industry Co., Toledo—CP 810 kc 1 kw D.

WGPC, Albany, Ga.—CP increase to 250 w.

NEW, J. Winfield Crew Jr., Roanoke Rapids, N. C.—CP 1200 kc 250 w unl.

KNOW, Fort Worth—License increase power, move trans.

WCLS, Joilet Twp., Ill.—License move trans., change antenna.

DECEMBER 5

NEW, Central N. Y. Bcstg. Corp., Syracuse—CP 43200 kc 1 kw unl.

NEW, Watertown Bcstg. Corp., Watertown, N. Y.—CP 1420 kc 100-250 w unl., amended to 1210 kc 250 w., change equip.

KSD, St. Louis—CP change antenna, change 550 to 630 kc unl., move trans., contingent KFRU and WGBF, amended re antenna, increases N to 5 kw.

KOIL, Omaha—Auth. transfer control to Star Printing Co., 1 share common stock.

NEW, Richard T. Sampson, Riverside, Cal.—CP 1420 kc 250 w unl.

DECEMBER 6

KFOR, Lincoln, Neb.—Auth. transfer control to Star Printing Co.

KFAB, Lincoln—Auth. transfer control to Star Printing Co.

DECEMBER 8

Outlet Co., Providence—CP high-freq. 1 kw.

WDEL, Wilmington, Del.—Mod. license to 500 w 1 kw D.

N. Carolina Bcstg. Co., Greensboro—CP high-freq. 250 w.

Star-Times Pub. Co., St. Louis—CP high-freq. 250 w.

KFAC, Los Angeles—Mod. license to Class III-A.

WHOM, Jersey City—CP 250 w 1 kw D, amended to 500 w 1 kw D.

WKNY, Kingston, N. Y.—CP increase to 250 w unl.

WTIC, Hartford—Extension exp. auth. Simul.-KRLD.

WMBG, Richmond, Va.—Mod. CP increase power etc., asking new trans.

WWL, New Orleans—Extension exp. auth. unl. time.

KWKH, Shreveport, La.—Extension exp. auth. 1100 kc 50 kw directional N unl.

KRLD, Dallas — Extension exp. auth. Simul.-WTIC.

Dublin Radio Bcstg. Co., Dublin, Ga.—CP 1310 kc 250 w unl.

DECEMBER 11

WFBL, Syracuse — CP directional N, increase N to 5 kw.

NEW, Oscar Kronenberg, Steubenville—CP 1310 kc 250 w unl.

WPEN, Philadelphia—CP new trans., increase 1 to 5 kw, directional N.

KFJZ, Fort Worth—CP new trans., increase to 5 kw, amended to directional.

WJHL, Johnson City, Tenn.—CP directional N, increase to 1 kw, change 1200 to 880 kc.

KROD, El Paso—Mod. CP change site, amended re antenna, new trans., increase to 250 w.

WSB-WEGG, Atlanta — Auth. transfer control to James M. Cox, Springfield Newspapers Inc., Evening Publishing Co.

WAPI, Birmingham — Extension expl. auth. unl., directional N.

KGCU, Mandan, N. D.—CP new trans., change antenna, increase to 500 w 1 kw D.

WGES, Chicago—CP new trans., antenna, increase to 500 w 1 kw D unl., move trans.

DECEMBER 12

NEW, Van Curler Bcstg. Corp., Schenectady—CP 1210 kc. 250 w unl.

WELI, New Haven—Mod. license to 250 w 1 kw D, amended to 500 w 1 kw D.

NEW, Ralph M. Lambeth, Greensboro, N. C.—CP 1370 kc 250 w unl., amended to 1380 kc 500 w D.

KVFD, Fort Dodge, Ia.—Mod. CP to 250 w unl.

WSMB, New Orleans—License replace antenna.

KAWM, Gallup, N. M.—Mod. license to 250 w N & D.

KMPC, Beverly Hills, Cal.—Mod. CP change hours, increase power, asking auth. use former KECA antenna and trans.

KWEW, Hobbs, N. M.—Mod. license to 100 w unl.

WHDL, Olean, N. Y.—Mod. license D to unl., 250 w.

KVOO, Tulsa—Extension exp. auth. unlimited, directional N, to 2-1-41.

KFDM, Beaumont, Tex.—Mod. license to Class III-A.

WMBI, Chicago—Mod. license ltd., Sh.-WCBD, to ltd. only, contingent WCBD shift.

NEW, KAW Valley Bcstg. Co., Topeka—CP 1500 kc 250 w unl.

FCC Cleveland Office

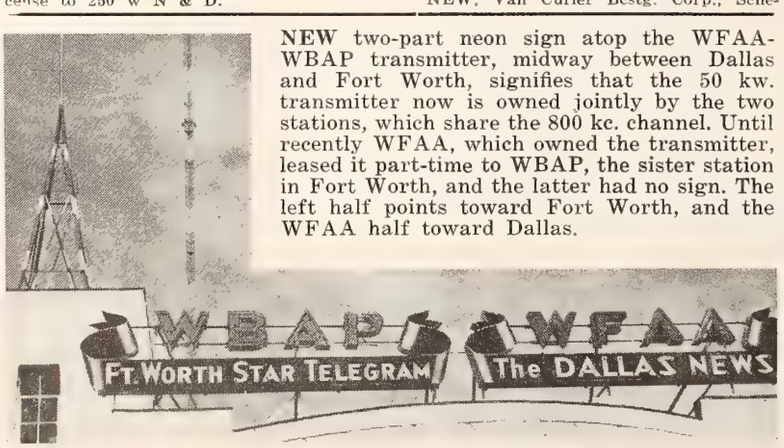
ESTABLISHMENT of a permanent field office at Cleveland, effective Jan. 1, was ordered Dec. 12 by the FCC. It will use quarters heretofore employed for the Commission's Great Lakes and Inland Waterways survey, completed under the direction of Commissioner Thad H. Brown. The office will be subordinate to the main district headquarters at Detroit and will be staffed by an inspector and an assistant from Detroit. It was stated the office was made necessary because of increased activity in the Cleveland area, relating not only to regular inspections of broadcast, police, aeronautical and other stations but because of trips necessitated to the city to examine more than 700 applicants for operators' licenses during the last year.

FCC Alters Findings

THE UNUSUAL practice of revising proposed findings of fact in a case involving authorization of a new station, was resorted to Dec. 13 by the FCC when it issued new findings in proposing to grant M. C. Reese a construction permit for 1200 kc. with 100 watts night and 250 watts until local sunset in Phoenix, Ariz. The revised conclusion omitted reference to reliance upon evidence of intervening stations, presumably because the observation made in the original report conflicted with recently inaugurated FCC policy. Certain other references, which apparently went beyond the scope of the record in the case, also were deleted.

Philco Seeks Change

A REQUEST that the FCC revise the proposed television allocations suggested by its Television Committee, so that the channel designated as No. 2 be assigned to Philadelphia rather than New York, was made Dec. 9 by Philco. Philco said that the proposed allocation to New York would constitute a denial of its own pending application for renewal of the license of W3XE, and would be tantamount to a decision in advance of hearing favoring the pending application of CBS for use of the same channel in New York. The exceptions were filed by Louis G. Caldwell and Reed T. Rollo, counsel.



NEW two-part neon sign atop the WFAA-WBAP transmitter, midway between Dallas and Fort Worth, signifies that the 50 kw. transmitter now is owned jointly by the two stations, which share the 800 kc. channel. Until recently WFAA, which owned the transmitter, leased it part-time to WBAP, the sister station in Fort Worth, and the latter had no sign. The left half points toward Fort Worth, and the WFAA half toward Dallas.

Network Accounts

All time EST unless otherwise indicated.

New Business

CARNATION Co., Milwaukee (milk), on Jan. 3 starts *Arthur Godfrey* on 9 MBS stations, Mon., Wed., Fri., 9-9:15 a. m. Agency: Erwin, Wasey & Co., N. Y.

CAMPANA SALES Co., Batavia, Ill. (hand cream, Dreskin, Coolies, D.D.D.), on Jan. 7 starts *Grand Hotel* on 30 CBS stations, Sun., 1:35-2 p. m. Agency: Aubrey, Moore & Wallace, Chicago.

ALBERS BROS. MILLING Co., Seattle (Friskies Dog Food), on Jan. 14 starts for 26 weeks *Adventures of Dr. Dare* on 9 CBS Pacific Coast stations, Sun., 2:30-2:45 p. m. (PST). Agency: Erwin, Wasey & Co., Los Angeles.

LOS ANGELES SOAP Co., Los Angeles (White King Soap), on Jan. 1 starts for 52 weeks *Dealer in Dreams* on 7 CBS Pacfic Coast stations, Mon. thru Fri., 5:15-5:30 p. m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

LOS ANGELES SOAP Co., Los Angeles (Sierra Pine Toilet Soap), on Jan. 7 starts for 52 weeks *The Spelling Bee-Liner* on 7 CBS Pacific Coast stations, Sun., 2-2:30 p. m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

THOMAS J. LIPTON Ltd., Toronto (tea), on Dec. 31, starts *Lipton's Tea Musicale* on 31 Canadian Broadcasting Corp. network stations, Sunday 5:30-6 p. m. Agency: Vickers & Benson, Toronto.

Renewal Accounts

CARNATION Co., Milwaukee (milk), on Jan. 1 renews for 52 weeks *Contented Hour* on 64 NBC-Red stations, Mon., 10-10:30 p. m. Agency: Erwin, Wasey & Co., N. Y.

RALSTON PURINA Co., St. Louis (Ralston cereal), has extended *Tom Mix*, Mon. thru Fri., 4:45-5 p. m. (CST), on 51 NBC-Blue stations, through April 27, 1940. Agency: Gardner Adv. Co., St. Louis.

WANDER Co., Chicago (Ovaltine), on Jan. 1 renews for 52 weeks *Little Orphan Annie*, Mon. thru Fri., 4:45-5 p. m. (CST), on 16 NBC-Red stations; and *Carters of Elm Street*, Mon. thru Fri., 11-11:15 a. m. (CST), on 7 NBC-Red stations. Agency: Blackett-Sample-Hummert, Chicago.

LOOSE-WILES BISCUIT Co., Long Island City, N. Y., on Jan. 2 renews *Woman's Magazine of the Air* on 6 NBC Pacific Red stations, Tues. and Thurs., 6:30-6:45 p. m. (EST). Agency: Newell-Emmett Co., N. Y.

"THE CRYSTAL SPECIALISTS SINCE 1925"

NEW LOWER PRICES!

LOW TEMPERATURE CO-EFFICIENT CRYSTALS

Approved by FCC **$30** Each

Supplied in Isolantite Air-Gap Holders in the 550-1550 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

Favor Vertical Cut

RESULTS OF a survey independently conducted by Reuben S. Donnelley Co., indicating that station managers show a "9-1" preference for vertical cut transcriptions, were announced Dec. 12 by World Broadcasting System. The survey also showed, according to the WBS announcement, that station engineers expressed a 12-1 preference for vertical over lateral, with the inquiry sent to leading independent stations affiliated with the major networks. The announcement said that of 132 managers having vertical and lateral equipment, 119 voted for vertical cut wide-range recordings for faithful reproduction of music. It was added a 7-2 preference was shown for WBS reproduction of speech, a 12-1 preference for WBS pressings and a 4-1 preference on shipping and delivery service.

STANDARD BRANDS, New York (Fleischman's Foil Yeast), on Jan. 1 for 52 weeks renews *I Love a Mystery* on 32 NBC-Red stations, Mon. thru Fri., 7:15-7:30 p. m. (rebroadcast, 11:15-11:30 p. m.). Agency: J. Walter Thompson Co., N. Y.

C. F. MUELLER Co., Jersey City, N. J. (macaroni), on Jan. 1 renews *Thunder Over Paradise* on 5 NBC-Blue stations, Mon. thru Fri., 10-10:15 a. m. Agency: Kenyon & Eckhardt, N. Y.

AMERICAN TOBACCO Co., New York (Half and Half tobacco), on Jan. 7 renews *Ben Bernie* on 53 CBS stations, Sun., 5:30-6 p. m. Agency: Young & Rubicam, N. Y.

COLUMBIA RECORDING Corp., Bridgeport, Conn., has renewed *Young Man With a Horn* on 31 CBS stations, Fri., 10:30-11 p. m. Placed direct.

GULF OIL Corp., Pittsburgh, on Nov. 30 renewed *Screen Guild Theatre* on 64 CBS stations, Sun., 7:30-8 p. m. Agency: Young & Rubicam, N. Y.

TEXAS Co., New York (Texaco products), on Dec. 6 for 13 weeks renewed *Texaco Star Theatre* on 91 CBS stations, Wed., 9-10 p. m. Agency: Buchanan & Co., N. Y.

GOSPEL BROADCASTING Assn., Los Angeles, on Dec. 31 renews for 52 weeks *The Old Fashioned Revival* on 68 MBS stations, Sun., 9-10 p. m. Agency: R. H. Alber Co., Los Angeles.

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving cream), on Jan. 1 renews *True or False* on 34 NBC-Blue stations, Mon. 8:30-9 p. m. Agency: J. Walter Thompson Co., N. Y.

GENERAL ELECTRIC Co., Cleveland (Lamp Division), on Dec. 18 renews *Hour of Charm* on 58 NBC-Red stations, Mon., 10-10:30 p. m. Agencies: BBDO, N. Y., and Foster & Davies, Cleveland.

Network Changes

P. LORILLARD & Co., New York (Sensation cigarettes), on Jan. 1 replaces *Larry Clinton* with different name bands on *Sensation & Swing* on 67 NBC-Red stations, Mon., 7:30-8 p. m. Agency: Lennen & Mitchell, N. Y.

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J., on Dec. 16 discontinues *Uncle Jim's Question Bee* on 7 NBC-Blue stations, Sat., 7:30-8 p. m., returning in January. Agency: Cecil & Presbrey, N. Y.

VICK CHEMICAL Co., Greensboro, N. C. (nose drops, cough drops), on Jan. 2 shifts *Beyond Reasonable Doubt* on 11 NBC Pacific Blue stations, from Tues., Thurs., Sat. 6-6:15 p. m. (PST) to Tues., Wed., Thurs., 9-9:15 p. m. (PST). Agency: Morse International, N. Y.

STANDARD BRANDS, New York (Chase & Sanborn coffee), on Jan. 7 shifts *Chase & Sanborn Hour* on 62 NBC-Red stations Sun., from 8-9 p. m. to 8-8:30 p. m. Agency: J. Walter Thompson Co., N. Y.

Riot Over Molar

ROLAND BRADLEY, of the production department of KOMO, Seattle, recently had a toothache and couldn't sleep. Drug stores were closed. Finally, however, Bradley found an apothecary working overtime behind locked doors. He started pounding on the shop window; passersby learning of his plight cooperated and pounded with him. The astonished proprietor sensed a riot, called police. A squad car wheeled up, Bradley pointed to his swollen jaw, and the police started pounding on the window with the others. Finally the druggist fearfully opened up. And Bradley got relief for the toothache.

LEVER BROS Co., Cambridge, Mass. (Lux soap), on Dec. 29 discontinues *The Life & Love of Dr. Susan* on 60 CBS stations, Mon. thru Fri., 2:15-2:30 p. m. Agency: J. Walter Thompson Co., N. Y.

P. LORILLARD Co., New York (Sensation cigarettes), on Jan. 1 renews for 26 weeks *Sensations & Swing* and adds 20 NBC-Red stations making a total of 83 NBC split Red stations, Mon. 7:30-8 p. m. (repeat, 10:30-11 p. m.). Agency: Lennen & Mitchell, N. Y.

NOXZEMA CHEMICAL Co., New York, on Dec. 11 shifted *Bob Trout* on 38 CBS stations, from Tues., Thurs., Sat. to Mon., Wed., Fri., 3:30-3:35 p. m. Agency: Ruthrauff & Ryan, N. Y.

Bounty on Spot

P. LORILLARD Co., New York, on Dec. 12 started its first program series for Bounty cigarette tobacco on WNEW, New York, following an announcement test on WWL, New Orleans, last July. Program, titled *Bound-T Ranch*, features Arizona Red and Western music, Tuesday, Thursday and Saturday, 7:30-7:45 p.m. Agency is Lennen & Mitchell, New York.

Tales of the Famous

PHILIP MORRIS & Co., New York (cigarettes) has replaced the tall story dramatizations heard as part of the weekly *Breezing Along* program on NBC-Blue with *Pipe Dreams*, a feature dealing with success stories of famous persons, as narrated by David Ross.

• Does C. R. E. I. Training Pay Dividends?

• The success of a school is not indicated by its number of graduates . . . but by the number of graduates EMPLOYED! A survey made of our resident school graduates of 1934 through 1937 disclosed that 96% WERE EMPLOYED IN THE RADIO AND COMMUNICATION INDUSTRY WITHIN AN AVERAGE ELAPSED TIME OF ONE MONTH AFTER GRADUATION. Such a record is proof that C.R.E.I. technical training PAYS because it is PRACTICAL. May we send you details?

CAPITOL RADIO ENGINEERING INSTITUTE

Dept. B-12 3224-16th St. N.W., Wash., D.C.



BLILEY CRYSTAL UNITS

PRECISION BUILT FOR *dependable* OPERATION

Bliley Broadcast Crystals and Ovens meet all F.C.C. requirements. Write for Catalog G-11 describing complete line.

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING ERIE, PA.

Awards of Cash Featured in Many Quiz Broadcasts

Prizes From $1 to $1,000 Are Given on Network Programs

NATIONAL advertisers on the three major networks are giving away cash prizes ranging from $1 to $1,000 to listeners sending in questions and to contestants from the studio audiences taking part in the many "quiz" type programs which are currently on the air and which have been steadily growing in popularity during the past year. The quiz broadcasts and the cash prizes given follow.

NBC

Dr. I.Q., Mars Inc. (candy bars)—Each listener sending in three sets of right or wrong statements gets $50, if used. For descriptions of famous persons used, listeners get $50, and $50 is paid member of studio audience guessing identity after first clue with reductions if further clues are needed. Correct answers to questions win varying cash awards. (NBC-Red)

Fred Allen's Town Hall, Bristol-Myers Co. (Ipana, Sal Hepatica)—$50 for the best opinion sent in on the "question of the week". (NBC-Red)

Grouch Club, General Mills (Corn Kix)—First prize $500 for best "grouch" sent in. Fifty $10 prizes for others accepted in a special offer during December. (NBC-Red)

Information Please, Canada Dry Ginger Ale—Each question used on program wins sender $5. Additional $10 and set of the Encyclopedia Britannica if the question stumps the experts. (NBC-Blue)

Kay Kyser's College of Musical Knowledge, American Tobacco Co. (Lucky Strikes)—Six candidates from studio audience. First prize of $35, second of $20. Four prizes of $10 each. Each contestant gets carton of Luckies, and each member of studio audience gets a pack of Luckies. (NBC-Red)

Melody Marathon, Ohio Oil Co.—Listeners submit musical questions. Those used win $2 if on official blank, $1 if not. Dealer gets $2 for issuing blank for questions used. (NBC-Blue)

Paul Wing's Spelling Bee, Cummer Products Co. (Energine)—Teams of five participants. First prize of $50 watch, second of $20 watch, third of $10 in cash, fourth of $5. Each participant gets package of Energine products. (NBC-Red)

Pot O' Gold, Lewis-Howe Medicine Co. (Tums)—Person telephoned, chosen by chance, gets $1,000. If no one answers phone, money carries over to next week. (NBC-Red)

Quicksilver, Lewis-Howe Medicine Co. (Tums)—Riddles used on program win sender $5. $1 paid studio contestants giving wrong answers; $5 or more for correct answers depending on cash left over from previous programs. (NBC-Blue)

True or False, J. B. Williams Co. (shaving cream)—Two teams of six contestants. $25 first prize. Each contestant gets "I.Q." game and $5. (NBC-Blue)

Uncle Jim's Question Bee, G. Washington Refining Co. (coffee)—Listeners send in questions, get can of coffee for questions used. Six contestants. $25 for highest score, and each gets coffee and Instant Broth supply. (NBC-Blue)

Uncle Walter's Dog House, Brown & Williamson Tobacco Co. (Raleigh tobacco)—Winner gets $50 for best "dog house" story of the week. Next 11 stories win pipe and tobacco. (NBC-Red)

We, the Wives, Quaker Oats Co. (Farina)—Sender gets $10 for used question. Husbands and wives form teams. $25 in cash given out during broadcast at rate of $1 for each question answered correctly. Money divided among winning team if left over. (NBC-Red)

What's My Name, Procter & Gamble Co. (Oxydol)—$10 for each entry used. Contestants guess identities. $10 for correct answer after first clue, $9 for second clue, etc. $5 if question not answered correctly. Each contestant get's "What's May Name" game. (NBC-Red)

Youth vs. Age, Wm. R. Warner Co. (Vince)—$2 for questions used on program to senders. Four youngsters and four oldsters for teams. $10 to each member of winning team. $5 to losers. (NBC-Blue)

Only NBC quiz program not offering cash prize is *Battle of the Sexes*, Cummer Products Co. (Molle). Winning team members receive Bulova watches, losing team members get Westfield watches. All get tubes of Molle shaving cream. (NBC-Red)

CBS

Ask-It-Basket, Colgate-Palmolive-Peet Co. (shaving cream)—Studio contestants get prize of $25, $10 and $5 with awards of $1 to members of audience answering when contestants fail.

Professor Quiz, Procter & Gamble Co. (Teel)—$25 to persons sending in best five questions used, plus bottles of Teel and "Professor Quiz" games to contestants.

MBS

Name Three, Philip Morris & Co. (Dunhill cigarettes)—Listeners get $6 for three-part questions used. Contestant gets $2 for each part correctly answered. If contestant can't answer, becomes "jackpot" question for all contestants. Money to next broadcast if not answered at all.

Quixie-Doodle Contest, Mennen Co. (shaving cream)—$100 offered on each program, questions varying in value. If contestant answers correctly, he gets money, if not sender gets money. Also $25 for best "daffynitions" submitted, and $5 for five best questions sent in.



HOLIDAY spirit prevails at the new transmitter house of WBIG, Greensboro, N. C., with Santa and reindeer cavorting above the modernistic doorway of the attractive structure built by Manager Edney Ridge.

DuMont's Television System Is Shown In Demonstration to Radio Engineers

By BRUCE ROBERTSON

THE DuMONT system of television transmission and reception, which differs in several particulars from the system approved by the Radio Manufacturers Assn. and now used by NBC and CBS, was demonstrated Dec. 8 to three members of the FCC staff and a group of some 50 television engineers.

The FCC representatives were E. K. Jett, chief engineer; Andrew D. Ring, assistant chief engineer, and William H. Bauer, FCC senior attorney. Demonstration, conducted by Allen B. DuMont, consisted of two sessions, one in the Allen B. DuMont Laboratories at Passaic, N. J., and the other in Mr. DuMont's residence, about seven miles distant.

Flicker Problem

At the danger of over-simplifying a highly technical subject, the essence of the DuMont system may be termed an attempt to reduce the standard RMA video transmission of 30 frames per second, with 60 interlaced fields per second, to 15 frames per second, and 30 interlaced fields.

Result would be either an increase in definition (number of scanning lines on the image), producing pictures with more detail on the receivers if the present 6-megacycle television broadcasting band for each station is maintained, or keeping the same definition of 441 lines which the RMA has accepted as satisfactory, but reducing the width of the band to 3 megacycles. This reduction would permit a doubling in the number of bands available, and consequently in the number of television transmitters that could be operated in any locality, and would also tend to decrease the cost of receivers to the public.

Difficulty in achieving acceptable images by the DuMont system is that the less frequent images tend to produce a disturbing flicker on the receiver screen, necessitating the use of a new kind of florescent substance on the screen that will hold over the image for 1/15 second to eliminate this flicker and produce a steady picture. Several tubes were demonstrated, of which the most successful in reducing the flicker and producing a sustained image colored the picture a vivid golden yellow, which to this observer, at least, was less pleasant than the black and white images of the RMA standard sets, despite the fact that the DuMont pictures were of 625-line definition in contrast to the 441 lines of the others. Mr. DuMont stated, however, that progress to date had convinced him that achieving a black and white image tube for reception via his system is a problem that will easily yield to further research.

Mr. DuMont's contention is that instead of setting any standard definition or set number of scanning lines, the FCC should allow experimentation to continue on various standards, and protect the public from purchasing receivers and then discovering that they could tune in some stations but not others by requiring all transmitters to broadcast a sweep signal which a universal television receiver can pick up and reproduce clearly, regardless of the number of scanning lines used at the studio.

Among those attending the demonstration were O. B. Hanson, vice-president and chief engineer of NBC; Peter C. Goldmark, chief television engineer of CBS, and J. R. Poppele, chief engineer of WOR, Newark.

Out of Poise

RAY GAUDIN, engineer of WWL, New Orleans, in broadcasting a recent prize fight with Henry Dupre from the Coliseum Arena became so excited that he jumped into the air shouting "Kill that lousy bum"—which not only went on the air but at the same time jerked Mr. Gaudin's head forward, almost breaking his neck because he had neglected to disconnect his ear phones before his thoughtless lunge.

The Other Fellow's VIEWPOINT

A Case of Math

EDITOR, BROADCASTING:

Before the advertising Einsteins start to confound you with corrections, I'd like to point out two careless mathematical errors appearing in our CBS "Rip Off the Mask!" ad [BROADCASTING, Dec. 1]. I make the corrections here for the record. The errors, simple but irritating, do not affect either the accuracy of the headlines or conclusions of the message.

The ad reveals (in an unusually rigid test of the sales impact of a radio program) that among *known listeners* to a particular CBS program, 181 families use the sponsor's brand, for every 100 known listeners using the next competing brand. A differential of 81% in favor of radio.

In the "explanatory" paragraph that went with the charts, the text reported 195 families used the sponsor's product—when it should have said 181 families, to conform with the chart, the headline and the facts. And we quoted an 89% differential in favor of radio, in the same note, instead of the correct figure, 81%, used in the headline.

In the same table, in the comparison between *non*-listeners using the sponsor's brand and *non*-listeners using a competing brand, the chart showed that 107 of the non-listeners use the sponsor's brand, against 100 non-listeners using a competing brand. But the "explanatory" paragraph quotes a figure of 105 non-listeners using the sponsor's brand instead of 107.

Don't ask me how these errors happened. They just did. And I'd appreciate your giving them this space to keep accurate the record of BROADCASTING's advertising columns, and Columbia's advertisements. And to take any blemish off an otherwise remarkable radio case-history.

VICTOR M. RATNER
Director of Sales Promotion
CBS, New York
Dec. 8, 1939.

Annual Cardiac Benefit

WOR, Newark, and WMCA, New York, on Dec. 10 broadcast special programs of speeches by prominent members of stage, screen, politics and civic life at the annual dinner of the McCosker-Hershfield Cardiac Foundation, held at the Hotel Plaza, New York. The foundation was started in 1937 jointly by Alfred J. McCosker, president of WOR and chairman of the board of MBS, and Harry Hershfield, noted humorist and cartoonist, for the hospitalizing of needy cardiac cases.

A STATEMENT OF POLICY

We have now completed our first urban analysis.

WLW average weekly listening audience in 25 urban markets—

Cincinnati, Ohio	**51.8%**
Charleston, W. Va.	**36.8%**
Columbus, Ohio	**39.6%**
Dayton, Ohio	**49.9%**
Fort Wayne, Ind.	**34.7%**
Indianapolis, Ind.	**33.8%**
Kokomo, Ind.	**53.3%**
Lexington, Ky.	**47.3%**
Lima, Ohio	**53.0%**
Louisville, Ky.	**11.3%**
Muncie, Ind.	**62.4%**
Newark, Ohio	**69.2%**
Springfield, Ohio	**63.9%**
Anderson, Ind.	**70.8%**
Huntington, W. Va.	**50.2%**
Ironton, O., & Ashland, Ky.	**54.1%**
Marion, Ind.	**55.0%**
Marion, Ohio	**48.8%**
Portsmouth, Ohio	**47.6%**
Zanesville, Ohio	**45.2%**
Terre Haute, Ind.	**31.7%**
Richmond, Ind.	**73.4%**
Bloomington, Ind.	**51.1%**
Mansfield, Ohio	**54.2%**
Lancaster, Ohio	**56.4%**
AVERAGE FOR 25 MARKETS	**41.9%**

We believe that the industry will agree that the sample of 25 separate coincidental surveys made in cities with an aggregate trading zone population of 6,765,079* is adequate.

We expect to continue at regular intervals a re-auditing of listening habits in WLW-land using these same cities as a base.

We feel that the degree to which we can improve our service increases with the exactness of the knowledge we are accumulating through these studies.

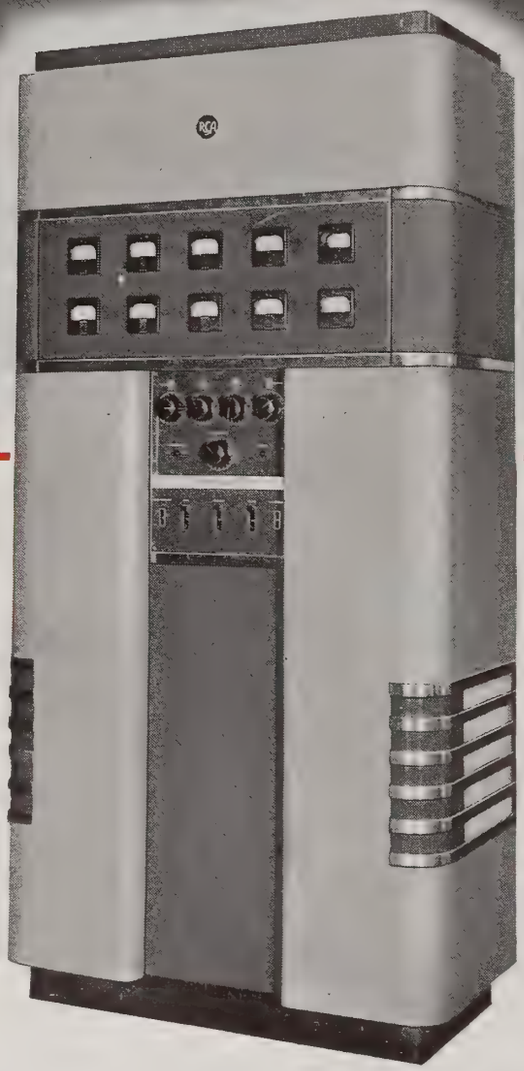
We do not think of WLW only in terms of its huge number of strictly-urban listeners, but, in these test cities alone, we definitely know what we are doing among 6,765,079* people.

*ABC Trading Zone Areas as listed in Standard Rate and Data.

WLW THE NATION'S *most "Merchandise-Able"* STATION

They let their CONFIDENCE be their Guide

Sight Unseen . . . Sound Unheard . . . Broadcasters buy entire factory order of New RCA 250 watt transmitter



IN THIS TROUBLED WORLD where treaties are scraps of paper...where discord, distrust, and discontent are everyday headlines... we believe you will find this report of good-will and confidence as refreshing as we did.

No broadcaster ever saw an RCA 250-K Transmitter. No broadcaster ever heard an RCA 250-K. Nevertheless, broadcasters had such confidence in RCA engineering that they purchased the entire factory order of this new 250 watt transmitter...sight unseen, sound unheard.

RCA tries to merit confidence of this nature through the application of sound fundamentals of good engineering practice. Ours is a constant and studied effort to design and build the best possible equipment at the right price...We would welcome an opportunity to be of service to your station. We are confident that the engineering resources of RCA will find the correct solution to any problem you may have.

Use RCA Tubes in Your Station For Reliable Performance

Specifications of the RCA 250-K

Frequency Response: Flat within ±1.5 DB from 30 to 10,000 cycles at any percentage of modulation from 0 to 95.

Operation: Three power outputs, 100, 250, 100/250 Watts.

Frequency Range: 550-1600 KC.

Fidelity: Stabilized feedback reduces distortion to less than 3% RMS between 50-7500 cycles up to and including 95% modulation.

Carrier Noise Level: At least 60 DB below the level for 100% modulation—unweighted.

Utilizes power change switch and equipment where required.

High level class B modulation.

Uses RCA "V"-Cut Crystals.

All meters at eye level for convenience in reading.

Low Maintenance: Uses minimum number of inexpensive tubes.

RCA *Broadcast Equipment*

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of the Radio Corporation of America

New York: 1270 Sixth Ave. • Chicago: 589 E. Illinois St. • Atlanta: 530 Citizens & Southern Bank Bldg. • Dallas: Santa Fe Bldg. • San Francisco: 170 Ninth St. • Hollywood: 1016 N. Sycamore Ave.